

# Sustainable mobility along the Danube

## Second national workshop in the framework of the Transdanube project

As part of the Transdanube project each project partner has to carry out three national workshops. The aim of all three workshops is to inform the relevant stakeholders from tourism and transport sector, but also politics and administration about the project and involve them in the implementation of the project. The Transdanube team at the Danube Office Ulm/ Neu-Ulm- hosted the second national workshop and 40 "Danube experts" from different areas accepted the invitation. Compared to the first workshop in July 2013 the interest in the activities of the project has increased. The workshops are designed for participants as networking and information platform.

There was plenty of information: the colleagues of Transdanube drew an interim balance and presented results, concrete measures and examples of sustainable mobility elaborated within the project. In addition, guest speakers Alexander Heckner (DB Rent GmbH) and Dorothee Schäfer (Stadtwerke Augsburg) presented two different bicycle rental systems.

Prior to the official start of the event – during lunchtime - participants were able to get together and get to know each other. The attendees were attuned to the workshop with a substantive welcome by Sabine Meigel, the director of the Danube office Ulm / Neu-Ulm and Gunter Czisch, the First Mayor of Ulm.

Sabine Meigel emphasized that as a flagship project of the Danube Strategy, the EU project Transdanube has an important task to promote cooperation between the Danube countries, among others in political, infrastructural and tourism sector.

After this brief introduction to the project background, Transdanube project manager Petra Katzorke presented the individual measures and results from the project.

In addition, she explained the results of the transport and tourism analysis and listed individual national and international activities with different partners.

As announced at the last workshop, the status quo of the implementation of the interactive map tool was presented by Petra Dippold. The map gives information on tourism offers, attractions and travel possibilities with sustainable means of transport such as ship, train, bus or bicycle for the Danube Region. Petra Dippold has introduced technical and visual features of the interactive map, whereby the request of data records was a priority topic as well.

After this introduction, the Transdanube team received a lot of feedback from the participants. Examples included an indication that for the tourist it would be also interesting to know where he or she can get the tickets for the respective means of transport. Another comment was that adjusting tariffs for tourists would be necessary to enable transparency and clarity and can be placed in the map together with closures and diversions information. Furthermore, good examples, such as the routing system of the Slovak website, or the usage of Google Maps on the ARGE Donau website, were given for the interactive map.

Good practice examples for well developed bike rental systems were given by Alexander Heckner, project manager, from DB Rent GmbH about the system "Call a Bike" and by Dorothee Schäfer, head of communication, from Stadtwerke Augsburg about the system Nextbike. It became clear that a bike rental system can never be self-financing, but rather needs cross-financing. Local partners and local authorities should be involved to build a good network.

Subsequently, questions and comments on the two performances were collected. There was, for example, the question whether an online registration for tourists would be useful or if a rental of helmets will be provided.

Following the discussion, there was still an opportunity, which was being made use of, to continue on the topic of sustainable transport and tourism along the Danube and to make new contacts.