

TAKING  
**COOPERATION**  
FORWARD



Brussels, January 23 2019



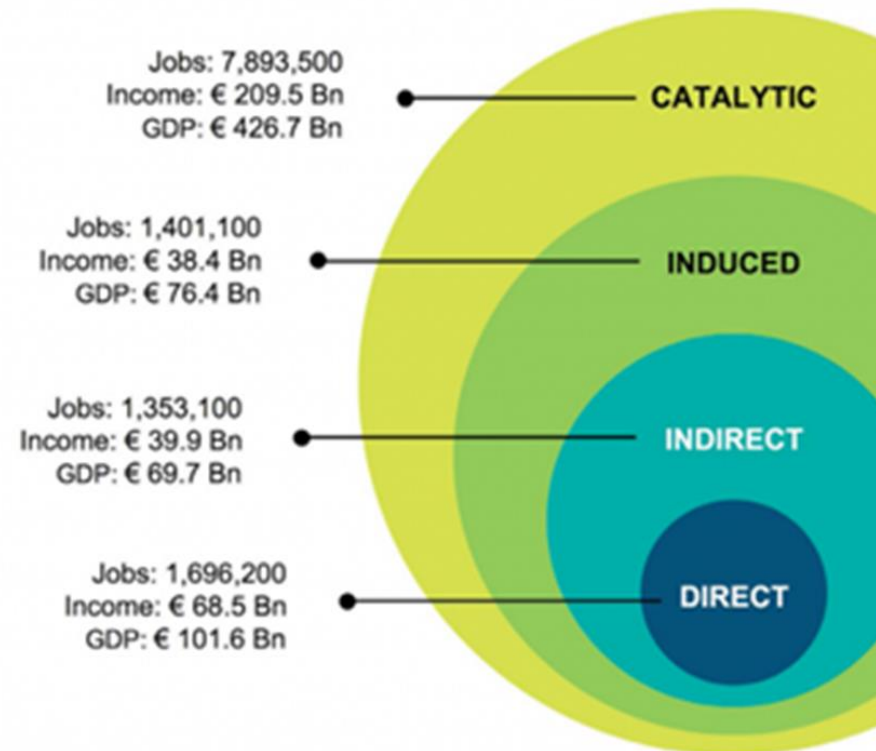
## THE BIG PICTURE: LAIRA PROJECT AT A GLANCE



Gábor Soóki-Tóth thematic lead Budapest District 18, Pestszentlőrinc-Pestszentimre Municipality

