

Project Information

Partnership

15 project partners
from 9 countries

EU-Funding Programme

Danube Transnational
Programme

Project Duration

01.01.2017 - 30.06.2019

Lead Partner

Environment Agency
Austria

Priority Area

Better connected and energy
responsible Danube region

Project Budget

ERDF: 2.19 m. €
IPA: 308,205 €
Total: 2.94 m. €

**Are you interested in getting more information,
sharing our common vision or becoming a partner
of the network?**

Contact

Lead Partner
Environment Agency Austria
Agnes Kurzweil
agnes.kurzweil@umweltbundesamt.at

Project coordination
Verracon, Andreas Friedwagner
a.friedwagner@verracon.at

Website

<http://www.interreg-danube.eu/approved-projects/transdanube-pearls>

Facebook

<https://www.facebook.com/Transdanube>

Project Partners

-  Umweltbundesamt[®] Environment Agency Austria (AT)
-  donau.büro ulm Danube Office Ulm/Neu-Ulm (DE)
-  DANUBE WGD Danube Upper Austria Tourism Ltd. (AT)
-  RMB Regionalmanagement Burgenland Ltd. (AT)
-  BRATISLAVA REGION Bratislava Self-Governing Region (SK)
-  westpannon West Pannon Regional and Economic Development Public Nonprofit Ltd. (HU)
-  City of Vukovar (HR)
-  RAZVOJNA AGENCIJA SINERGIIJA Development agency Sinergija (SI)
-  Regional Administration of Vidin Region (BG)
-  Club "Sustainable Development of Civil Society" (BG)
-  INCDT National Institute for Research and Development in Tourism (RO)
-  ABP The South-East Regional Development Agency (RO)
-  Government of Baranya County (HU)
-  d cc Danube Competence Center (RS)
-  RARI S Regional Development Agency Eastern Serbia (RS)

**+ 24 Associated Strategic Partners
supporting the successful implementation
of the project**



Transdanube.Pearls

Network for Sustainable Mobility
along the Danube



Mobility & Tourism along the Danube

Socially fair, economically viable, environmentally friendly
and health-promoting for visitors and inhabitants

Travelling along the Danube sustainably

It is time to act!

How to get there?



We love to travel! With its natural and cultural attractions, the Danube is one of the most promising tourist destinations in Europe!

But in many cases we are not travelling in a sustainable manner. Most visitors use their private car to reach the attractions along the Danube, entailing negative impacts on the environment and the local population. The previous project *Transdanube* has revealed that this is mainly due to a lack of mobility services and information.

To overcome these deficiencies, the partnership of Transdanube.Pearls follows a common vision:

... to develop socially fair, economically viable, environmentally friendly and health-promoting mobility services for visitors and inhabitants of the Danube region.

Within the project Transdanube.Pearls, 15 partners from 9 countries along the Danube will establish a network of outstanding destinations – the so-called Pearls – committed to sustainable mobility in tourism.

This network of destinations will offer visitors the possibility to travel

- to each Pearl
- from one Pearl to the other
- and within the Pearl

by using attractive sustainable means of transport e.g. train, bus, bike or ship, thus reducing the use of private cars.

Members of the network will benefit from

- increased visibility of each destination as part of a transnational network on the European and the worldwide tourist market
- joint marketing activities, attracting additional visitors
- knowledge transfer among regional and international stakeholders

In the next 2.5 years the partnership will

- establish a management organization marketing sustainable mobility in tourism on the transnational level
- improve sustainable mobility services, enabling visitors to reach the destinations (Pearls) and to travel without private car (mobility guarantee)
- provide user-friendly information on mobility services via tourism web portals as well as through mobility information centers in the regions
- train sustainable mobility managers acting as ambassadors for sustainable mobility in their regions