

ANNUAL REPORT 2023

MAIN LINE FOR EUROPE E.V.

8





MAGISTRALE BECOMES MAIN LINE FOR EUROPE E.V.

Dear readers

The year 2023 was an important milestone for the Main Line for Europe initiative and also a reason to celebrate.

Together with our members, we founded our association Main Line for Europe e.V. on 27 September 2023 in beautiful Salzburg. The founding of the association was preceded by an intensive year of preparation. Now we are starting the new year with a new legal form, a new board and a lot of enthusiasm.

But 2023 was also an eventful year in other respects: excursions, stakeholder events on individual rail projects of the 'Magistrale for Europe', civil society events on the topic of night trains, participation in 'Rail Day' and our general meeting in Salzburg. All of this kept us busy, inspired us and, together with our members, brought the important 'Magistrale for Europe' project a decisive step forward.

We are convinced that our diverse public relations work and the numerous discussions and events contribute to making political actors and decision-makers aware of the central importance of rail for our economic prosperity and quality of life in Europe.

I hope you enjoy reading this issue.

Dr Frank Mentrup
Chairman of Main Line for Europe e.V. Lord Mayor of
the City of Karlsruhe



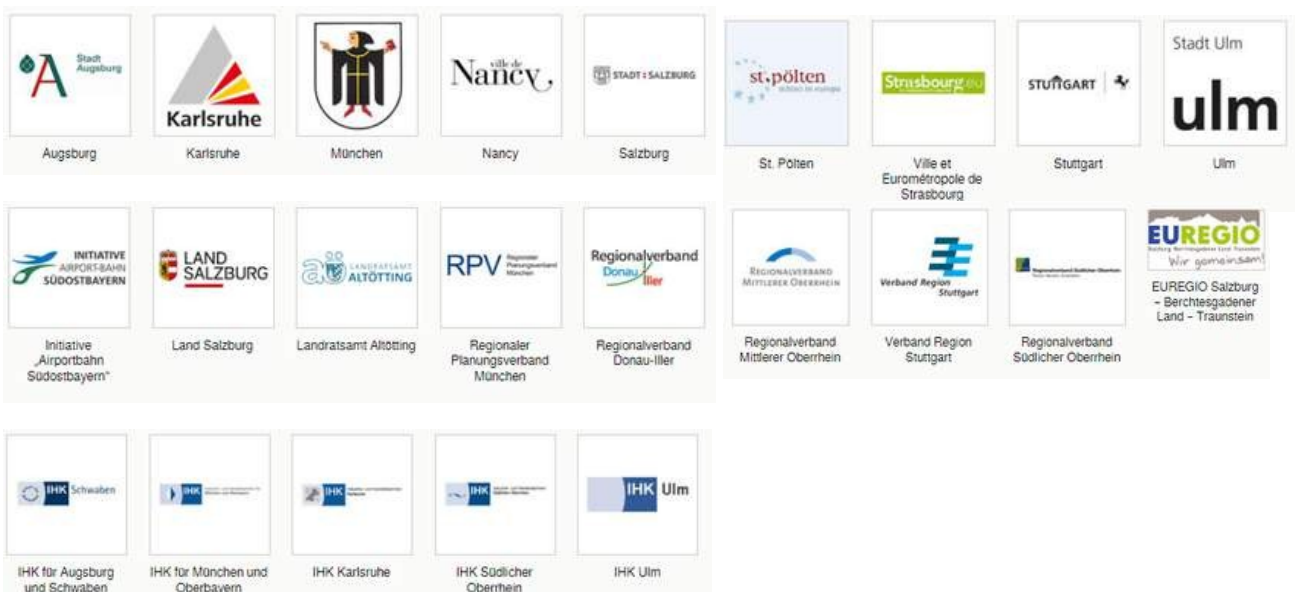
THE INITIATIVE

Founded around 30 years ago, the Main Line for Europe initiative is committed to the rapid and consistent expansion of the Paris-Budapest/Bratislava rail axis.

The Main Line for Europe initiative now includes 24 cities, regions, federal states and chambers of industry and commerce, which are committed to "their" Main Line for Europe for reasons of location policy. Our members are united by the conviction that an efficient connection to the high-speed rail network for passenger and freight transport is a key location factor. This means that attractive rail connections such as the Main Line for Europe are becoming increasingly important in times of skilled labour shortages.

