



**IN THIS ISSUE OF
MOBILITAS NEWSLETTER,
SEPTEMBER 2018:**

**MOBILITAS -
MOBILITY FOR NEARLY ZERO
CO2 IN MEDITERRANEAN
TOURISM DESTINATIONS**

**7 COUNTRIES FROM
MEDITERRANEAN INVOLVED
IN PROJECT**

**PROJECT DURATION:
OCTOBER 2016 - APRIL 2019**

Several Mediterranean countries are affecting summer by intense tourism flows with great pressure on transport infrastructure and mobility during summer, which face congestion and negative effects in air quality, CO2 emissions, noise, health, un-safety roads and loss of cities' attractiveness.

MOBILITAS involves seven Mediterranean countries – where ten project partners are involved: Regional Development Centre Koper (Slovenia), City of Dubrovnik (Croatia), Municipality of Misano Adriatico (Italy), Paragon Europe (Malta), Zadar County Development Agency (Croatia), IUAV University of Venice (Italy), Pano Platres Community Council (Cyprus), ENERGIES 2050 (France), Municipality of Piraeus (Greece) and Rimini Strategic Plan Agency (Italy) – and it will promote de-carbonized mobility models for the MED mass tourist areas, with high degree of replicability.

The main objective of this project is to make mobility in tourist areas more sustainable, as a result of the reduction of the car use by both tourists and local population.

To tackle this situation, some SCENARIOS have been elaborated to understand different choices on improving environmental quality. Pilot activities which will be implemented range from soft to hard measures:

1. Sustainable tourism mobility policies
 2. Reduction of traffic by electrical vehicles and sharing transport solutions
 3. Information about technology tools and solutions for tourists/residents to facilitate decongestion of tourist traffic.
- This project is implemented through INTERREG MED Programme, a transnational programme financed by the European Union, which overall objective is the promotion of sustainable growth in the Mediterranean area, fostering innovative concepts and practices and reasonable use of resources.

