



**START**



Connecting  
people & places  
across Europe

## What is START?

Seamless Travel across the Atlantic area Regions using sustainable Transport (**START** for short) is a new project within the European Commission's Transnational Territorial Cooperation Programme.

Its primary aim is to make it easy to travel to, from and around the Atlantic regions using environmentally friendly, collective modes of transport.

This calls for greater interconnectivity between transport systems and clearer information to be provided within regional gateways, such as airport hubs, ports and rail interchanges.

13 partners from the UK, France, Spain and Portugal have joined **START**. They are working to establish a wider transnational network of regional and local authorities, alongside other relevant organisations, to promote enhanced accessibility.

## Who are START?

The **START** consortium consists of 13 partners across four Atlantic area countries, who have already committed to the improvement of travel accessibility within the region.

### Spain

**Fundación Centro Tecnológico en Logística integral de Cantabria (CTL)**  
Representative of the Regional General Directorate of Transport and Telecommunications of Cantabria

### Portugal

**Fundação Museu Nacional Ferroviário**  
The National Railway Museum Foundation responsible for promoting rail in Portugal

**CP Comboios de Portugal, EPE**  
The public rail operator in Portugal

**ISEL – Instituto Superior de Engenharia de Lisboa**  
School of Engineering,  
Lisbon Polytechnic Institute

### United Kingdom

**Merseytravel**  
Merseyside Integrated Transport Authority and Executive (Lead Partner)

**Hitrans**  
Highlands and Islands Transport Partnership

**SPT**  
Strathclyde Partnership for Transport

### France

**Région Haute-Normandie**  
Upper Normandy Region

**Département de Seine-Maritime**  
Seine-Maritime County Council

**Région Basse-Normandie**  
Lower Normandy Region

**Région Bretagne**  
Brittany Region

**Communauté d'Agglomération de La Rochelle**  
La Rochelle Urban Community

**EIGSI**  
Engineering School for Industrial Systems, La Rochelle

## Why START?

It is often difficult to pick up information on travelling from one Atlantic area region to another. Once at your destination, it can be even more difficult to find details of the local transport facilities.

Public transport systems vary from country to country, region to region and even city to city, making it difficult even for regular travellers to find out the information needed to use collective modes of transport.

There is a need for comprehensive information about public transport options, including costs, timetables and where to connect.

Providing this information in a one stop shop will make inter-regional travel easier. This will help more people choose sustainable transport, resulting in lower carbon footprints and a reduced impact on the environment.

## Connecting people & places across the Atlantic area

To maximise recognition among travellers, **START** will adopt the customer-facing identity **Integra**. This was developed as part of the INTERREG III B PARTNER project and will act as a quality mark alongside existing brands. **Integra** will reassure the transnational traveller as well as give added status to members of the travel alliance.

To ensure consistently high standards, the **START** consortium will focus on the following three priorities:

### 1. Improved information for travellers

- ▶ Develop a multilingual web portal [www.integra-travel.eu](http://www.integra-travel.eu) to provide complete sustainable transport options in the Atlantic area region
- ▶ Maximise integration and accessibility
- ▶ Establish multilingual and interoperable regional websites and journey planners
- ▶ Implement multilingual information services within transport hubs to assist travellers on route

## 2. Better public transport systems

- ▶ Ensure seamless connections between local public transport and inter-regional services
- ▶ Apply advanced ticketing systems, such as smart cards
- ▶ Improve quality and convenience of local public transport services
- ▶ Stimulate economic development within the Atlantic area

## 3. Enhanced network of transport organisations

- ▶ Broaden transport accessibility within the region
- ▶ Exchange best practice and transfer knowledge between relevant parties
- ▶ Establish and implement a common standard for seamless travel, through **Integra**:



**integra**

travel made easy

## How can you START?

**START** has already built a network of interested organisations across Europe. We would like to invite you to join this transnational network.

Your organisation will benefit from updates on our research and development work, as well as widening our network and allowing us to deliver a stronger travel policy for the Atlantic area region.

**START** will keep members fully up to date with the project's progress as well as inviting them to seminars and events discussing the challenges that it can address.

This will particularly happen in each of the **START** countries during 2011; and the Final project Event, acting as a Transnational Forum for discussing the challenges tackled by **START**, will take place in Lisbon during October 2011.

### Join the Integra Cities Family

Integra cities seek to adopt a common label and brand ensuring urban sustainable mobility transport, by making improvements to local transport services.

**To be kept informed on developments in the Start project please visit our website at [www.start-project.eu](http://www.start-project.eu) and register for further information, you can also contact [info@start-project.eu](mailto:info@start-project.eu)**

