



One ticket to the future

# Better public transport services for regional and cross-border travels in the South Baltic area



European  
Regional  
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Fund



# Main features

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- Implementation period: June 2017 – May 2020
- Total budget: 3,46 million EUR
- 9 formal partners, 11 associated organisations
- Region Blekinge as the Lead Partner
- Flagship status in the EU Strategy for the Baltic Sea Region



## Partners



## Associated Partners



European Regional Development Fund

## The challenges we see

- **Unsustainable** mobility trend
- No **clear benefits** when choosing public transport, unsatisfactory offer
- Insufficient knowledge of **regional and cross-border mobility needs**
- Scattered **experience** and low region-to-region **exchange** on PT services/products
- Some SB areas lack **regional PT systems**
- Untapped potential of PT services to stimulate **sustainable growth** (e.g. via tourism, international labour market etc.)



## The response we offer

Enhance no-car mobility in the South Baltic area through:

- (1) **joint capacity-building,**
- (2) **pilot demonstration, and**
- (3) **advocacy actions**

for high quality and sustainable regional and cross-border public transport services

# Who are we talking to?

**1.**

- Project partners

**2.**

- Public authorities
- Organizations responsible for transport
- Service and commercial products providers

**3.**

- Travellers

# What goals will we pursue in the communication process?

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- Anchor the INTERCONNECT brand in the public transport stakeholder community of the SB area
- Raise awareness among decision-makers in the partner areas on the current and future public transport mobility needs, and increase their knowledge of how to match them with adequate services and products
- Improve stakeholder capacity for cross-border cooperation on public transport issues in the SB area





# That is why communication is so important

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## INFORMATION:

- We will inform about ongoing activities
- We will gather available knowledge and information in one place

## MOTIVATION:

- We will build the image of the project, its importance
- We will show work progress in all important areas

## INTEGRATION:

- We will make sure that no one loses sight of the idea of the project – its meaning for the future of us all



## Brand vision

The essence of Interconnect is to create an **important change** in the area of transport, **innovative solutions** that will not only affect people's lives in a particular region, but also the **possibility of implementation** to other regions.

