Dear Reader,

Welcome to MATCH-UP’s fourth Newsletter.

As the COVID-19 pandemic keeps going at a fast pace worldwide, MATCH-UP partners have been facing different restrictions in their respective countries that have impacted on the project’s face-to-face meetings and activities.

Yet, even under such unfavourable conditions, all MATCH-UP partners have managed to organize several project activities, while many interesting projects are under way in each of our partners’ cities and regions.

MATCH-UP, together with two other Interreg Europe Projects working on low-carbon and sustainable mobility, organised the Participatory Lab “Mobilizing people for active low carbon mobility”, which was held in the framework of the European Week of Cities and Regions 2020. Also, our MATCH-UP Evaluation System, a tool to assess the performance of planning and design solutions of modal interchange, boosting sustainable multimodal mobility, is available now.

Our project website is also a great source of information for news, updates and progress on key outputs. Keep updated and follow us on www.interregeurope.eu/match-up/.

We hope you enjoy our MATCH-UP news!
“Mobilizing people for active low carbon mobility” Participatory Lab at the European Week of Regions and Cities 2020

On Wednesday 14th October, MATCH-UP together with two other Interreg Europe Projects working on low-carbon and sustainable mobility – OptiTrans and e-smartec – organised the Participatory Lab “Mobilizing people for active low carbon mobility”, which was held in the framework of the European Week of Cities and Regions 2020.

The Lab aimed to share Good Practices and Policies on behavioural changes and other initiatives towards accessible, inclusive, and low-carbon mobility among the 3 involved projects and with the other participants.

The event hosted a series of talks presenting the three projects and interesting Good Practices (download the presentations from our website!) gathered in different European Cities and Regions on behavioural change towards active low carbon mobility.

After that, the discussion took place in 3 different round tables, where participants were invited to join one of the following discussion groups:

1. Awareness raising for behavioural change.
2. Behavioural change for active mobility.
3. Leave no one behind – accessible and sustainable mobility.

During the discussion participants had the possibility to discuss with project partners - barriers and opportunities given by involving citizens in co-designing urban and mobility policies, sharing experiences, solutions and successes achieved.

Find on our website what came out!

“Cycling is good for you and good for the environment” – Bike Week 2020 – Ireland

Bike Week 2020, an initiative of the Government of Ireland, took place this year between the 19th and the 27th of September. Cyclists from all over the country took to their bikes to support local initiatives run by the local authorities, community and cycling groups.

With changing public health restrictions across the country, now more than ever there has been a surge of cyclists taking to the road as they reassess their transport options. The theme this year was clear and needed no rationale or persuasion – “Cycling is good for you and good for your environment.” The campaign was aimed at a wide audience in Ireland, people of all ages including
families, students, commuters and cycling enthusiasts. Bike Week 2020 asked people to think of how much CO2 they could save by taking the bike instead of the car. We encouraged them to use the carbon calculator online to quantify their savings. We shared with them the statistics and the facts – such as how cycling in Dublin saves 28,000 tonnes of greenhouse gas emissions each year, equivalent to the carbon footprint of 400,000 people taking flights from Dublin to London Heathrow. We challenged people to take one journey on their bike during the week that they may never have done before and to share their stories with us. We re-iterated the message about how getting outdoors to cycle, especially now, was good for your health and good for the environment.

With many people indoors, social media was key to the campaign and the volume of traffic and engagement was proof in point of how successful the campaign was online. A key contributor to the overall success of the campaign was also the creativity of organisers around the country who despite the challenges of the restrictions, organised a variety of safe community events. Local authorities and community groups organised a myriad of events including 100k challenges, treasure hunts, cycles around the locale, virtual screenings, safety and cycling webinars and more. Schools too from all over the country embraced the campaign. They handed out goodie bags, ran competitions, invested in bike racks and took tallies of those cycling to school. What impressed most was the ability to run events and activities safely outside for people to partake in and combine online activity such as webinars, social media live streams and virtual screenings for those that could not always partake outside.

