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Sustainable Tourism and Mobility in Rural Areas: Environmentally- Friendly Transportation Options

Resilience through Innovation and Sustainability

3rd Transnational Meeting, Podstrana, Croatia

Who we are?



A New Generation of European Strategists - RTIS is a new generation European organisation, developed by experienced professionals from rapidly growing market segments. We are a strategic ally to municipalities and entities across Greece and abroad.

Our Core Mission: To craft actionable resilience strategies that catalyze sustainable development. We lead with integrated solutions at the nexus of:

- ✓ Innovation & Technology
- ✓ Disaster Risk Reduction & Climate Adaptation
- ✓ Social Equity & Inclusive Community Building

Our Ultimate Goal: To foster confident, creative, and healthy societies that are regenerative, technologically-aware, and fully inclusive, free from social exclusion and racism

Our Collaborative Lens: GreenMove Context

✓ **Our Role:** Strategic ally and technical partner to the Municipality of North Corfu.

Regional Tourism Profile (Through our lens):

✓ **Key Attractions:** Pristine coasts, NATURA 2000 sites, historic villages.

✓ **Visitor Demographics:** Mix of mass tourism, cultural enthusiasts, and eco-tourists.

✓ **The Resilience Challenge:** Extreme seasonality (70% of visitors in summer) tests the social, economic, and environmental carrying capacity of the island.

A Resilience View of Mobility Challenges

We diagnose mobility not just as transport, but as a critical system for regional resilience.

- **Systemic Overload:** Summer congestion as a failure of systemic planning, degrading quality of life and environmental health.
- **Vulnerability through Dependency:** Car dependency creates fragility, leaving non-drivers (elderly, low-income) isolated and the economy vulnerable to fuel shocks.
- **Infrastructure Deficit for Adaptation:** Lack of active mobility infrastructure limits community health, reduces emissions-free transport options, and hinders climate adaptation.

Current Landscape & Strategic Gaps



Existing Eco-Options:

- Limited pilot Low-Emission Zones.
- Fragmented private e-bike rentals.
- Disconnected pedestrian routes.

Our Analysis: The current landscape is characterized by fragmented, small-scale initiatives. The strategic gap is the lack of an integrated, smart, and resilient mobility system that functions year-round.

Barriers to Systemic Adoption



- **Financial:** High capital expenditure for resilient infrastructure; funding models skewed against operational sustainability.
- **Cultural/Behavioural:** Overcoming ingrained car culture requires strategic communication on co-benefits (health, cost savings).
- **Governance:** Need for multi-stakeholder governance models to break down silos between transport, tourism, and environmental authorities.

Engaging the Ecosystem: A Multiplier Approach



- ➡ Business Engagement: We facilitate partnerships to create "Resilience Benefits."
- ✓ Hotels: "Mobility-inclusive" packages that reduce guest reliance on cars.
- ✓ Local Commerce: Advocacy for tax incentives for businesses that support public charging or active mobility infrastructure.
- ➡ Outcome: Building a coalition of stakeholders with a vested interest in a stable, sustainable, and attractive local environment.

Community-Led Resilience: The "Adopt-a-Path" Model



- **Our new Idea/Project:** A community-driven initiative to restore and maintain a network of ancient walking trails.
- **Why it's a Resilience Success:**
 - **Social Cohesion:** Built strong community bonds and shared purpose.
 - **Economic Diversification:** Created a new, low-impact tourist product.
 - **Environmental Stewardship:** Enhanced the value of natural capital with minimal infrastructure.
- **The Lesson:** Empowered communities are the most effective agents of long-term, sustainable change.



Designing for Inclusion & Equity



- **Identifying Exclusion:** Our focus is on the systemic mobility exclusion of the elderly, people with disabilities, and low-income families.
- **Our Integrated Improvement Strategy:**
 - **Universal Design:** Mandating accessibility in all new mobility projects (e.g., Smart Shuttle).
 - **Social Policy Integration:** Developing subsidized fare schemes integrated with social welfare programs.
 - **Participatory Planning:** Involving representatives from excluded groups in the design phase of all mobility initiatives.



Cultural Heritage as a Lever for Sustainable Flow



- The Challenge: Major cultural events create intense, disruptive demand spikes.
- The Asset: The "Kastro" Village – a remote medieval settlement.
- Our Sustainable Connectivity Solution: Proposing a dedicated, zero-emission shuttle service. This:
 - ❑ **Preserves cultural heritage from vibration and pollution damage.**
 - ❑ **Enhances the tourist experience by making the journey part of the attraction.**
 - ❑ **Manages visitor flow effectively, a key principle of destination resilience.**

Seasonal Trends & Policy for a Resilient Year



➤ The Dichotomy:

- **Summer:** Crisis of over-tourism and system overload.
- **Winter:** Crisis of isolation and reduced service access.

➤ Policy Analysis:

- **Supportive:** EU Green Deal-aligned funds for decarbonization.
- **Hindering:** Rigid, siloed funding streams that prevent holistic, year-round service models.



Measuring What Matters: Data for Resilience



Our Impact Metrics:

- ✓ Environmental: CO2 reduction, improvement in air quality indices.
- ✓ Social: Usage rates by different demographic groups, perceived accessibility scores.
- ✓ Economic: Change in spending in areas served by new mobility options.
- ✓ Systemic: Reduction in vehicle kilometers traveled (VKT) in critical zones.

EU Synergy: Partner in Interreg Europe on smart mobility, contributing our resilience-focused evaluation framework.

The GreenMove Collaboration: A Call for Strategic Partnership



- **The Funding Gap:** The critical need for EU funding to cover the *operational risk* of innovative pilots, not just capital costs.
- **Our Collaboration Proposal for GreenMove:**
 - **Joint Knowledge Hub:** Co-create a "Resilient Rural Mobility Toolkit" with standardized metrics and case studies.
 - **Scalable Pilot Projects:** Launch twin "Smart Rural Shuttle" projects in Corfu and another partner region to compare data and strategies.
 - **Unified Advocacy:** Leverage the 17-partner consortium to simplify EU funding access and promote policies that support resilient, not just green, mobility.

Building Resilient Futures, Together

Our Vision: Rural areas where mobility systems are the backbone of community resilience, economic stability, and environmental health.

"We don't just build transport links; we build resilient communities."





Thank you

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