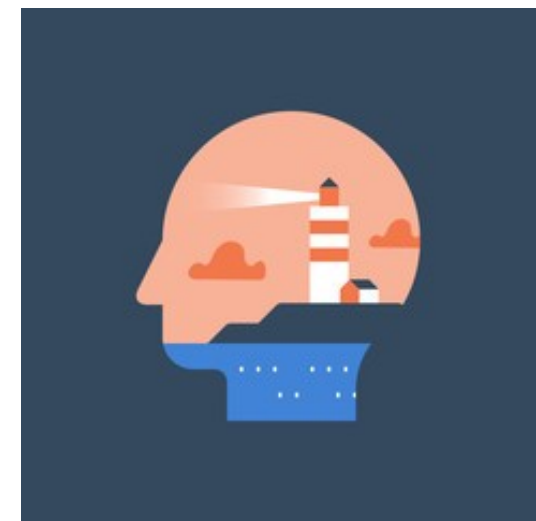


# Brand image

In order to give the brand the desired image,  
we need to understand its

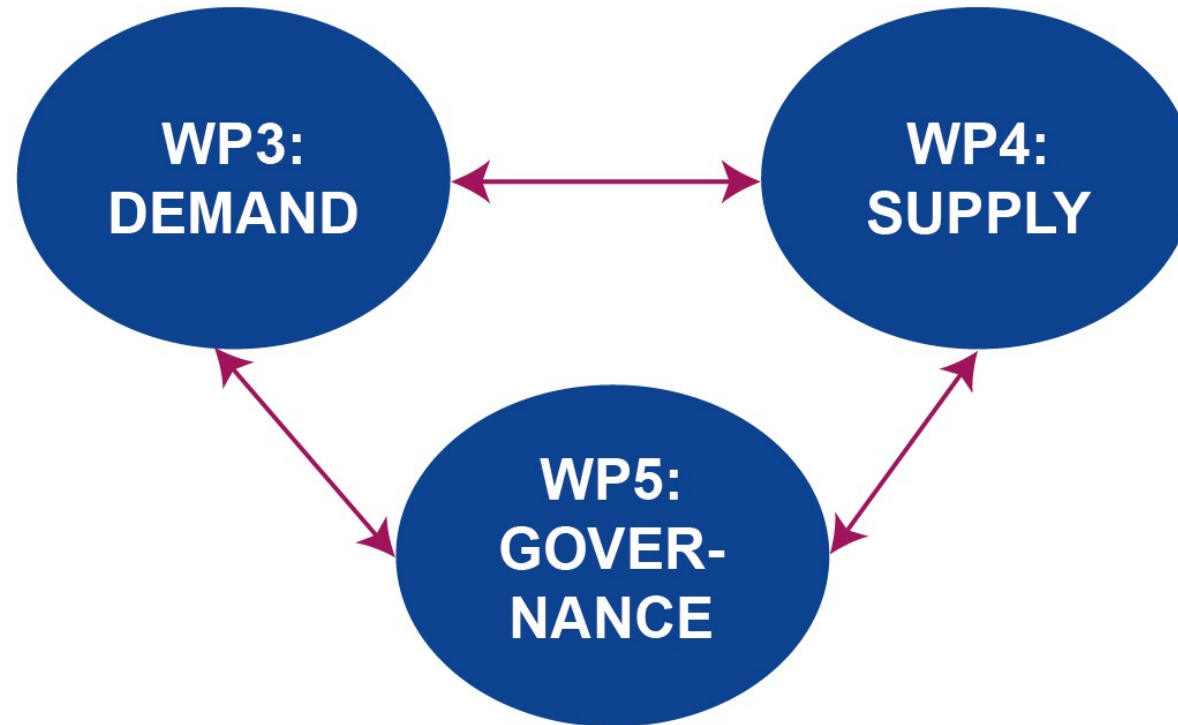
## inner potential

not only what Interconnect is, how it will work  
and what benefits it will bring but also what its  
internal azimuth is.



# Our work structure

- Identify stakeholders, policies and good practice
- Organise cooperation around a shared vision and paths
- Understand regional and cross-border mobility needs
- Propose sustainable solutions



- Identify strengths and weaknesses of the PT systems in the partner areas
- Implement pilot cases to improve their quality
- Improve planning models
- Transfer know-how

- Analyse stakeholder involvement
- Invite other sectors
- Organise cross-border and intersectoral dialogue

## Objectives WP 3

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WP3 addresses a demand dimension of Public Transport (PT) systems in serving regional and cross-border travels. It aims to better understand the current and future user needs for PT services - necessary to develop/enhance PT services and governance schemes in WP4 and WP5 to achieve these Specific Goals (SG):

1. Accumulate good practice and lessons learned on how to satisfy users' mobility needs through adequate public transport approaches
2. Identify stakeholders in the partner areas with own planning perspectives and help them agree on sustainability paths for the public transport in the current and future mobility context
3. Gather knowledge about community demands for regional and cross-border public transport services, with due attention to the needs in the suburban and rural areas
4. Work out feasible and replicable proposals for sustainable public transport solutions in serving regional and cross-border travels in the partner areas



## **Catalogue for sustainable public transport of the future in the South Baltic area**

A joint WP3 product with proposals for sustainable PT solutions (so called 'low hanging fruits'), derived from what kind of change is expected by the public transport actors and target groups in the quality and sustainability of regional and cross-border public transport services in the SB area.

The proposals will be based on: stakeholder expectations for the public transport of the future (Activity 3.2), market needs investigation (Activity 3.3) and conclusions on adjusting the regional and cross-border public transport services to mobility needs of suburban/rural communities (Activity 3.4)



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# Objectives WP 4

WP4 addresses a supply dimension of public transport systems in serving regional and cross-border travels. It aims to develop/enhance the public transport systems in the partner areas so that they can offer compatible and/or cross-border integrated services and products adjusted to the expectations of foot passengers identified in WP3.

