

# PIMMS CAPITAL: adding value to Regions

## THREE CASE STUDIES

And an introduction

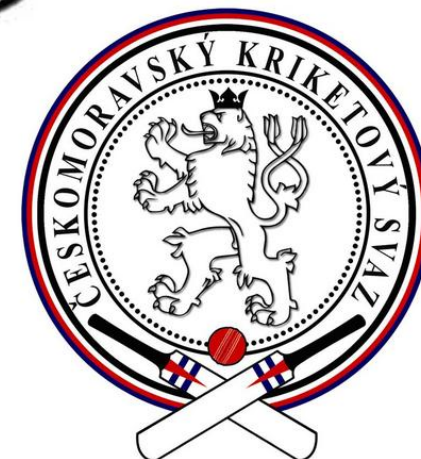
... through capitalisation

... through project design

... now

... in the future

# It's Pecha Kucha!



SwedishCricket

# THE OPPORTUNITY: ERDF Funding for Transport, 2007-13

Thematic	bns
Road Infrastructure	€41.0
Rail Infrastructure	€23.6
Urban Transport	€8.1
Ports and Inland Waterways	€4.1
Multimodal Transport, ITS	€3.3
Airports	€1.9
TOTAL	€82.0
TEN-T Projects	€38.0

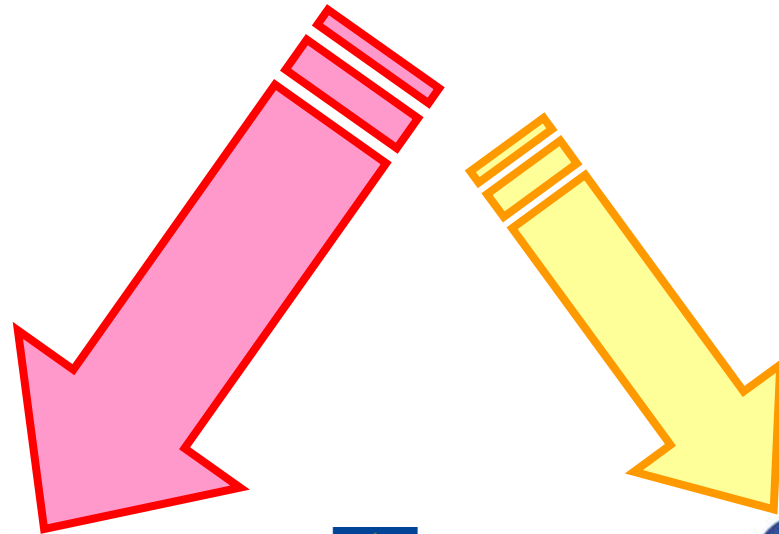


Plus additional amounts in RCE  
Programmes for sustainable  
transport activities