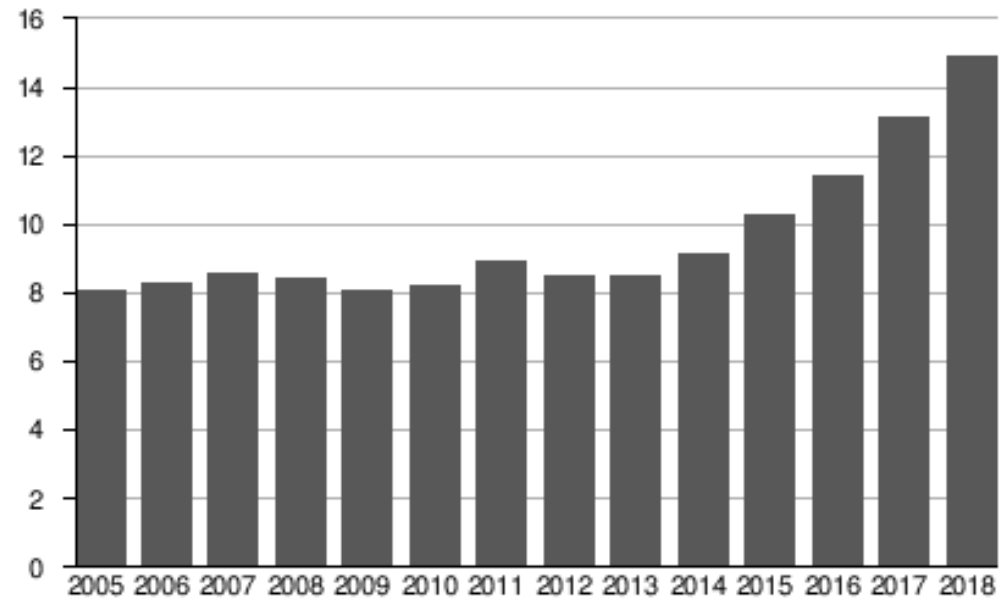
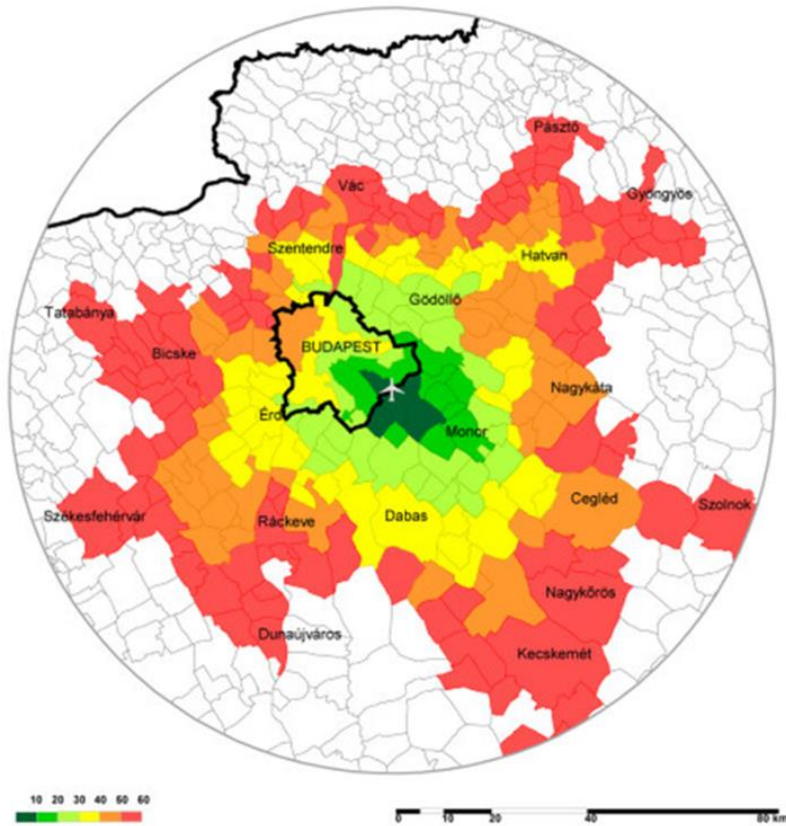
# STARTING POINTS

*Airports play a key role in national/regional economies (assets) and at the same time transnational transport gateways for citizens*



# STARTING POINTS

*The magnitude and growing trend of air traffic requires actions for the landside accessibility of functional urban areas to airports*



# OVERALL OBJECTIVE



To reduce the carbon foot-print of transport activities related to the airports landside connectivity in FUAs - develop strategies and capacities for transport planning





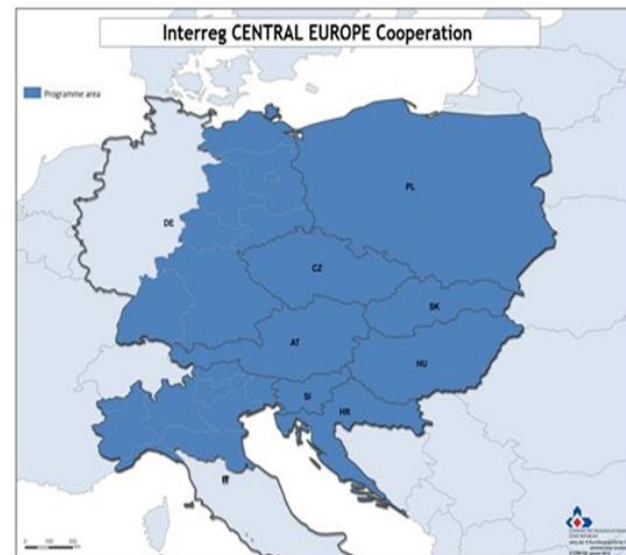
## Priority 2. Cooperating on low-carbon strategies in CENTRAL EUROPE



Specific objective 2.3  
**To improve capacities for mobility planning in functional  
urban areas to lower CO2 emissions**

**10 project partners,  
5 associated partners**  
(Vienna, Budapest, Warsaw, Milan,  
Stuttgart, Dubrovnik and Poznan)

**30 months**  
(01/05/2017. - 31/10/2019)



Building capacities of local and regional authorities and airports



Jointly plan and implement low carbon mobility solutions integrating 7 key thematic areas:

electric mobility, air-rail links, walking and cycling, shared mobility, information technology systems, wayfinding and public transport



## UNDERSTANDING

The integration between airports and FUAs mobility systems is explored in form and educational approach in order to improve the capacities of public entities responsible for low carbonas mobility planning.

