



DESTI-SMART

Interreg Europe



European Union
European Regional
Development Fund

Bremerhaven

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BREMERHAVEN
MEER ERLEBEN!

28 April 2022 | Final Conference in Pafos, Cyprus

Action Plan Bremerhaven

ACTION 1: Low carbon transport: 'Climate Tour'

A "climate tour" for Bremerhaven is being developed, passing by places that deal with alternative forms of mobility. The tour is to be offered with a tour guide on a bicycle/bus or as an individual tour.

For the individual tour, the information is to be presented in an APP with VR and AR technology.

The tour starts at the "Climate Experience Center Bremerhaven" and ends there with the exhibition "Climate Change and Future Perspectives", which will open at the end of 2022.

At various locations in the city, the tour will show new forms of sustainable mobility, focusing on the forward-looking topics of hydrogen and electric technology.

Action Plan Bremerhaven

ACTION 1: Low carbon transport: 'Climate Tour'

The aim of this action is

Inform tourists, residents and uninvolved third parties about the meaning and purpose of sustainable forms of mobility.

Arouse interest in innovative technologies and inform about challenges and risks, reduce fears and prejudices towards hybrid, hydrogen and electric technologies.

Develop a Europe-wide flagship initiative for forward-looking sustainable urban development that shows the public how sustainable traffic, transportation, logistics and energy generation go hand in hand with a holistic approach to sustainable tourism and urban development.

Timeframe

This action started in January 2021 and ends in December 2022.

Action Plan Bremerhaven

ACTION 2: Installation of a Free Floating Bike Rental System

Installation of a bicycle rental system in Bremerhaven to intensify and expand the bicycle tourism offer.

Through the Desti-Smart project and the exchange of knowledge with partners already involved in bicycle rental systems, implementation was also considered a sensible measure in Bremerhaven and thus also contributes to a reduction in CO2 emissions.

Fixed rental stations, especially at intermodality points, should be considered. Increasing bicycle use in the city districts as well

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ACTION 2: Installation of a Free Floating Bike Rental System

The aim of this action is

- Increase the use of bicycles also in the urban districts
- Improvement of the urban infrastructure
- Contributes to the improvement of the policy instrument (Bremerhaven Tourism Strategy 2025) by expanding and improving the bicycle offer.

Timeframe

This action should begin in January 2021 and be completed in December 2022.

Political decision

Due to the city's own financial contribution to the implementation of the project, it was decided not to implement it at this time (political decision).

Action Plan Bremerhaven

ACTION 3: Purchase of a bicycle for people in wheelchairs

Bremerhaven won the **2nd place in the European Access City Award 2021** and is particularly committed to measures in tourism to enable travel for all.

Three wheelchair bicycles were purchased from the prize money in November 2021 and have been available for rent at the Tourist Information since spring 2022.

In addition, the offer will be advertised in a brochure on accessible holidays in Bremerhaven and published on the website.

Action Plan Bremerhaven

ACTION 3: Purchase of a bicycle for people in wheelchairs

The aim of this action is

Accessibility is a main topic in the Tourism Strategy 2025 and thus contributes to the implementation of the desired goals.

Timeframe

This measure was implemented in 2021.





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Thank you!



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