

## MEDCYCLETOUR Good Practice – GIFT 2.0

Author contact information	
Name	Vaggelis Mourelatos
Email	<a href="mailto:vaqmourelatos@gmail.com">vaqmourelatos@gmail.com</a>
Telephone (including country code)	0030 2613 613 635
Your organisation	
Country	Greece
Region	Region of Western Greece
City	Patras

Organisation in charge of the good practice	
<i>[If your organisation is not the one in charge of the good practice, please indicate the relevant organisation.]</i>	
Organisation in charge of this good practice	Region of Western Greece
Location of the organisation in charge:	Country: Greece
	Region: Region of Western Greece
	City: Patras

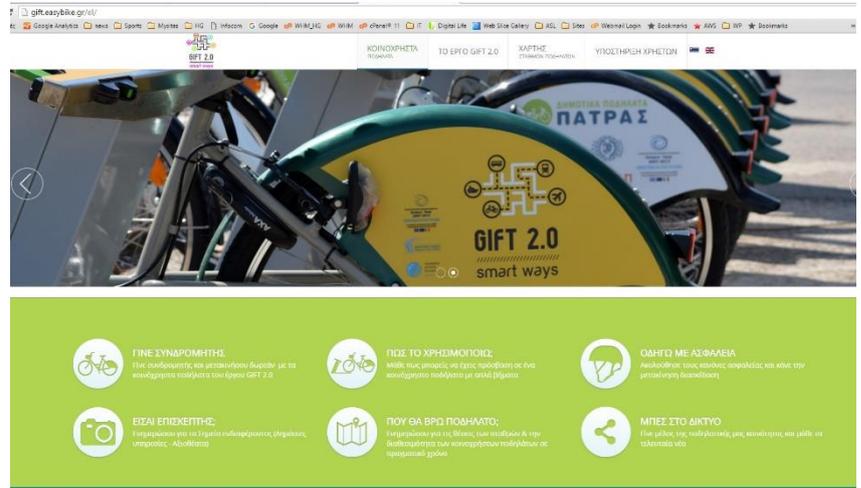
Good practice general information	
Title of the practice	Gift 2.0
Does this practice come from an Interreg Europe Project?	Yes
If yes, what is the name of that project?	Interreg Gr-It 2007-2013

Category of the practice	Please select the category of the practice (you can mark the category in bold):	
	<ol style="list-style-type: none"> <li>1. Cycling tourism route infrastructure</li> <li>2. <b>Cycling-friendly services solutions</b></li> <li>3. Solutions for combining bike and public transport</li> <li>4. Promotion / Marketing</li> <li>5. Sustainable organisational or financing solutions</li> </ol>	
Geographical scope of the practice	Regional	
Location of the practice	Country	Greece
	Region	Region of Western Greece
	City	Patras

Detailed description	
<b>Short summary of the practice</b>	<i>The Gift 2.0 project aims to improve mobility between Italy and Greece both for goods and passengers. As part of the project, several bikes will be installed in many bicycle stations in the city of Patras. Potential users will be locals and tourists. End users and stakeholders will have the opportunity to plan their trip through the platform and the mobile application of the programme in order to have an appropriate time allocation.</i>
<b>Detailed information on the practice</b>	<p><i>The multilevel approach of the Gift 2.0 project is to tackle the problems of the weaknesses suffered in transport and communication networks in order to raise their efficiency and competitiveness in Greece and Italy. The project includes a trip planning tool allowing users to combine different modes of transport, including bicycles. The idea is to create a strategic system able to overcome the Programme area difficulties and create a unique tool of facilities to be used at the cross-border level toward the neighbourhood areas. Moreover, considering that the available freight and passenger flow trends between Italy and Greece saw growth for both countries during last ten years, overcoming the mentioned issues could further help to increase collaboration and communication leveraging on an innovative integrated ticketing and a joint flows management to optimise the virtual logistics platform. GIFT 2.0 wishes to develop an extensible platform, replicable in similar situations at Euro-Med level, based on the project activities and the results achieved thanks to the work between Italy and Greece towards both Schengen areas and crossing flows outside of the EU like Turkey, Ukraine and other countries.</i></p> <p><i>The Gift 2.0 project, funded by INTERREG GR-IT 2007-2013, attempts to promote its objectives in the following ways:</i></p> <ol style="list-style-type: none"> <li><i>1) create a step change in facilities and existing infrastructures. It accomplishes freight &amp; passengers flows, trying to exploit all the mobility systems with a unique ticket and/or ticketless system both at National and Cross Border level;</i></li> <li><i>2) leverage on ICT solutions and involve since the beginning a complementary set of acting bodies in order to provide concrete and real follow up solutions for public/private stakeholders;</i></li> <li><i>3) improve an existing network merging different hubs in an extensible platform, replicable in similar situations at Euro-Med level, based on the project activities and the results achieved thanks to the work between Italy and Greece towards both Schengen areas and crossing streams Extra EU;</i></li> <li><i>4) provide access to customized information on individual mobility needs and regional multicultural resources and locations.</i></li> <li><i>5) support end-to-end seamless intermodal regional travel based on information available by travel services suppliers (e.g., time schedules at ports, airports, railways and bus stations) linked to the interregional ITC database;</i></li> <li><i>6) provide a Port/ Land standardized information system for multimodal transport providers;</i></li> <li><i>7) offer an effective regional response to the seasonal pattern of tourist demand and travel facilities;</i></li> <li><i>8) establish and promote hubs/databases for providing mobility/cultural information and services to sectors such as tourism, arts, entertainment, that guide travellers towards a best use of their time but also for destinations not easily accessible;</i></li> <li><i>9) establish the basis for a logistics exchange through a process of electronic matching of freight;</i></li> <li><i>10) integrate GPS Tracking Information of ships, taxis, airports and public transport on smart phones to optimize schedules, vehicle transport allocation and cultural site visits.</i></li> </ol>
<b>Resources needed</b>	<i>Total Budget: €630,000</i>
<b>Timescale (start/end date)</b>	<i>September 2013 - December 2015</i>
<b>Evidence of success (results achieved)</b>	<p><i>The project was developed with a shared methodological approach which aimed to :</i></p> <ol style="list-style-type: none"> <li><i>1.reduce transit costs and times for macro-regional trips</i></li> <li><i>2.reduce environmental impact</i></li> <li><i>3. improve management of information on the integrated transport of all the project hubs</i></li> <li><i>4. increase the economic efficiency of port operations through operations to consolidate goods and for connection to the rear port areas</i></li> <li><i>5. ensure sustainable growth in transport systems at all hubs and for all methods</i></li> <li><i>6. the project has become part of a specialised integrated, inter-modal, cross-border platform.</i></li> </ol>
<b>Challenges encountered</b>	
<b>Potential for learning or transfer</b>	<i>The experience from the GIFT project was considered successful and was integrated by cycling organizations and organizers of cycling events in the area of Puglia, Italy.</i>
<b>Further information</b>	<a href="http://www.giftsmartways.com/index.php/en/">http://www.giftsmartways.com/index.php/en/</a>

Keywords related to your practice

Bicycles, Transportation, Efficiency, Platform,



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