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# Sustainable mobility solutions for cross-border events

## AIM

The pre-study project aims to create conditions and engage relevant consortium partners for the development, test and evaluation of sustainable mobility solutions for the event sector with a focus on cross-border sporting events, especially in the Östersund – Krokom – Åre – Storlien – Meråker – Stjørdal - Trondheim border area.

## THE IDEA

The cross-border area of Östersund – Krokom – Åre – Storlien – Meråker – Stjørdal – Trondheim is famous for hosting major sport events including World and European championships and cups. When such events happen one side of the border, they typically attract many participants and visitors from the other side of the border. The area has also hosted cross-border sport events organized in collaboration between Norway and Sweden, such as SkiTour 2020. The cross-border cooperation in organization of cross-border events increases the attractiveness of the area for future major sport events. The organization of sport events can develop as smart specialization for the cross-border area of Östersund – Krokom – Åre – Storlien – Meråker – Stjørdal – Trondheim. At the same time, we understand the time has come to make changes necessary to achieve climate goals. There is also a great opportunity to develop a sustainable event sector, both for the environment, society and entrepreneurs, which contributes to meeting the goals of Agenda 2030.

The negative consequences of the Covid-19 pandemics were tremendous for the event sector, and apart from many other things, has led to the cancellation of events and closed border between Sweden and Norway. However, many are hoping for a speedy recovery. The pandemics has also highlighted the role of innovation and implementation of digital solutions as the prerequisite for recovery and sustainable development of tourism and events.

Sustainable local and regional development are the priority areas for the sports event sector. With future major events, even greater expectations will be placed on sustainable innovative mobility systems. **The event sector and the hospitality industry form a complex value chain** where several companies contribute to a holistic experience for an event visitor (such as hotels, restaurants, local food producers, train companies, bus companies, car rental companies and others). **Therefore, R&D, companies and IT developers can benefit** for an understanding of how innovative sustainable mobility solutions can be adapted to the complex value chain that a sporting event constitutes. Among the most promising future oriented systems, **Mobility as a Service (MaaS)** or innovative **Autonomous Transport Services** stand out as the more sustainable and flexible solutions.

**MAAS** is a seamless and integrated multi-modular mobility solution offered through a simple platform, generally a mobile app, which allows users to buy integrated tickets **to access to a multimodal mobility service**. Potentially, Maas can increase revenue streams in the tourism industry in the regions as spectators and practitioners can move comfortably and seamlessly to different arenas and locations, and from a tourism perspective can enjoy more of the offers available at each location, without having to spend unnecessary time looking for mobility solutions or using a privately owned vehicle. **Major sport events, with a particular focus on cross border events (which generally require high mobility from the public) can represent an ideal showcase testbed for such innovative technologies**

## ACTION PLAN & OBJECTIVES

### Build a network

of relevant actors in the tourism & events industry (such as local and regional organizations and authorities, mobility companies and innovation offices)

### Analyze needs & opportunities

of the sector for further development of sustainable innovative solutions for major cross-border events

### Transfer knowledge and skills

between the actors and all the potential partners interested in the project. Stakeholders and relevant actors are involved as observers.

### Apply for a bigger project

linked to further development and evaluation of sustainable solutions for sporting events in the area around Östersund and Trondheim

This project is directly financed by EU

## IMPACT

The initiative will contribute to the implementation of Swedish and Norwegian strategic goals with a **focus on a sustainable and growing hospitality industry and event sector** and meeting the **global goals and the 2030 Agenda for Sustainable Development**. It will also contribute to the **implementation of the Horizon Europe strategies** through the development of sustainable sporting events as a promising smart specialization for the border area Østersund-Krokom-Åre-Storlien-Meråker-Stjørdal-Trondheim. The initiative will contribute to strengthening the contacts between the hospitality industry, event organizers, transport companies, the R&D sector and public actors and contribute to sustainable regional development and growth. The initiative also aims to increase R&D and innovation capacity of hospitality companies and event organizers and increase the share of SMEs in the region with innovation activities, e.g., development and implementation of innovative sustainable solutions adapted for sporting events.



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Internationally it has been shown that **innovative mobility solutions** have become a major attraction for tourists in themselves, which can potentially increase the success rate of the event itself. Helsinki is one of the cities in Europe that has successfully introduced **MaaS**, and the project seeks to study solutions chosen there. **Autonomous buses are** the next gen of public mobility that can be tailored to customers, allowing interactive transport routes, flexible schedule and high frequencies with reduced cost and a premium experience. Moving around the different locations of an event becomes a prestigious, fun and exciting experience, providing an enhanced customer involvement.

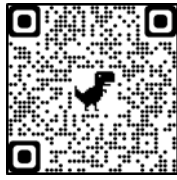
## DISCOVER MORE



**Mistra Sport & Outdoors** is a Swedish research and collaboration programme aiming to generate

knowledge and solutions to increase sustainability in sport and outdoor recreation.

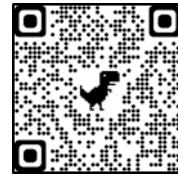
[Sustainable events - Mistra Sport & Outdoors](#)



**Mobility as a Service (MAAS)** is a shift away from personally owned modes of transportation, towards **mobility provided as a service**. It

is a public/private combined mobility service through a unified gateway.

[Mobility as a Service](#)  
(video credits: Maria Kamargianni)



**Singapore** launched a new trial of self-driving buses. Orderly and high-tech, the Asian city-state has become a **testbed for self-driving vehicles** and has

developed home-grown technology while inviting foreign companies to trial their own.

[Self-Driving Buses](#)  
(video credits: AFP News Agency)

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