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Promotion of sustainable and narbon neutral transportation in Montenegro

November 2013.

Towards Carbon Neutral Tourism project

Rationale for the project:

- tourism sector is responsible (directly and indirectly) for the large share of GHG emissions from the transport, accommodation and other tourism-related activities.
- According to INC, in the business-as-usual scenario Montenegro's GHG emissions will rise by 40% in 2020 above 1990 baseline.

Project Objective

Reduce GHG emissions from Montenegro's tourism by :

- promoting adoption of low-carbon policies and regulation,
- promoting low carbon and carbon neutral transport infrastructure to support tourism sector related public and non-motorized transport
- establishing sustainable financing mechanisms, and
- supporting design and implementation of flagship investment in low-carbon tourism infrastructure

Component 1: Low-carbon policies and regulations in tourism sector

- Adoption of legal and regulatory framework that introduces carbon emission reduction requirements and standards in spatial plans and tourism development projects

Component 1: Low-carbon policies and regulations in tourism sector

Expected Outcome:

New tourism facilities planned, designed and developed in line with Eco/Zero emission Standard resulting in cumulative CO2 emission reduction by at least 60,000 tCO2/year or 1.2 mln tCO2 over the project lifetime

Component 2: Low-carbon tourism infrastructure

- Project will work with selected investment partner to ensure that the design of new greenfield tourism projects is in full compliance with adopted low-carbon standards

Component 2: Low-carbon tourism infrastructure

Expected Outcomes:

- Energy savings realized from investment in energy efficiency and renewable energy in tourism facilities and municipalities in Kotor Bay resulting in:
  - energy saving by 2,000MWh/year,
  - 2,600 MWh/year of RES-based energy produced

Component 3: Sustainable Transport in Kotor Bay

This component will provide TA and investment in carbon emission reduction from road travel in the area of Kotor Bay

- development of travel-demand model and the Sustainable Coastal Transport Strategy and Action Plan for Kotor Bay,
- sustainable transport options for tourism travel
- measures to raise awareness and provide incentives for tourists to use low-carbon travel modes

Component 3: Sustainable Transport in Kotor Bay

Expected Outcomes:

- Increased use of public transport in coastal areas
- Increased average speed of transit and reduced traffic jams on the coastal roads
- Reduced fuel use and GHG emissions from road transport in Kotor bay along the 107 km coastline

Component 4: Financing for low-carbon and sustainable tourism

This component will:

- aim at mobilizing additional financial resources for climate mitigation activities

- support the introduction of carbon offset scheme for tourists, hotels, rent-a-car industry (initially voluntary, but with the intention to make it mandatory)

Component 4: Financing for low-carbon and sustainable tourism

Expected Outcomes:

- Carbon offset program for tourists, hotels, rent-a-car and other industry stakeholders designed, independently validated, and operational
- Other suitable financial mechanisms analyzed and adopted as appropriate (e.g. airlines carbon tax, penalties for non-compliance with green standards, credited NAMAs in tourism sector, etc)
- Tourism Climate Fund established and capitalized from the proceeds of the offset program

Component 5: Knowledge, Information and Awareness about carbon footprint, mitigation potential and measures in tourism sector

The PR campaign will build on the on-going efforts by MSDT and NTO to promote Montenegro as a eco-friendly holiday destination, but with a much for targeted focus on climate change and its mitigation by the industry and individuals.

