

ACCESS to pilot projects ...*

MOBILITY & PUBLIC TRANSPORT

"Center of mobility" The „Verkehrsverbund Kärnten“ targets the rural population not having access to internet and wants to supply them with tailored customer information through the installation of decentralized service points. The user will have the opportunity to get a wide range of mobility information such as connections of public transport and even post complaints. (Region Carinthia)

"Improve public transport for tourists and residents" In the Swiss partner region Nord Vaudois the priority is set on public transport. The accessibility of peripheral areas by public transport shall be improved by an adapted service involving co-riding, GPS/SMS solutions, etc. In the field of tourism the improved offer will be combined with touristic packages. (Region Nord Vaudois)

"Creation of a mobility manager for mountain areas" Crossborder commuters, SMEs commuters and tourism operators are to be installed with the aims to reduce the reliance on cars making smart choices about other forms of transport and to motivate people in changing their travelling behaviour. (Region Lombardia)

"Improvements of public transport in rural areas" Trying to organise attractive and flexible public transport services in rural areas meets various obstacles. By motivating the partners and by planning and developing customised offers, the Province of Tyrol will promote the improvement of public transport offers in the upper Inn Valley in several pilot projects. (Region Tyrol)

DAILY NEEDS

"Groceries and public transport" GAL Appennino Genovese intends to support small groceries in mountain area in the Province of Genova by marketing and communication measures. A second project aims to a better integration of peripheral public transport (buses) into the provincial transport system, to more cost effectiveness and an offer tailored to the users needs. (Region Liguria)

INFORMATION & COMMUNICATION TECHNOLOGIES

"Implementing videoservices" The two French partner areas "Pays du Haut-Jura" and the "Pays Horloger" decided to reinforce the provision of services by means of videotransmission technologies. The aim is to avoid long travel distances and improve the access to services to the local population at the same time. (Region Franche-Comté)

"Local internet platform, delivery services and marketing" Together with the Municipality of Freiamt and the City of Wolfach the German partner region will develop an internet platform which aggregates the supply of basic goods and services. Corresponding pick-up and delivery services and a target group oriented marketing of local services shall be build up. (Region Südlicher Oberrhein)

*) examples of pilot projects

ACCESS to project partners ...



Swiss Center for Mountain Regions
www.sab.ch



BL Tyrol
www.tirol.gv.at



Regione Lombardia
www.regione.lombardia.it



Regionalverband Südlicher Oberrhein
www.region-suedlicher-oberrhein.de



Development Du Nord Vaudois
www.adnv.ch



BL Carinthia
www.ktn.gv.at



Le Pays Horloger
www.pays-horloger.com



GAL Appennino Genovese
www.appenninogenovese.it



Franche Comté
www.cr-franche-comte.fr



Parc Haut-Jura
www.parc-haut-jura.fr



Rhône-Alpes Region
www.rhonealpes.fr



The Alpine Convention acts
as an observer



Transnational Project Team, Genova 2008

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IMPROVING ACCESSIBILITY OF SERVICES OF GENERAL INTEREST - ORGANISATIONAL INNOVATIONS IN RURAL MOUNTAIN AREAS

Welcome to ...
ACCESS - Improving
accessibility of services
of general interest

www.access-alpinespace.eu

ACCESS to the project idea ...

Welcome to **ACCESS - Improving accessibility of services of general interest (SGI) - organisational innovations in rural mountain areas.**

The maintenance of a spatially and socially equal accessibility to services of general interest (SGI) is a core issue to the functionality of mountain areas. However, the ongoing territorial concentration of SGI leads to a vicious circle of further deterioration in the quality of provision which in turn causes a decreasing demand in the existing services. The withdrawal of SGI has many negative consequences for the affected regions of which a reduced functionality, competitiveness and a higher amount of motorised mobility are the most pertinent.

The ACCESS project has been developed in Priority 2 (Accessibility and Connectivity) of the European Union's Alpine Space Programme (INTERREG IV B). It is based on the major challenges that have been identified in the preceding INTERREG III B project PUSEMOR. ACCESS aims at improving the accessibility to services of general interest in sparsely populated mountain areas, mainly by finding new forms of organisation of SGI, using information and communication technologies and fostering demand oriented, integrated mobility systems. To achieve these ambitious goals, ACCESS builds on a transnational approach and participatory methodologies to assess the specific demands of stakeholders on different levels.

The project started on 1st of september 2008 and ends on 31st of august 2011 (36 months).

ACCESS to the objectives ...



Objectives of the project

- Improve the competitiveness and the quality of life in sparsely populated areas – as a precondition for maintaining and attracting new inhabitants and SME by making use of the endogenous potentials.
- Develop models that will contribute to regional development and spatial planning.
- Develop and implement pilot projects to improve accessibility to SGI in all test areas.
- Mitigate social inequalities in the access of SGI and reduce environmental pollution.
- Test and apply various elements of the concept of governance in order to empower the population.

Reasons for the transnational approach

- All partner countries face similar problems of accessibility to SGI.
- Ability to learn from each other – Transferability of good practice.
- Capitalisation of PUSEMOR results and network.
- More opportunities for public relation activities.
- Facilitated dissemination and accessibility of partner results, synergies and added value to the entire alpine space.

Sustainability of results. The results will be integrated into national/regional strategies of each partner and implemented in long lasting projects on a regional/local level. The effective transfer and dissemination of the results are also preconditions for a long lasting effect of the project and will be guaranteed via the proper documentation of each working step and related outcomes in appropriate products and the dissemination of findings via networks such as CIPRA, Alpine Convention, Euromontana etc.

ACCESS to the results ...

Regional Analysis and Intermediate Report

In a first step the status quo in terms of accessibility to SGI in all partner regions is analysed. Potential solutions will be sought in close cooperation with local stakeholders.

Transnational comparison

In a transnational comparison the results of the regional analysis are synthesised. Needs, good practices and bottlenecks are revealed and pilot actions are presented.

Pilot projects and models

Based on the findings of the regional analysis concrete pilot projects will be implemented. This stage represents the capitalisation part of the whole project and is characterised by the development of project ideas, feasibility studies, business plans and finally the implementation of concrete projects.

Final synthesis

The final synthesis aims at a systematization of the results in order to make them available to relevant actors and networks as well as to enable upscaling and transferability. The evaluation of pilot projects and their impact as well as the elaboration of recommendations form the final step.

