



Access2Mountain

Sustainable Mobility and Tourism in Sensitive
Areas of the Alps and the Carpathians

Access2Mountain

Durable environmentally friendly tourism - Accessibility and connection to, between, and in sensitive regions of the Alps and Carpathians

- Monitoring base created
- Sustainable tourist mobility increased
- Railway and multimodal connections improved
- Attractive offers created
- Awareness raised & common knowledge developed
- Policy dialogue on sub-regional and EU level
- Transport Protocol to Carpathian Convention

Jointly for our common future

Key data

- **ACCESS2Mountain** - Sustainable Mobility and Tourism in Sensitive Areas of the Alps and the Carpathians
- South East Europe Transnational Cooperation Programme
- Lead partner - Environment Agency Austria
- 12 Project Partners and more than 30 Observer
- May 2011 – April 2014 (36 months)
- Total Budget ~ 2,2 Mio. €



Background - Challenges

- Economic/demographic problems
- Tourism development pressure
- Underdeveloped and insufficient sustainable transport facilities
- Neglected transport infrastructure
- Growing number of privately owned cars

Jointly for our common future

Background - policy framework

Alpine Convention / Carpathian Convention

- state sustainable tourism as an important issue, call for cooperation

Alpine Convention-Transport Group - 'Sustainable Mobility' sub group

- "Public Transport accessibility of alpine tourist resorts from major European origin regions and cities of tourists" in 03/09

Carpathian Convention CoP-2nd Meeting

- improving tourist accessibility in the Carpathians
- adopting management systems for sustainable transport
- drafting a Protocol on "Sustainable Transport" and "Tourism"

Austrian Ministry of Environment initiated the idea

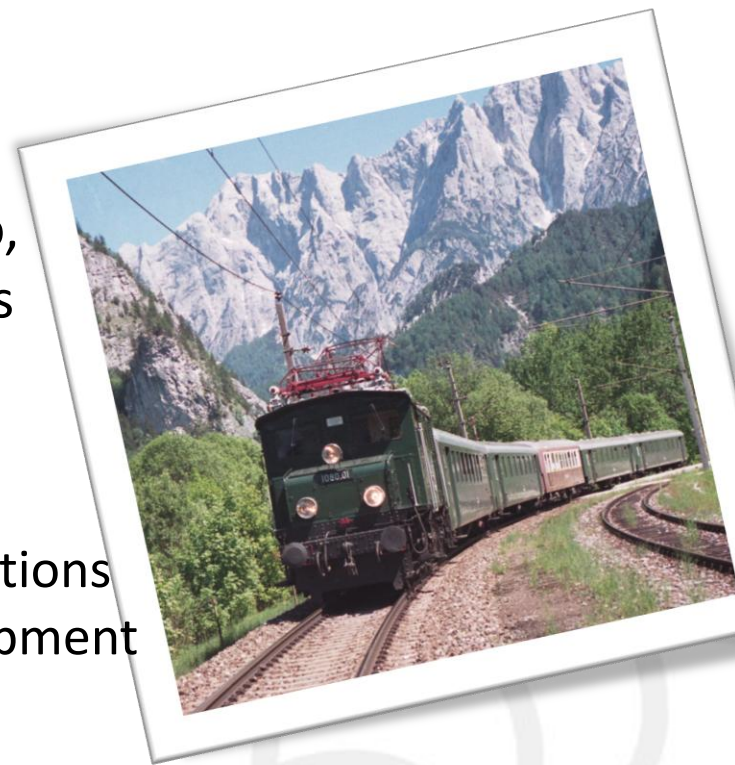
Jointly for our common future

Objectives

Sustainable accessibility and connection to,
between and in sensitive mountain regions

Specific Objectives

- Knowledge building and transfer
- Improvement of Infrastructure / Connections
- Transnational mountain regional development
- Environmental performance
- Multi-level policy



