



# DESTINATIONS

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## Evaluation framework and preliminary outcomes

### CIVITAS DESTINATIONS

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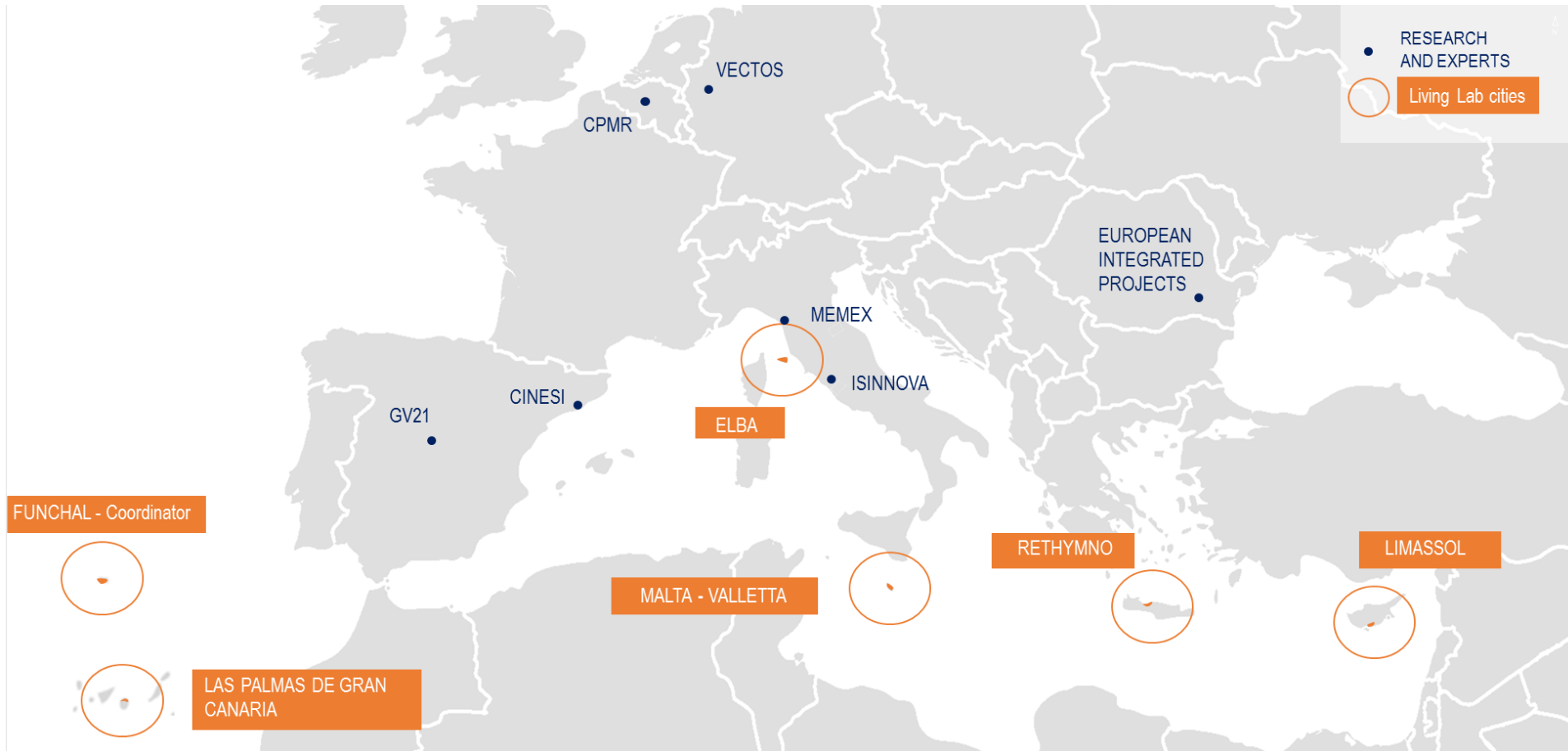


THE CIVITAS INITIATIVE IS CO-FINANCED BY  
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- The specific context of the project: tourism and sustainable mobility
- The evaluation framework
- The results of evaluation: the most promising clusters of measures
- Package of measures: lessons for a better integration
- The results of evaluation: environmental impacts