This will also include activities to promote carbon offset scheme among the tourists

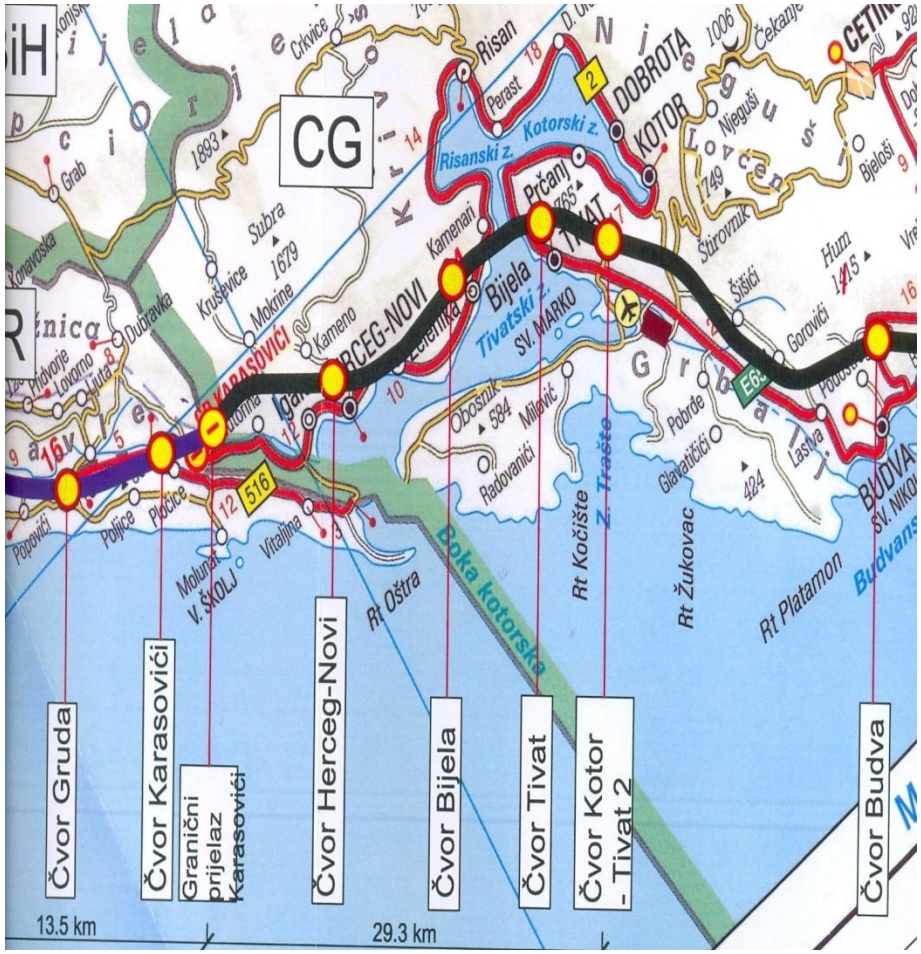
Component 5: Knowledge, Information and Awareness about carbon footprint, mitigation potential and measures in tourism sector

Expected outcomes:

- Accurate measurement and accounting of GHG emission baseline and reductions from mitigation actions in the tourism sector
- Awareness raised among tourists and tourism industry stakeholders about sector's carbon footprint, GHG reduction potential and measures

