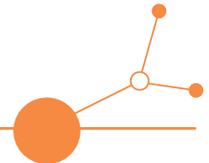# D.1.3.5. Roadmap n. 5 based on pilot action:
Online promotion of cross-border green mobility and healthy lifestyle

Final version

102025

Table of contents

1 Introduction

This roadmap (D.1.3.5) is aimed to design a realistic path for improving Promotion of bike and rail in Croatia, SI and IT beyond the project closure. The roadmap is prepared by partner HZPP (PP4) in cooperation with project partner SZPP (PP8) and IDA (PP5).

Activities are targeting digital promotion of green mobility in Croatia, Slovenia and four regions of northern Italy (Trento Alto Adige, Friuli Venezia Giulia, Veneto and Emilia Romagna). Publicly available at HŽPP website, "Train'n'Green" web domain offers information on bicycle and rail travel. Starting from organized routes throughout Istria region (Pula – Buzet or Rijeka-Šapjane with the possibility) and going further across border from Šapjane to Divača-Slovenia and Villa Opicina-Italy, "Train'n'Green" aims at providing seamless travel experience.

The roadmap is based on the findings and results from the following SUSTANCE deliverables:

- PT Accessibility report 2 – study area: Istria Region (AR-2) Accessibility assessment – Region of Istria (D.1.2.3),
- Transnational Public Transport Accessibility Report (D.1.2.3),
- Pilot Action Report "Pilot action no 6 (new IT tool for bike and rail in HR and neighbouring regions in SI &IT)" (D.2.4.3) and
- Long-term sustainability guidelines for solution no 6 (D.2.5.1).

The three consultation meetings with the local stakeholders (20/02/2024, 06/09/2024 and 28/028/2025) provide additional insights to the findings in the deliverables listed above. The local meetings were organized by HZPP (PP4), with stakeholders who could provide firsthand information regarding the pilot, 21 institutions in total. Each meeting was beneficial in its own way, weather to collect valuable inputs, present the project activities in line with the pilot goal, challenges to be tackled in the future or simply disseminating the results.

2 Existing public transport accessibility and key challenges

Based on the Accessibility assessment of rural, peripheral, and cross-border areas, D.1.2.3. created by IDA (PP5) and the Feasibility analysis on train connections on route Pula-Buzet-Divača (CRO-SLO), data on public transport accessibility was gathered. It underlines the importance of innovative solutions aiming to improve the connection of peripheral and remote regions of Central Europe to the nodes of the TEN-T network. To align the pilot focus with these findings, the pilot action no 6 and its Final pilot report (D.2.4.3) tackle digital promotion of green mobility in Croatia, Slovenia and four regions of northern Italy (Trento Alto Adige, Friuli Venezia Giulia, Veneto and Emilia Romagna), combining bike and rail travel. The pilot provides publicly available information on HZPP (PP4) website (www.hzpp.hr), displaying cross-border green mobility information via a dedicated section Train'n'Green. Gathering and publishing information in one place benefits current and future transport users and tourists, providing them with information digitally. Pilot action promotes green mobility choices in Croatia and surrounding countries and contributes to collaboration and improved relations between the countries and partners involved. The challenge of gathering information, choosing the relevant one and presenting them clearly in digital form was welcomed and anticipated by involved stakeholders. They suggested to work more in the field of digitalization in general. Also, experts, during peer-review online events, confirmed that the pilot was developing in the right direction but needs more width and additional data, integrating various data sources to enhance the tool's overall functionality and position it as a relevant entry point for users.

