

## **D6.3 - The future of the LTPN in Fuerteventura**

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Task No.:	6.3	WP Reference:	WP6
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Rev. No.:	1.0	Issue Date:	15-01-2015
Nr. pages:	14	Availability:	Public

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Status: Final

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KEYWORDS: Sustainable mobility, tourism, travel plan networks, energy efficiency

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### **ABSTRACT**

STARTER (IEE) aims to promote energy efficient and sustainable mobility policies and practices in five pilot sites across Europe. The main goal is to achieve a 10% reduction in greenhouse gas emissions amongst specific target groups in the pilot sites by the end of the project (2014).

The Starter project in Fuerteventura has been promoted and led by the Reserve of the Biosphere of Fuerteventura as part of the commitment contained in its action plan to promote sustainable mobility in order to improve energy efficiency, contribute to the mitigation of Global change and achieved the targets marked on the Conference Rio + 20 for a further development of the green economy.

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Co-funded by the Intelligent Energy Europe  
Programme of the European Union

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The STARTER project (IEE-11-787) is co-funded by the European Commission, through the Executive Agency for Competitiveness & Innovation (EACI) under its "Intelligent Energy – Europe" (IEE) programme. The authors wish to acknowledge the Commission for their support of the project, the efforts of the partners and the contributions of all those involved in the STARTER initiative.

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**TABLE OF CONTENTS**

<b>EXECUTIVE SUMMARY (IN SPANISH) .....</b>	<b>4</b>
<b>1. INTRODUCTION .....</b>	<b>5</b>
1.1 SHORT DESCRIPTION OF THE STARTER PROJECT .....	5
1.2 SCOPE OF THE REPORT .....	6
1.3 STRUCTURE OF THIS REPORT .....	6
<b>2. OVERVIEW OF RESULTS AND EXPERIENCES DERIVED FROM IMPLEMENTATION ...</b>	<b>7</b>
2.1 THE PROBLEMS .....	7
2.2 THE PLANNED MEASURES .....	8
2.3 RESULTS OF THE MEASURES .....	10
<b>2. POTENTIAL DEVELOPMENTS OF THE LTPN.....</b>	<b>12</b>
2.4 OBJECTIVES OF THE NETWORK.....	12
2.5 INVOLVEMENT OF THE LTPN IN MEASURES' IMPLEMENTATION .....	12
2.6 DEVELOPMENT PLANS OF THE NEXT 3 YEARS .....	13
2.7 FINANCIAL VIABILITY OF THE LTPN .....	13
<b>3. ACTION PLAN BEYOND STARTER .....</b>	<b>14</b>

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## Executive summary (in Spanish)

El proyecto Starter en Fuerteventura ha sido promovido y liderado por la Reserva de la Biosfera de Fuerteventura como parte del compromiso recogido en su plan de acción de promover la movilidad sostenible, mejorar la eficiencia energética, contribuir a la mitigación del Cambio Global y alcanzar las metas marcadas en la conferencia Rio+20 de la UN de un mayor desarrollo de las economías verdes. Así mismo pretende contribuir al desarrollo de un turismo sostenible siguiendo las recomendaciones de UNWTO del que es miembro. Fianmente tal y como recoge el programa Hombre y Biosfera, las RB como laboratorios privilegiados para el estudio y desarrollo de la sostenibilidad lo que se ha pretendido con este proyecto y las medidas piloto implementadas dentro del mismo es la puesta en práctica de medidas piloto pa

