

## OUTPUT 1.1

### Establishment of a Public–Private Network

Output 1.1 of the **SOFT MOBILITY** project aims to establish a **public–private network** to develop **intermodal sustainable mobility routes**, integrated with **public transport** and other **zero-emission modes**. The new routes—**discussed and validated by local authorities**—will be shared with the public and enriched through **territorial mapping** of historical, cultural and food-and-wine assets.

Over the 21 months of implementation, the project has worked not only on route definition, but—above all—on building the **enabling conditions for a network**: stable relationships, a shared technical language, common operational tools, and a progressive pathway towards uptake (**interest** → **endorsement** → **signature** → **possible implementing acts**). The outcome is a network now in an advanced consolidation stage, grounded in technical evidence and a replicable approach, and oriented towards institutional take-up in the follow-up phase.

## 1. Progress achieved in building the public–private network

### 1.1 Stakeholder activation and engagement (public and private)

The project activated and consolidated relationships with a broad set of public and private actors through structured cooperation moments: **incoming missions, thematic workshops, training/capacity building, bilateral meetings and technical roundtables**. These activities enabled the partnership to:

- identify converging interests on **soft mobility, intermodality, territorial enhancement**, and **ordinary management and maintenance** of routes;
- turn participation from “informative” into **operational involvement**, through contributions to diagnostics, minimum standards, pilot-section selection criteria and institutionalisation pathways (MoU);
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- establish a cross-border **community of practice** sharing priorities and a common technical lexicon (minimum standards, indicators, management requirements).

### 1.2 Network structure and “light” governance

The project defined a governance model that is **non-bureaucratic** and compatible with Public Administration procedures, built on **functions and roles** (not on new permanent bodies) and able to include diverse stakeholders while maintaining clarity of responsibilities. This increased the network’s attractiveness because it:

- enables **modular participation** (technical participation, endorsement, MoU signature);
- respects institutional mandates and competences;
- avoids automatic expenditure commitments, keeping the MoU as a **programmatic and non-binding** framework.

### 1.3 Mapping and transformation of heritage into a “functional network”

A key advancement is the shift from a “tourism itinerary” approach to a **functional corridor** approach: **Via Traiana (IT)** and **Via Egnazia (AL)** are treated as **territorial soft-mobility infrastructures**, with requirements on continuity, safety, orientation, node connections (stations/ports) and long-term management.

Mapping of heritage (historical, cultural, landscape and food-and-wine assets) was integrated with a **functional reading** (real accessibility, connections, nodes and criticalities), strengthening local actors’ interest because the network:

- supports sustainable tourism and **de-seasonalisation**;
- enables opportunities for **local micro-services** (welcome/information, light assistance, services for cycling and walking routes);
- recovers and makes usable a historical route that had not previously been structured as an **intermodal soft-mobility network**.

## 2. Tangible evidence demonstrating network establishment

The project produced a set of tools that makes the network **verifiable** and ready for **uptake**, including:

- a **Joint Action Plan** structured by phases (feasibility → common method → field validation → institutionalisation);
- operational tools (minimum standards, indicator set, protocols) prepared as **templates**;
- a **field validation (Pilot Test)** generating comparable technical evidence, making the network credible for authorities and operators because it is based on data and requirements—not on narrative alone.

A key sign of network maturity is that participation in project activities has generated **concrete interest** in joining (endorsement or signature), because the network is perceived as:

- a coordination mechanism between authorities and operators;
- a common basis for minimum standards and consistent quality;
- a replicable device for progressive scaling to additional sections.

## 3. Stakeholders involved and activated in the public–private network

During the 21 months, the public–private network was built and consolidated through the **concrete participation** of institutional, academic and sector actors in project activities (incoming missions, workshops and training). This participation enabled operational relationships, a shared understanding of the Joint Action Plan tools, and a concrete interest in network membership—aimed not only at promotion, but at enhancing a historical corridor as an intermodal soft-mobility infrastructure.

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### Italy (Apulia)

- **Regional level / system governance:** Regione Puglia – Department for Transport (soft mobility); Pugliapromozione.
- **Academia and technical/scientific support:** University of Bari “Aldo Moro” – UNIBA (DEMDI).
- **Economic sector / representations:** Associazione Industriale di Bari-Puglia – Tourism Section.
- **Local authorities (municipalities along the corridor):** Fasano; Monopoli; Polignano a Mare; Mola di Bari; Triggiano; Bari; Bitonto; Ruvo di Puglia; Canosa di Puglia.
- **Territorial community actors:** Local Pro Loco organisations of the involved municipalities (Fasano, Monopoli, Polignano a Mare, Mola di Bari, Triggiano, Bari, Bitonto, Ruvo di Puglia, Canosa di Puglia).

### Albania

- **Territorial authorities / institutional coordination:** Prefect of Durrës.
- **Local authorities (municipalities along the pilot axis):** Municipality of Durrës; Municipality of Kavaja; Municipality of Peqin; Municipality of Elbasan; Municipality of Librazhd.
- **Academia and technical/training support:** University “Aleksander Moisiu”, Durrës; University “Aleksander Xhuvani”, Elbasan.

### Participation format and engagement level

- **Active participation** (attendance at workshops/training and contribution to content/validation)
- **Endorsement / formal interest** (support letter or statement)
- **Availability to sign** (MoU / “Joining Party” status)

## 4. Conclusion

The stakeholders listed above—continuously engaged throughout the project activities—represent the main progress achieved under Output 1.1: a **public-private network effectively activated** and oriented to develop intermodal sustainable mobility routes. The network now relies on a shared basis of objectives, operational relationships and common tools (Joint Action Plan and Joint MoU), enabling a transition from experimentation to progressive adhesion and to structured take-up by competent authorities in the project follow-up.