# WHY PIMMS?



**PIMMS  
CAPITAL  
does  
capitalisation**



# WHAT IS CAPITALISATION

Good ingredients

Good for sharing

Concentrate the essential elements

ADJUST FOR LOCAL  
CIRCUMSTANCES

Skill

Long-lasting

NO HEADACHES

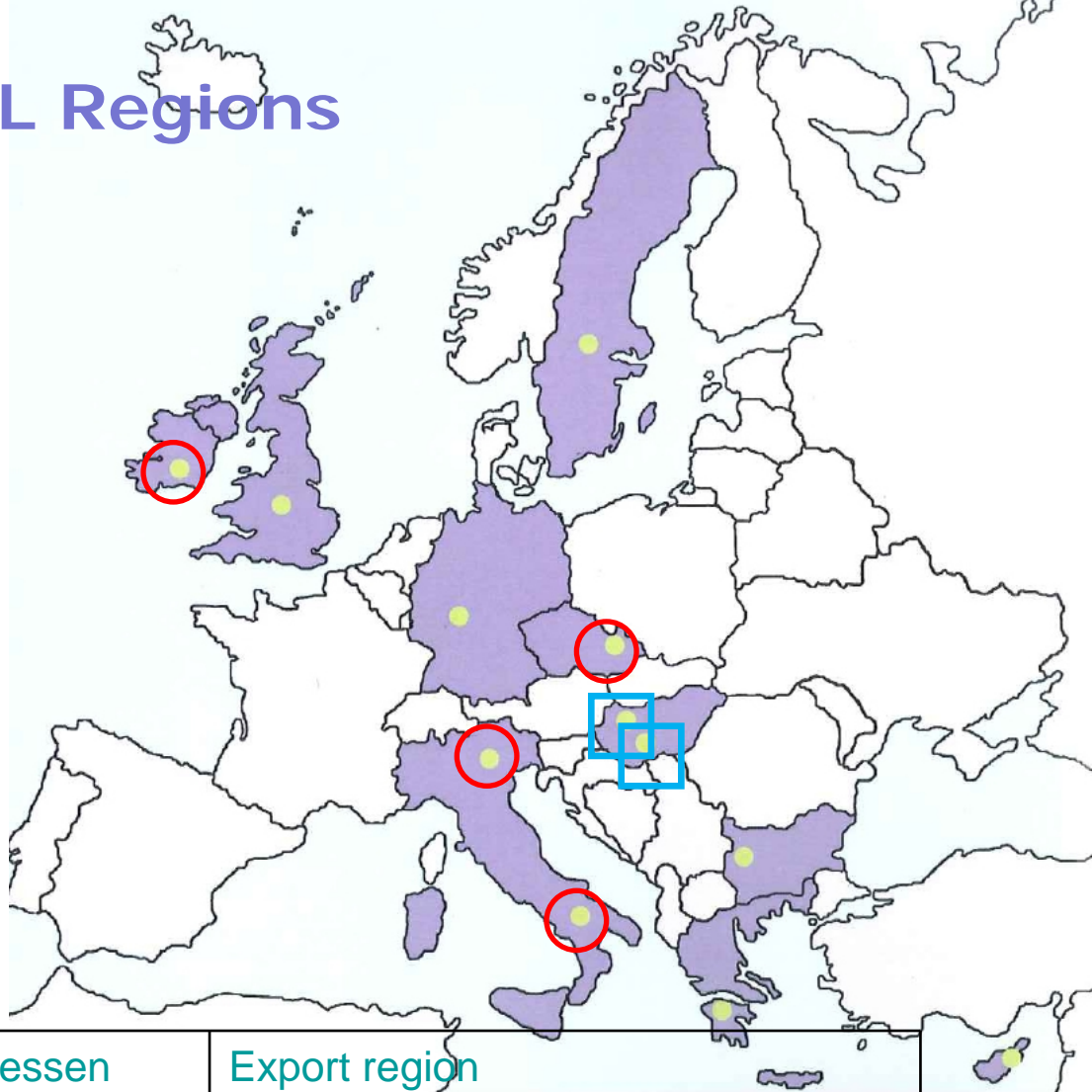


# The PIMMS CAPITAL Regions



Managing Authority  
Intermediate Body

Hessen	DE
Basilicata	IT
Veneto	IT
Southern & Eastern	IE
Moravia-Silesia	CZ
Central Transdanubia	HU
West Transdanubia	HU
West Midlands	UK
Western Greece	EL
Stockholm	SE
Cyprus	CY
Sofia	BG

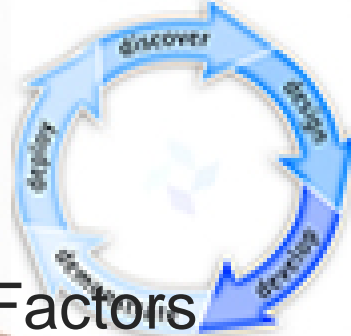


Hessen	Export region
Cyprus	Not export region
IE	Competitiveness region
CZ	Convergence region

# The PIMMS Transfer Methodology

Seeing is believing

KEY DECISION-MAKERS



Bilateral working

Critical Success Factors

TIGHT-LOOSE STRUCTURE

Own-language working

# The PIMMS CAPITAL Project Structure

Oct-10 to Dec-10	Plan visits, delegations	stakeholders!
Jan-11 to Jun-11	Export Visits	SEE/SELECT
Jul-11 to Dec-11	Import Workshops	ADAPT
Jan-12 to Jun-12	Regional Action Plans	ADOPT
Mar-12 to May-12	Regional Conferences	DISCUSS
Sep-12	Final Conference	