The name Main Line for Europe underlines the high transport significance of the Paris-Budapest/Bratislava rail link as one of the most important main transport axes in Europe. As the artery of east-west traffic, the Main Line for Europe connects important economic areas and enables 35 million residents and 16 million employees to enjoy fast cross-border mobility in Europe.

OUR MEMBERS



OUR NEW BOARD

A new association naturally also needs a committed board to steer the fortunes of Main Line for Europe e.V. and represent our initiative to the outside world. We are therefore delighted that Jeanne Barsegian, Mayor of the City of Strasbourg, and Stefan Schnöll, Deputy Governor of the Province of Salzburg, will now also be bringing the French and Austrian perspectives to our project at board level. At the same time, we are delighted to have our long-standing and experienced board member Thomas Bopp, Chairman of the Stuttgart Region Association, back at our side and to have gained a real expert in rail freight transport in the form of Mr Thomas Bronnert, Head of Logistics at Wacker AG.

We would also like to thank our former board member Michael Nuber, former managing director of Spedition Nuber GmbH, for his commitment and support of the initiative.



DR FRANK MENTRUP

*Mayor of the City of
Karlsruhe*



JEANNE BARSEGHIAN

*Mayor of the City of
Strasbourg*



STEFAN SCHNÖLL

*, Deputy Governor of the
Province of Salzburg*



THOMAS BOPP

*Chairman of the Stuttgart
Region Association*



THOMAS BRONNERT

*Head of Logistics,
Wacker Chemie AG*

MAIN COLLECTION 2023

HOWEVER, THERE ARE SOME BOTTLENECKS TO BE REMOVED, ESPECIALLY ON THE GERMAN AND AUSTRIAN SIDE, IN ORDER TO ENABLE NEW TRAIN SERVICES ON THE DEVELOPMENT AXIS FROM WEST TO EAST:

- Expansion of the Appenweier curve between Strasbourg and Karlsruhe
- Completion of "Stuttgart 21" with the Stuttgart junction, the airport station and the remaining construction phases of the Stuttgart–Ulm rail project
- Ulm-Augsburg expansion and new construction project
- Expansion of the Munich and Augsburg rail hubs for passenger and freight transport
- Expansion and electrification of the Munich–Mühldorf–Freilassing line
- New line between Köstendorf and Salzburg
- Expansion of the cross-border sections
- Vienna–Bratislava and Vienna–Budapest
-

RAIL EXPANSION: MORE CLIMATE PROTECTION, MORE MOBILITY!

Politicians and business leaders called for the rapid expansion of the Paris–Budapest/Bratislava European rail axis at the general meeting of the Magistrale for Europe initiative in Salzburg. "There is no more environmentally friendly means of transport than rail," said Lord Mayor Dr Frank Mentrup, chairman of the initiative.

Expansion offers enormous potential for regions and people

The initiative believes that there is enormous potential for shifting traffic from road to environmentally friendly rail between the major cities along the rail corridor, such as Strasbourg, Karlsruhe, Stuttgart, Ulm, Augsburg, Munich, Salzburg, St. Pölten and Vienna: "Once the entire Magistrale for Europe has been expanded," around 1.6 million additional passengers per year could be shifted from car and

ACTIVELY PROMOTING TRANSPORT MODAL SHIFT



air travel to climate-friendly rail travel. Close connections between regions and major cities and the high-speed rail network are also an enormous location factor in terms of securing skilled labour."

However, rapid expansion of the "Magistrale" would have major advantages not only for passenger rail transport, but also for freight transport, explains the chairman of the initiative: "This development axis connects the production centres in the east with the target markets in the west. With around 60 to 70 trains per day, the volume of traffic on this corridor is already the second highest in Europe.

Over three decades, the initiative has provided significant support and helped to advance major expansion projects, including the completion of the high-speed line in France, the four-track expansion of the Augsburg–Munich line (commissioned in 2011), an additional third track across the German-Austrian border river Saalach between Freilassing and Salzburg at the end of 2017, the opening of the new Wendlingen-Ulm line last year, but also attractive connections such as the TGV service between Stuttgart (or Munich) and Paris and the two new night train connections between Paris and Budapest.

