

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	LAirA CE 1074
Lead partner	Municipality of 18 th District of Budapest
Output number and title	O.T2.3.1 Pilot on low carbon mobility management - ITS tool application and awareness raising campaigns
Investment number and title (if applicable)	
Responsible partner (PP name and number)	Poznan PP10
Project website	https://www.interreg-central.eu/Content.Node/LAirA.html
Delivery date	06.2019

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

We have organized one-day workshops on 7th June 2019 for seven employees of Ławica Airport in Poznań led by professional Business Model Canvas moderators and transportation experts. During these workshops, Business Model Canvas was created.

- Created groups of max. 8 people, groups analyzed min. 4 selected solutions (e.g. additional bike station near the airport, commuting by public transport, car-sharing, carpooling).
- Each solution contained 9 elements (e.g. key partners, key activities, key resources, value proposition, customer relations, channels, cost structure, pricing model) and presented in the form of a visual canvas, which result in a better view of the solution and facilitate cooperation.
- The workshop was based on the results of the survey made as part of task D.T1.4.9.
- On the basis of the workshop results, a report was created and used to create the final strategy.
- What's more important, is to get to know the preferences and expectations of employees, which can be used for further analysis and recommendations.

Additionally, the real consequences of commuting by car were presented at the workshops (e.g. how much CO₂ is produced by one person driving a car, what ecological footprint we make and how much we can reduce it by commuting by other means of transport).

Workshop participants were divided into 4 groups assigned to particular means of transportation to the airport by employees of Poznań-Ławica Airport:

- city bicycle,
- tram,
- an electric bus,
- car-sharing.

Within 4 groups, an implementable business model based on the Business Model Canvas methodology was developed. The Business Model Canvas (BMC) was built as a sum of resources and activities that the entity organizes and implements in order to provide a specific value for a specific customer. The BMC template was divided into 9 interdependent elements, which identified a number of supplementary questions to facilitate the analysis.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

NUTS 3 - City of Poznan and Poznanski District. The analysis included employees commuting to work both from the City of Poznan and the adjacent communes that are part of the functional area.

Investment costs (EUR), if applicable

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

The findings of the report were used to develop the Airport Accessibility Strategy and will be helpful in the development of the Mobility Policy in Poznań. These shall indicate the direction of actions for airport employees to change their mobility behaviour. Restricting car traffic to the airport will improve the quality of life of residents: it will reduce traffic jams, noise and harmful fumes. The conclusions of the project will be taken into account in the new strategic and implementation documents of the City. Ultimately, they will result in actions aimed at changing the transport infrastructure providing the airport with more zero-emission mobility opportunities and, at the same time, functional and practical for the passenger.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

When planning the workshops, we were looking for a solution that would enable employees to raise environmental awareness and we wanted to learn about their needs and problems with daily commuting and we tried to install in them the desired mobility behaviour to develop. We decided to describe BMC as a strategic management and entrepreneurial tool. It allows to describe, design, challenge, invent, and pivot any business model and it is easy to adapt in any case. Therefore, our campaign solution is easily transferable to other airports and target groups, each model can be cut to size.

The workshops themselves were one-off and short-lived, but it is the outcome of these workshops that will have an impact on the SUMP that is being prepared, which is a long-term one - with the horizon of its provisions until 2030, i.e. the next EU perspective. The document is under preparation and will be publicly consulted at the turn of 2020 and 2021. It will contain areas of action with specific projects of urban units which will implement the formulated goals of sustainable mobility, i.e: ecomobility, public transport, air transport, transport integration, etc.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

During the BMC analysis, we found out that employees commute to work not only from Poznan, but also from the surrounding municipalities. The vast majority choose the car because public transport requires a large number of transfers, so it is worth considering changing the route of the bus to the airport and increasing the number of buspasses on the route so that the journey is smooth and without delays. It is necessary to develop the organisation of a comfortable commute to work, which is both ecological and economic. This is a major challenge, and the following factors must be taken into account: functionality, investment costs and environmental impact. The results of the BMC will be used in the creation of the SUMP and the Mobility Policy, in which ways to improve access to the airport from the entire area of the City and the adjacent municipalities will be indicated. Conceptual work on the development of rail transport within the City area will also include Ławica Airport as a traffic generator and the place that should be served by emission-free vehicles. The workshop enabled dialogue between the airport and the city to improve traffic to the airport and gave us a great basis for further cooperation. An opportunity to exchange experiences is certainly an added value in transnational cooperation. The LAirA project has enabled us to draw on good practices, among others from Vienna airport, which declared climate neutrality by 2050. The cooperation also made us aware of the importance of the wayfinding and showed us how to properly, clearly and transparently, communicate with passengers at the airport.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

The workshop was aimed at developing a strategy for ecological access to the airport and one of the assumptions was to analyse the commuting to the airport with the use of public transport, to which everyone has the right to use regardless of age or gender. The activities undertaken in the project will be included in the Mobility Policy and SUMP, which will make it easier for the City of Poznań to achieve the ecological goal of reducing CO2 emissions from transport, which will increase the comfort of the residents and have a positive impact on the natural environment. The conclusions from the project will also be the basis for the suggested changes in the behaviour and habits of the residents towards those desired for sustainable mobility.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

