

Output Factsheet: Pilot implementation of Value-Added services for increasing LEZs attractiveness in Sarvar FUA

Project index number and acronym	CE243 SOLEZ
Lead partner	Municipality of Vicenza
Output number and title	O.T3.2 - Pilot implementation of Value-Added services for increasing LEZs attractiveness (in FUA Sarvar)
Investment number and title (if applicable)	n/a
Responsible partner (PP name and number)	PP7- Pannon Business Network - PBN
Project website	http://www.interreg-central.eu/SOLEZ
Delivery date	01/2020

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

Based on the stakeholder's meetings' inputs and the result of the preliminary self-assessment, Sárvar Functional Urban Area (FUA)'s Pilot Action consists of a **smart phone application** which provides multimodal traveller information to users based on the Mobility as a Service conception.

The application with the name of 'SÁRVÁR MOBILITY' was finalised in December 2018 and it can be downloaded to Android and IOS as well.

The overall objective of the SÁRVÁR MOBILITY application is to promote sustainable mobility means for passengers and encourage them to use public or active transport instead of their conventional passenger cars. **Commuters** and **tourists** will be the main users of the application.

The SÁRVÁR MOBILITY application integrates the information of all different means of sustainable transport modes, such as trains, buses, e-bikes and cars for rent and car-pooling with prices and updated timetables in the whole Sárvar Functional Urban Area.

Besides, the application provides active tour possibilities in the area of Sárvar FUA by bicycle and/or with Nordic walking or simple tracking.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

The developed Pilot Action of PBN in the SOLEZ project concerns the following NUTS regions:

Country (NUTS 0)	Hungary
Region (NUTS 2)	HU22, Nyugat-Dunántúl
Sub-region (NUTS 3)	HU222 VAS

Within NUTS 3 the Sárvár Mobility application as Pilot Action of PBN in the SOLEZ project is concentrating on “Sárvár District” (approximately: 685 km² and 40.000 inhabitants) which consists 2 towns (one is Sárvár the centre) and 40 small villages.

Investment costs (EUR), if applicable

n/a

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The overall objective of the SÁRVÁR MOBILITY application is to promote sustainable mobility means for passengers and encourage them to use public or active transport instead of their conventional passenger cars in the area of Sárvár FUA.

Main target groups that can be potential users, are commuters and tourists. The age group is not specific. Presumably, the ratio of capability of using the app is higher in the younger generations.

The Sárvár Mobility application can be improved and fine-tuned with more complex elements, including Maas potential mobility services and integration of booking and payment, however these follow-up measures exceed the SOLEZ project lifetime and budget. It would be recommended to elaborate an in-depth feasibility study, which would include how to develop the application with possible follow-up measures and functionalities, for its higher-level implementation up to Integration of booking & payment.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

The Sárvár Mobility smartphone application is a sustainable ICT tool, since the content can be updated if some information about mobility means (such as timetable/price) of Sárvár FUA change. Experience gained through the development of Sárvár FUA pilot action will contribute to transferability by providing test cases, lessons learned and concrete examples that can be used to promote and support replication by other territories.

The methodologies of the application development can be shared with other territories and stakeholders who are planning to build up a kind of Maas system in their region.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

The **lessons learned** during Pilot Action implementation could be summarized as follows:

- Regarding drivers for the successful implementation of low-carbon mobility solutions, it can be stated that the Mobility as a Service readiness level of the area has to be measured.

- Based on the results of the readiness level, it is highly important to discuss the low-carbon mobility solution plans with stakeholders and general public.
- The strong cooperation and the support of the stakeholders is essential to develop such a solution, because it reflects the needs of the target groups.
- In order to plan a low-carbon mobility solution in a proper way, a business model must be formulated.