Thomas Bopp, Chairman of the Stuttgart Region Association, sees the imminent completion of the Stuttgart hub as another milestone for the entire Magistrale for Europe: "With the planned commissioning of Stuttgart 21 and the new Stuttgart-Ulm line in December 2025, an important section of the Magistrale for Europe will become a reality. In addition, the first digital rail hub for all types of trains will then go into operation. With the subsequent connection of the airport, the Magistrale for Europe will have a direct connection to air traffic."

In general, the state of Baden-Württemberg plays a particularly important role on the Paris–Bratislava main line: "Not only are we bringing East and West together, we are also establishing a connection to the Rhine-Alpine corridor between Rotterdam and Genoa. By pushing ahead with infrastructure expansion between Karlsruhe and Basel, the construction of the Appenweier curve and the Stuttgart digital hub pilot project, Deutsche Bahn is fulfilling its responsibility in the heart of Europe," says Thorsten Krenz, Deutsche Bahn's representative for the state of Baden-Württemberg.



REMOVE BOTTLENECKS QUICKLY!

The initiative has been working closely with the Bavarian "chemical triangle" industry for years to eliminate the bottleneck between Munich and Freilassing, the only section without two continuous tracks on the entire "Magistrale for Europe". We are taking advantage of the tailwind we have for Bavarian projects from business and politics. And progress is being made. According to Klaus-Dieter Josel, Deutsche Bahn's representative for the Free State of Bavaria, the regional planning process has been initiated between Ulm and Augsburg, and approval documents have already been submitted for several planning sections of ABS 38.

Viktor Plank and Martin Rettenbacher, ÖBB-Infrastruktur AG, also emphasise the need for infrastructure expansion along the Magistrale for Europe: "While the section between Vienna and Linz already has four tracks, the Linz – Wels and subsequently Köstendorf – Salzburg sections are now being expanded. Capacity increases, journey time and frequency optimisations are the key cornerstones of the strategic development of the Austrian rail network."

But there is also a lot happening east of Vienna on the Magistrale for Europe. We are therefore particularly pleased that the European Commission has selected the Hungarian proposal for an expansion between Vienna and Budapest, continuing on to western Romania, as one of 10 pilot projects to promote cross-border rail transport in the EU.

In addition to investments in the expansion of rail infrastructure, there is great potential in the short term to make better use of existing capacities. RailNet Europe (RNE), as an association of European infrastructure operators, is presenting a new, intelligent approach with the Timetable Redesign (TTR). In this context, we are pleased to support both the Commission and the two pilot applicants on the Vienna-Budapest route in securing capacity for more trains and faster connections for both existing and new operators," said Márton Spohn, Implementation Manager at RailNetEurope.



RAIL EXPANSION IS NOT

EVERYTHING

However, for a corridor such as the "Magistrale for Europe", it is not only the corresponding network capacities that are important. All participants at the general meeting agree on this:

"We want trains to be able to compete with aeroplanes even over long distances, as is already the case between Stuttgart and Paris. Only then can railways become a driving force for greater climate protection while also meeting people's mobility needs. To achieve this, however, booking train tickets must become just as easy as booking aeroplane tickets."

Airlines have been operating code sharing for many years, a practice that makes it extremely easy for travellers to book flight tickets. A similar practice is needed in Europe for train tickets. But to achieve this, railway companies would have to make their data available to higher-level services, Mentrup continues. "Everyone would benefit, but above all the passengers."

Jon Worth, rail activist and initiator of the #CrossBorderRail project, takes a similar view:

"Improvements to infrastructure are important, but they are not enough. Cross-border connections need – just like national rail connections – regular connections around the clock, as well as easy-to-use tickets and digital services. I am very pleased that the general meeting is taking place in Salzburg, because Salzburg-Freilassing is an excellent cross-border connection – with the Germany ticket, which is valid to Salzburg, and the climate ticket, which is valid to Freilassing. If only it were that easy at all 160 borders I visited with my #CrossBorderRail project in the European Union!"



FOUNDING OF THE ASSOCIATION AS A SIGN OF STRENGTHENED CROSS-BORDER COOPERATION

The Magistrale for Europe initiative is also announcing today that it is being reorganised into a separate association: Main Line for Europe e.V. is the name of the association, which underlines the cross-border significance of this forward-looking project.