# EXPORT VISITS: OUTCOMES




• Hosted events	18	
• Visitor delegations	35	2.0 per event
• Visitors	191	5.5 per delegation
• Key decision-makers	100	52% of visitors
• 'Non-partner' delegates	90	47% of visitors
• Good practice aspects <sup>1</sup>	223	6.4 per delegation
• Critical Success Factors	169	4.8 per delegation



# REGIONAL ACTION PLANS: OUTCOMES 1



**DE Hessen:** signage, information and way-finding systems; interchange designs from West Midlands



**IT Basilicata:** “info-mobility” actions [€1.3m] from West Midlands, Moravia-Silesia, Trafikverket

**HU Central Transdanubia:** synchronized mobility information and integrated public transportation systems from Frankfurt, Moravia-Silesia

**IE Southern & Eastern:** refocusing a Smarter Travel Project, already in the ROP from Frankfurt, Trafikverket

# REGIONAL ACTION PLANS: OUTCOMES 2

## **HU West Transdanubia:**

targeted marketing to increase the number of public transport users; innovative road safety from Frankfurt, Treviso from West Midlands

**EL Western:** promotion activities for public and sustainable transport; traffic management from West Midlands, Limerick, Trafikverket

**CY Larnaca:** Walking and Cycling Strategic Plan (already done!), Mobility Centre, Urban Traffic Control System. from Limerick, Frankfurt



# REGIONAL ACTION PLANS: OUTCOMES 3



**IT Veneto:** sustainable mobility now included in the current ROP

**IT Treviso** will introduce the principles of Smarter Travel.

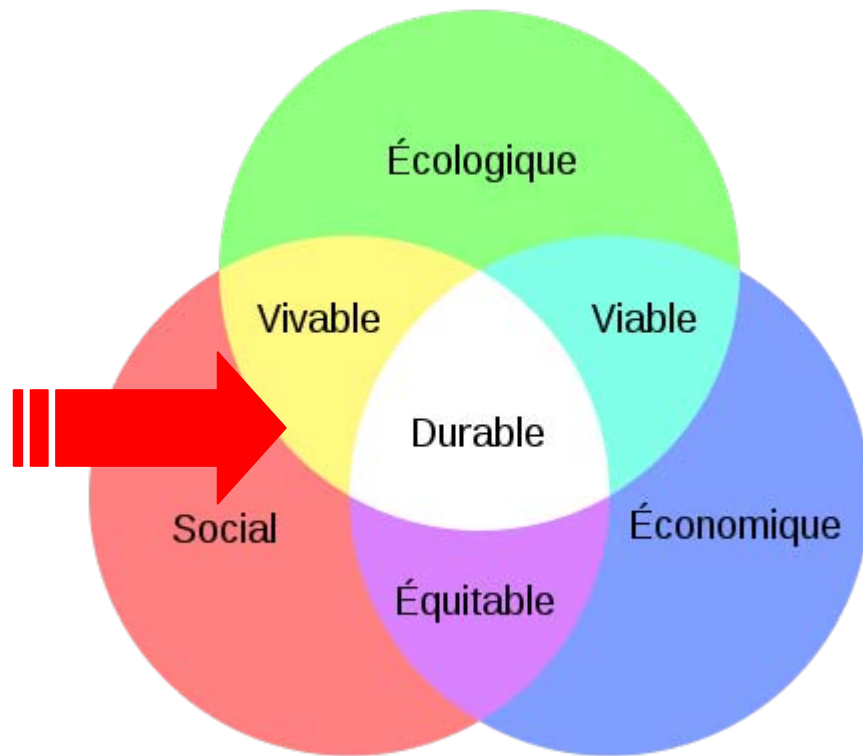
from CENTRO, Limerick and Frankfurt

**UK West Midlands:** super smart ticketing, passenger information & telematics; from Frankfurt, Treviso; new governance from West Transdanubia

**SE Stockholm:** “total package Corridor Approach” in 10 identified corridors, plan adopted from CENTRO and Frankfurt



# PIMMS CAPITAL DURABILITY PLAN



# HERE'S TO THE FUTURE: CHEERS!

