

Webinar “Travelling Light Mainstreaming low-carbon mobility for tourism travel”

29 January 2025, 11.00 – 13.00 CET

Webinar Summary





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Transition pathway for EU tourism

Introduction

Scope and objectives of the webinar



Target audience

- T4T experts
- Tourism ecosystem stakeholders (public authorities, private companies, academia, NGOs, business associations, networks, trade unions, international organisations, NGOs/Non-profits)

Scope and objectives

The webinar aims to promote sustainable mobility practices within the tourism sector. It addresses challenges and present solutions for reducing carbon emissions in tourism-related transportation, including public transport, active travel modes, aviation, and maritime travel. Experts from various fields share best practices and discuss policies supporting sustainable mobility, with the goal of fostering a greener and more sustainable future for tourism.

The discussion topics of the webinar are:

1. Low-emission mobility within tourism destinations
2. Decarbonising aviation and maritime travel
3. Mainstreaming of sustainable tourism mobility

Agenda

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- 10:00 - 10:10
- **Welcome and Introduction by Moderator**, Shane Colgan, Sustainability Advisor at the Department of Tourism
 - **Opening remarks by Andreea STAICU**, Acting Head of Unit, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission
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- 10:10 – 10:45
- Session 1 "Low-Emission Mobility within Tourism Destinations"**
- Public transport & intermodality for active tourism - **Prof. Giulio Senes**, Ph.D., Department of Agricultural and Environmental Sciences, University of Milan
 - Vennbahn – A European greenway between ambitions and challenges - **Christoph Hendrich**, Project Manager at East Belgium Tourist Agency
 - Mobility in Île-de-France during the Olympic and Paralympic Games: Passenger Information - **Victoire Mazaucic**, Information Officer, Île-de-France Europe
- Q&A
-
- 10:45 – 11:20
- Session 2 "Towards Net-Zero - Decarbonising Aviation & Maritime Travel"**
- Towards Net-Zero - The European airlines' perspective - **Ourania Georgoutsakou**, Managing Director at Airlines for Europe
- Q&A
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- 11:20 – 11:55
- Session 3: "Policy response to mainstream sustainable tourism mobility"**
- National perspective - **Denise Keoghan**, Principal Officer, Sustainable Mobility Management and Implementation, Department of Transport, Ireland
 - EU perspective - **Aleksandra KLENKE**, Policy Officer, Sustainable and Intelligent Transport Unit, DG Mobility and Transport, European Commission
- Q&A
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- 11:55 – 12:00
- Closing remarks and next steps**
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Webinar “Travelling Light: Mainstreaming low-carbon mobility for tourism travel”

Speakers

Moderates:



Shane Colgan,
Sustainability
Advisor,
Department of
Tourism, Culture,
Arts, Gaeltacht, Sport
and Media (Ireland)



Andreea Staicu,
Acting Head of Unit,
Tourism and Textiles,
Directorate-General for
Internal Market, Industry,
Entrepreneurship and
SMEs



Giulio Senes,
Department of Agricultural
and Environmental Sciences,
University of Milan - Milano
(Italy) and President of the
European Greenways
Association



**Christoph
Hendrich,**
Project Manager,
East Belgium Tourist
Agency



Victoire Mazauric,
Information Officer,
Île-de-France Europe



**Ourania
Georgoutsakou,**
Managing Director,
Airlines for Europe



Denise Keoghan,
Principal Officer,
Sustainable Mobility
Management and
Implementation, Irish
Transport Ministry,
Department of Transport



Aleksandra Klenke,
Policy Officer,
European Commission,
DG Mobility and
Transport, Unit
Sustainable and
Intelligent Transport



