

The Danube Region Transport Vision

Do we really need it?

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"Wer Visionen hat, soll zum Arzt gehen."
(Helmut Schmidt)

"I think there is a world market for maybe five computers." – IBM CEO, Thomas Watson, 1943

There is practically no chance communications space satellites will be used to provide better telephone, telegraph, television, or radio service inside the United States." FCC commissioner T. Craven, 1961

There is no reason for any individual to have a computer in their home." -Ken Olson, Digital Equipment Corporation CEO, 1977

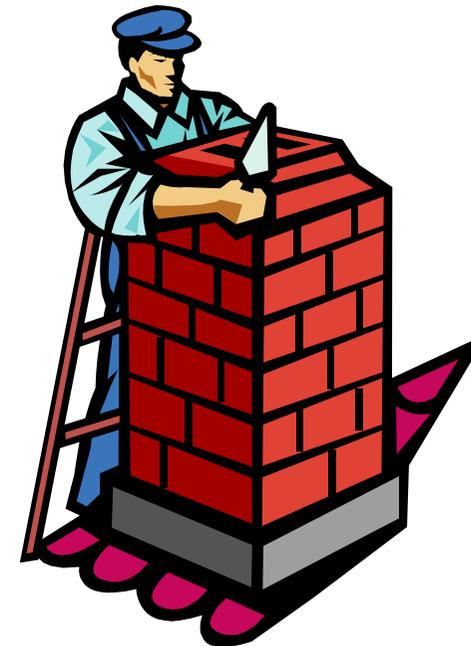
"Two years from now, spam will be solved." -Bill Gates, Davos 2004

What is clear from the very beginning of the EUSDR coordination (PA1b) ?

We are building a house, but have no foundation.

What is needed:

- **Where we would like to go**
- **What we would like to achieve**
- **What is relevant for the transport in the Danube region and what is not**
- **How to build a basis for cooperation with all the stakeholders which may contribute to the EUSDR objectives in the area of transport (and some other priority areas)**



We know the objective, but not the way

- We need the Vision!
- Its easy only at the first glance



Where and how to start?



- From already achieved results, good practices
 - Vision Slovenia (2002-2003)
 - PRELUDE
- From some basic criteria
 - Stakeholder participation (how many citizens even know that there is the EUSDR)
 - Sustainable development (transport as an integral part – how to deal with transport not knowing where the region would like to go)
 - Cohesion
 - Competent team

The first phone-call goes to....

- EEA (PRELUDE experience)
 - The first project idea has been developed
 - Flow of information started
 - WWF
 - VOLANTE



Work done so far



- Slovenia proposed a project “*Scenarios and transition pathways to sustainable mobility in Danube region*” (in cooperation with the EEA)
- PACs 1b prepared a document “A COMMON TRANSPORT VISION”
- Discussed at the Steering group meeting (Belgrade - June, 2012)
- Workshop (Belgrade – September 2012) on how to realize the project
- Negotiations with the EIB

WE HAVE THE TOR



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- A way on how to achieve the objective – build the foundation of the building
 - Results in a short time period
 - Consistent
 - Process instead of a big book of wishes
 - Professional team behind
 - Time to answer all remaining questions
 - To agree what to do if the proposed way is OK
 - Is there a need to look for another way towards the objective?

EUDSR and transport

- a **multi-player** situation
- a highly **diverse** region with **difficult** transport issues
- **interconnection** between transport and many other topics & areas
- lots of **changes** in transport ahead

The **challenge**:

How to create a sound, forward looking transport strategy with commitment by the diverse parties involved?

One way

- top down strategy development
- among the parties involved
- focused on where we are and what we do now

The **outcome:**

Delivers descriptions that - at most - will be put into reality because these were planned anyhow

The other way

- participatory strategy development
- involving stakeholders across the region
- in a process that takes on the future

The **outcome:**

Delivers a specific reference for action by and for parties across the macro-region with a high chance for broad buy-in and compliance

Going the other way

<p>Shared vision <i>What we want</i></p>	<p>The desired future we want to reach for transport in the Danube region</p>
<p>Scenarios <i>What could happen to us</i></p>	<p>The range of possible circumstances beyond our influence that we might face - wanted or not - when trying to make the vision happening.</p>
<p>Strategy & Roadmap <i>How we get through</i></p>	<p>What we have to do and how in order to reach reach the vision through in the possible circumstances (scenarios) over time;</p>
<p>Engagement & implementation <i>Making it happen</i></p>	<p>Doing it and involving further groups in the process in order to make the vision reality</p>

Envisaged outcomes include

- **RESPONSES TO THE CHALLENGES FOR TRANSPORT** in the macro-region emphasised in the TOR
- **DEVELOPMENT & TESTING of OPTIONS, PRIORITIES & STRATEGIES** for transport in the macro-region
- **A REFERENCE SYSTEM** for decision-making by **MULTIPLE PARTIES, GOVERNMENT AND FURTHER**
- **NETWORKS of ACTIVE PLAYERS** involved in the future of transport in the macro-region
- **COMMITMENT AND INTEREST TO PUT THE ACTIVITIES INTO PRACTICE**

Yet what about...

<i>Achieving realistic and implementable results?</i>	Yes, absolutely, putting strategy into practice
<i>Specific input to transport decision-making and planning?</i>	Indeed - at the level and specification agreed & aimed for
<i>Incorporation of already existing plans & knowledge?</i>	Yes, as one input to the process - not as its outcome or replacement
<i>Buy-in and participation on the national level?</i>	Key point: lots of activities foreseen here - can be further expanded
<i>Is it worth the investment?</i>	How much is the value of buy-in? How much is spent on transport in the region?

Thank you very much!

Please visit:

<http://groupspaces.com/MobilityRail-Road-Air/>



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