

Clim-ATIC WP4-SW2 Åre

2009-09-11, Project monitoring report WP4-SW2 - Åre Demonstration Project

- **Responding to the points raised by the Steering Group when project plans were approved (this should only be needed for the first report and should relate to the composite note circulated by Clive)**

These points were addressed in the last project monitoring report.

- **Progress in relation to the project plan**

Please see notes connected to the project activity plan below.

- **Summary of expenditure (I would stress that only a brief summary is needed – the detailed financial reporting is not a matter for this monitoring)**

The project has spent more staff time than planned. Until May 2009 we have spent more time than planned for the entire project.

Besides staff time only minor expenditures have been used. A good part of the budget is spent at the transport and mobility seminar in September 2009. The Clim-ATIC costs for external experts and seminar costs are not yet seen in the economic system but are estimated to 6 000 € which is about half of the total costs for the seminar, personal costs excluded. The seminar is carried out in close cooperation with the spatial planning process for the Destination Åre area. In reality several projects are parts of the same process but coming to the economy the different projects are separated to be able to show the costs specifically for Clim-ATIC and the other closely related projects within the process.

- **Explanation for any variations in activities or finance**

The project demands surprisingly much administration time which is an important reason for the overrun in time.

- **Successes and achievements**

The fact that Åre municipality is participating in the Clim-ATIC project has opened a possibility to join the process leading to a strategic environmental plan within destination ÅRE's Vision 2020. The Vision 2020 work is managed by a group that consists of the mayors of Åre municipality and the MD:s of Skistar, Holiday Club and the Åre Entrepreneur Association (Åreföretagarna). This cooperation between Clim-ATIC and the Vision 2020 group is more than expected from start and the environmental plan has due to that got a clear climate adaptation focus. The environmental strategy accepted by the Åreföretagarna was presented at a meeting connected to the energy- and environmental minister meetings in Åre July 2009.

Clim-ATIC representatives are now also a part of the spatial planning process of the master plan for the Åre Valley which includes Destination Åre. This will integrate climate change adaptation perspectives in the new spatial planning strategy, the master plan.

The opportunity of participating in the development of these two plans has also meant that WP 3 and WP 4 in Åre have become more integrated than first expected. We would also like to stress that in the planning of the Clim-ATIC project, no plans were made for WP 3 the strategy part and Åre was only expected to participate in the WP 4 part. Come this far, we now see that we have become part of WP 2, WP 3 and not only WP 4, which we believe will lead to a more

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thorough climate change adaptation work in Destination Åre and in Åre municipality. This gives an added value to the Clim-ATIC project compared with the original planes. The work within WP2 and WP3 is done without any influence in our WP4 budget. Please see attached strategy.

Clim-ATIC was an important participant at a Climate-Expo at the energy- and environmental minister meetings in Åre July 2009. See attached reports (in Swedish). The event also led to a 3 page article in one of Sweden's leading environmental magazines "Miljö och utveckling" on about the recent development in Åre with its new strategy. Please see attachment

Clim-ATIC has become an important participant in the process dealing with climatic, sustainable and environmental issues in Destination Åre. Being a part of the process we can also see some spin off effects of the project. One example is that students from the Tourism-science institution at Mid-University in Östersund have done a survey on "Driving forces and hindrance for environmental work within an alpine winter destination (Åre)". The results from the study have indirectly been to some help in the Clim-ATIC project, for example how to communicate an adaptation of the car fleet within the destination. The report is attached in a file but it is available only in Swedish.

- **Failures or problems**

The start of the project has taken more time to anchor than expected, finding the right local partners etcetera.

The evaluation of the electric car attempt during wintertime in Åre will be some months delayed caused by problems to get university students to do the work.

A seminar in late May on transport planning within destination ÅRE has been delayed and was postponed until September 10th 2009.

Possibilities to show the "extra -working-time in the project" is missing in the Statement of Expenditure (SoE) forms.

- **Events – those that have been held and those that are planned**

The steering group has had meetings at two occasions, in January and May 2009.

Clim-ATIC WP4 questions has been communicated on two "Åredays" (Åredagen) – an event where 280-450 local participants from the destination have been asked what they want and will do to adapt to coming climate conditions.

In January the Clim-ATIC project was a part of a meeting with Professor Ioannes Dimitri from ETOUR and the regional university. The issue was how to react to climate change and at the same time develop a sustainable tourism destination.

The Clim-ATIC project has participated in a meeting with the CEO Jan Forsberg from the Swedish State Railway (SJ). The discussion was about adapting to new traveling patterns. An important learning is to make it easy to travel by public transportations as well as making it possible to us the time well onboard the carrier - and the destination, the municipality as well as SJ must act jointly together to adapt to this.

Clim-ATIC was an important participant during two days at a Climate-Expo connected to the EU's Energy- and Environmental Minister meetings in Åre July 2009. See attached reports.

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In September 10th a seminar on transportation and mobility to and within Destination Åre were carried out. 44 participants from local entrepreneurs, transportation companies and institutions, local and regional authorities etc. contributed to future plans for transportation systems, including POD cars, in Åre. The presentation of the seminar is not yet ready but the suggestions for the future ended in local transportation systems of POD-cat type. In short, one conclusion of the seminar is that these kinds of transportation systems are well seen solutions adapting to new travel patterns caused by climate change.

- **Dissemination activities**

The "Åredays" in December 2008 and May 2009 functions as meeting places where climate adaptation has been discussed.

On the homepage of Åre municipality information about Clim-ATIC is published.

In July 2009 the EU minister meetings on Energy and Environment are held in Åre and at that occasion Clim-ATIC is planning to be seen.