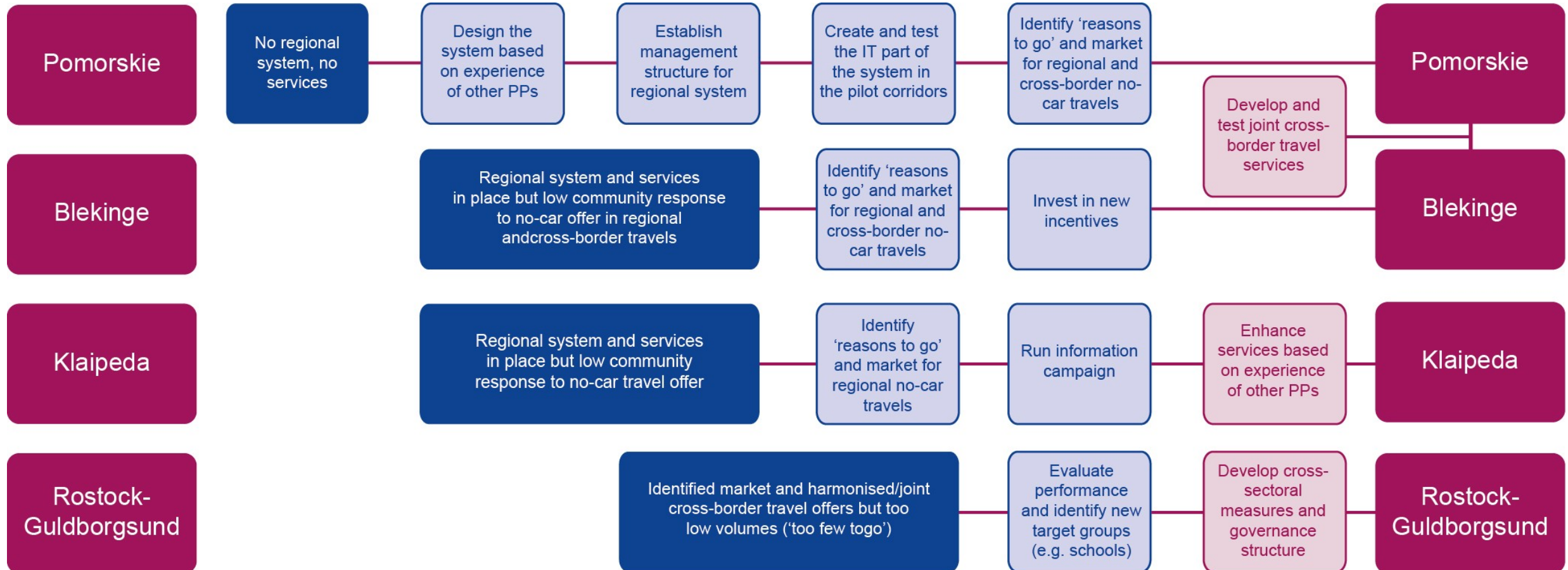


## Specific goals and Main Output WP 4

1. Identify performance **strengths and deficits of public transport systems** in the partner areas – set against the sustainability vision and paths worked out in WP3
2. Determine the **scope and directions for developing/upgrading the individual public transport systems** based on the transfer of solutions from the systems in the other partner areas
3. Design and implement **measures improving the quality performance of the public transport systems** in the partner areas, incl. suburban and rural parts, and ensuring the cross-border harmonisation/integration of their services, with testing of joint products for cross-border foot

**Set of new enhanced methods, services and products for no-car passengers designed and tested in regional and cross-border travels both in and between the SB partner areas**

# Departure & arrival stations for WP4 pilot cases11





# Objectives WP 5

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1. Assess roles of public transport stakeholders in partner areas in shaping mobility policies
2. Identify cross sectoral impacts of public transport and its ability to provide durable gains for sustainable development
3. Gather knowledge about existing public transport governance models and cross border co operation models for potential use
4. Design and encourage a feasible governance scheme for public transport based on cross sectoral and cross border dialogue

## **Specific goals and Main Output WP 5**

1. Review of public transport stakeholders role in mobility governance
2. Assessing the cross sectoral impact potentials of public transport
3. Identification of successful cross border cooperation frameworks driven by public transport
4. Test case: multi-level governance for public transport as driver for cross border regional integration

**Guidelines on multi-level governance of public transport in the SB area with steps to set up effective cooperation body for public transport stakeholders**

# Thank you for your attention!

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