



**Press release 24<sup>th</sup> June 2016**

## **LAST MILE kick-off meeting in Vienna**

***How to overcome the 'last mile' in a travel chain sustainably? With the kick-off meeting on 27<sup>th</sup> June 2016 in Vienna and a three-day study tour to East Tyrol, the interregional LAST MILE project is officially starting its 4,5 years of implementation to find tailor made solutions for sustainable mobility.***

Tourism increasingly involves the use of private cars which causes negative effects on environment. Also, accessibility to and within the rural areas by sustainable public transport and non-motorized mobility is often limited. The LAST MILE project aims to find innovative, flexible solutions for sustainable regional mobility systems. It will make sure that visitors travel the 'last mile' in their travel chain sustainably, and provide alternatives to car use for residents and their daily trips as well.

LAST MILE will support regions in creating tailor made solutions customized to multiple users with target group oriented information tools, interlacing with main public transport lines and hubs and introducing low emission and energy efficient vehicles, that shall lead to sustainable and financeable regional mobility systems.

Financed under the INTERREG EUROPE Programme, the LAST MILE project builds on the efficient cooperation of 7 partners and about 50 stakeholders from 6 countries all over Europe that results in an exchange of best practice, know-how and transferrable flexible mobility measures for rural areas.

The LAST MILE kick-off meeting will be held on 27<sup>th</sup> June in Vienna (AT), at the premises of the Environment Agency Austria, which is Lead Partner of the project. The project partners will dedicate the meeting in Vienna to discuss main issues affecting local policies on regional public transport system and particularly flexible systems.

First steps of the project will be to analyse the regional institutional framework, to identify the barriers in each region, to analyse the technical state-of-the-art of regional public transport systems and particularly flexible systems, as well as to visit best practice projects in the partner regions. All these joint analyses and regular exchanges will be taken in the development of regional action plans that will be implemented and monitored in a second phase.

The meeting will be followed by a study tour, embarking on a joined (sustainable!) train trip from Vienna to East Tyrol - with a stopover at 'Alpine Pearl' Werfenweng - then visiting good practice examples in the Austrian partner region to learn about the challenges and possibilities to implement flexible mobility solutions in tourism.

### **Project Details:**

Overall project budget: 1.607.720 €

ERDF contribution (INTERREG EUROPE): 1.346.442€

Project duration: Phase 1 2016-04 to 2018-09, Phase 2 2018-10 to 2020-09

### **Project Partners:**

Environment Agency Austria. (Austria)

Regional Management East Tyrol (Austria)

Agency for the Support of Regional Development Kosice (Slovakia)

Club 'Sustainable Development of Civil Society' (Bulgaria)

Mobility and Transport Direction. Ministry of Territory and Sustainability. Government of Catalonia (Spain)

Upper Sûre Nature Park (Luxembourg)

Westpomeranian Voivodeship - Regional Office for Spatial Planning of Westpomeranian Voivodeship (Poland)

For more information, contact :

LAST MILE Communication Management

Christine Lutgen, Upper Sûre Nature Park (Project partner)

T: +352 89 93 31-207

E: christine.lutgen@naturpark-sure.lu

LAST MILE Lead partner

Environment Agency Austria

Agnes Kurzweil, DI

T: +43-(0)1-313 04-5554

E: agnes.kurzweil@umweltbundesamt.at

**[www.interreg-europe.eu/lastmile](http://www.interreg-europe.eu/lastmile)**