Durante el proyecto se ha realizado un importante análisis sobre el impacto del transporte turístico en la sostenibilidad de la isla. La constitución del LTPN ha encontrado eco en el mundo turístico especialmente en los propietarios y gestores de los complejos y hoteles que ha participado activamente en todas sus sesiones este sector nos ha transmitido que considera que la movilidad sostenible aporta valor al destino y refuerza la imagen de sus negocios. Por otro lado, las empresas regulares de transporte no han sido tan proclives al cambio y han participado poco en el proceso quizás por que es un sector muy regulado que se mueve a través de contratos-programa que se revisan a medio y largo plazo, o quizás porque ha sido golpeado por la crisis económica. En el caso de las autoridades locales como los municipios, el Gobierno Insular y el Gobierno Autónomo ha habido una receptividad notable, Estas administraciones llevan realizando un gran esfuerzo en los últimos años por dotar de infraestructuras para la movilidad blanda a los núcleos turísticos, realizando importantes inversiones a través de sus planes de ejecución turística como carriles bici y paseos peatonales en la isla. Entre las aportaciones de la LTPN ha estado la constatación de que no solo basta con la mejora de las infraestructuras para la movilidad blanda para facilitar el cambio de hábitos, sino que se hace necesario estimularla entre residentes como los turistas de una forma activa por medio de campañas e instrumentos de comunicación como las redes digitales, proceso que se ha comenzado durante el proyecto.

El LTPN es y se considera seguirá siendo una herramienta útil para establecer un conjunto de medidas inteligentes de transporte ligadas a la sostenibilidad y eficiencia energética y será recogido como un instrumento más en la estructura de participación de la Reserva de la Biosfera de Fuerteventura.



## 1. Introduction

### 1.1 Short description of the STARTER Project

There are a vast number of touristic regions in Europe, all of them attracting many tourists from Europe and around the world. These regions include islands and seaside resorts visited during the summer, mountainous regions, lakes and lakesides, historical and religious sites as destinations of cultural or religious visits, and many others. Despite the different characteristics of these places and the different type of tourists that they attract, they all share a common feature, which is the fact that the touristic activity is, to a higher or lower degree, concentrated during a specific season.

The seasonality of tourism demand leads to a rising demand for transport and mobility services during the high season, which has a large effect on the traffic situation in the specific touristic regions. Besides a peak in transport peak during peak seasons, touristic sites are also facing a significant growth of mobility demand while local alternatives for the private car tend to be very limited and there is often a lack of effective information towards tourist for getting around with sustainable travel modes.

Side effects of this include high energy use (mainly fossil fuels), traffic noise and air pollution leading to negative health and environmental effects, increased risk of traffic accidents, low quality of transportation services and damage to the transport infrastructure.

Based on the above, it is clear that there is a great need to improve the effectiveness and efficiency of local transport systems in order to cope with the growing problems and most importantly to put emphasis on the use of alternative sustainable transport modes and/or mobility measures. On the other hand, sustainable transport is also a market opportunity for the touristic sector, since consumers are becoming more and more conscious of the need for sustainability. The problem however is that 'greening' seasonal traffic is not simply the task of the authorities: the main players of the transport sector, the environmental organisations and the economic/touristic sector should join forces with local/regional authorities to ensure sustainable seasonal traffic.

For this reason STARTER (*Sustainable Transport for Areas with Tourism through Energy Reduction*) aims to promote energy efficient and sustainable mobility policies and practices across the EU through the cooperation of all local interested parties.

The main outcome of the project will be the implementation of Local Travel Plan Networks (LTPNs)<sup>1</sup> and innovative mobility measures in 5 regions suffering from a steep seasonality of transport demand, which will contribute to achieve a less energy consuming transport system and less car-dependant 'lifestyles'. Increased awareness of LTPNs and sustainable mobility policies by policy shapers, makers and implementers is a key result of the project.

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<sup>1</sup> A Local Travel Plan Network (LTPN) is: "A group, or network, of organisations that have come together to share resources and ideas for developing and implementing a travel plan in their local area." Where a travel plan is: "A package of measures tailored to the needs of individual organisations and aimed at promoting greener, cleaner travel choices and reducing reliance on the car."

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## 1.2 Scope of the report

As mentioned in the previous paragraph, the main goals of the STARTER Project are to create and sustain a Local Travel Plan Network in each one of the five pilot sites, as well as to identify and implement soft mobility measures aiming to shift residents and tourists towards more environmental friendly and energy efficient modes of transport. Moreover, the specific goal of the project is to achieve a 10% decrease in greenhouse gas emissions in the

five touristic areas participating in the project.

