Better public transport services for regional and cross-border travels in the South Baltic area
Better public transport services for regional and cross-border travels in the SB area

Main features

• Implementation period: June 2017 – May 2020
• Total budget: 3,46 million EUR
• 9 formal partners, 11 associated organisations
• Region Blekinge as the Lead Partner
• Flagship status in the EU Strategy for the Baltic Sea Region

Partners

Associated Partners
Better public transport services for regional and cross-border travels in the SB area

The challenges we see

• Unsustainable mobility trend
• No clear benefits when choosing public transport, unsatisfactory offer
• Insufficient knowledge of regional and cross-border mobility needs
• Scattered experience and low region-to-region exchange on PT services/products
• Some SB areas lack regional PT systems
• Untapped potential of PT services to stimulate sustainable growth (e.g. via tourism, international labour market etc.)

The response we offer

Enhance no-car mobility in the South Baltic area through:

(1) joint capacity-building,
(2) pilot demonstration, and
(3) advocacy actions

for high quality and sustainable regional and cross-border public transport services
Better public transport services for regional and cross-border travels in the SB area

Our work structure

- Identify stakeholders, policies and good practice
- Organise cooperation around a shared vision and paths
- Understand regional and cross-border mobility needs
- Propose sustainable solutions

WP3: DEMAND

WP4: SUPPLY

WP5: GOVERNANCE

- Identify strengths and weaknesses of the PT systems in the partner areas
- Implement pilot cases to improve their quality
- Improve planning models
- Transfer know-how

- Analyse stakeholder involvement
- Invite other sectors
- Organise cross-border and intersectoral dialogue
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Departure & arrival stations for WP4 pilot cases

Pomorskie
- No regional system, no services
- Design the system based on experience of other PPs
- Regional system and services in place but low community response to no-car offer in regional and cross-border travels
- Identify ‘reasons to go’ and market for regional and cross-border no-car travels
- Develop and test joint cross-border travel services

Blekinge
- Develop and test joint cross-border travel services

Klaipeda
- Regional system and services in place but low community response to no-car offer in regional and cross-border travels
- Identify ‘reasons to go’ and market for regional and cross-border no-car travels
- Enhance services based on experience of other PPs

Rostock-Guldborgsund
- Identify market and harmonised/joint cross-border travel offers but too low volumes (‘too few to go’)
- Develop cross-sectoral measures and governance structure
- Evaluate performance and identify new target groups (e.g. schools)

Identified market and harmonised/joint cross-border travel offers but too low volumes (‘too few to go’)
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The small region of Blekinge...

- Smallest in Sweden, 2947 sq. km
- Ca. 160 thousand residents
- 5 municipalities
- Peripheral location in national terms
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...but with gateway location of its cities...

- Strong international export via Blekinge ports
- Growing freight and passenger volumes
- Transit location
- Conflicting aims of interregional transit and regional mobility

GOODS, source: Swedish Ports and SCB
PASSENGERS, source: Swedish Ports and SCB
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...supported by policy actions via international projects...

East West Transport Corridor II
Grön korridor för öst-västliga godstransporter
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Transformation of the city of Karlskrona

- Closed military town
- Foreign tourists not allowed in the archipelago
- War industry the main employer
- Homogenous and stagnant population

27.10.1981 – on the edge of war
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Transformation of the city of Karlskrona

- Closed military town
- Foreign tourists not allowed in the archipelago
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- Homogenous and stagnant population

1997

- Vibrant open city, UNESCO World Heritage site
- Tourist destination, public transport services in the archipelago
- IT and telecom + technical university
- Many nationalities and growing population

HEMLIG
AV YTTERSTA BETYDELSE FÖR RIKETS SÄKERHET
KRIGSMAKTEN

KARLSKRONA ÖVRIGSSNOLLR
1960–1997

STOPP
FÖRBUD
med tillstånd utan tillstånd
alt förbjudna, avbrottsbeslut
eller mindre än pensionerat
utan säkring tillstånd
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Vital region-building role of the Karlskrona-Gdynia ferry line
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Good offer for leisure travellers, incl. specialty trips
Better public transport services for regional and cross-border travels in the SB area

Joint ticketing and travel information system in 3 years?

• Cross-border dimension (Blekinge + Stena Line + Pomorskie)

• Better incentives for foot passengers (ticket in app for interregional travels)

• Purposeful travelling (access to information via infotainment system in buses)

• New business models (packages)

• Attractive labour market (weekly commuters, more business travels)

• Boosted cross-border convergence processes
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Thank you for your attention!

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