The fact that Salzburg is the founding location of the new association is no coincidence, as emphasised by Deputy Governor Stefan Schnöll, member of the board of Main Line for Europe e.V.: "The expansion of the European network and the standardisation of rail standards must be driven forward more quickly so that we can create well-coordinated cross-border public transport in Europe. This will relieve traffic congestion in many regions of Europe. As Salzburg is also heavily affected by cross-border private transport, we will intensify our cooperation with the Main Line for Europe association in order to pool our common interests and represent them strongly at European level."

With the founding of the association, a new board was also elected (see p. 3). The diverse composition of the board reflects the common European vision and underlines the members' commitment to a truly European rail network.

The Paris-Budapest rail link, this central and crucial development axis in the trans-European network, is the focus of Strasbourg's commitment. "Our goal is to bring the people of Europe closer together. In this context, we look forward to significant and strategic cooperation on this important rail link for the future of our continent. Together, we want to work to create a comprehensive trans-European rail network that meets the environmental and social challenges of the 21st century," said Jeanne Barseghian, Mayor of Strasbourg and newly elected Chair of Main Line for Europe e.V.



RAIL DAY 2023

EVENT

RAIL DAY: 30,000 VISITORS AT THE RAILWAY MILE IN STUTT GART

As part of Rail Day, the big mobility festival Schienenmeile took place in Stuttgart city centre on 17 September. At the well-attended Schienenmeile around Stuttgart's Börsenplatz, Main Line for Europe e.V. presented itself as a partner of the Stuttgart Region Association together with DB, S-Bahn Stuttgart, Digitaler Knoten Stuttgart and InfoTurm Stuttgart.

Together, they gave visitors an insight into the world of transport and railway life in and around Stuttgart. In addition to exciting hands-on activities such as the DB train simulator, the Main Line for Europe e.V. competition and interesting discussions with railway professionals about the Stuttgart hub, there was also plenty of time for guests of all ages to enjoy the warm and sunny weather with an ice cream or other delicacies.

Transport Minister Winfried Hermann and Thomas Bopp, board member of Main Line for Europe e.V. and chairman of the Stuttgart Region Association, were also there and visited the joint stand of Main Line and the Stuttgart Region Association during their tour of the Rail Mile.

All in all, it was a very successful event that demonstrated the public's great interest in rail issues. And, we can already reveal at this point that in 2024 we want to extend Rail Day to our partner countries France and Austria.

4 HOURS TO PARIS AND VIENNA: THE MAGISTRALE FOR EUROPE

Political panel discussion in Augsburg

“THE ‘MAGISTRALE FOR EUROPE’ IS OF EXTRAORDINARY IMPORTANCE FOR RAIL TRANSPORT. IT IS NOT ONLY IMPORTANT FOR THE REGIONS ALONG THIS ROUTE, BUT ALSO A SIGNIFICANT PART OF THE OVERALL EUROPEAN RAIL NETWORK.”

ANNA DEPARNAY GRUNENBERG, MEP



On 4 May, a high-profile panel discussion took place in Augsburg as part of Europe Week. The event offered visitors the opportunity to take part in an exciting discussion about the Magistrale for Europe rail project and the associated challenges facing European rail transport.

The panel included Anna Deparnay-Grunenberg, Member of the European Parliament and Member of the Committee on Transport and Tourism, Matthias Gastel, Member of the German Bundestag and spokesperson for rail policy for the Bündnis 90/Die Grünen parliamentary group, Stephanie Schuhknecht, Member of the Landtag and Deputy Chair of the Green Party parliamentary group, and Annika Hummel, Managing Director of Main Line for Europe e.V.

In a lively discussion about the current hurdles and difficulties in European rail transport, the participants not only discussed possible solutions, but also agreed on the outstanding importance of the 'Magistrale for Europe' project for European integration and cross-border transport.

Particularly noteworthy was the great interest shown by the audience, who asked a large number of questions on the topics discussed.

Above all, Anna Deparnay-Grunenberg, MEP, emphasised the importance of the Magistrale for Europe in strengthening the Rhine-Danube corridor and thus European rail transport in key European economic areas. Matthias Gastel, Member of the German Parliament, emphasised the need to remove barriers at national level and how important it is for the development of European rail transport to now set the course for attractive and efficient European rail transport.



MORE NIGHT TRAINS FOR THE MAIN LINE!

As part of Europe Weeks, we joined forces with vhs Karlsruhe and EUROPE DIRECT to host an inspiring event on the topic of night train travel, with night train specialist Jon Worth as our guest.