In order to develop the Local Travel Plans, a user need analysis has been performed based on standard data collection questionnaires with qualitative/quantitative data concerning mobility and information related to tourists (including user needs, expectations, and current behaviour) and other potential stakeholders in each pilot site. Additional data has been gathered from questionnaires distributed to tourist, residents, tourist employees, local authorities and potential LTPN stakeholders for the zero-state analysis as part of the evaluation methodology (WP5).

It has to be mentioned that this deliverable is mainly written for (and by) members of the local network and therefore all kind of background information (site description, geographical-, economic- and political context etc.) is not included in this document. Detailed information about the network plans can be found in D4.2 – Final Implementation Report (available on the project website: [www.starter-project.eu](http://www.starter-project.eu)).

The demonstrators all like to see that their network continues beyond the scope of STARTER. This task therefore includes the revision of the Local Travel Plans developed at the beginning of the project (WP3), with special focus on:

- measures to be taken beyond the scope of the project,
- policy plans to be adapted, and
- plans for financial viability of the LTPN.

## 1.3 Structure of this report

This deliverable first starts with a short overview of the results and experiences gained during the STARTER project. Chapter three details the future beyond STARTER: objectives, network members, development plans and final issues. The deliverable ends with an action plan for the coming years.

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## 2. OVERVIEW OF RESULTS AND EXPERIENCES DERIVED FROM IMPLEMENTATION

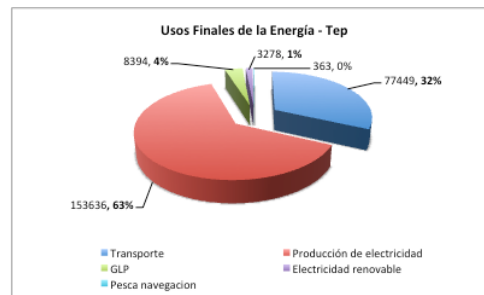
### 2.1 The problems

Fuerteventura is an island of 1660 Km<sup>2</sup> with 86,000 inhabitants whose economy is based more than 90% in tourism each year come to the island more than 1.700.000 tourists with an average between 8,5 days stay throughout the whole year. This volume of tourist moves by the island mainly for discretionary carriage of passengers (bus companies agreed with the tour operators) 26% and vehicle Rent a Car 70% and to a lesser extent regular public transport 4% makes the energy consumption of transport very high having a major impact on CO<sub>2</sub> emissions.

Local authorities well aware of this are committed to the values of sustainability through time of the declaration of the island as a reserve UNESCO Biosphere Reserve, that involves the search for a balance between the natural values and the economy of its inhabitants, so they have made a major economic effort to establish soft infrastructure for sustainable mobility, especially lanes bike in populated areas and among touristic urbanizations (22Km) and footpaths (200Km).

Many tourists travels are made on short trips between their hotels and the closest towns, in some cases are less than 20 km. Intends to act on these short trips by facilitating the use of alternative transportation. was the goal of the project:

Turist arrivals evolution :



Distribution end uses in tons equivalent petroleum

Transport accounts for 32% (2011). Transport refers exclusively to the ground. Excludes the air



## 2.2 The planned measures

The following measures were prioritized and finally implemented during the STARTER project.

### *Measure 1: Promotion of “Salt Route by bike”*

Following an initial idea of promoting the new bike lane from Caleta de Fuste to the Salt Museum through a communication campaign, a more ambitious plan was decided by public and private local organizations (Fuerteventura’s Museums network, main hoteliers of the area, rent-a-bike companies, etc.), namely the creation of a new touristic product, the “Salt Route by bike”, based on several dimensions: sustainable mobility, carbon-free tourist destination, environment protection and cultural heritage.

