

## STARTER – New European project related to Mobility Management!

On 7 and 8 May 2012, the official kick-off meeting for the new project was held in Noordwijk, a city along the Dutch coast. The project name, STARTER, stands for 'Sustainable Transport for Areas with Tourism through Energy Reduction'.

The project is partially subsidized by the European Commission and more specifically the Intelligent Energy Europe programme. Within the next 33 months, the Consortium of ten organisations will cooperate to improve the energy efficiency of mobility in touristic regions and cities. Touristic locations distinct themselves from other locations since the need for mobility is related to the holiday seasons and hence is often concentrated around relatively short periods of time. The project's central aim is to promote energy efficiency, with the added value of having more transport options, more freedom to move and a healthier environment for both tourists and local residents,

Five touristic regions are targeted in the STARTER project: Noordwijk (NL), Kos (GR), Fuerteventura (ES), Werfenweng (AT) and the Balaton-region (HU). These five regions are quite different: they range from coastal to mountain sites, from typical summer to winter locations, from mainland cities to islands. Through this diversity, the project aims to reflect a significant part of the European touristic locations, thereby maximizing the transferability of the results later on.

Within the five touristic regions as mentioned above, STARTER aims to implement mobility measures that together contribute to an average reduction of the energy use and of emission gasses of 10 per cent. This ambitious goal requires a very specific approach. Local networks of organisations related to the touristic sector will be set up in each of the five sites. Within these networks, called Local Travel Plan Networks, members will cooperate to develop an appropriate travel plan containing specific measures to be implemented. Members of these networks can be local authorities, hotels, transport organisations, touristic organisations, etc. A minimum of three measures will be implemented in each site.

At this early stage in the project, the consortium focuses on creating the local travel plan networks and defining the characteristics of each site, the potential measures and the needs of the tourists. The website is in progress and should be available soon.



The STARTER project team during the kick-off event in Noordwijk (NL).

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