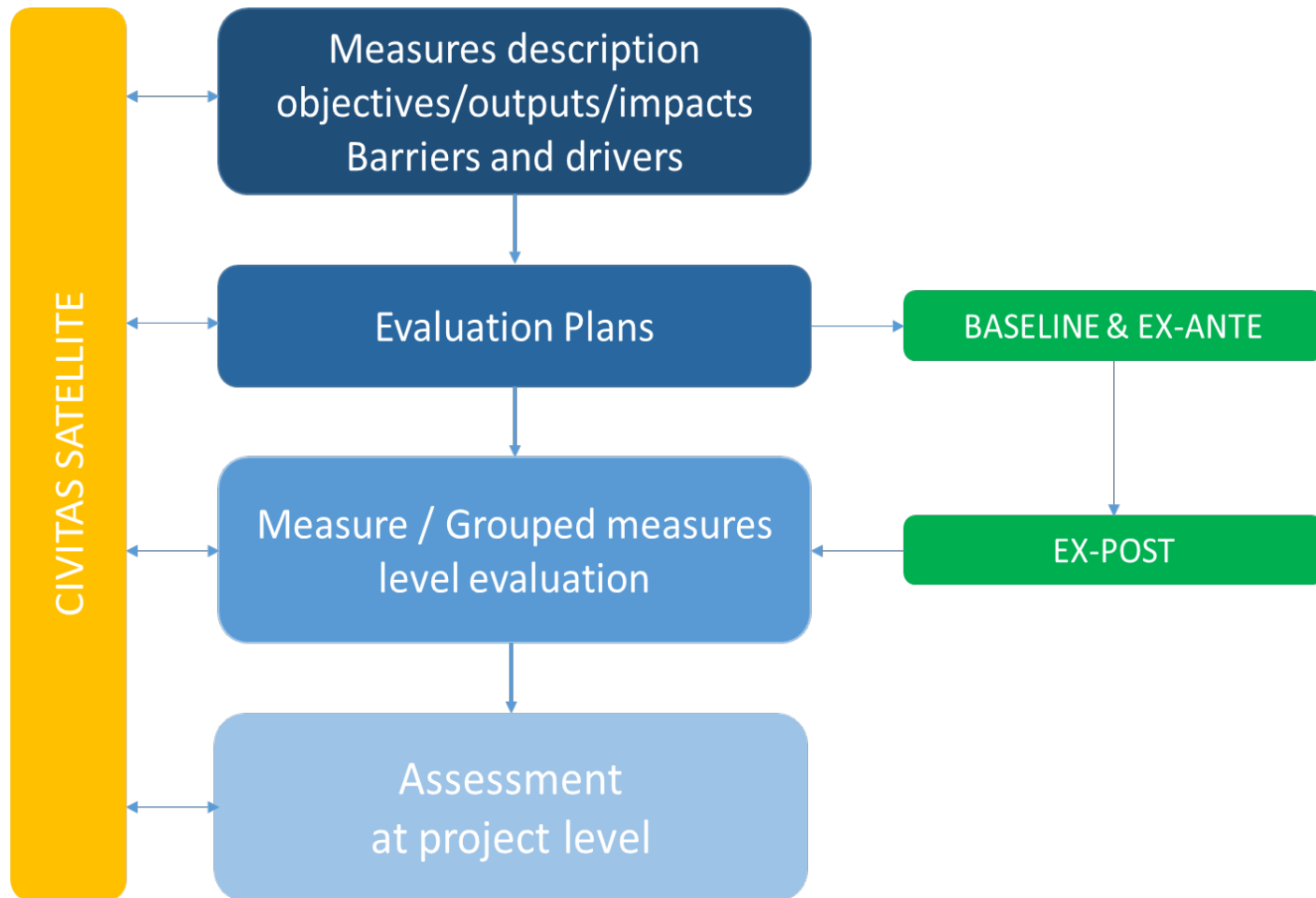
# CIVITAS DESTINATIONS: mobility and tourism

