



# Alpine Space Summit Stresa - Side Event

## MOVING THROUGH THE ALPS

Alps Mobility II - Alpine Pearls

# Alpine Awareness

Mobilalp  
VIA NOVA

4 projects for mobility management  
in the Alpine area



# Alpine Awareness

## Transalpine Awareness Raising for Sustainable Mobility



### The partners (institutions and companies) :

- Provincia di Belluno 
- Regione Friuli Venezia Giulia 
- Regione Autonoma Valle d'Aosta 
- Dolomiti Bus Spa 
- Ecoistituto di Bolzano - OKI 
- BMLFUW 
- BMVIT 
- BMWA 
- Bad Hofgastein 
- Werfenweng 
- OKI Friburg 
- TUM Università Tecnica di Monaco 
- RAEE Rhonalpenergie Environnement 

# Alpine Awareness

## Transalpine Awareness Raising for Sustainable Mobility

### The starting point:

The idea behind Alpine Awareness is the promotion of soft travel (essentially public transport, but also by travel by bicycle, by foot), i.e. more environmentally friendly travel, to reach tourist areas in the Alps.

It involves the whole community making them fully aware that the own individual choices are tightly related to the quality of both life and environment where they live, distinguishing in three target groups:

**>> the young people essentially**

**>> the employees and operators of tourism and transport**

**>> the general public**

# Alpine Awareness

## Transalpine Awareness Raising for Sustainable Mobility

### The goals:

The partners of the project **alpine awareness** have the common objective of contributing to sustainable transport in the Alpine area and thus, stimulating a new way of life in the Alps, by reducing the negative impact, particularly air pollution, caused by motorized travel, and essentially cars.

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### The activities

#### WP5: Young People and Mobility

- >> data collection on best practices**
  
- >> design of pedagogic tools (video games, cd-rom, internet site, publicity spot) and teaching material**
  
- >> organization of events accompanying the promotion of sustainable mobility in the regions (test day, festivals with regional open-air-cinema, best practice-competition...)**
  
- >> safety and ecology training (cultivate the fun of using public transportation)**
  
- >> observation of the mobility patterns of wildlife animals and their sustainable mobility principles (seminars, guided visit tours, )**

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### The activities

#### WP6: Employees and Operators in transport and tourism

- >> Collection and analysis of existing projects
- >> organization and preparation of trainings and seminars
- >> realisation of a guide for transport and tourism operators
- >> publication of articles in specialized magazines

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### The activities

#### WP7: The General Public

- >> Marketing actions
- >> media and publicity campaigns
- >> web-site and electronic mail box
- >> production of newsletters and house organs

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### Results achieved:

#### affecting the “mobility of the future”

- >> marketing campaigns made by young people for young people
- >> transnational youth meetings
- >> new teaching instruments
- >> pilot project „mobility assistant“
- >> module of the driver’s licence on soft mobility
- >> young people profitable tariffs for public transport
- >> school travel plans

#### involving the „professionals“

- >> training and coaching the operators to be able to divert the users to soft transport means
- >> information platforms
- >> master class on cycle planning
- >> knowledge promotion
- >> handbook

#### sensitizing the “ones”

- >> communication campaigns
- >> cofinancement of a book *“growing up in the society of mobility – sociological and theoretical elements on spatial mobility in modernity”*
- >> official web site, brochure and newsletters



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The future:

