

Good Practice Cases in Sustainable Tourism Destinations

“GO-Elektro”, a sustainable mobility option, Goedereede (the Netherlands)

ITEMS		DESCRIPTION	PICTURES
Name of the organization submitting this practice case	Name	Coastal and Marine Union EUCC and the Municipality of Goedereede	
	Contact	research5@qualitycoast.info ; secretariat@qualitycoast.info ; m.dejong@goeree-overflakke.nl	
	Name (in EN) of the destination	Goedereede	
	Administrative Organizations and country	Goedereede is a former municipality in the western Netherlands, in the province of South Holland. It consisted of the west part of the island of Goeree-Overflakkee. Goedereede merged with Dirksland, Middelharnis, and Oostflakkee into the new municipality of Goeree-Overflakkee on January 1, 2013.	
	Tourism Organizations	N/A	
	Surface	153.85 km ²	
	Resident population	11,408	
	Tourism Arrivals	N/A	
	Tourism nights	2 million overnight stays per year (Goeree-Overflakkee island)	
WHO	Name	The Municipality of Goeree-Overflakkee	
	Website	www.goeree-overflakkee.nl	
WHY	The reason for action	Goeree-Overflakkee receives a large number of tourists and holidaymakers during the summer months. Many tourists explore the island by car, however, this means of transport does not offer an optimal experience for those visitors interested in the island's nature. A number of nature reserves in Goeree-Overflakkee cannot be reached by car or there is no provision for parking. Cars cause negative impacts on humans as well as environment, including greenhouse gas emissions, energy and metal consumption, noise and odor pollution, traffic congestion and parking difficulties and disturbance of flora and fauna. Consequently, Goeree-Overflakkee is looking for sustainable mobility solutions to introduce in the island. Goeree-Overflakkee has an extensive cycling network, facilities available for charging electric bikes and scooters. In addition, there are also special scooter routes through Goeree-Overflakkee and the neighboring islands of Schouwen-Duiveland and Vorne-Putten.	
	Issues and challenge	The main challenge was to create recreational possibilities in a new, innovative, sustainable and challenging way in order to attract visitors for longer stays. By	

		<p>creating alternative mobility options, people are able to visit certain attractions in a more sustainable way and fully enjoy the island experience. It was also a challenge to involve the social employment service of the municipality, a priority from a social point of view.</p>	
HOW		<p>GO-Elektro is an initiative of Veero in cooperation with various parties, including the tourist information offices of Ouddorp aan Zee and South Holland Islands, and Webego. Launched in 2010, this initiative provides the opportunity to rent electric scooters on Goeree-Overflakkee. The project started with 20 e-scooters which were used on Goeree-Overflakkee. The two tourist offices managed them and the social employment service took responsibility for the delivery, storage and maintenance of the scooters.</p> <p>Since the scooters are electric, they do not cause any harmful effect on the environment while they are driven. The scooters can be driven out 50 to 60 kilometers and they can reach a speed of between 25 and 30 kilometers per hour. There are numerous rental locations in the island. This service has an immediate effect on the perception of the area by the visitors. Less car use means less noise, less pollution and an improved recreational experience.</p>	 <p>Foto: LOGOprof visuele reclame</p>
RESULTS	Benefits	At the Ouddorp aan Zee tourist office, the demand for electric scooters is very high and users have shown very positive reaction to the initiative. Its attractive design and the possibility to enjoy a new and fun experience encourage people to rent these electric vehicles. Tourists who arrive in the marinas make a frequent use of the scooters to explore the island or to visit a village.	
	Recognition and Awards	QualityCoast Gold Award 2013 (Goedereede)	
REFLECTION	Multiplier effect and transferability	In 2011 a number of improvements were introduced including the installation of fast chargers. The project was extended to 40 scooters, which were then rented to Vorne-Putten and Schouwen-Duiveland. There are also suppliers of electric scooters on Schouwen-Duiveland.	 <p>Foto: LOGOprof visuele reclame</p>
	Lessons learned and critical success factors	<p>The electric scooters can be rented from the Tourist Office. The online booking system introduced in 2013 makes reservation management much more convenient and efficient. Upon reservation, the number, the date, and the pick-up location can be indicated.</p> <p>Also in 2013 a service station provides a great improvement in terms of collecting and returning the scooters. Because scooters are technically sensitive, a service station has been created in a central location in order to reduce unnecessary traffic movements, and to speed up the solution of any technical problems.</p>	

* Pictures courtesy of the Municipality of Goeree-Overflakkee.