

## Innovative Projects for Environment, Transport and Tourism New soft mobility concepts protect the Alps and sensitive regions

Since 1998, a number of innovative transnational projects have been implemented, namely “Mobilalp”, “Alpine Awareness”, “Alps Mobility II – Alpine Pearls” and “Environmentally Sound Transport and Tourism in Sensitive Regions – Lake Neusiedl/Fertő-Tó Region”. All these initiatives aim at sustainability and environmental protection by developing creative ideas for transport and tourism.

### Target Region: the Alps and Sensitive Regions

Three of the four pioneering projects are implemented in the Alpine regions of Italy, Germany, Switzerland, France and Austria. A further project links Austria and its neighbours Hungary and Slovakia in the Lake Neusiedl/ Fertő-Tó region. These projects try to reconcile environmental protection, transport and tourism and in addition allow for a sustainable regional development, reducing environmental damage, creating more jobs and enhancing quality of life for both the local population and tourists.

### Mobilalp Creates New Solutions for Mobility Management in the Alps

“Mobilalp” focuses on innovative and sustainable mobility solutions. Various regions in Austria, France, Italy and Switzerland are establishing a network of mobility centres for public transport. Thus they are able to offer more information and services to their guests, as well as cross-boarder transport opportunities. In addition, the regions involved are working out a charter of recommendations for sustainable regional mobility in the Alps.

### Learning about Soft - Mobility at an Early Age

That is one of the aims of the project “Alpine Awareness”. It wants to make people aware that only a sustainable approach to environmental issues and a careful use of existing resources guarantee the preservation of quality of life in the Alps. Therefore children and youths are asked to develop and implement their own soft mobility solutions for their home regions within the framework of the project.

The people working in the tourism and transport sectors are instrumental to the project. They are the ones most directly affected by changes in the fields of transport and tourism. Thus, they have to be made pioneers and allies of soft mobility solutions.

Another project targeted at the interface between environment, transport and tourism is “Alps Mobility II – Alpine Pearls”, a network of gentle mobility tourist destinations in the Alps (for more detailed information see the press release on Alpine Pearls).

The compatibility of environment, transport and tourism is an important issue not only in the Alpine regions. Gentle solutions for further regional development are also required for the Lake Neusiedl region.

### Environmentally Friendly Transport and Tourism in the Lake Neusiedl Region – Innovative Solutions Attract Guests and Protect the Environment

For the Lake Neusiedl/Fertő-Tó region with its national park and wildlife sanctuaries, e.g. the bird paradise “Lange Lacke”, which is unique in Europe, eco-friendly transport and



sustainable tourism are more than just empty phrases, as biodiversity and nature as well as the quality of life for the region's population and tourists need to be preserved for future generations.

As many as five different pilot projects contribute to achieve this goal in the Lake Neusiedl/Fertő-Tó region. They comprise innovative solutions for public transport in rural communities and in the town of Eisenstadt. A first example will be demand-responsive municipal busses in Purbach, Breitenbrunn and Moerbisch, due to start operating in May. They will offer locals and tourists a true alternative to private cars – a highly convenient solution for remaining mobile and at the same time reducing air pollution and noise. All-inclusive packages based on the concept of gentle mobility for tourists and vessels applying new technologies, such as a solar catamaran, add to the variety of tourist attractions and help protect the environment.

### **Successful Initiative by Austrian Ministries**

**The four pilot projects mentioned above were initiated by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management and are implemented in co-operation with the Federal Ministry of Transport, Innovation and Technology and the Federal Ministry of Economics and Labour.**

Further project partner are the Conseil General de Haute Savoie, Città di Aosta, Dolomiti Bus, the Municipality of Werfenweng, the Provinces of Salzburg, Burgenland and Styria, the Regionaler Entwicklungsverband Eisenerz (Reve, Regional Development Association Eisenerz), Regione Autonoma Friuli Venezia Giulia, Regione Autonoma Valle D'Aosta, the Municipalities of Eisenstadt, Breitenbrunn, Moerbisch, Neusiedl/See and Purbach, the Neusiedler See Tourismus GesmbH (Lake Neusiedl Tourism Association), the Lake Neusiedl-Seewinkel National Park, the Regionalverband Neusiedler See – Leithagebirge (Lake Neusiedl – Leitha Mountain Range Regional Association), Provincia di Belluno, Oekoinstitut Suedtirol/Alto Adige, Oeko-Institut e.V. – Institute for Applied Ecology, Werfenweng Mobile+, Technical University of Munich und Rhônealp-énergie-environnement.

**For further information:** [www.sensiblegebiete.at](http://www.sensiblegebiete.at)  
[www.alpsmobility.net](http://www.alpsmobility.net)  
[www.alpine-pearls.com](http://www.alpine-pearls.com)  
[www.mobilalp.com](http://www.mobilalp.com)  
[www.alpineawareness.net](http://www.alpineawareness.net)

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