Jointly for our common future

Partnership

Environment Agency
Austria

Federal Ministry for
Transport, Austria

Mostviertel Tourism,
Austria

National Park
Gesäuse, Austria

European Academy
Bozen/Bolzano, Italy

University of Camerino,
Italy

Timok Klub, Serbia

Carpath. Foundation, Ukraine

Rzeszow Regional
Development Agency , PL

MARAMURESINFO-
TOURISM, Romania

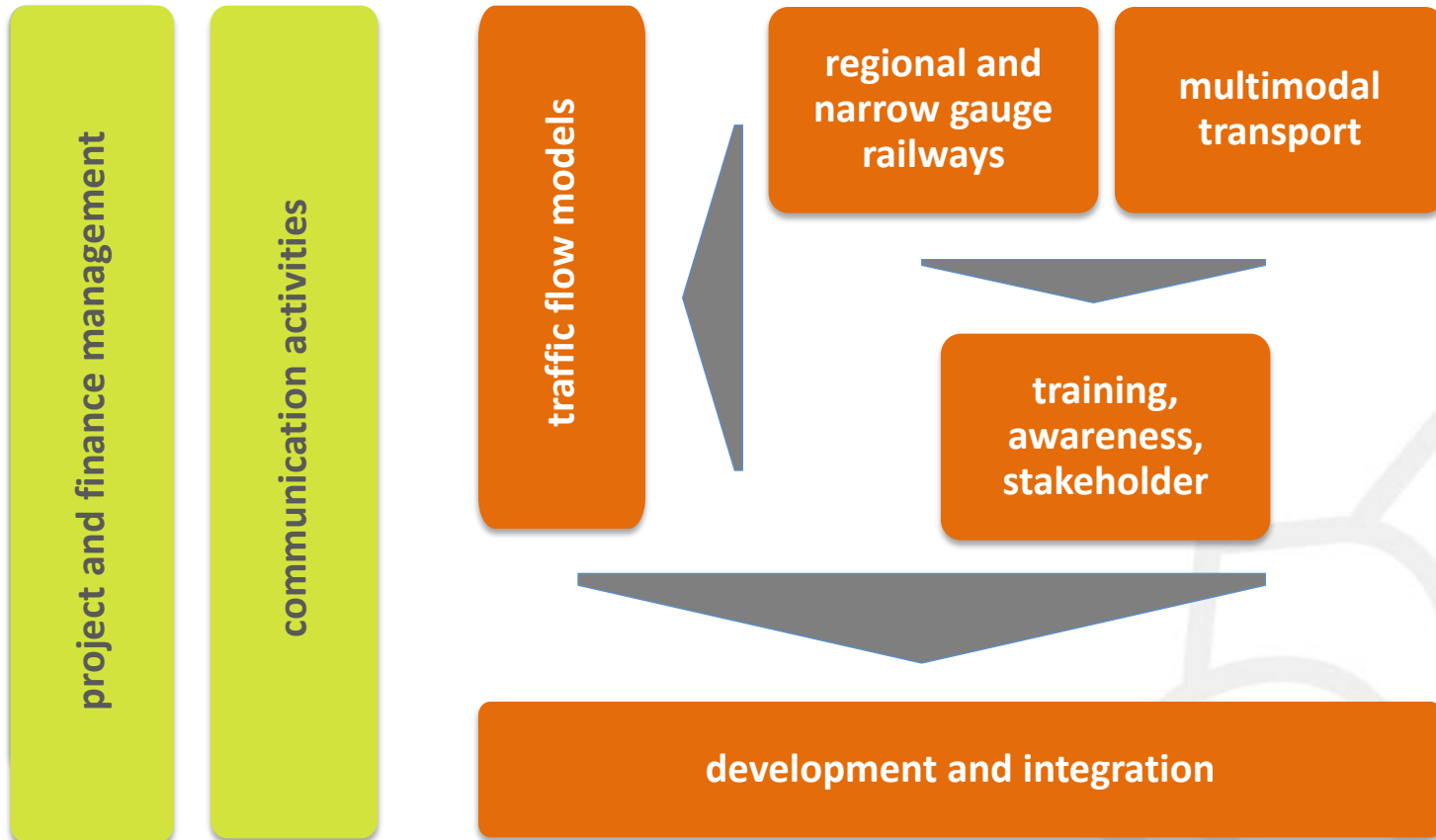
NORDA (until June 2012),
Miskolc Holding (from June
2012) HU

Agency for the support of
regional dev. Kosice, SK



Source: EUROSTAT © EuroGeographics 2001 for the

Work Plan



Regional and narrow gauge railways

- Collection of best practice examples on organizational, economic and tourism issues
- Elaboration of concepts for "learning railway regions"

Result

Regions with improved railway capacities

Multimodal Transport

- Best-practices on multimodal transport
- pilot activities
 - mobility management measures
 - Soft mobility in tourism packages & improvement of tourist information

Result

Regions with improved intermodal transport provisions

Tourism

- Preparation of communication and marketing measures
- Awareness raising campaigns, organisation of trainings and exchange of experience
- Development and implementation of strategies for stakeholder involvement and project follow-up

Result

Regions with raised awareness and clear identification of follow-up
Regions with increased use of sustainable mobility with positive effects for the local population

Environment

- a sensitivity analysis and an analysis of the environmental impacts of emissions caused by road traffic
- an evaluation of the different transport routes
- an assessment of calculation methods to be given to the regions will be trained to use this tools

Result

Regions well grounded in their transport situation

Policy development

- Cooperation with Alpine Convention, Working Group on Transport
- Embedding in Carpathian Convention, facilitating the development of the Transport Protocol
- Input for the Transport Protocol of the Carpathian Convention
- Policy dialogue with regional stakeholders, positioning towards EU-Policy

Result

Strengthened Inter-Mountain Network between Alpine & Carpathian Convention

Main Outputs

- best practices in railway operations and multi-modal transport in tourist regions
- Studies on the feasibility of intermodal routes, possible new offers and ticketing services, new integrated transport-tourist packages in model-regions
- communication strategies, marketing and awareness raising activities for sustainable tourist & mobility offers
- Policy support for the definition of a Protocol on Transport to the Carpathian Convention

Visit our website: www.access2mountain.eu

Contact

Environment Agency Austria

Agnes Kurzweil, DI

phone: +43-1-31304-5554

Email: agnes.kurzweil@umweltbundesamt.at

Project Management

komobile, Romain Molitor, Dr. DI,

Christine Zehetgruber, DI; David Knapp, DI MA

phone: +43 (0)1 89 00 681 -51/42

Email: access2mountain@komobile.at