The table below provides the necessary information for the pilot action:

<table>
<thead>
<tr>
<th><strong>Project index number and acronym</strong></th>
<th>CE55 RUMOBIL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lead partner</strong></td>
<td>Ministry for Regional Development and Transport Saxony-Anhalt</td>
</tr>
<tr>
<td><strong>Output number and title</strong></td>
<td>O.T2.1 Innovative approaches to enhance public transport linking rural areas to the national and EU transport networks.</td>
</tr>
<tr>
<td><strong>Responsible partner (PP name and number)</strong></td>
<td>HZ Passenger Transport (PP 5)</td>
</tr>
<tr>
<td><strong>Project website</strong></td>
<td><a href="http://interreg-central.eu/rumobil">http://interreg-central.eu/rumobil</a></td>
</tr>
<tr>
<td><strong>Delivery date</strong></td>
<td>January 2019</td>
</tr>
<tr>
<td><strong>Summary description of the pilot action explaining its experimental nature and demonstration character</strong></td>
<td></td>
</tr>
</tbody>
</table>
Ozalj is a town in central Croatia (Karlovac County), located north of Karlovac and southwest of Jastrebarsko, on the Kupa River. It is close to Žumberak in the north and the border with Slovenia in the northwest, with Metlika being the closest Slovenian town. Community’s priorities are to enable further cultural development, expand tourist offer, to attract young people and to preserve natural resources. The number of inhabitants in Croatia is in decline in the last decade (4% in Croatia, 10% in Karlovac County, 7% in the City of Karlovac and 16% in Ozalj) and railway PT passenger number as well (around 40% in last 4 years). Operators are cutting marketing/promotion budgets and focusing their efforts on getting the subsidies. The situation in Croatia/Karlovac County is different from other countries/areas in the project. Since the level of PT development is very low and is not ‘demand based’ but rather ‘supply based’ (amount of money available for PT), a new way of thinking must be introduced to stakeholders. Public transport in concerned rural area exists (train, bus). Train is operated on the basis of timetables adjusted to students and workers and is subsidized by the State (the State is financing a minimum service package). On the other hand, buses operate due to subsidies from the County, mostly for student transportation. Therefore, their timetables are adjusted only to student needs. No operator offers market-based services because there is no demand (market assessment).

HZPP Partners’ idea was to start special tourist trains to particular rural area in order to enhance knowledge about rural area and also to give inhabitants possibility to promote own manufactured products. The implementation of pilot is focused on the rail line linking peripheral areas of Karlovac County with Karlovac and Zagreb, hence an area most affected by depopulation and where the improvement of transport access to the national and therefore European passenger transport network is seen as a strategic mean to confront this challenge. HZPP was engaged in coordination and planning of rail transport in that rural area with providing its knowledge of good practices. With this pilot, HZPP was responsible for the implementation of regional experimentation aiming at increasing the number of train passengers, by introducing new train services between isolated rural areas in Karlovac County and the secondary transport hub in Karlovac (Zagreb-Rijeka railway - access to the Mediterranean TEN), to primary hub Zagreb. The new service was designed to suit both the needs of commuters and the itineraries of tourists to generate additional users.

**NUTS region(s) concerned by the pilot action (relevant NUTS level)**

NUTS 1 HR0 Croatia  
NUTS 2 HR 04 Continental Croatia  
NUTS 3 HR 042 County of Zagreb  
NUTS 3 HR 04D County of Karlovac

NUTS regions directly involved in pilot action are County of Zagreb and County of Karlovac because of train connection. Those regions are part of NUTS 2 Continental Croatia. However, NUTS 3, County of Karlovac is primary targeted area and region to be affected at by pilot results.

**Expected impact and benefits of the pilot action for the concerned territory and target groups**
While implementation process of this pilot activity, involved stakeholders had task to include local population as much as possible. Their participation and involvement helped local community and raised economic status of region in general. Primary, visibility of region influenced on local manufactures and service providers (B&B, restaurants etc.). With better visibility, visitors’ numbers increased and new services in this area are needed. New services imply more frequent bus and rail daily connections and better transport conditions. Measures and specific goals for transport infrastructure improvement are included and described within Karlovac County Strategy. However, with new numbers gathered from pilot implementation, new methodologies and new goals can be added in existing Transport Strategy. New numbers consider number of passengers, new passenger needs /bus and rail stops/, frequency of service, financing possibility, cooperation among local government and State regarding funding and budget allocation and to determine how to finance public transport and propose mechanisms that would actively conduct a PTT system to make it more sustainable. Impact should be on future public transport based on hypothesis from collected data and achieving general objectives and specific goals. The general objectives are to reduce the impact of traffic on the environment, increase the competitiveness of the economy, improve the efficiency of the transport sector and improve the degree of safety and security.

**Sustainability of the pilot action results and transferability to other territories and stakeholders**

With particular numbers of cost per train/package amounts to: app. 11,200.00 HRK (1,500.00 EUR) this can serve as best practice example for other regions and also can be set as an example at translational level. Cooperation and contribution of local government was necessary and crucial while organizing these rides. Organization of this kind of event is not possible without cooperation of several parties. Therefore, long term sustainability of this kind of service can be held as good example how to include regional and local government in transport planning by providing them all data collected and used during organizing and implementing pilot activity within RUMOBIL project.

Based on gathered knowledge, experts can be hired to analyse current conditions and offer solutions for service improvement. Transport studies are based on region level and needs updates with relevant data. Within this kind of pilot implementation and due to all preparation work, new solutions of gathering data are provided and can be transferred to other regions and territories.

**Lessons learned from the implementation of the pilot action and added value of transnational cooperation**
Learning process during implementation phase of this pilot activity was done in advance but also during the implementation itself. Special attention was placed to:

1. Cooperation with stakeholders, which is crucial for creating new service.
2. Transport demand according to local population and region.
3. Allocation of funds, proper budget planning, planning resources for new services.

During this pilot implementation, good lesson was to learn how to coordinate transport offer, cooperate with different stakeholders and how to create interesting event. Special tourist trains are always excellent idea, except, the content at destination is also important (engagement of stakeholders). Without interesting entertainment to fulfil time between arrival and departure, the whole journey will be in vain. After planned event and organized transportation, crucial next step is marketing. Excellent advertisement sells product.

References to relevant deliverables and web-links
If applicable, pictures or images to be provided as annex
Advertisement of project itself but also pilot action of HZ PP was done via web portals of City of Ozalj (main stakeholder) and HZ PP web portal (project partner). For this pilot activity an official Facebook page was created with the name of project and activity. Following are some of marketing promotional materials announcing each particular train(s).

Links:
https://hr-hr.facebook.com/pages/category/Community/Vlakom-u-Ozalj-391572521227530/
http://ozalj.hr/ozalj/rumobil/
http://www.hzpp.hr/rumobil

![Advertisement Image]
Rumobil vlakom u Ozalj

Zadaju volonj u travnju projekte Ozalj i susjedije u bojnom programu:
- Sprang wke - 4. izložba čipe i kreativne radionice u Zavičajnom muzeju Ozalj, svečano otvaranje u 18.00 sati.
- Obilazak Zavičajnog muzeja Ozalj i razgledavanje Starog grada Ozalja (fakultativno).

Vozni red:
- Polazak iz Zagreba redovitim vlakom u 11.40, dolazak u Karlovac u 12.31 sati.
- Polazak autobusa za Ozalj po dolasku vlaka.
- U povratku autobus iz Ozalja počet će u 20.00 sati, polazak redovitim vlakom iz Karlovca u 20.34 i dolazak u Zagreb u 21.15 sati.
- Cijena karte na relaciji Zagreb - Ozalj - Zagreb iznosi 40 kn, na relaciji Karlovac - Ozalj - Karlovac 20 kn, a uključuje prijevoz vlakom i autobusom.
- Djeca do 6 godina putuju besplatno.

Rumobil vlakom u Ozalj

Ljeto na Gradskom kupalištu u Ozalju je počelo!

Polasci RUMOBL vlakova iz Zagreba svake subote tijekom srpnja i kolovoza.

Polazak:
- Zagreb 0.52, dolazak u Karlovac 10.36, presjedanje na vlak koji iz Karlovca dolazi u 11.07, dolazak u Ozalj u 11.35 sati.

Povratak:
- Polazak autobusa iz Ozalja u 20.50, polazak vlaka iz Karlovca u 20.34, dolazak u Zagreb je u 21.15 sati.
- Cijena karte na relaciji Zagreb - Ozalj - Zagreb iznosi 40 kn, a Karlovac - Ozalj - Karlovac 20 kn.
- Djeca do 6 godina putuju besplatno.

Posjetite Stari grad u kojem se nalazi Zavičajni muzej Ozalj (fakultativno), pro dacije putovanja svake subote izvan redova ili se osvježite uz Kupu.

Užite ugodnijeg povrata, na Gradskom kupalištu organizirani su rekreaciono-animacijski programi (gazišani program, obojica, mali nogomet, frizbi...).