Worth, who launched the #CrossBorderRail project, reported on his experiences and adventures crossing the EU's internal borders by train. He has travelled more than 30,000 kilometres by train and crossed 95 borders, including some that are no longer crossed by trains today. For those who want to explore Europe by train, Worth provided many useful tips and tricks for travelling with the most beautiful means of transport in the world. He had previously investigated two cross-border railway lines in the Upper Rhine region, namely towards Wissembourg and Lauterbourg.

We also took the opportunity to present our project to the participants and explain its significance for the region and beyond. The series of lectures was rounded off by a presentation by Hannes Lauder from EUROPE DIRECT Karlsruhe, in which he explained to the participants how best to travel around Europe with an Interrail ticket and what to bear in mind when doing so.

The lively discussion with the approximately 30 participants focused on the need for better infrastructure in the border regions, better train connections, but also on the question of how to get international train tickets most easily. Jon Worth gave Main Line for Europe e.V. a good review: "Main Line for Europe is making great progress in improving the infrastructure between France and Germany and on to Austria and Hungary. My main concern is rather what is currently happening on the existing routes."

For example, it would make sense to increase the speed on the line and to electrify the Karlsruhe - Wörth am Rhein - Lauterbourg - Strasbourg line, according to the rail expert. The participants also agreed: "If Europe wants to overcome the climate crisis, it must ensure that international rail transport functions just as well as rail transport within a country."



FEDERAL COUNCIL OVERTURNS MGVG

The Measures Preparation Act (MgVG), passed under the then Federal Minister of Transport Scheuer, which was intended to speed up the planning of rail infrastructure projects, has had exactly the opposite effect – it has slowed down the expansion of the ABS 38 and led to considerable delays.

The supposed acceleration effect was to be achieved in a special way: the Federal Railway Authority would no longer be responsible for approving expansion plans; instead, approval would be granted directly by the Bundestag through a so-called "measure law". This was intended to significantly restrict the possibilities for legal action by those affected and, in particular, to make environmental association lawsuits completely impossible. This is because, unlike a standard planning approval decision, an enabling act cannot be challenged before an administrative court.

Now the law has been repealed by the Bundestag in its entirety and without restrictions.

This is a resounding success for the ABS 38, which we have been campaigning for intensively this year with numerous letters to the Department for Transport and many discussions, and thus also for the "Magistrale for Europe" in particular. This is because the Munich-Mühldorf-Freilassing expansion project was to be the first rail project nationwide to be planned under the new (old) expansion law. This means that the ABS 38 will once again be planned in the usual planning approval procedure.

MAIN LINE FOR EUROPE E.V. VISITS ABS 38

On 23 November 2023, we visited the Deutsche Bahn information centre in Mühldorf for the Munich–Mühldorf - Freilassing / Burghausen (ABS 38) to find out about the current status of the rail project and to explain to the political actors present the importance of the rail project for the region and for pan-European rail transport. In addition to the overall project manager Alexander Pawlik, several of our members, our new board member Dr Bronnert from Wacker Chemie AG, Member of the German Parliament Stephan Mayer, Member of the German Parliament Sandra Bubendorfer-Licht, other representatives from Deutsche Bahn, the Bavarian and Austrian industry and business, as well as local politicians, attended the meeting.

ABS 38 had invited stakeholders to discuss the expansion of the route within the European dimension. The rapid expansion of the ABS 38 is very important to us, because the double-track expansion and electrification of the railway line between Mühldorf and Freilassing will create a modern rail network in the future, enabling more train connections within the region and a stable and fast rail link for the regional economy to other European countries.



EUROCITIES MOBILITY FORUM & BORDER REGION

ACADEMY 2023

EUROCITIES MOBILITY FORUM PORTO

Cities are laying the foundations for tomorrow's mobility by creating policies and infrastructures that herald a new era of sustainable transport. But what will this change look like in the zero-emission cities of the future?

This question was the focus of the Eurocities Mobility Forum 2023, which took place in Porto from 31 May to 2 June. Key topics for Main Line for Europe e.V. included what local authorities can do to strengthen transport hubs – known as urban nodes – how the digital revolution will reshape public transport, and what the revision of the Trans-European Networks means for cities.