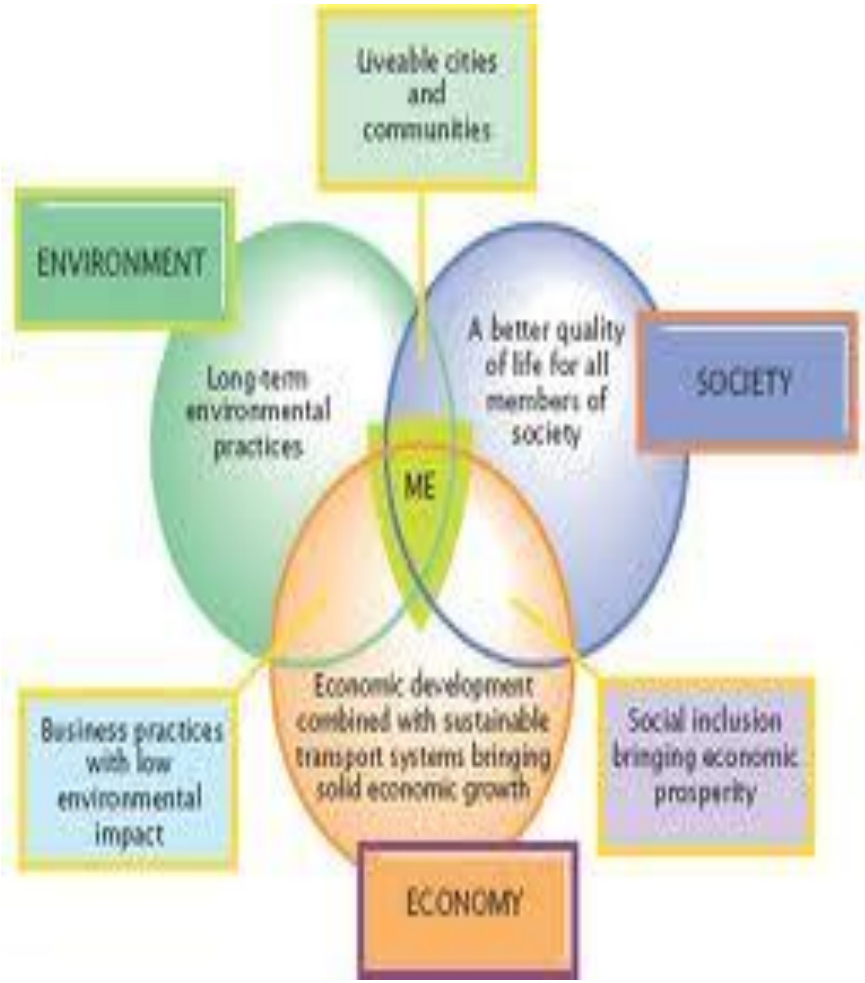
Transport Development Strategy of Montenegro

- “to provide quality transport system for users, which will be safe, sustainable, integrated in the European systems and which will support and stimulate economic growth in the state.”
- new **sustainable development concept**, where financing of the infrastructure development must be provided in a way that **eliminates bottlenecks** in the traffic and achieves a **balance** between the use of maritime and rail traffic in relation to the road traffic.



Imporove low carbon and carbon neutral transport infrastructure to support tourism sector related public and non-motorized transport

- The main air and marine **entry ports certified** as low carbon facilities
- The new Kotor-Cetinje **cable car** developed and constructed as a **carbon free transport corridor**
- Bus stations in at least 2 cities established as **low carbon tourist welcome centers**
- Increased kilometers of **new non-motorized transport corridors** approved for funding
- Continued improvement of the **rail infrastructure** and new promotional campaigns launched with ŽPCG for rail passenger transport



Output 1:

- An intercity and intermodal low carbon sustainable transport management and development Strategy and Action plan for the tourism sector with a focus on Kotor Bay and other coastal area developed
- Adressed: spatial planning issues and transport demand management, role of public sector (to encourage use of public transportation), etc

Output 2:

- Development of the existing or planned new public transport initiatives:
- Kotor-Cetinje cable car
- Kotor Bay marine transport

as carbon neutral flagship transport projects driven entirely or primarily by renewable energy sources.

Output 3:

- Bus stations transformed to low carbon tourist welcome centers
- Icrease kilometers of new non-motorized transport coridors – walking and cycle lanes; around the Boka Bay and along the cost

Output 4

- The new transport services required by the new major green field developments such as Lustica, Kumbor, Sv. Marko Island, Velika Plaza; Ada Bojana etc resorts developed as low or no carbon initiatives.

Output 5:

Low carbon / eco-certified international entry ports and corridors (Podgorica and Tivat airports, Port Kotor and Bar and new yacht marinas) - including an option to connect the visiting cruisers and yachts to public power grid backed up by on site RE generation (such as PV or wind)

- awareness on the latest technology advances to reduce the carbon footprint of marine cruising and yachting and on possible carbon offsetting

Thank you for your attention!

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