## CHANGING BEHAVIOUR

Intelligent transport management solutions to be developed and piloted to facilitate behaviour change and raising awareness for low carbon travel planning.

## BUILDING STRATEGIES

Low Carbon landside mobility planning solutions are being mainstreamed within partner and non-partner Functional Urban Areas



# OUTPUTS



**Educational model:** understanding FUA & airports landside mobility integration

Low carbon landside mobility management tools / pilots - employees

**Action plans and strategies**  
electric mobility, air-rail links, soft mobility, shared mobility, ITS, wayfinding, road public transport

Low carbon landside mobility management tools / pilots - passengers

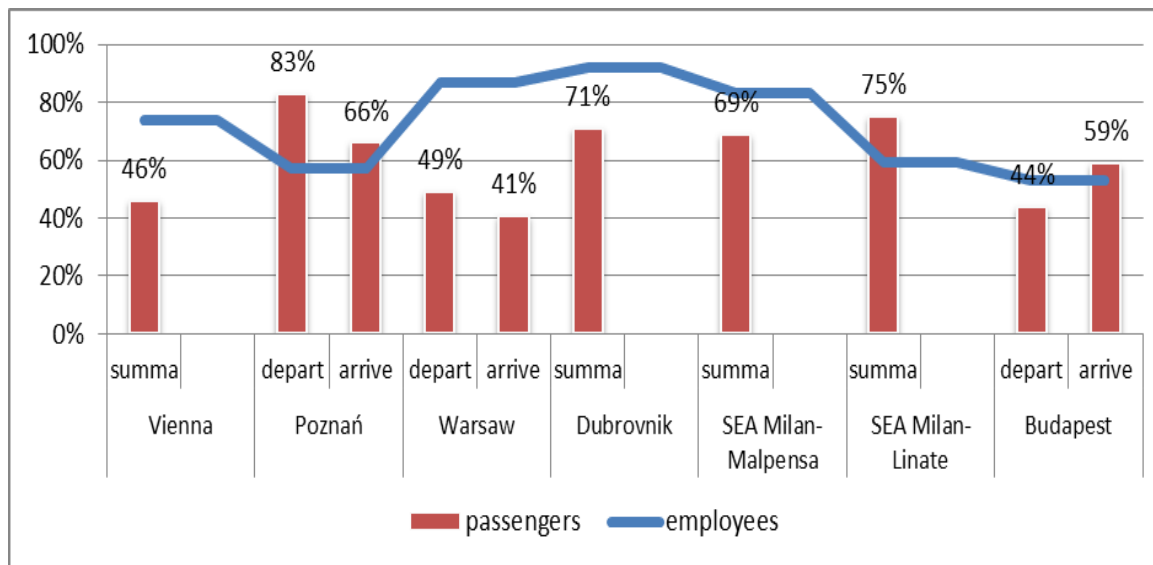
**Transnational strategy** for low-carbon and smart airport FUAs mobility systems