## Six European Islands implement 79 Measures for better Sustainable Mobility for Citizens and Tourists



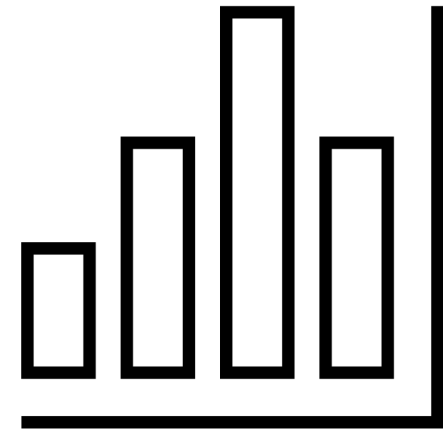
- **The 6 DESTINATIONS islands can be classified in three typologies with different characteristics (touristic flows)**
  1. Situation with high ratio of tourists/population (above 80%) and high seasonality in touristic demand (Elba and Rethymno)
  2. Situation with low ratio of tourists/population (below 20%) and no seasonality in touristic demand (Limassol, Las Palmas and Madeira)
  3. Intermediate situation, with high ratio of tourists/population (70%) and no seasonality (Malta)
- **Challenge:** identification of barriers to successfully implement sustainable mobility solutions in islands with different touristic flows and topographical conditions.

# CIVITAS DESTINATIONS: The evaluation framework



## Assumptions

- The evaluation is made on the basis of the **data available at September 2020** in six DESTINATIONS sites
- Possible underestimation due to COVID-19, i.e. not all measures have been fully implemented
- Results related to the “ex-post” impacts of measures, i.e. annual impacts on the basis of actual implementation of measures



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

- 1. Shared mobility (e-bike)**, due to the positive trend in terms of acceptability of slow and sustainable mobility, supported by technological developments.
- 2. Public transport (bus)**, due to the importance of flexible and efficient public transport services in islands, contending touristic transport demand, i.e. mobility by cars and taxi, tour operators, etc.

## DESTINATIONS: evaluation results

# 1. Shared mobility (e-bike)

Cluster of Measures	Indicator	Impacts (*)
Las Palmas: LPA 4.1 Public e-bike system	Number of additional bikes (including e-bikes)	133
	Fuel saved (litres/year)	133 385
Limassol: LIM 4.2 Expansion of public bike sharing system, including e-bikes	CO <sub>2</sub> emissions avoided (ton/year)	176

(\*) Cumulated impacts per year in Las Palmas and Limassol

**Las Palmas and Limassol: good results in presence of no fluctuation in touristic flows**

# DESTINATIONS: evaluation results

## 2. Public transport (bus)

Cluster of Measures	Indicator	Impacts (*)
<b>Las Palmas LPA 7.2 – Hybrid buses in the urban bus fleet</b>  <b>Elba: ELB 7.1 Improve PT services for tourists</b>  <b>Limassol: LIM 7.1 Improvement of PT routes, timetables, ticket procedure and bike transportation on buses to make the transport more attractive</b>  <b>Malta: MAL 7.1 Integration of ferries into the Public Transport</b>  <b>Madeira: MAD 7.1 Electrical vehicles and clean fuels for public transport urban and inter-urban fleet</b>	Percentage of additional customers (per year) from Madeira, Limassol and Malta	+10%
	Acceptance (%) from Elba	60%
	Fuel saved (litres/year) from Las Palmas and Limassol	10 200
	CO <sub>2</sub> emissions avoided (ton/year) (from Las Palmas – Madeira – Limassol )	162

(\*) Cumulated impacts per year in Las Palmas, Madeira, Elba, Malta and Limassol

# DESTINATIONS: package of measures lessons for integration

## 1. Shared mobility (e-bike)

Package of measures (not in order of importance)

1) Infrastructure measures (urban design, set up of attractive public spaces)

2) awareness and information campaigns

3) Integration with urban mobility system (SUMP, Bike Master Plan, etc)



Ideal mix



Technical measures

Non technical measures

Governance  
(Integration in the local transport policy)

## 2. Public transport (bus)

Package of measures (not in order of importance)

1) awareness and information campaigns on PT services and solutions

2) Optimisation of PT schedules and real-time information at bus stops, which made the service more convenient and attractive, resulted in an increase of PT use and users' satisfaction.

3) Synergies with other EU financial instruments, e.g. ERDF, EIB for funding bus fleet renewal, etc.

Ideal mix



Non technical measures



Technical measures



Governance (funding management)



## DESTINATIONS: environmental impacts

Avoided CO<sub>2</sub> emissions, less fuel consumption and energy savings

	Avoided CO <sub>2</sub> emissions (ton/year)	Less Fuel consumption (liter/year)	Less Energy consumption (MWh/year)
<b>MADEIRA</b>	643		81
<b>LIMASSOL</b>	1,703	127,446	1,150
<b>RETHYMNO</b>	13		18
<b>LAS PALMAS</b>	240	127,544	
<b>Total</b>	2,599	254,990	1,249