Focus on urban nodes

One innovation in the TEN-T revision is that urban nodes are given much higher priority in the TEN-T Regulation. In view of increasing mobility problems, including congestion, pollution and the need for intermodal solutions, these challenges for corridor management are increasingly focused on urban nodes. Strengthening the role of urban nodes is therefore crucial, particularly with regard to the completion of new connections.

The strengthening of the TEN-T Regulation will ensure that urban hubs are able to meet current and future challenges and enable smart, efficient and sustainable transport.

BORDER REGION ACADEMY 2023 IN BERLIN

The Border Region Academy conference addressed the many facets of European cohesion that are particularly evident at Europe's internal borders. On the one hand, cross-border integration and regional development are well-known success stories of territorial cooperation.

On the other hand, obstacles, barriers and "peripheral location" continue to play a role despite the European integration process.

In addition, Eurosceptic tendencies have increased recently and a reduction in EU border funding is foreseeable. Against this backdrop, the question arises as to how the progress achieved in cross-border cohesion can be maintained and, if possible, continued.

Against this backdrop, we were invited to present the Main Line for Europe as a best practice for sustainable interregional cooperation in Europe. This gave us the opportunity not only to highlight the importance of such a project for border regions and rail expansion in Europe in particular, but also to exchange views with high-ranking ministerial representatives on the subject of rail transport in border regions.



LOBBYING BY THE MAIN LINE FOR EUROPE INITIATIVE

THE MANIFESTO FOR IMPROVING RAIL TRANSPORT IN THE UPPER RHINE REGION

By jointly drafting the manifesto for improving rail transport in the Upper Rhine region, we have made an important contribution to improving rail transport in the Upper Rhine Magistrale region. Together with the largest cities in the Upper Rhine region, we have developed a concept for improving cross-border rail transport between Germany, France and Switzerland. This concept will now serve as a communication paper for political actors at federal, state and EU level, as well as for the concrete implementation of upcoming infrastructure projects and the improvement of existing rail connections.

Background: The geographical location of the Upper Rhine region in the heart of Europe makes it a hub with one of the densest rail networks on the continent. Two of the most important trans-European transport corridors meet here: the Rhine-Alpine and the Rhine-Danube corridors. Key projects such as the "Magistrale for Europe" and the "LGV Est" (POS South) high-speed lines have been in operation for many years and are actively promoting the shift of traffic from road to rail.

Despite this progress, there are still obstacles to efficient and sustainable mobility. Fares are often too high and the lack of transparency in price changes is perceived as unfair. Cross-border ticket purchasing is complicated and the existing connections prevent a European rail network that meets the challenges of the 21st century.

It is time to think about rail transport in European terms and to increase funding accordingly. Optimising the existing rail network and modernising neglected sections of track are necessary to create an efficient, reliable and competitive European rail system. Freight transport in particular must play a central role in this. Only in this way can sustainable logistics be guaranteed in the service of the regions, their economic actors and their inhabitants.



Improving connections between cities in the Upper Rhine region, particularly between Strasbourg and Karlsruhe, as well as their connections to the south (Freiburg/Basel) and east (Stuttgart, Munich) by optimising the existing infrastructure and modernising neglected sections of track is of crucial importance. The reactivation of existing lines, such as Karlsruhe-Hagenau, creates redundant routes to the congested Rhine Valley railway.

In addition, the signatories of the manifesto call for an improvement in long-distance transport connections between major European cities and capitals. Increasing train frequencies, harmonising fares, creating more customer-friendly conditions and introducing new direct connections are necessary to achieve a shift in transport. This is because improving higher-level transport connections always benefits the regions in the respective catchment area and thus contributes to securing their location.

Delegation trip to Frankfurt

The delegation trip to Frankfurt by Main Line for Europe e.V. and the City of Strasbourg, accompanied by the new Main Line chairwoman Jeanne Barseghian and Philippe Voiry, ambassador at the French Foreign Ministry, is another example of our numerous lobbying activities. The aim of the delegation trip was, on the one hand, to exchange ideas with DB Fernverkehr and SNCF about the planned Paris-Berlin rail link via Strasbourg and Karlsruhe. On the other hand, it was to discuss with Lufthansa about improving rail connections between Frankfurt Airport and the Upper Rhine region.

State representation in Brussels and visit to the European Parliament

Keeping our members informed about various transport issues is also very important to us. In July this year, we took advantage of an information trip by the Karlsruhe City Council to Brussels to find out about current rail issues at both the State Representation and the European Parliament and to highlight the importance of the "Magistrale for Europe" in discussions with various political actors, such as MEP René Reparsi.