Ralf Pastleitner,
Chair of the T4T Green
Subgroup

Transition pathway
for EU tourism

Webinar in numbers



348 Registrations



191 Participants

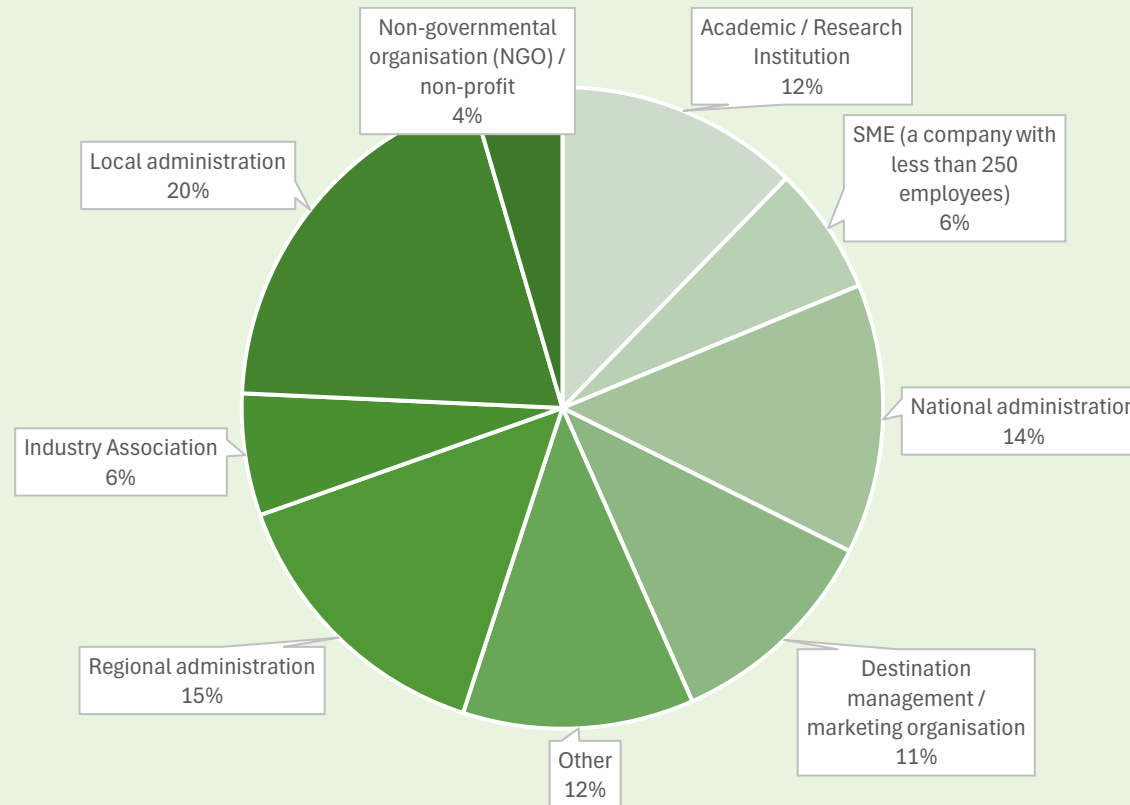


Participants from **17 EU MS** and **1 non-EU** countries



8 Speakers

Participants' Organisations



Results of the post-webinar survey



92.6% of the respondents were very satisfied/satisfied with the webinar.



89% of the respondents found that the webinar provided useful information.



96,3% of the respondents feel that they have obtained a better understanding and knowledge of the topic after attending.

Key discussion points (1/2)

Representatives from the **European Commission, European Greenways Association, East Belgium Tourist Agency, Île-de-France Europe, Airlines for Europe, and Irish Department of Transport** discussed the following:

1

Session 1: “Low-Emission Mobility within Tourism Destinations”

- At the beginning, Andreea Staicu, Acting Head of Unit, Tourism and Textiles, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, highlighted that the webinar topic is fundamental for the tourism ecosystem and its contribution to green transition actions. The commitment and concrete actions from stakeholders and member states in addressing sustainable mobility were acknowledged. The [upcoming publication of the 2024 stocktaking report of the Transition Pathway for Tourism](#) and the preparation of the three-year report to the Council on the EU Agenda 2030 was mentioned, as the next milestone. [The Strategy for Sustainable Tourism](#), announced by the Commissioner, aims to support SMEs and DMOs, and rebrand Europe as a sustainable, innovative, inclusive, and safe destination.
- Prof. Giulio Senes from the University of Milan and President of the European Greenways Association highlighted that [active tourism, including cycling and walking, is increasingly important in Europe](#). Data on the growth of cycle tourism and the economic impact of active tourism were shared. The need for dedicated soft mobility infrastructure and integration with the railway network was emphasized. The Soft Mobility Atlas project in Italy was discussed, highlighting the mapping of railway systems and cycle routes to identify suitable hubs for active mobility. The importance of data collection for planning and the need for a European framework for data gathering were stressed.
- Christoph Heindrick from the East Belgium Tourist Agency, explained that the [Vennbahn project transformed a disused railway into a cross-border greenway](#), promoting sustainable mobility and tourism. The project's success in increasing hotel occupancy rates and attracting tourists from neighboring countries was highlighted. The role of the Vennbahn as a door opener for target markets and an eye-opener for locals in adopting soft mobility was discussed. The challenges of maintaining high-quality infrastructure and further developing the product were mentioned.
- Victoire Mazauric from Île-de-France Europe, explained how the [Paris 2024 Olympics aimed to be the first sustainable games](#), with a focus on public transport and active modes. The development of a dedicated app for the games, providing real-time route planning and ticketing, was described. The tailored transport plans for each competition site and the integration of transport data with third-party platforms were highlighted. The success of the transport strategy in managing passenger flows and ensuring timely arrivals was emphasized. The legacy of the transport infrastructure improvements for future use was emphasised.