As a new year approaches, our focus will be to keep building on the momentum of this year, a momentum that was well encapsulated with our campaign hashtag #wewillicycle. Active Travel, the umbrella brand of Bike Week (also an initiative of the Government of Ireland) will continue to encourage cycling and walking throughout the year on all the social channels. So, keep an eye out and keep cycling! >> https://twitter.com/activetravelie https://www.facebook.com/activetravel.ie/ https://www.instagram.com/activetravelie/
MATCH-UP – 10 Minute Town Concept

The MATCH-UP project aims to improve low carbon interchanges at local level to improve public transport by learning from our Interregional partners.

The Southern Regional Assembly is delighted to release the MATCH-UP project 10 Minute Town Video and the MATCH-UP 10 Minute Town Framework full report which was inspired by learnings from the Interregional partners of the MATCH-UP Interreg Europe Project.

Following learnings from the MATCH-UP partners, we focused one of our policy improvements on the Regional Spatial & Economic Strategy – in particular Regional Policy Objective 176 - the 10 Minute Town Concept.

The 10 Minute Town Concept seeks to have all community facilities and services accessible within a 10 minute walk or cycle from homes or are accessible by public transport services connecting people to larger scaled settlements. We commissioned ARUP to assist in designing a framework and methodology to be used by local authorities as an implementation tool under the RSES for their Key Towns.

The framework and methodology were developed through an assessment of 3 Key Towns in the Southern Region – Carlow, Tralee and Ennis. The use of this implementation tool will assist all local authorities with fully integrating the “10 Minute Town Concept” into future Local Development Plans and increase the use of sustainable transport and reduce carbon emissions in the Southern Region. To find out more CLICK HERE!
The MATCH-UP project aims to improve low carbon interchanges at local level to improve public transport by learning from our Interregional partners.

In Ireland the populations in our cities is growing and predicted to continue to grow, delivering sustainable transport and reducing carbon emissions are important dimensions in Ireland’s climate change agenda.

The Southern Regional Assembly is delighted to announce that our MATCH-UP Interreg Europe Project’s Regional Action Plan – “The Role of Modal Interchange to Foster Low Carbon Urban Mobility” – has been validated by the Interreg Europe Technical Secretariat.

This Action Plan was inspired by learnings from all our Interregional partners in the MATCH-UP project and from Good Practices from the County of Northeim, Germany and the Municipality of Funchal, Portugal.

Our Action Plan is seeking to improve 2 policy instruments:

1. The Southern and Eastern Regional Operational Programme.
Action 1 – To design a framework based on the learnings from the MATCH-UP project to incorporate low-carbon mobility and modal interchange improvements for Public Realm Improvement Projects funded under the Southern & Eastern Regional Operational Programme.

Action 2 – Inspired by learnings from the MATCH-UP project to develop a framework and Methodology for the implementation of a 10 Minute Town Concept in the Southern Region.

The County of Northeim pursues an e-mobility strategy

Through MATCH-UP, the County of Northeim is seeking to improve the policy instrument by implementing a new on-demand transport service within the County of Northeim, which will be integrated into the existing public transport to improve rural transport connectivity for rural citizens with mobility or health issues. The Local Transport Plan (LTP) is thus the policy instrument and the central document for the identification and definition of topics, into which the lessons and experiences of the MATCH-UP project are to be incorporated in order to determine the appropriate mobility solutions for the rural County of Northeim. In the course of revising the LTP the County formulated a test order to its responsible Public Transport Authority (ZVSN) for the pilot implementation of an on-demand transport offer. After the approval of the political bodies of the County and the ZVSN, this was included in the LTP with the aim of introducing a needs-based mobility offer. As a result, on-demand traffic is a binding regulation that must be observed in the future.

The other ongoing EU-Project "Mobility Opportunities Valuable to Everybody (MOVE)" is focused on an e-car and bikesharing system. Such offers can already be found in larger cities and now an e-car and bikesharing system is also to be tested in the rural area of the County of Northeim. For this purpose, the County is carrying out a tender to draw the attention of providers of e-car and bike sharing to the region. This is a pilot project that is initially intended to test the need for and acceptance of such concepts among the local population.