Problems encountered during Pilot Action development could be summarized as follows:

- Being as such a small city and FUA the development of the Maas system is rather challenging since the service of sustainable mobility means are limited.
- Formulization and collecting the necessary content, and information of the app was slower than expected
- The find the suitable experts and ICT developer was difficult, and the tendering process made the workflow slower
- The design of the app was time-consuming
- The development of the app was more expensive than expected, that is why, not every planned element could be integrated
- Misunderstandings occurred between stakeholders → made the workflow slower
- The plan of the preliminary workflow was not concrete and specified sufficiently
- The number of personal meetings to check the results/updates was not enough
- Organising the raising awareness events of the FUA was sometimes time-consuming especially in small municipalities

Regarding the added value of **transnational cooperation**, two study visits organised as capacity building activities within the project, (Graz: February 2017 and Turin: 2017 October), were crucial in raising awareness and guaranteeing a solid stakeholder's involvement. Thanks to these study visits, stakeholders could learn and see first-hand good practises of smart mobility implementations in the two project lighthouse cities, and this experience could be integrated in the development of SOLEZ Pilot Action (feasibility study and mobility app). Besides the study visits, in the framework of the SOLEZ project representatives of Sárvár Municipality could participate in twinning activities which culminates in a twinning trip in Graz where representatives from Turin could benefit from each other's experiences in the thematic field of "Mobility as a Service". Thanks to this peer-to-peer learning approach, experienced and less experienced project partners were able to gain knowledge and background information on sustainable urban mobility in an informal meeting setting.

Contribution to/ compliance with:

- **relevant regulatory requirements**
- **sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced**
- **horizontal principles such as equal opportunities and non-discrimination**

The overall objective of the SÁRVÁR MOBILITY application- to **promote sustainable mobility** means for passengers and encourage them to use public or active transport instead of their conventional passenger cars- **are in accordance with the relevant regulatory requirements** on local and regional level, which are also supporting sustainable mobility usage in the area of Sárvár FUA.

As far as the horizontal principles are concerned, everybody has equal opportunity to use the developed Pilot Action of Sárvár FUA, since it is available and downloadable on Android and IOS operation system. Foreign users are not excluded either, they can use the application in their own language, since the application recognises the language of the smartphone (or other smart gadgets) so the application's language will be the same as the smart device's.

During the usage of Sárvár Mobility application nobody is discriminated, and every user can use the application with the same rights.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

The value-added service toolbox is described in deliverables designated as:

DT 2.2.1 - DT 2.2.2. and DT2.2.3 available on <https://www.interreg-central.eu/SOLEZ.html> in the Publication Section

The Pilot Action customization, report and evaluation are respectively described in the deliverables designated as DT3.2.1, D.T.3.2.3, DT.3.2.7 and DT3.4.2

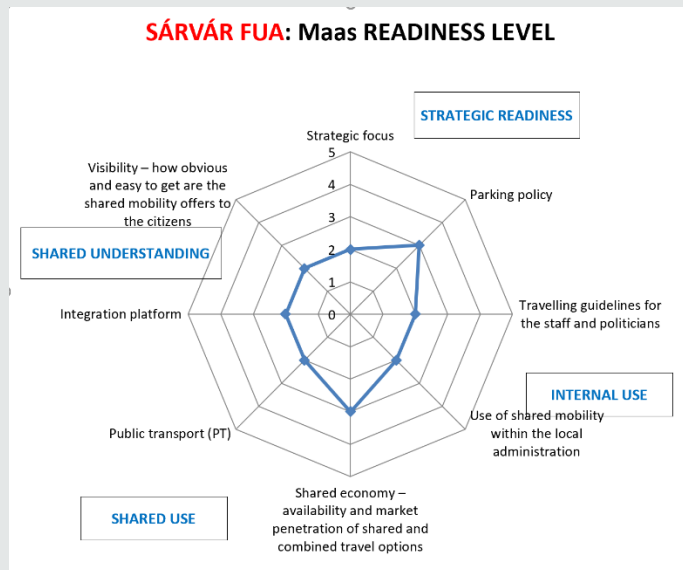


Fig. 1 - Sárvár FUA Maas readiness level before starting the pilot action (January 2018)



Fig 2 - An online Hungarian article in a regional website about the implementation of Sárvár Mobility application, mentioning the project name