Key discussion points (1/2)

2

Session 2: “Towards Net-Zero - Decarbonising Aviation & Maritime travel”

- Ourania Georgoutsakou Managing Director of Airlines for Europe (A4E) highlighted that **aviation plays a critical role in connecting Europe and supporting the tourism industry**. The decarbonization roadmap for aviation was presented, highlighting four key pillars: sustainable aviation fuels (SAF), new aircraft technology, economic measures, and improved air traffic management. Firstly, the transition to sustainable aviation fuels (SAF) was discussed as a major component of the decarbonization strategy. It was noted that SAF can significantly reduce carbon emissions compared to traditional jet fuel. However, the current production levels of SAF are insufficient to meet the growing demand. Therefore, substantial investment in SAF production facilities is required. Moreover, the development and deployment of next-generation aircraft, which utilize advanced materials and innovative designs to enhance efficiency, are crucial for achieving the sector's sustainability goals. The need for continuous research and development in this area was stressed. The discussion also touched upon the broader challenges of managing the transition to net zero emissions.





3

Session 3: “Policy response to mainstream sustainable tourism mobility”

- Denise Keoghan, Principal Officer from the Department of Transport, Ireland, described how Ireland's **national sustainable mobility policy aims to increase active travel and public transport journeys**. It was detailed that Ireland's national sustainable mobility policy, published in 2022, sets ambitious targets to increase active travel and public transport journeys significantly by 2030. This is part of Ireland's broader goal to reduce overall vehicle kilometres travelled by 20% and halve emissions in the transport sector by 2030. The integration of sustainable transport options at key hubs such as airports and ports was emphasized. Dublin Airport, handling most of the Ireland's air traffic, is working to promote sustainable travel options for tourists upon arrival and departure.
- Aleksandra Klenke, Policy Officer, Sustainable and Intelligent Transport Unit, DG Mobility and Transport, European Commission, explained that the **EU's Sustainable and Smart Mobility Strategy aims to achieve climate neutrality by 2050**. The regulatory measures and targets for different transport modes, including road, rail, maritime, and aviation, were outlined. The importance of investment in green transport infrastructure and the role of financial instruments like the Connecting Europe Facility were highlighted. The need for a balanced approach between carbon pricing, regulatory measures, and social support was emphasised.

Conclusions and next steps

Conclusions

-  Sustainable aviation fuels (SAF) are essential for the decarbonisation of the aviation sector, but significant investment and technological advancements are required to scale up production.
-  Integrating sustainable transport options at key hubs like airports and ports is crucial for promoting sustainable tourism and reducing reliance on private vehicles.
-  Developing extensive and connected networks of greenways can enhance the tourism experience and encourage longer stays, contributing to local economies.
-  Tailored transport plans and real-time passenger information systems are vital for managing large-scale events and ensuring seamless travel experiences.
-  The transition to net zero emissions in aviation requires coordinated efforts from governments, airlines, fuel producers, and technology developers to maintain competitiveness and sustainability.
-  Stakeholder engagement and collaboration are critical for mainstreaming sustainable mobility in tourism, ensuring that the needs and perspectives of all stakeholders are considered.

Next steps

- Ensure continuous collaboration and engagement with all relevant stakeholders to mainstream sustainable mobility practices in tourism planning and development.
- Encourage coordinated efforts among governments, airlines, fuel producers, and technology developers to achieve net zero emissions in aviation while maintaining competitiveness.
- All stakeholders in the tourism sector should connect to the EU Tourism Platform to access resources, participate in discussions, and stay updated on EU tourism policies, fostering a collaborative environment.

Thank you!

The document has been prepared for the European Commission in the context of the project “Transition Pathway Stakeholder Support Platform: Implementation for Tourism Ecosystem” (the Project) in accordance with the signed contract No EISMEA/2022/OP/0018. This report reflects the views and results of the workshop discussion between the tourism stakeholders and do not necessarily represent the views of the European Commission. The action recommendations, however, do not necessarily represent the position or endorsement of all stakeholder groups nor the position of individual Member States or the European Commission.