



DESTI-SMART

**Interreg Europe**



European Union  
European Regional  
Development Fund

# DESTI –SMART Project

## 1st Kick Off Meeting

Madeira Site

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Thessaloniki, September 28th 2018



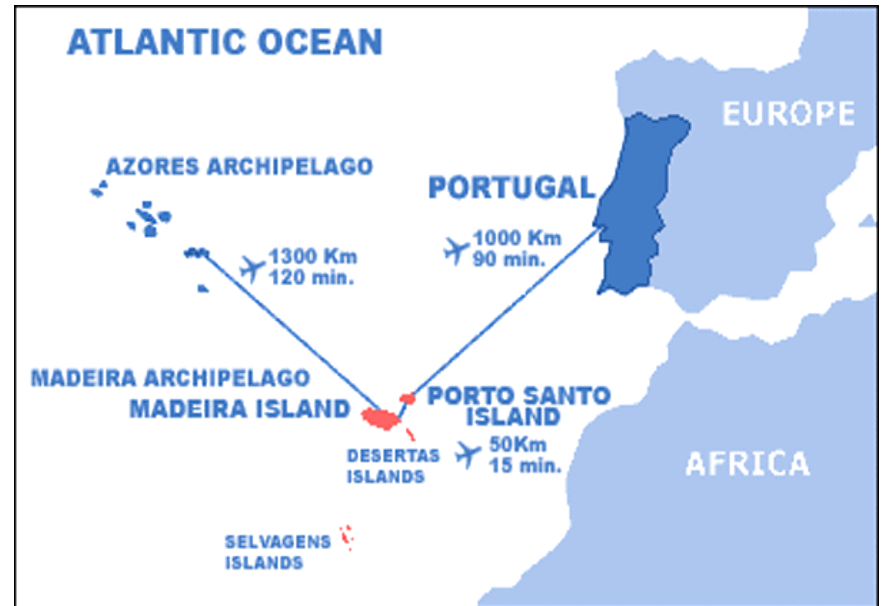
# MADEIRA Island

## EU Outermost Region, the Atlantic PEARL



# MADEIRA Island and Funchal Main Figures

- Located about 1.000 km from the mainland;
- Total surface: 801,5 km<sup>2</sup> , max. altitude of 1862 mt;
- Population: 254.876;
- **Tourism is a prevailing industry** (1.162.000 tourists arrival by plane and round 536 thousand by cruise);
- Tourist average stay - **5,4 nights**;
- Occupation rate - **69,2%**;
- Turism total revenue of 323,7 million year;
- Tourism sector represents around **30% of the GDP**.

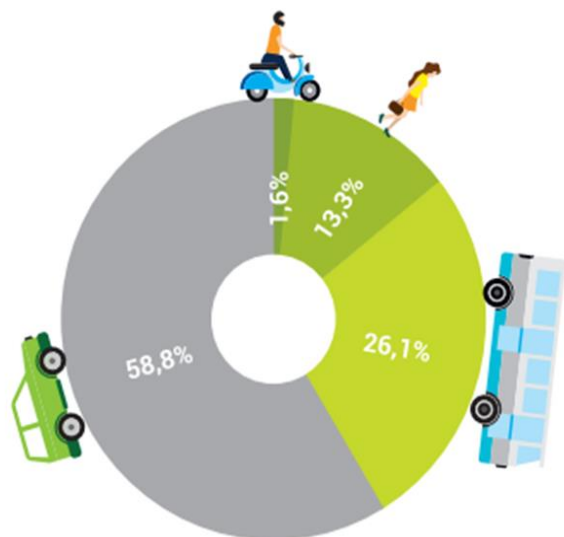


- **Administrative situation:** divided in 11 Municipalities;  
Capital: Funchal;
- **Funchal** population: 104 813;
- **Porto Santo** is a small Island which suffers with seasonality and DESTINATIONS has specific activities implemented in this Island too.

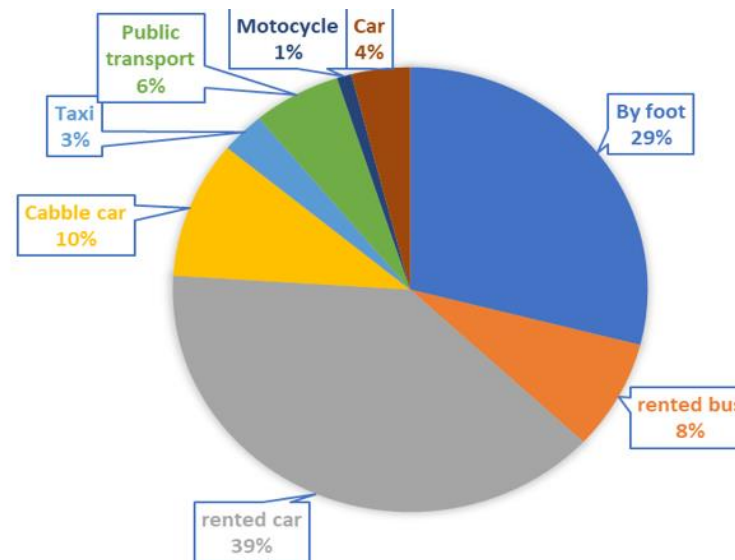
# MADEIRA Island and Funchal Mobility Framework

Madeira welcomes nearly **1.5 Million tourists yearly**;  
Car rentals and other private mode of transport options are marketed very aggressively;  
**Plenty of potential for modal shifts to Public Transport among tourists.**

### Mobility share in Funchal



### Touristic Mobility share in Madeira



# MADEIRA Island and Funchal

## Political Support



Madeira has approved recently a **strategic plan for all transport modes** (PIETRAM).

