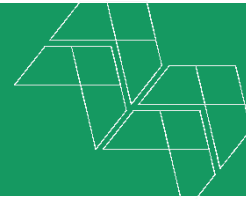


LAST MILE

Press Release – 27/02/2017



Connected transport, innovative technologies and smart infrastructure in relation to the "last mile" is the focal theme of the upcoming study visit in the context of the LAST MILE project. From 6th - 9th of March 2017, partners from 6 European countries will meet in Varna (Bulgaria) to visit good practices in mobility management and discuss innovative solutions for "last mile" connections in tourism.

Sustainable travelers often face bottlenecks on the last link of their journey. Experiences have shown that a **demand-responsive transport service** embedded in the trunk net of regular public transport is a thankful enhancement in many cases. While various operational models of **flexible services** have been created and tested in several projects, operators are still confronted with institutional barriers or a sustained financing in the long run.

The **LAST MILE** project seeks to catapult **policy dialogue processes** about the facilitation of low-threshold mobility services in the participating regions and provide policy recommendations for a broader European audience. The policy exchange meetings hence are an inherent part of the project.

From 6th to 9th of March 2017 partners will participate in a study visit in Varna, Bulgaria, to learn about different approaches in the field of sustainable flexible transport – framework conditions, policies and practical examples – and find transferable elements for their own regional context!



Railway Station in Varna (Bulgaria)

Along the Black Sea participants will travel from Varna to the Golden Sands and to Byala to learn about flexible transport solutions in Bulgaria. The route of the seasonal bus line 209 from Varna to the famous Golden Sands resort and the flexible transport services offered to visitors in summer time in the form of e-cars and small trains with stops on demand will be part of the programme. Further flexible transport services will be visited in the Byala resort, situated 50 km south of Varna, offering an easy way to travel from town to the beach area and the historical site.

With a view to the practical examples, the focal theme of the interregional exchange event in Varna is "connected transport, technologies and smart infrastructure" in relation to the "last mile". At the top of the digital age, the challenge for transport operators about smart technologies and connecting flexible transport services is more than ever up to date. A seminar in this context will take place on the 8th of March with inputs from international mobility experts. Afterwards, an interactive workshop on this theme shall spread modern ideas between project partners to stimulate the forthcoming development of regional action plans in the different regions. One point of the agenda is the presentation of results of the regional analysis about framework conditions and barriers for the implementation of flexible transport systems on the one hand and the results of the regional analysis concerning the technical state-of-the-art of regional public transport systems and particularly flexible systems.

Project Details:

LAST MILE aims to find sustainable flexible solutions for regional mobility systems. It will make sure that visitors travel the 'last mile' of their travel chain sustainably, and provide alternatives to car use for residents and their daily trips as well. LAST MILE will support regions in creating tailor made solutions for multiple users, interlacing with main public transport lines and hubs and introducing low emission and energy efficient vehicles, that shall lead to sustainable and financeable regional mobility options.

Financed under the INTERREG EUROPE Programme, LAST MILE is a European wide interregional project with 7 partners from 6 countries comprising a group of about 50 regional stakeholders.

Overall project budget: 1.607.720 €

ERDF contribution (INTERREG EUROPE): 1.346.442€

Project duration: Phase 1 2016-04 to 2018-09, Phase 2 2018-10 to 2020-09

ALL ABOUT LAST MILE AT:

www.interregeurope.eu/lastmile

Lead Partner

Environment Agency Austria

Agnes Kurzweil, DI

T +43-(0)1-313 04 5554

E agnes.kurzweil@umweltbundesamt.at

Project Management

komobile

Christine Zehetgruber, DI

T +43-(0)1-89 00 681 – 51

E lastmile@komobile.at