The measure focuses on providing a sustainable alternative for travelling between Caleta de Fuste and Las Salinas, in contrast to the ones existing so far (car and buses operated by tourist agencies). The overall aim is to increase the number of visitors to the Salt Works and Museum mainly based on soft mobility measures (cycling and walking).

The Salt Route by bike starts on the Port of Caleta de Fuste at the San Buenaventura Castle (XVII century) and after 2kms ends at the Salt Museum and the Salt Works of El Carmen (**Fout! Verwijzingsbron niet gevonden.**). This is the only traditional Salt works remaining in Fuerteventura and recognised by UNESCO as cultural heritage.

For the promotion of the new bike lane, the Biosphere Reserve of Fuerteventura produced a leaflet before the summer of 2013. This leaflet is available on the STARTER project website (incorporating Spanish and English language).

Furthermore, Fuerteventura’s Museums network gave its full support to the initiative by financing a new secured parking for bikes at the entrance of the Salt Museum and giving a small gift (small pack of Salt produced in the ancient Salt Works of the Museum) to all cyclists and pedestrians visiting the Salt Museum. The main hotel chains in Caleta de Fuste and the local rent-a-bike companies also supported the measure by installing new rent-a-bike facilities at the entrance of hotels, by distributing the flyer and by promoting the new lane in tourist information desks inside the hotels.

The new bicycle route is also presented and promoted through a Mobility Portal under the URL: <http://the-salt-route.com/en/>, where the map of the route is also provided (<http://the-salt-route.com/laruta/mapas/>). The Mobility Portal was launched in August 2014 and it provides information not only on the Salt Route and the available bicycle routes, but also on the public bus timetables and hiking/walking routes. The new bike lane was given the label “CO2 free” – the Biosphere Reserve of Fuerteventura published a good practice guide with the title: “10 reasons for less carbon foot print”.

The new bike lane between Caleta de Fuste and Salt Museum included a significant infrastructural work, namely a wooden bridge over an existing ravine. The LPTN coordinator monitored the evolution of the civil engineering works, which were finalized in August 2014.

Furthermore, the construction of a new branch of the main bike path was finalized, linking the Atlantico Shopping Center with the pedestrian avenue of the Castillo beach, thus increasing the cycling and walking network by 1 Km. Also, a 5 km circular bicycle route was created along the coast,

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### Measure 2: Mobility Portal

A new web site has been developed by Biosphere Reserve of Fuerteventura, offering information on all available sustainable transport modes. The objective of this measure was to develop a tool with all information on sustainable mobility in Fuerteventura, gathering the data of existing portals on mobility and information available from various transport operators and transport authorities. The Mobility Portal provides maps and timetables of public bus transport, the existing bicycle routes (including the “Salt Route by bike”), routes of hiking and news related to mobility. The Mobility Portal was implemented in August 2014 and is available under the URL: <http://the-salt-route.com>

### Measure 3: Sustainable mobility in the Lobos Island

The measure is part of an ambitious project that foresees making the Lobos Island a 100% renewable energy Island.

Located at the top North of the main island, the Lobos Island is one of the most important touristic spots in Fuerteventura. Currently the energy supply of this small island is based entirely on renewable energies through a solar photovoltaic system, but the island’s transport is based on conventional quads with petrol engines. During the STARTER project a conventional vehicle used for the restoration and cleaning of the island was replaced by an electric one.

This measure is part of an overall sustainable plan for creating transport facilities and choices fully covered by renewable energy (see also below: “Measures to be considered beyond STARTER”), but, currently, the measure only addresses the mobility of the island’s staff and not of the visitors. Further measures with a clear focus on tourists are foreseen for the near future. For reaching the goal of 100% renewable energy, the LTPN has approached the main actors of the Lobos Island, mainly the ferry owners, tourist operators and officials that manage the island’s territory

To implement the LTPN we found three types of barriers:

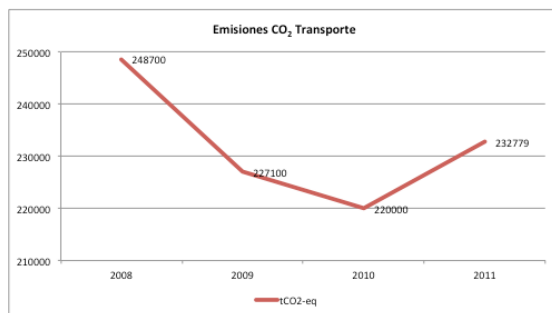
- Lack of a culture of cooperation among the sectors of transport and tourism and some incomprehension by the last actor.
  - Missing of financing.
  - The own complexity and difference between models of tourist business: private transport: public-private under contract; privateBarriers during implementation.
-

## 2.3 Results of the measures

The results of the measures implemented at Fuerteventura are the following:

- An increased awareness of the major players in the tourism mobility on the use of sustainable mobility measures
- Improvement of the links between the mobility actors in the island
- A decrease in the use of private vehicles for short distances between tourist areas and places of cultural interest
- Create a new brand turistic product that links sustainable mobility, carbon-free tourist destination, environment protection and cultural heritage
- A major commitment of a chain with 2500 beds with the product “ sal route by bike , CO2 free” and what it means
- Reinforcing the general awareness of the population, visitors and authorities on the use of sustainable mobility systems
- Creating a set of everal powerful computer tools that improve the visibility and dissemination of the message of energy saving and smart and sustainable mobility
- Include in the agenda of managers Lobos Island Nature Park. the need to contribute to a zero emissions balance , Interesting the operators of ferry carrying visitors to the island for a transition to cleaner fuel and does not emit CO2.
- Improve the general image of the destination as a sustainable Fuerteventura
- Acomplised the compromise of the Action Plan of the Biosphere Reserve

### New trends :

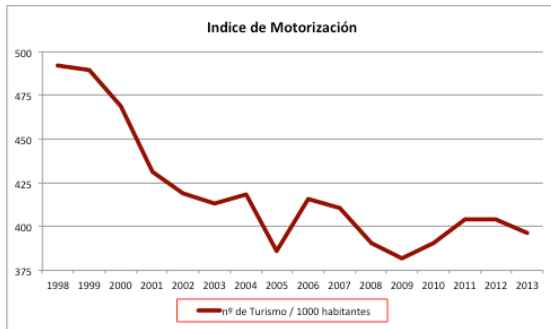


Evolution of the emissions of CO2 (tCO2-eq) relating to land transport. the trend is downward. This data needs to be evaluated in detail to determine the reasons for this hopeful new trend

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Evolution of the rate of motorization: has increased the number of tourists but not vehicles. This data needs to be evaluated in detail to determine the reasons for this hopeful new trend

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## **2. POTENTIAL DEVELOPMENTS OF THE LTPN**

### **2.4 Objectives of the network**

The major objectives of the LTPN in Fuerteventura are:

- Introduce on the agenda of the promoters and managers of Fuerteventura turistic destination energy consumption and sustainable mobility.
- Improve transportation on the island promoting tools for intelligent analysis and consensual decision-making with the aim of making more ecological (greening) transport and touristic destination.
- Establish cooperation among local stakeholders from all the sectors to identify needs, common interest and answers on mobility problems.
- Create a thematic forum on sustainable mobility (LTPN) in the structure of the of the biosphere reserve of Fuerteventura and specifically in its Council of participation to develop a sustainable mobility strategy and implement measures to reduce the use of private car ,increase the use of public transport and generalize the use of alternative forms of mobility as a bicycle.
- Monitor the system of transport and mobility of the island through the Observatory of Sustainability and Global Change of the Biosphere reserve to assess the sustainable mobility measures including the carbon footprint and its evolution in time to help in the decision-making process to achieve the goal of a CO2 emission-free destination.

### **2.5 Involvement of the LTPN in measures' implementation**

The participation of the members of the LPTN in the measures implementation has been uneven. Hoteliers and their associations, rent-a-bike services and tourist companies were active, but public transport operators and taxi companies were not that active. Therefore, that is a long way to go to change the perception of transport companies on the need for establishing strategies jointly with the tourism sector and the authorities of the island government and the member of staff of the biosphere Reserve is a goal of the LTPN to actively join this sector.