DESTINATIONS will implement pilot tests and therefore project is the site-bed for the full-extent implementation of PIETRAM.

At Political level the situation is more stable after the municipality elections in 2017 but there are latent conflicts between regional and local level with possible negative consequences for DESTINATIONS.



# MADEIRA Island and Funchal Civitas Destinations Measures Overview



<b>MAD 2.1</b>	Sustainable Regional Mobility Plan (SRMP) in touristic regions <b>SRETC</b>		<b>MAD 6.2</b>	Green credits: A Business Model for Mobility, Sustainability and Tourism <b>HF</b>	
<b>MAD 2.2</b>	Smart metering / sensing and user generated content to improve planning and mobility services <b>ARDITI</b>		<b>MAD 6.3</b>	Mobility management planning tools for tourists and local tourism operators <b>SRETC</b>	
<b>MAD 3.1</b>	Innovative Solutions for Safe and Secure Public Spaces <b>CMF</b>		<b>MAD 6.4</b>	Low emission zones and smart parking management <b>CMF</b>	
<b>MAD 3.2</b>	School and foreign students awareness campaign package <b>AREAM</b>		<b>MAD 7.1</b>	Electrical vehicles and clean fuels for public transport urban and interurban fleet <b>AREAM</b>	
<b>MAD 4.1</b>	Promote the uptake of clean vehicles by fleet operators <b>AREAM</b>		<b>MAD 7.2</b>	Attractive public transport <b>HF</b>	
<b>MAD 5.1</b>	Smart and clean urban freight logistics at tourist destinations <b>CMF</b>		<b>MAD 7.3</b>	Smart PT traveller information service <b>HF</b>	
<b>MAD 6.1</b>	Gamification as a way to induce behavioural change in Mobility <b>ARDITI</b>		<b>MAD 7.4</b>	Public Transport Smart Multi-task Ticketing System, in open standards <b>HF</b>	

With the support of DESTINATIONS, Madeira wants to be at the **forefront of sustainable transportation** products and services tailored to tourists need.

## **DESTI – SMART**

### **Operational Programme (OP) MADEIRA 14-20, Portugal**

“Delivering Efficient Sustainable Tourism with low-carbon transport Innovations: Sustainable Mobility, Accessibility and Responsible Travel”

# MADEIRA Island and Funchal DESTI-SMART Main Features

- Public Transport **more tourist friendly** regarding service network and communication tools;
- Public Transport (PT) prepared to **meet tourists needs** through new business opportunities;
- Enable PT staff with **capacities** and **policy learning** in order to upgrade skills and be prepared for emerging challenges;
- **Comprehensive plan** to adress tourists regarding sustainable low-carbon transport use.



**Raise the number of tourists** exploring Funchal and the whole Island **in a sustainable manner**, using PT and enhancing their travel experience.





# MADEIRA Island and Funchal DESTI-SMART Improvements

- Implementation of improved **low-carbon solution** tailored to Madeira mobility needs;
- **New projects** that can generate **innovative ideas** and **funding opportunities** in the frame of the policy instrument OP, towards a more sustainable tourism driven public transport in Funchal, through:
  - Support for new sustainable projects;
  - Exchange and implementation of experience at interregions level;
  - Series of policy learning events for increasing the stakeholders professional capacity;



# MADEIRA Island and Funchal

## DESTI-SMART Relevance

### Relevance to Madeira and what needs to be improved in the territorial situation:

- Public Transport is steadily declining so it is **critical to persuade tourists to use PT**;
- No soft investments were foreseen in previous OP Madeira 14-20, and therefore this Interreg Europe project will **prepare the ground for this new investments policy**;
- HF intends to try to change the way that fleet renewal calls are organized and projects are selected focusing the needs of PT operator, bearing in mind the need for clean fuels vehicles;
- **Intermodality** and **Accessibility** needs will also be properly addressed;
- Allow to prepare low – cost investments in public transport infrastructures and ICT systems to support planning and communications systems;



# MADEIRA Island and Funchal DESTI-SMART Stakeholders

- **IDR**
- **Regional Authority**
- **Municipality of Funchal**
- **ACIF**
- **University of Madeira**
- **Golden Residence Hotel**
- **Municipality of Câmara de Lobos**



## **Involvement in the Project:**

- Participate in inter-regional exchange of experience and policy learning events;
- Meet in every semester, to discuss project progress, work plan, review draft outputs, monitor interim results, etc and set out the programme for the following semester;
- Actively involved in the preparation, implementation and monitoring the Funchal Action Plan;



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**Thank you!**

**Contacts**

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*Project smedia*