Our partner in the operation area of ZVSN, the County of Göttingen, was given the award "Bicycle-friendly Lower Saxony 2021 to 2025" on October 2nd, 2020. The promotion of cycling has a very high priority in the County of Göttingen, but there are also some challenges, as only about twenty percent of the federal state and county roads are equipped with separate cycle paths.

Click here to go to the press article!
The city of Funchal, a MATCH-UP partner, has won the highly prestigious “CIVITAS Legacy” award 2020, which rewards a city that has translated its commitment to the CIVITAS network and sustainable mobility into high-impact, innovative measures. Funchal, a DESTINATIONS partner, was the first Municipality in Madeira to develop a SUMP that outlines the mobility strategy at a long-term period. This important policy tool encompasses mobility with urban planning through the implementation of several intervention axes that range from cycling, traffic calming measures, parking management, freight logistics, pedestrian accessibilities, electric mobility, monitoring and evaluation of actions, public transport and use of innovative technologies.

Funchal has also been a testing bed for the implementation of several innovative measures, such as automatic traffic counters and environmental stations. These devices are relevant since they are able to collect and analyse data to further understand the mobility patterns in Funchal as well as to support decision-making process and evaluate the impact of certain actions. During the COVID-19 confinement period, for instance, these devices were useful to monitor traffic. Several other policy tools were developed under DESTINATIONS umbrella such as the logistic plan and traffic light renewal strategy that will tackle the challenges for freight agents and increase the accessibility and mobility conditions for soft modes.

The Municipality has been actively pursuing several actions. Besides DESTINATIONS (2016-2020) that allowed the Municipality to implement several measures related to accessibility, innovation, public transport and planning tools, Funchal also participates at MATCH-UP (2018-2022), an European project aimed at improving multimodality through the transferability of good practices while fostering a closer cooperation among stakeholders. In a short span of years, the Municipality of Funchal has already left a promising legacy (2nd edition of SUMP guidelines, Interreg Europe good practices database) when it comes to a smooth articulation between urban planning and sustainable mobility, implementation of technologically innovative actions, development of policy instruments for a long-term period, monitoring and evaluation, active participation in several European projects and pursue of European funding to achieve the goals envisioned by the SUMP. The experience acquired has set Funchal as a good example in terms of mobility strategy.

Click here to see the video produced by the EC highlighting some of the actions implemented: [https://www.youtube.com/watch?v=gMf-0FBvCx0](https://www.youtube.com/watch?v=gMf-0FBvCx0)
Funchal shares Urban Logistic Strategy in Peer Review

Following a successful application, Funchal was one of the peers selected to participate in the intensive workshop “Framing the Urban Logistic Strategy” that took place on the 29th and 30th of September.

The City of Warsaw hosted an online peer review meeting which was organized in collaboration with Interreg Europe Policy Learning Platform. The main goal was to discuss the issues regarding the urban logistics strategy and possible good practices to be implemented in Warsaw. Peers from Utrecht, Barcelona, Vilnius, Greece and Portugal were invited to share their experience as well as to advise Warsaw in two urgent questions: how to develop the strategy document and how to manage the pilot project.

The Municipality of Funchal shared its experience in developing a SUMP (Sustainable Urban Mobility Plan) as well as some of the actions that are being pursued to improve the load and unload operations.

There were about 40 attendees taking part in this two-day meeting, mainly the Warsaw officials, officers and stakeholders. Thanks to the online mode, some sessions were made open for a wider public. There was also a session of debate and discussion among participants.

The event was very successful and addressed the issues related to freight logistics and some of the actions being applied by other cities to overcome these issues.
Funchal promotes Multimodality within the EU Mobility Week 2020

This year’s edition of the European Mobility Week was marked by the development of several campaigns geared at fostering behavioural change towards the use of less pollutant vehicles. Under the theme “Zero Emissions, Mobility For All” and despite the COVID-19 pandemics that hampered some of the activities, Funchal outlined several activities to promote the measures undertaken as well as the envisioned strategy to further promote cycling.

