

ICARUS

Intermodal Connections in Adriatic-Ionian Region to Upgrowth
Seamless solutions for passengers

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24 November 2021

Outline

- The project in a nutshell
- Our 3-pillar approach
- Challenges
- Main results
- Our video

ICARUS in a nutshell

- Objective: to create new intermodal solutions taking in consideration passengers' mobility needs and allowing the maximum level of flexibility for users.
- Promotion of intermodal connections in the Adriatic Ionian Region
- Focus on innovative technologies to adapt smart mobility, sustainable multimodal and seamless transport solutions, pilot/test actions
- ICARUS is a policy and authorities targeted project



1st January 2019
31 December 2021

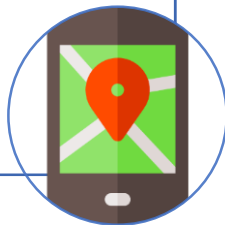


2.2 M€

Approach of the project

- implementing MaaS concept: citizens should be allowed to get from A to B using different means of transport.
- integrated and intelligent technological system, e.g. integrated billing system.
- Pilot & testing

ICT/MaaS



- Transport services and facilities to foster multimodality
- Harmonization of timetables of different public transport means will also represent a key project topic

Transport services and Multimodality



- Actions and strategies for a behavioural change which complement services development and integration.
- Only with behavioural changes actions, the project can achieve its results.
- Behavioural change campaigns

Behavioural Change



Challenges

- **Bottlenecks** in multimodal connections and governance
- **Lack of efficient multimodal networks** (road, rail, air, water transport), as well as low connectivity and mobility of peripheral areas
- **Link** in the transport chain which integrates intermodal transport with technological solutions and changes behaviours



Seamless?



Mobility as a Service

- Mobility as a Service (MaaS) is the **integration** of various forms of transport services into a single mobility service accessible **on demand**.
- The MaaS concept envisages a service that offers travellers:
 - seamless mobility,
 - easy access to different transport modes based on their needs,
 - relief from the unforeseen costs and unavailability associated with owning a car while still having access to one;
 - control over travel time and costs.

Passenger centric

- Mobility as a Service
 - integration of various forms of transport services into a single mobility service accessible on demand.
- Intelligent payment systems
 - Apps, websites etc.
- Integrated ticketing
 - User side: focus on the journey rather than the means of transport
 - PA side: agreements with different actors and transport operators
- Multimodal transport
 - Make the trip greener
- Harmonisation
 - Definition of a cross-border standard

Main results of the project

Improvement of capacities of the public sector & related entities for low-carbon intermodal mobility in the project area.

Improving passengers intermodal connections in and between the territories of the Programme area

easing the sustainable transport integration of the coastal and hinterland areas

boosting existing or new maritime connections among the Italian and Croatian coasts by raising the level of service of ports land side

Fostering behavioral change of transport users and increasing the use of intermodal low carbon transport solutions

creating seamless multimodal and environmental friendly intermodal transport solutions

Our Video



https://www.youtube.com/watch?v=bk0CoralL1Q&t=17s&ab_channel=FondazioneITL

Intermodal connections will bring us happiness?




Concorso #Una Mossa Sostenibile – drawing by Riccardo Nanni

Thank you for your attention!

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