

Output Factsheet: Pilot implementation of Value-Added services for increasing LEZs attractiveness in Graz FUA

Project index number and acronym	CE 243
Lead partner	Commune di Vicenza
Output number and title	O.T.3.2 - Pilot implementation of Value-Added services for increasing LEZs attractiveness (in FUA Graz)
Responsible partner (PP name and number)	Graz (PP 6)
Project website	http://www.interreg-central.eu/SOLEZ
Delivery date	01/20202

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

The Pilot Action for Graz consisted in the development of a feasibility study for the implementation of a MaaS concept, applying the toolbox for overall design of low-carbon Value-Added Services for freight and people developed within the project. Thanks to the toolbox, it can be determined to what extent, with what means and in what time a MaaS concept can be realized.

Since the implementation of a fully integrated MaaS ecosystem requires also regulatory and juridical issues, in addition to technological innovations, a clarification and definition of legal and transport policy framework conditions has been included in the study. An evaluation of the possible effects on the mobility system and on innovative business models and new forms of organizing transport and mobility in Graz and its FUA has also been included.

The feasibility study was conducted by Institute for Futures Studies and Technology Assessment, Berlin, and demonstrated the usability and overall completeness of the approach proposed by SOLEZ toolbox.

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

AT221 - Graz und Graz-Umgebung

Investment costs (EUR), if applicable

n/a

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

The SOLEZ Pilot Action contributed to accelerate the process towards the integration of traffic regulation and traffic control strategies at regional level, i.e. beyond city limits. It provided a foundation for the development of a MaaS concept in the region of Graz, where MaaS approach is considered to be one of the most promising way to increase people sustainable mobility in large urban areas.

In addition, a stakeholder process to establish a MaaS ecosystem has been started. In summer 2019, this process is elaborating a business model and an organizational structure for a MaaS.

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

The SOLEZ Pilot Action was a valuable input to start an ongoing stakeholder process for the implementation of a MaaS in the functional urban area. The Pilot Action initiated a steering group for the preparation of those implementation. In addition, the expertise provided in the Pilot Action is also a national process to establish standards for a “*MaaS made in Austria*”.

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

The transnational cooperation in the SOLEZ project team fostered an ongoing learning process and enabled a peer learning especially in the field of Mobility as a Service. The SOLEZ Pilot Action could trigger an ongoing stakeholder process on the local and regional level fostering low carbon policies. This has been one of the success factors as a broad, stable and long-term stakeholder involvement has proved to be a fundamental requirements for effective sustainable mobility planning that foster a sustainable transformation in urban areas.

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

The value-added service toolbox is described in deliverables designated as: DT 2.2.1 - DT 2.2.2. and DT2.2.3. The Pilot Action customization, report and evaluation are respectively described in the deliverables designated as DT3.2.1, D.T.3.2.4, DT.3.2.7 and DT3.4.2

All above mentioned deliverables are available on <https://www.interreg-central.eu/SOLEZ.html> in the Publication Section