



# REPORT WP 3.1

## REALISATION OF A PERMANENT OBSERVATORY ON TRANSBORDER COMMERCIAL MOBILITY



PROVINCIA  
DI MATERA



REGIONE  
PUGLIA



PROVINCIA  
di BRINDISI



PREFECTURE  
OF PREVEZA



AUTORITÀ PORTUALE  
DI BRINDISI



GMR



Türkiye  
Denizcilik Bakanlığı



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
ΥΠΟΥΡΓΕΙΟ ΘΑΛΑΣΣΙΑΣ ΚΑΙ ΑΙΓΑΙΟΥ

**WP 3.1**  
**REALISATION OF A PERMANENT OBSERVATORY**  
**ON TRANSBORDER COMMERCIAL MOBILITY**

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| <b>End</b>              | <b>31/12/2007</b>   |
| <b>Input</b>            | Realisation of a Permanent Observatory on Transborder Commercial Mobility |
| <b>Partner Resp.</b>    | <b>1,3,5</b>  |
| <b>Partner involved</b> | <b>2,4,6,7,8</b>  |
| <b>Output</b>           | Realisation of a Permanent Observatory on Transborder Commercial Mobility |

## **1. METHODOLOGY**

- Analysis of the activities aimed at the setting up of a common information network; (called Permanent Observatory on Transborder Commercial Mobility);
- Analysis of current administrative acts required for the setting up of the Observatory;
- Case study.

## **2. INTRODUCTION**

For the last years commercial mobility has been a priority for all social actors (economic operators, citizens, Public Administrations). Mobility, as the indirect expression of the modern civil society, is a complex issue concerning individuals' every day life and social events. Mobility is considered as an increasing competitive factor for the territory and an efficient transport network is its strength for the economic growth, environment safeguard and social development.

The context of agricultural and industrial productions, tourism, cultural-historic circuits can meet difficulty for their growth if there is not an efficient mobility system.

Easy links and easy material and immaterial mobility are the key factors for attracting investments and increasing competitiveness at regional, national and interregional levels; For these reasons the setting up of a Permanent Observatory ("antenna") on Transborder Commercial Mobility is basic for:

- Improving the knowledge and the control of the data related to the supply and demand of commercial mobility;
- Analyzing the problems on transport and mobility and removing their causes;
- Highlighting actions and functional activities for the setting up of an efficient, effective and quality system;
- Raising awareness for "sustainable" environmental mobility.

## **3. DEFINITION**

Taking into account the latest innovations applied to the mobility sector at community, national and regional levels, the Observatory on the Mobility has to be considered as a territorial study centre for the use of economic tools, the dynamic trends of goods transport and logistics to be used by enterprises.

## **4. ISSUE**

The Observatory aims at meeting important demands concerning the identity of economic stakeholders that interact within an important, large and articulated service sector such as transports and logistics. This Observatory could be very important in the following fields:

- Intemodal traffic, organization of national logistics and transport services;
- Information and knowledge of the logistics sector at transnational level.

## **5. OBJECTIVES**

### 5.1 Macro objectives:

- to improve the knowledge and the control of phenomena linked to the demand and supply of transport and transnational mobility;
- to study the issues and the relative causes;
- to detect the actions and the functional operations for the setting up of an efficient, effective and quality system;
- to promote and to consolidate a new culture of sustainable and environmental “mobility”;

### 5.2 Main objectives

- to offer the tools of quantitative and qualitative analysis of logistics and transport sectors alike;
- to offer economic stakeholders and institutions support and advice;
- to encourage a flexible and timely answer to the demand of new professional profiles and to the update of the existing ones;
- to foster the study and the experimentation of IT applications to goods mobility in order to optimize the services offered and to improve the security standards as well environmental sustainability;
- to arrange an information system of filing, classification and use of data (web site dedicated to the Observatory);

## **6. ACTIVITIES**

- Mobility management:  
management of the demand for transport and commercial mobility in order to develop and implement strategies to guarantee the mobility of people as well as an efficient goods transport, thus focusing on socio-environment issues and energy saving;
- analysis and description of information flow on data concerning logistics and intermodality;
- processing and interpretation of data concerning the surveys on both supply and demand of logistics services and goods transport;
- promotion of technological innovation and standardization of the logistic processes on the territory in order to make the supply of services increasingly integrated and complete, thus safeguarding the peculiar characteristics of SMEs operating on the local territory;
- Improvement of an information system made up of a database properly structured and linked;
- Processing of statistics analysis to understand issues concerning logistics and intermodality;
- Arrangement of an information system of filing, classification and use of data (web site dedicated to the Observatory).

## 7. FRAMEWORK

The Observatory has to be meant as an institutional-like container that can set up a network of economic, institutional and scientific stakeholders involved in the accomplishment of the project.

The Provincia di Matera, with D.G.P.<sup>1</sup>: n. 65 of 13th April 2006 set up a permanent Observatory for the mobility having the following tasks:

- Monitoring the transport networks and relevant infrastructures of district mobility, service quality, security and environmental impact;
- Surveys on users and studies on the quantity and quality of district services;

The Provincial Committee Resolution n. 127 “Re: Setting up of a permanent Observatory on transborder commercial mobility, Med.In.Tra.D.E.

project WP 3.1 (Work Packages – Project Activity), focuses on the development of the district Observatory on the mobility, founded with D.G.P. n. 65 of 13<sup>th</sup> April 2006”; representatives of local entrepreneurial associations of agricultural, manufacturing, industrial, transport and logistics sectors and PIT<sup>2</sup> areas (Territorial Integrated Agreements) are involved in the Observatory activities.

Taking into account that the Observatory shall work as a real and efficient tool for the integrated management of the urban community mobility and for environment safeguard, too, the Observatory tasks shall consist of:

- o a constant monitoring of goods transport and logistics services;
- o processing and interpreting data concerning the survey on supply and demand of goods transport and logistics services;
- o supporting and giving advice to economic and institutional bodies in order to help them facing transport issues.

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<sup>1</sup> **Translator’s note:** D.G.P. is the Italian acronym for Delibera della Giunta Provinciale that is the resolution of the district council

<sup>2</sup> **Translator’s note:** PIT is the Italian Acronym for Patto Territoriale Integrato which is a Territorial Integrated Agreement

## 8. THE ORGANIZATION