**Training and education model**  
delivered to non-partner airport FUAs public entities





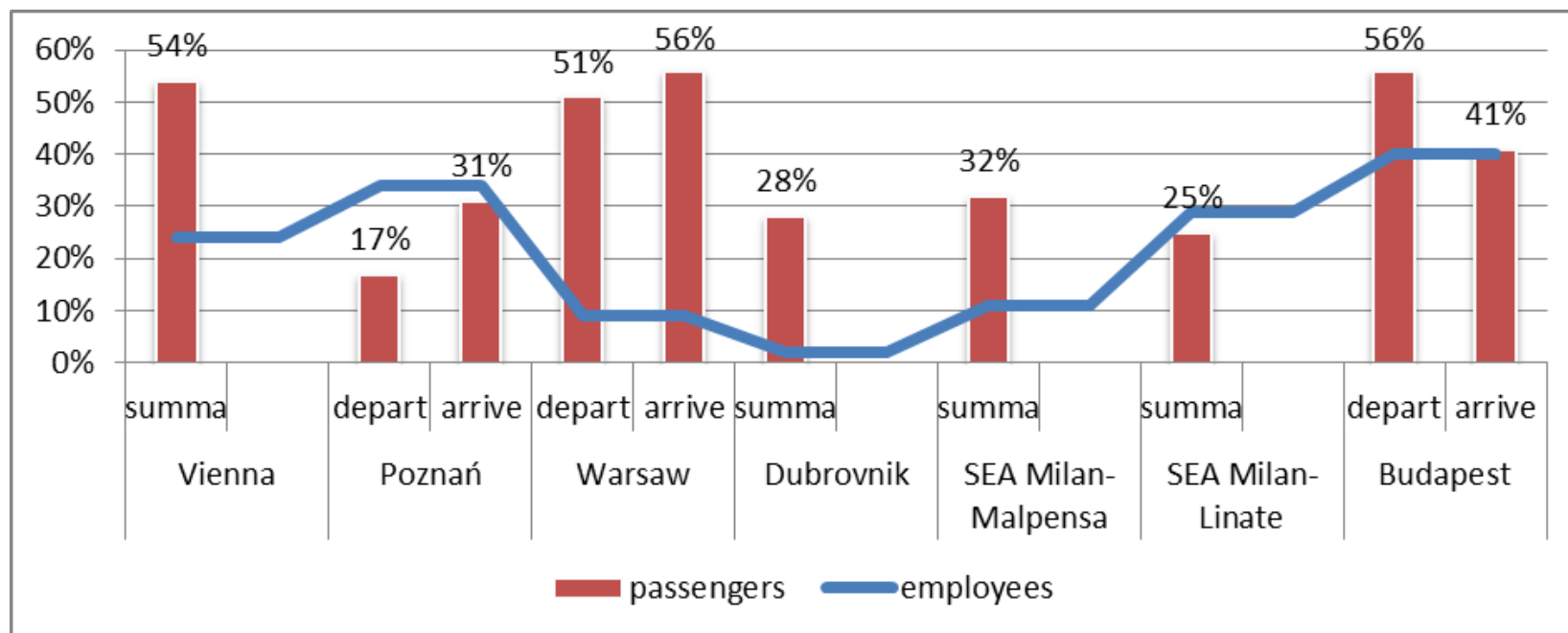
# DOMINANT MODE OF ACCESS: PRIVATE CAR



Source: Budapest Airport



# PUBLIC TRANSPORT



# E-MOBILITY AS A SOLUTION

e·mobi



Source: Elektromobilitás Nonprofit Ltd



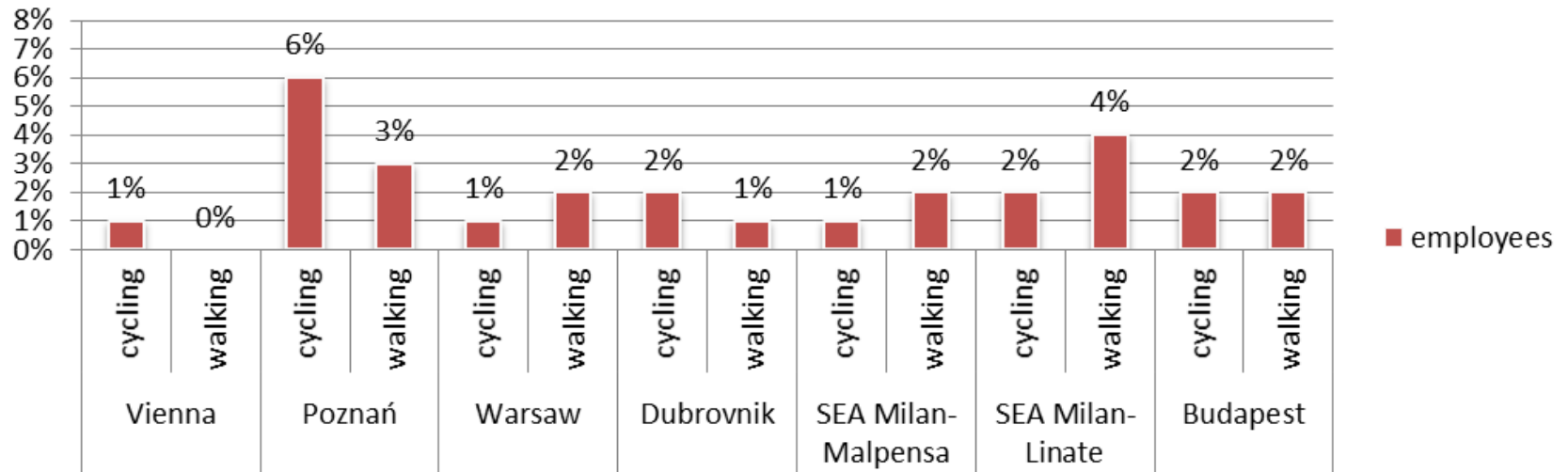
Source: Stuttgart Airport



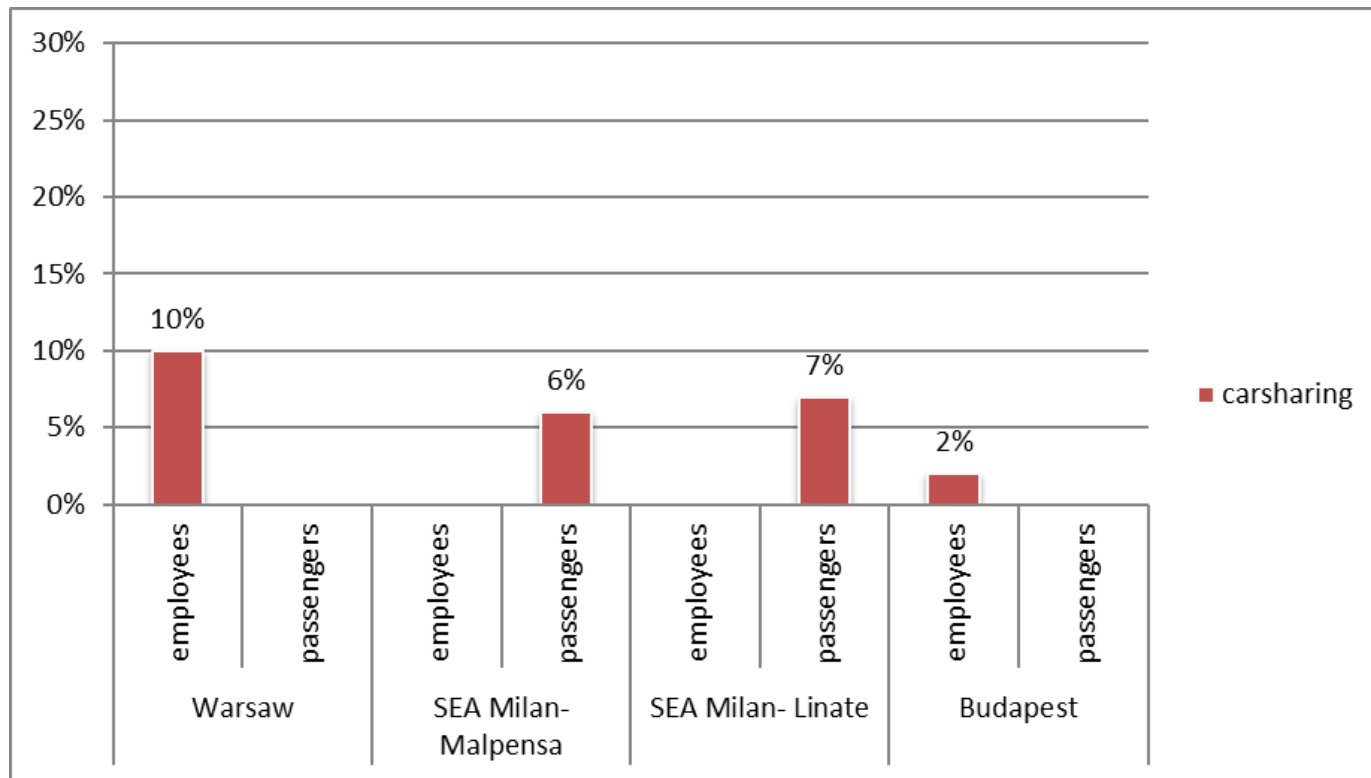
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# CYCLING AND PEDESTRIAN ACCESS



# SHARED MOBILITY





# ITS & WAYFINDING: VIRTUAL AND PHYSICAL TOOLS



Source: Transporting Cities Ltd.



# CONCLUSIONS & LESSONS LEARNED... ...SO FAR



- Availability of multimodal infrastructure is crucial (air-rail links)
- Functional urban areas to be considered (not just city-airport)
- Seamless service provision, integrated wayfinding, ticketing
- Raising awareness and motivating customers and employees
- Change of mindset, change of behaviour
- Low-carbon should be cool and attractive
- Start where it is most obvious: daily commuting employees
- Build partnerships with all stakeholders



THANK YOU FOR YOUR ATTENTION!

THANK YOU & PLEASE FOLLOW US!

[HTTPS://WWW.INTERREG-CENTRAL.EU/CONTENT.NODE/LAIRA.HTML](https://www.interreg-central.eu/content/node/laair.html)



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