



Training of Sustainable Mobility Managers

The project Transdanube.Pearls aims to set up a network of destinations (Danube.Pearls) committed to sustainable mobility. In order to establish the concept of sustainable mobility in tourism in the long-term, it is important to have people on site with the required know-how that will secure the implementation of new sustainable mobility services as well as the maintenance of the defined quality standards of existing mobility information and services. For instance, this refers to the quality of information provided in mobility information centers and measures recommended in the sustainable regional tourism mobility plans (SRTMP).

Building up capacity in the field of sustainable mobility in the project Transdanube.Pearls follows a two-stage approach: Firstly, "sustainable mobility managers" have been qualified in a transnational training. Secondly, those managers acted as multipliers and carried out trainings on sustainable mobility management in the regions in order to transfer their gained know-how also into the Pearls.

Transnational training

Two international mobility experts trained 30 participants from the mobility and tourism sector from 9 Danube countries. The "Transdanube.Pearls Sustainable Mobility Managers" are qualified to act as local ambassadors for sustainable mobility in their regions and committed themselves to actively foster sustainable mobility in tourism beyond project lifetime.



The training took place on 5-7 October 2017 in Silistra, Bulgaria and was organized by the Club "Sustainable Development of Civil Society" (CSDCS). Participants from the field of mobility and tourism (e.g. employees of future mobility information centers) attended the training. Following the train-the-trainer concept, participants gained knowledge in a mix of in-class work and interactive training sessions. Besides, the training served as platform for exchange between stakeholders with the goal of improving connectivity and cooperation between the future Danube.Pearls.



Regional Trainings

After the transnational training, the certified sustainable mobility managers took over the role as multipliers and organized trainings for regional stakeholders from the transport and tourism sector.



Regional Training in Hungary (organized by Westpannon)



Regional Training in Germany
 (organized by the Danube Office Ulm/Neu-Ulm)

Therefore, they carried out regional training in order to transmit their gained knowledge to stakeholders and to embed the concept of sustainable mobility in tourism on the regional level. In their regional trainings, mobility managers outlined how to develop sustainable mobility services, tailor made tourism mobility offers as well as other mobility information services in the Pearls. Besides, the trainings provided possibilities for further cooperation and exchange between the participants. Until now, more than 100 participants successfully attended regional trainings on sustainable mobility management and received the certificate.

Success story:

"Thanks to this training, I am now able to inform my guests about the possibilities to travel to my holiday house with public transport at. Furthermore, the training taught me where I can get general information about sustainable mobility offers in the Burgenland region. I learned how to buy a ticket, how to get on the right trains and which app works best for finding the most suitable connection. Based on this hands-on experience I can now share my gained knowledge on sustainable mobility information and services with my guests."

(Getrude Freiler, owner of a holiday-house in Lake Neusiedl in Austria and participant of the regional training on 17 April 2018)