#CROSSBORDERRAIL EXCURSION IN THE SALZBURG-FREILASSING AREA



The cross-border excursion in the Salzburg-Freilassing area on 27 September 2023 offered a varied experience. The connection between Salzburg and Freilassing works smoothly in terms of trains and ticketing. However, the introduction of passport control, which is mandatory for all passengers in Freilassing and often leads to delays and missed connections, posed a particular challenge.

On the route to Berchtesgaden, the regional railway proved to be efficient and enjoyed great popularity among passengers. Use of this connection was consistently positive and showed that a well-designed regional railway can make an important contribution to mobility in the region.

On the return journey to Salzburg via the old route through Marktschellenberg and Grödig, however, there was a clear lack of development. The rail infrastructure on this route has almost completely disappeared. Nevertheless, the route is heavily used by commuters. It should be noted that there may be enough passengers to justify a regional train or tram connection.

However, this would require rebuilding the infrastructure and a considerable investment of funds. Nevertheless, we are staying on the ball and will continue to pursue this issue.



VISIT TO THE CTS CONTAINER TERMINAL SALZBURG

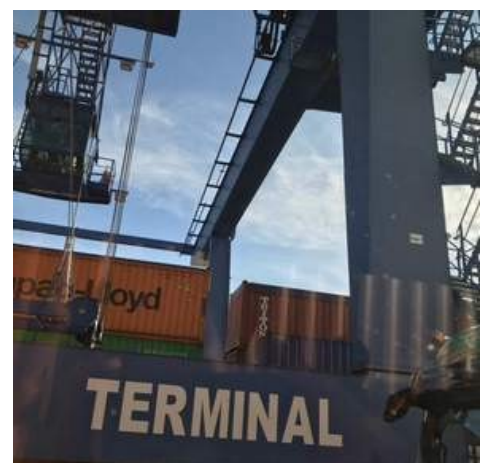


*On 27 September 2023, we had the opportunity to visit the CTS Container Terminal Salzburg, the market leader in the Austrian combined transport market segment.

Mr Otto Hawlicek, Managing Director of CTS Container Terminal Salzburg GmbH, invited the participants to join him on a bus tour of the terminal. As the bus took the same route through the terminal as a container, the participants were able to gain a clear and vivid understanding of the container handling processes.

The terminal has five tracks of full train length, which are served by two powerful shunting locomotives and spanned by cranes. Every day, 300 wagons are handled, which underlines the high utilisation of the terminal. The terminal's handling capacity is over 1,200 TEU per day. With a total track length of over 8,000 metres, the terminal offers sufficient space for parking and handling trains. The terminal's handling capacity is currently 300,000 TEU loading units per year. These figures illustrate the importance of CTS in the Austrian combined transport market segment and show the enormous importance of efficient combined transport terminals for shifting traffic from road to rail.

The excursion enabled participants to experience the functionality and working methods of the CTS Container Terminal Salzburg first-hand. The tour led by Mr Hawlicek and the "container bus ride" provided an excellent illustration of the processes at the terminal. Refreshments rounded off the exciting excursion and provided an opportunity for discussion.



INCREASING THE VISIBILITY OF THE INITIATIVE

Increasing the visibility of our initiative is not only a strategic goal of the initiative, but also a central concern of the management and the board.

We are therefore taking a variety of measures to engage in dialogue with political decision-makers, representatives of civil society and media representatives.

One such opportunity arose this year, for example, with our first podcast production with Deutsche Bahn on the Ulm-Augsburg rail project.

Media presence is also important, whether at the annual general meeting or founding meeting, delegation trips or stakeholder events. We regularly invite the press to our events.

The fact that the general public is also increasingly interested in our work is demonstrated by the number of subscriptions to our newsletter and social media channels. We now have over 100 newsletter subscribers and 180 followers on Instagram, whom we regularly inform about our work. To ensure that even more people learn about the "Magistrale for Europe" project in the future, we are constantly striving to increase our reach with interesting articles, facts and colourful social media campaigns.



IMPRINT

Responsible
Annika Hummel
Managing Director Main Line for Europe
e.V. c/o City of Karlsruhe

Zähringerstraße 65
76133 Karlsruhe

info@mainlineforeurope.org
g

www.mainlineforeurope.org

