



# DESTINATIONS

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## CIVITAS DESTINATIONS Results

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DESTISMART – Final event – 28th of April 2022



# CIVITAS DESTINATIONS project Structure

## 79 local measures clustered in 6 action fields

**WHO:** 29 partners + China

**WHEN:** + 4 years - September 2016- May 2021

**BUDGET:** Total 20,15M€ (17.87M€ EC Contribution).

### Support local planning and policy making

- L SUMP/SULPs
- L Local investment Plans
- L Business models
- L Intelligent Transport Solutions



Mobility planning

Improvement public spaces

Shared mobility services

Urban freight

Mobility demand management

Public transport

### Evaluation of the actions

- L Measure Evaluation Reports
- L Identification of the barriers & supportive conditions for implementation

Transfer of the experiences and recommendations: **Platform of followers;**  
 - CIVITAS DESTINATIONS web page  
 - Social media

Innovative solutions to address **mobility in touristic destinations**

# Main results

## CIVITAS Impact Categories

### Overall assessment

The assessment was conducted at a high level of aggregation, resulting from the contribution of individual measures in each impact category.

Impact category	Impact indicator	Unit of measure	Performance
Economy	Avoided operating costs	€/year	200.000
Energy	Energy consumption	MWh/year	356
Energy	Fuel consumption savings	L/year	140.000
Environment	CO <sub>2</sub> avoided emissions	Ton/year	730
Transport system	Modal split	Car PT Cycling/walking	-7% +4% +3%
Transport system	Road safety – pedestrian Number of collisions	%	-50%
Society	Tourists and residents using bikes	%	+45%
Society	Acceptance Level- mobility management measures	%	Between 40% and +50%

The impacts were calculated as the sum of the unitary values (€, tons of CO<sub>2</sub>, litres, MWh, etc.) achieved in each site or as the range of performances expressed in %.

# Main results

## CIVITAS Impact Category: Energy

Impact indicator	Performance
Fuel consumption savings	140.000 L/year

(\*) Average cross-sites performance

Energy performance in the CIVITAS DESTINATIONS emerged from better vehicle fuel efficiency and changes in mobility behavior (e.g. cycling and walking). .

The quantified impact in terms of litres of fuel saved was about **140.000 litres/year** and lower energy consumption was about **360 MWh/year**.



Guaguas Municipales hybrid bus

# Main results

## CIVITAS Impact Category: Environment

Impact indicator	Performance
CO2 avoided emissions	730 Ton/year

(\*) Average cross-sites performance

The environmental impact of CIVITAS DESTINATIONS measures, concerns the reduction of CO2 emissions.

The reduction was driven by the uptake of clean vehicles and the implementation of sustainable transport policies promoting active transport modes and measures of traffic management and freight distribution.



- CO2 reduction of an average of **730 tons/year**.
- Improvement of air quality by an average reduction of **20% of NOx emissions**, and **17% of CO2 emissions**.
- The number of people affected by noise emissions has been reduced by **30%**

# Main results

## CIVITAS Impact Category: Economy

Impact indicator	Performance
Avoided operating costs (*)	200.000 €/year

(\*) Average cross-sites performance

The electrification of public fleets (e-buses) and private fleets (electric vehicles (EVs) - charging stations) have led to savings quantifiable in the order of magnitude of **€200.000/year**, with savings in **€/100 km by 50-70%**. (less maintenance and operation costs)

Local investment plans made possible by CIVITAS DESTINATIONS have **unlocked potential funding from local**, national and EU financial instruments, in the order of magnitude of about **€19 million** over the life of the project



e-chargers for electric cars

# Main results

## CIVITAS Impact Category: Transport system

Impact indicator	Performance
Road safety - Number of collisions	-50 %

(\*) Madeira MAD 3.1 – Innovative solutions for safe and secure public spaces

Traffic safety measures, have reduced collisions on average **by 50%** (in Madeira).

On average, the reduction in the use of the car (**by 7%**) has been accompanied by an increase in the use of public transport (+4%) and cycling (+3%), with a wide variability depending on sites and the demand segment involved.

The transport infrastructure endowment has also improved, allowing for an additional **260 km** of walking paths and roads and off-street cycling paths.



Awareness activities with children

# Main results

## CIVITAS Impact Category: Society

Impact indicator	Performance
Number of tourists and residents using bikes (*)	+45 %

(\*) Rethymno: RET 3.1 Active healthy and inclusive mobility for all

Better transport infrastructure has resulted in better accessibility and acceptability of the transport solutions with an increase of **45%** in the use of bicycles (in Rethymno).

The awareness and acceptability of the packages of mobility management planning tools for tourists, residents and local tourism operators has increased substantially (between 40-50%).

Other health impacts: preventing premature deaths, saving pollutant emissions, for about **€3,5M over 10 years** (HEAT tool assessment, average performance based on Madeira and Limassol data).



Sustainable mobility event in Las Palmas de Gran Canaria



# Main results

## Cluster analyses

Two clusters with the most significant results and implications for sustainable mobility in touristic areas:

**1. Shared mobility (e-bike)**, due to the positive trend in terms of acceptability of slow and sustainable mobility, supported by technological developments.



**49%** of fuel consumption savings  
**33%** of CO<sub>2</sub> reduction

**2. Public transport (bus)**, due to the importance of flexible and efficient public transport services in islands, contending for Touristic transport demand, i.e. mobility by cars and taxi, tour operators, etc.



**70%** acceptance among tourists and residents  
**+5%** of users

# Evaluation

## Recommendations and challenges

### Tourism and mobility in islands: recommendations for ensuring synergies between tourism and sustainable mobility

1. The importance of “nudging” behaviour, e.g. special services at hotel receptions, tourist kits at tourist offices, etc.
2. The power of information, e.g. information point at the main gateways of the touristic destinations.
3. The importance of “accessibility for all”.
4. Flexibility in tailoring mobility services.
5. Strategic thinking, e.g. integration with SUMP

# Tourism & Mobility

## Best practices and Lessons learned



### DESTINATIONS 10 practical guidelines

- 1. Cooperate: Bring the tourism and mobility to work together**
- 2. Enrich the tourism product**
- 3. Generate experiences**
- 4. Create an information hub**
- 5. Upgrade rural public transport services**



# Tourism & Mobility

## Best practices and Lessons learned



- 6. Involve Tourism stakeholders**
- 7. Combine transport modes**
- 8. Gather, Share and Use Data**
- 9. Develop Sustainable Mobility Inclusive Strategic Planning**
- 10. Recognise good practices**



## Thank you!

Claudio Mantero

Contact Details

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<https://civitas.eu/projects/destinations>



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