Regarding the replacement of the vehicle for the maintenance of the park in the Lobos Island, mostly the LTPN Coordinator was involved and initiated the implementation. The owner of the ferries was invited, though, to join the Network and to work on promoting the use of bio fuels for the operation of their ferries.

There is a strong commitment of the city of Antigua and the Cabildo de Fuerteventura to extend the bike line to the nearby urbanization Nuevo Horizonte. This would mean an increase of 5km of rail and would involve an extension of the potential users of the route of the salt in bike and new stakeholders members

Replicate the successful model of the Route of the Salt by Bike , CO2 free to other tourist areas of the island where similar conditions exist.

Maintain and develop sustainable mobility portal through the biosphere reserve for the long term. to keep the ties between the members

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## **2.6 Development plans of the next 3 years**

### Development plans to be considered beyond STARTER

- Create a thematic forum on sustainable mobility (LTPN) in the structure of the of the biosphere reserve of Fuerteventura and specifically in its Council of participation to develop a sustainable mobility strategy and implement measures to reduce the use of private car ,increase the use of public transport and generalize the use of alternative forms of mobility as a bicycle.
- Monitor the system of transport and mobility of the island through the Observatory of Sustainability and Global Change of the Biosphere reserve to assess the sustainable mobility measures including the carbon footprint and its evolution in time to help in the decision-making process to achieve the goal of a CO2 emission-free destination.
- Extend the bike line to the nearby urbanization Nuevo Horizonte. This would mean an increase of 5km of rail and would involve an extension of the potential users of the route of the salt in bike and new stakeholders members
- Replicate the successful model of the Route of the Salt by Bike, CO2 free to other tourist areas of the island where similar conditions exist like municipality of La Oliva (Grandes Playas – Corralejo; La Oliva –El Cotillo) Pájara ( Esquinzo- Morro Jable ; La Lajita – Costa Calma; Gorriones-Costa Calma) and Tuineje ( Las Playitas-Gran Tarajal)
- Biosphere Reserve Fuerteventura has already committed a budget for the purchase of adapted electric bicycles to be used by the tourists of the Lobos Island
- Plans were also made for promoting bicycle among cruise visitors, by reinforcing bike tours offers.

## **2.7 Financial viability of the LTPN**

The Core funding of the operation of the Forum of Sustainable Mobility( LTPN) is guaranteed to become part of the structure of the Biosphere Reserve - Council of Participation

Other measures can be addressed from the tourist excellence plans economically endowed by the autonomous Government of Canary Islands

Also is possible reach funding through initiatives within the Horizon 2020 Plan of intelligent modernisation of tourism and transport via join ventures

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### 3. ACTION PLAN BEYOND STARTER

Measures foreseen for the future are based on the LTPN concept and on the local development plans. Municipalities have different intentions to reduce environmental pollution and energy consumption. These two main target must be harmonized with local interest of the tourism.

Measure	Source of funding	Time horizon
Establishing the Forum of sustainable mobility in the Biosphere Reserve	Biosphere Reserve budget	1-year
Refreshing database in the Observatory of Sustainable and global Change of the Biosfera Reserve	Biosphere Reserve budget	1- year
Sustainable Mobility Plan	Cabildo of Fuerteventura	1-2 years
Replicated experiences of the salt route by bike CO2free destination to other places of the island	Gobierno Autonomo de Canarias – Cabildo de Fuerteventura	1-5 years
e-bike renting systes	Municipalities and turistic stakeholders	2-4 years
Maintain the web portal on sustainable mobility	Cabildo de Fuerteventura Biosfera reserve Satakeholders	1-5 years continuously



**Figure:** Sustainable mobility information system (STARTER).

RG Digital – Biosphere Smart platform UNESCO Fuerteventura Biosphere Reserve