During the European Mobility Week (16th to 22nd of September) the Municipality implemented 11 recharge stations for electric vehicles. Scattered throughout the city of Funchal and near the main attractiveness nodes, and as an extra incentive, the operation costs will not be charged to electric vehicle users.

In addition, the Municipality of Funchal has also made available a set of pedestrian routes within the APP. These routes embrace active mobility with heritage and cultural information providing the user with several pieces of information related to the history of Funchal. A videoconference also took place in which the cycling plan, the policy tool improvement within the MATCH-UP, was presented. The videoconference also addressed the European Green Deal, the most recent set of guidelines from the European Commission as well as the SUMP strategy in Funchal. The event was followed by more than one hundred people.

Throughout the week, a set of promotional materials were also produced and spread out in the local media such as videos related to multimodality and publications regarding the mobility strategy undertaken in Funchal.
Public Transport Company Timișoara encourage passengers to use new form of tickets payment

As the effects of COVID-19 continue to manifest in all aspects of daily life, the Public Transport Company encourage passengers to mainly use the new forms of payment for acquiring normal and one-day tickets: the SMS or the mobile application.

Passengers who want to buy a one-hour ticket (valid 60 minutes on any transport line), will send an SMS in which they will type the letter ‘B’ (ticket – ‘bilet’ in Romanian) followed by the tram/trolley/bus line they are travelling with. Those who need a one-day ticket will have to send the word ‘ZI’ (‘day’ in Romanian) to the short number 7442.

Also, residents and tourists who want to travel on the Bega by boat will have to send an SMS to the same number, but the content of the message will have to include the letter ‘V’ (‘Vaporetto’ in Romanian). They will have to write down the type of ticket they want and the Vaporetto line.

Depending on the type of trip chosen, people will have to pay a fare that varies between 0.22 and 2.5 euros.

The 24pay application is a mobile payment solution that allows public transport operators to offer passengers a fast, efficient and secure alternative to purchase travel tickets, by using a bank card. The 24pay app is available for Android and iOS operating systems, and users can download it for free from Google Play or the App Store.

The cashless payments option is no longer just an advantage, but also a necessity in the current context marked by so many restrictions imposed due to the COVID-19 pandemic.

PriMaaS – another Interreg Europe project under implementation in Timișoara

The Municipality of Timișoara partners up with Portugal (Aveiro, Coimbra), Italy (Rome, Genoa), Romania (Bucharest), Germany (Thuringen), Sweden (Stockholm), Finland (Tampere) and Great Britain (Edinburgh) for the implementation of the project PriMaaS - Prioritizing low carbon mobility services for improving accessibility of citizens.

The Mobility-as-a-Service (MaaS) is a recent concept whose main objective is to change the way people travel and pay for mobility services. The provision of transport services is one of the key pillars of strategic importance for regional authorities. Therefore, regional policy instruments can play a
valuable role in supporting the introduction of MaaS and simultaneously ensuring these new platforms will contribute to low carbon transport policy-goals, social inclusion and increased levels of accessibility.

The main vision of PriMaaS is to promote the integration of traditional collective transport modes with personal and innovative ones by creating equitable mobility services truly focused on citizens’ needs.

The project’s objective is to create a knowledge hub to support regions fostering the MaaS concept ensuring that: mobility solutions are focused on citizens’ needs and low carbon mobility solutions are good options from the citizen’s perspective in terms of comfort and price.

Policy improvements impacts:

- Increasing confidence and promoting collaboration between established and incoming players.
- Reshaping governments roles and interactions.
- Award new projects based on open digital platforms.
- Fostering intermodality and interoperability.
- Delineating multiscale institutional arrangements.
- Tailoring users’ needs acceptance and willingness to pay for Low Carbon MaaS.

PriMaaS will have as a main result the creation of new objectives related to the implementation of integrated mobility platforms for low carbon emissions in accordance with the policies of the Sustainable Urban Mobility Plan for the Timisoara Growth Pole.

More information on the project at [https://www.interregeurope.eu/primaas/](https://www.interregeurope.eu/primaas/)

Big urban mobility projects in Timișoara

In the coming years, Timisoara will implement several major urban mobility projects that will change the appearance of the city.