3 Impact of pilot action on public transport accessibility

The pilot action aimed to provide publicly available information on HZPP (PP4) website on the options of "cross-border green mobility", via a new section "Train'n'Green" (https://www.hzpp.hr/en/train-n-green-3/train-n-green). Visitors of the HZPP website are in large number rail transport users who, in addition to the current possibilities of transporting bicycles on the train, are now informed about other sustainable options in one place. The pilot includes publicly available information on public transport options, cycling routes and official EuroVelo routes, cycling service information, available bike-friendly accommodation facilities and recommended local sights. Since many travelling web pages contain such individual information, though not always railway operators, the idea was to combine them all in one place, creating synergies with other travelling sources, thus providing users with relevant and up-to-date information. Considering that pilot action is covering the entire Croatia, as well as Slovenia and North Italy, "Train'n'Green" is available to all persons with internet access. Challenges influencing the development of this pilot action were mostly regarding enormous amount of information. It was necessary to classify them according to categories and relevance. Also, the facts that the information for the database were coming from three different countries, additional classification was also in order, following rendition of some parts of the categories and their description. Main benefits provided by this pilot action are: (1) Improved relations between different countries (political and operational) and (2) New possibilities for current and future public transport users.

4 Vision and goals for public transport accessibility improvement

Public transport is one of the most important elements of overall transport system, and with the help of new technologies it will be developing even faster. By providing growing number of everyday users with relevant real-time information going beyond just railway information, railway transport can become first choice of transport mode for many. The key is in valid, prompt and up-to-date information as well as fast, reliable and safe services. By combining two different transport services - individual bike service and public train service, and providing useful information in one place, and in more than one language, HZPP begun a new trend. To contribute to the main project motto: "Sustainable public transport solutions and innovative governance schemes for improving connectivity in Central Europe" this pilot action and its result will influence on lacking efficient and sustainable public transport solutions in peripheral and cross-border areas of Central Europe with an idea that is practical and user friendly.

The main long-term goal for this pilot action is to continue feeding the web domain with additional data and continue maintenance in the future. This will be done by upgrading to a more user-friendly design and content, frequent checks and updates, and incorporating maintenance as a part of company's regular business.

The second goal is the continuation of cooperation with stakeholders, regarding the information sharing and raising awareness on eco-friendly means of transport by implementing promotional campaigns.

The third important goal is to upgrade the existing "Train'n'Green" platform by adding different functionalities and data sources, as well as new content.

5 Key measures and steps to achive goals

This pilot action is not directly affecting local, regional and national polices, but on the other hand is promoting all policies taken up on national and EU level. The purpose is to improve quality, continuity and attractiveness of cycling use and cycling infrastructure, by supporting it from different aspects such as secure bike parking spaces, charging points for e-bikes and providing technical support such as useful information. The EU, together with regional and local authorities, have a key role in supporting the further uptake of cycling.

There is a potential for the development of a specific bike system in relation to e-mobility since the use of e-bikes has a great potential for the development in cities with unfavourable morphology. This could also help in changing travel behaviour in favour of bicycles, public transport, e-mobility etc., which would bring a significant reduction of greenhouse gas emissions and entice the use of multi-modal transport systems. In comparison with other EU cities, this leads to a conclusion that better integration of the bike system in public transport and the improvement of infrastructure offers a big potential for improving the modal split in favour of bikes not only in Croatia but can serve as best practice example to neighbouring countries as well.

HZPP pilot will be financed in the next period through company's regular business, considering that changes that it requires over time are minimal in its existing scope. The subsequent steps include expansion of the tool/platform, integration with other services and data providers, and including users in its development and promotion.

MEASURES		STEPS		
No.	Description	Description	Timeline	Involved stakeholders
M1	*Advertise the purpose and potential of the tool by storytelling (journey planners or real user experiences)*	**M1.S1:** *Enhance design*	*Long*	*PT operator*
		M1.S2: *Interviews with users*	*Long*	*PT operator*
		M1.S3: *Share research on social media*	*Long*	*PT operator*
M2	*Create business model for the platform*	**M2.S1:** *Define scope*	*Long*	*PT operator & stakeholder*
		M2.S2: *Create a financial plan*	*Long*	*PT operator & stakeholder*
		M2.S3: *Involve stakeholders*	*Long*	*PT operator & stakeholder*
M3	*Integration with other transport services at local level (DRT, Taxi) with the common objective of replacing car-based tourism*	**M2.S1:** *Define entities*	*Long*	*PT operator & stakeholder*
		M2.S2: *Promotion at national or reginal level (public and private institutions)*	*Long*	*PT operator & stakeholder*
		M2.S3: *Digital integration possibilities*	*Long*	*PT operator & stakeholder*