Promotion of sustainable and carbon 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.
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 2,000 MWh/year,
  - 2,600 MWh/year of RES-based energy produced.
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
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.
Improve 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

• Addressed: 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
- Increase kilometers of new non-motorized transport corridors – walking and cycle lanes; around the Boka Bay and along the cost
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.
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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