Through two new financing contracts under the Regional Operational Program 2014-2020, in total amount of 51 million euros, the financing for the rehabilitation of the tram lines and the modernization of Calea Bogdăneștilor St. will be ensured, respectively for seven more new and modern trams. The first project envisages the rehabilitation of Calea Bogdăneștilor St. from the intersection with Cetății Boulevard and up to the return loop from Ronăț neighborhood. The tram line will be double, will be located in the middle of the road and framed by green spaces with trees. 2.25 kilometers of double
line will be rehabilitated, plus 0.45 kilometers - the area of the return loop, resulting in a total of 4.95 kilometers of modernized runway. The road infrastructure will be reconfigured: the road will be widened to four lanes, sidewalks and bicycle lanes will be arranged in both directions.

Also, the project provides for the rehabilitation of 7 public transport stations on the respective route. These stations will be illuminated and adapted to the needs of the disabled, will be equipped with benches and trash cans, video surveillance equipment, ticket machines, LCD panels and other facilities. Bicycle racks in the integrated rental system will be located nearby. More than 9,500 square meters of green space will be developed, of which approximately 8,500 square meters of newly green spaces created, and a new electricity supply system will be implemented in the area.

Another project aims at constructing a new tram line and modernizing the entire road complex, having as limits the Solvent platform and the intersection with General Ion Dragalina Blvd., and aims to increase the quality of life in the urban space by increasing accessibility, mobility, attractiveness and improving comfort and overall urban image.

The project will include the following: double tram line, four-lane road, construction of bicycle lanes, sidewalks, green spaces, video surveillance integrated in the traffic management system.

A third project aims to promote ecological and sustainable multimodal urban mobility by building a new road and tram link to the west of the city, on the alignment of traffic ring IV. The integrated mobility corridor on the route of traffic ring IV involves its completion and closure, by carrying out projects that provide road connections, public transport and non-motorized transport (cycling, pedestrian).

The project is integrated with the project “C4. Rehabilitation of tram lines and modernization of streets in Timișoara, Line 5, Calea Bogdăneștilor”, with the project “C9a. Ring IV West: Solventul Lower Passage” and with the project “C10. New tram line: Solventul - Gara de Nord”, resulting in the arrangement of a complex transport node at the current western end of Gârii St., in which a connection of three tram lines will be ensured, from three directions, more precisely in the node made in the Solventul Lower Passage will meet the newly built tram line on Calea Bogdăneștilor, the newly built tram line on Gârii St. and the tram line related to this project.

This connection will create a new opening of the area, aiming to increase the quality of life in the urban space by increasing accessibility, mobility, attractiveness and by improving comfort and the overall urban image.
Evaluation System now available!!

The University of Bologna, together with the other Project Partners has finalized a tool to assess the performance of planning and design solutions of modal interchange, boosting sustainable multimodal mobility. The tool foresees 2 different evaluation levels:

- one is focused on policies and strategies (planning level);
- one is targeted to interchange transport nodes (design level).

Therefore, the Evaluation System allows users to set different design and/or planning scenarios, analysing and comparing their specific performance in terms of enabling an efficient modal interchange. The tool was built upon specific factors that influence the efficiency of the interchange, which have been identified within the Good Practices collected and analysed in the MATCH-UP Handbook.

The Evaluation System is therefore an important result of the exchange of experience on multimodal and low-carbon mobility we have undertaken in these last 2 years, which can be easily transferred.

If you are interested in understand more and download the tool, please write us!

What is new on MATCH-UP website?

Our project website is constantly updated!

The MATCH-UP website is running from more than one year now and several things have changed in the last months. Project objectives and policy instruments have been updated; we have new pages where project videos and relevant documents (brochure, press releases, etc.) are available. Also, we published several news related with project activities, such as project meeting, site visits and staff exchanges and partners’ experiences. Have a look at our website!
Do you still want to learn more? You can also find information on good practices from all over Europe on the Interreg Europe Policy Learning Platform!

Partners & Contacts

For further information, please contact the Project Coordinator and Communication leader at Alma Mater Studiorum, University of Bologna, Italy.

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