



GREENMO

Promoting Green and Inclusive Mobility hubs for greener MED living areas by leveraging citizens' real needs

GREENMO aims to promote **Green and Inclusive Mobility hubs** as a low-carbon solution for greener MED living areas, by concentrating public and shared travel modes while providing high-quality users' experience with additional services. The project brings together partners from six Mediterranean countries to produce tailor-made solutions to adapt the concept to the local needs. Based on a holistic approach that incorporates both top-down and bottom-up perspectives, GREENMO will achieve to strategically support **public Authorities** on how to leverage "mobility hubs" schemes for climate change adaptation, while actively involving **citizens and local communities** to address their real needs/barriers towards affecting their behaviour and shifting to environment-friendly modes.



Challenge the Project is addressing: Mobility has the highest growth of CO2 emissions of any other sector in urban areas. So, indeed, it turned out that the challenge of engaging, not only stakeholders but also citizens, in the policy dialogue in the field of promoting low carbon mobility as a gamechanger for air pollution towards greener living areas, was shared by a group of institutions with common regional needs and problems gathered around new project idea. GREENMO partners recognize that individuals' actions are the prime causes of good or harmful environmental outcomes. GREENMO partners have noticed that there is a gap to be filled: even though measures have been undertaken over the years, the results of changing peoples' habits and reducing congestion are not the desired ones. All partner territories face the problems related to high share of private car utilisation in respect of alternative forms of

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transport which is a source of intensive CO2 emissions and negatively influences the quality of life of inhabitants. According to statistics provided by the PPs, the participating societies predominantly rely in the use of passenger vehicles with the majority of trips conducted in the form of single occupancy. This is also burdened by the millions of international tourists that visit the Mediterranean area and especially the very popular PP territories - every year over 232 million accounted in the whole MED. Such vast and fluctuating flows of visitors put a severe strain on the urban living spaces of the Mediterranean. These challenges often affect community character and well-being. Another common challenge, as stated by all PPs, is the need to strengthen the cooperation among key players for greener, safer, and more liveable public space and mobility services for citizens by mitigating the impact of these high seasonal touristic flows. Enhancing the capacity building of policymakers through the inclusive concept of GREENMO is crucial for achieving regional strategic goals. Exchanging and investigating the applicability of innovative models of governance and infrastructure planning principles will assist towards that direction. Mobility hubs offer a solution to the problem, as they centralize sustainable multi-modal mobility options while providing high-quality passenger experience. However, little is known about their impact and how to best regulate such hubs for decision makers to ensure their effectiveness.

**Main deliverables:**

- Visually appealing training material on the concept and types of mobility hubs
- Webinar and roundtable highlighting best practices of governance approaches for mobility hubs
- Insight report on governance structures for mobility hubs
- Joint strategy on common vision, pillars and objectives of MED inclusive mobility hubs
- Recommendations for GREENMO public and private decision makers

**Partners:**

- **University of West Attica, UniWA, Greece**
- ALOT srl, Italy
- University of Malta, Malta
- University of Cyprus, Cyprus
- Bax Innovation Consulting sl, BaxCo, Spain
- City of Ljubuski, Bosnia and Herzegovina

**Territories:**
Urban