Clim-ATIC was an active part at the Climate-Expo outside Station Åre and well seen during the guided tours for the Energy- and Environmental Ministers through the Expo. Clim-ATIC-representatives had the opportunity to put questions to EU-commissioner Stavros Dimas. Please see attached reports (in Swedish).

- **Any matter that requires the formal approval of the Steering Group (such as a major variation to the budget)**

Nothing we can see at the moment.

- **Any notes connected to the project activity plan**

Please see notes connected to each activity below.

Dates	Project Activities (responsible part)	Outcomes
March 2008 – December 2008	Development of the WP4 demonstration project plan. (Åre municipality)	An accepted WP4-SW2 demonstration project plan

The Demonstration project plan was accepted by the steering group 2008-12-08.

Completed 2008-12-08

January 2009 – December 2010	Adapt the car fleet in Åre destination to the expectations of customers creating a common standard for car use among Åre entrepreneurs showing the responsibility taken by the operators of the destination. (Åre Municipality - Åreföretagarna)	Within destination Åre have the number of cars driven by other fuels than petrol and diesel increased from 1,5 % to 4 % within the project period.
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A cooperation between Åre entrepreneurs, the local energy company Jämtkraft and Åre Municipality has resulted in that a charging station is going to be built up in the village of Åre during the summer 2009.

The plans are now realized and the first charging station for electric cars in Jämtland county of Sweden was inaugurated during the minister meetings in July 2009.

At the Climare-Expo during the EU-meetings in July 2009 an electric car event with possibilities to see and test electrical cars in practice were carried out.

The process linked to the Vision 2020 group has resulted in a goal in the strategy plan that 50 % of the new bought vehicles in 2014 should be electrical cars. The strategy was taken and announced during the happenings during the EU-meetings in July.

See attached files (in Swedish).

50 % completed: A strategy with goals in this area is taken by the Åre Entrepreneur Association, Åreföretagarna. The evaluation of the amount of cars driven by other fuels than petrol and diesel are yet to be followed up. End date estimated 2010-12-01

January 2009 – September 2009	Evaluate a practical attempt in having electrical cars in Åre village. (Åre municipality)	One report evaluating a full scale test with electrical cars will be performed
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During the winter one company within service business have had two electric cars in practice. We are now trying to find students from the regional university to evaluate the full scale experiment. There have been difficulties to find students performing an evaluation of the experiment. The report will therefore be a bit delayed and possibly we must perform the report ourselves or engage a consulting company for the evaluation.

50 % completed: The practical attempt is carried out but the evaluation and report from this is not ready yet. End date estimated 2009-12-31

January 2009 – December 2009	Develop internal carrier routes depending on season. (Skistar – Åre municipality) Develop marketing tools in order to increase the amount of people travelling with internal carriers in Åre together with the companies	The issue will be processed with Åre entrepreneurs
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Discussions has been initiated with Skistar who is the local traffic actor (skibuses during winter) and the regional public transporting company (Länstrafiken) to improve the possibilities to travel with internal carriers.

Åre Municipality, Åre entrepreneurs and Länstrafiken has at trial going on called “city traffic in the countryside” which has been a success so far. Since the project started the travelers within the current area are twice as many as before.

One marketing tool used to get people go by busses was to make the travels free of charge the first month in the project time that lasts three years. This project is to large extent a result of a

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discussion between Åre entrepreneurs and the municipality in order to enlarge the area where people working in Åre can live. Åre village has a shortage of apartments and living houses due to the expansion in tourism during the last years.

75 % completed: A strategy objective for 2020 taken by the Åre Entrepreneur Association, Åreföretagarna is that 50% of the employees shall be able to travel to and from work by public transport. End date estimated after 2009-12-31

January 2009 – June 2010	Adapt and clarify stops and timetables for internal carrier. (Skistar – Åre municipality)	A prototype for signs and timetables will be tested in practice.
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Discussions has been initiated with Skistar who is the local traffic actor and the regional public transporting company (Länstrafiken) to improve signs and timetables. Discussions are going on with Länstrafiken in order to find a practical solution and a design proposal for bus stop signs is suggested, see attached file.

50 % completed: All work is not ready yet. End date estimated after 2009-12-31

January 2009 – December 2010	Measure number of travellers with public buses within destination Åre. (Åre municipality)	One report will be produced
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The activity is planned to be done in the end of the years 2009 and 2010.

Yet to be completed January 2010 and December 2010

January 2009 – December 2010	Production of reports of the WP4-SW2 demonstration project. (Åre municipality)	Two annual reports will be produced.
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The activity is planned to be done in the end of the years 2009 and 2010.

Yet to be completed January 2010 and December 2010

July 2009 – June 2010	Survey a new internal transportation systems making it easier visiting Åre regardless of entering carrier. (Skistar – Åre municipality)	One seminar on POD-car solutions is carried out in Åre
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An exhibition is planned connected to the EU-minister meetings in July 2009.

A seminar on mobility issues connected to the social planning of destination Åre is set to September 10th 2009.

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At the minister meetings a POD-car company exhibited a POD-wagon at Åre square. Connected to this a simulation of a POD-car loop round Åre was performed in virtual media.

At the seminar on transport and mobility September 10th POD-car solutions were discussed together with other alternatives in order to adapt the destination to new travel patterns caused by climate change. The presentation of the seminar is not yet ready.

90 % completed: a seminar were carried out in Åre 2009-09-10 but the presentation is not ready yet.

July 2010 – December 2010	Summarizing, evaluation and local dissemination of the WP4-SW2 demonstration project. (Åre municipality)	The outcomes will be presented at two local places for discussion
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This is planned to be done during the end of 2010.

Yet to be completed July to December 2010