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Green Mobility

Joint Technical Paper

Interreg Euro-MED Green Living Areas Mission (C4LA)

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1. Introduction: Aim of the document and C4LA framework

The Joint Technical Paper (JTP) on Green Mobility is a document developed under the Interreg Euro-MED Green Living Areas Mission, within the C4LA project. It aims to consolidate and translate the key findings, tested approaches, and practical tools emerging from a portfolio of Euro-MED projects into a coherent, actionable reference for public authorities, energy and climate planners, and project developers.

More than 70% of EU citizens live in urban areas, cities, towns, and suburbs, which produce 23% of all greenhouse gas emissions from transportation. This highlights the critical need for innovative approaches to urban transportation. Sustainable mobility refers to the development and implementation of transportation systems that meet current mobility needs without compromising the ability of future generations to meet their own needs. It encompasses a variety of strategies and solutions designed to reduce the environmental impact of transportation, promote social equity, and enhance economic efficiency. Key components of sustainable mobility include public transit systems, cycling and walking infrastructure, electric and low-emission vehicles, and integrated urban planning that reduces the need for long commutes.

Local governments play a pivotal role in promoting sustainable mobility as they are uniquely positioned to implement policies and initiatives tailored to the specific needs and contexts of their communities. Their responsibilities and actions in this area can significantly contribute to addressing climate urgency.

This section provides a comprehensive overview and actionable insights into transforming urban transportation. It begins with an examination of past trends and the current situation, highlighting key figures and indicators that illustrate the state of urban mobility and its environmental impact. Following this, the chapter delves into the challenges and vulnerabilities faced by urban areas. It then outlines various adaptation and mitigation strategies, focusing on practical approaches municipalities can adopt to foster sustainable mobility. The chapter also reviews EU schemes and policy frameworks that support sustainable transportation. It concludes with examples of successful initiatives from various cities, showcasing innovative solutions and best practices in sustainable urban mobility.

The document builds on results from multiple Euro-MED projects, including **Med COLOURS, GREENMO, GARDEN, RuralMED Mobility, ARTMed and E-Med**. It synthesizes their most relevant outputs, such as innovative financing models, blended finance mechanisms, investment frameworks, decision-support tools, and capacity-building approaches into a unified framework that highlights replicable and scalable solutions.

The structure of the document is designed to bridge the gap between project-level innovation and real-world implementation. It first identifies key financing barriers in the Euro-MED context, including limited access to capital, fragmented project pipelines, regulatory uncertainty, and insufficient technical capacity. It then presents a curated set of solutions and tools, grouped into thematic clusters such as financial instruments, project aggregation and standardisation approaches, public-private cooperation models and mechanisms for citizen and community engagement and financing.

A core component of the document is translating these solutions into practical guidance. Each tool or approach is contextualised in terms of its applicability, maturity level, and relevance to different user types, enabling stakeholders to identify suitable financing pathways based on project size, sector, and institutional capacity.

By combining analytical insights with practical instruments, JTP aims to support the development of bankable project pipelines, strengthen institutional capacities, and facilitate the uptake of innovative economic assessment tools and financing models across the Euro-MED region. Ultimately, it contributes to accelerating the green transition by making financing more accessible, structured, and aligned with both global Sustainable Development Goals and local and regional needs.

2. Main challenges regarding the green transition in the Green Mobility sector in the MED area for the territories? [1]

The integration of green mobility into the green transition in Mediterranean territories is shaped by a combination of cultural, institutional, and structural challenges. One of the main challenges is to **reduce the emissions produced by the transport sector**. This factor is also responsible for other impacts, such as air and noise pollution, accident rates and congestion, which also affect the economic and social fields negatively. Therefore, the question of how to enhance mobility while at the same time reducing all these negative externalities is a common challenge for all major cities and territories.

To find out what the specific challenges for sustainable mobility in the MED area are, we should start from a general analysis of the environmental, social and economic context of the Mediterranean basin.

Mediterranean area has some particularities. The **urban structure of cities** has been influenced by the sea and its related activities with narrow streets and small squares. The development of network and exchanges (trade, culture) determined the proliferation of several and architectural and a valuable cultural heritage. The Mediterranean basin is one of the most important ecosystems in the world dure to its richness in biodiversity. These features can make it harder to face the challenges, but they should be considered during the implementation of any sustainable plan or transport measures and could be seen as weaknesses and limits for transport. The ancient urban shape is difficult to adapt to the current transport system. The high value of architectural inheritance prevents any substantial changes in the urban shape and could be a barrier to designing new strategies. The vulnerable environment and the hight biodiversity constantly threatened by transport negative externalities reduces de number and typology of projects or initiatives which can be implemented.

> **Make tourism transport more sustainable.** Mediterranean cities are marked by intense tourism flows. The urban shape, the hight-quality biodiversity and the significant cultural heritage make these destinations more attractive and vulnerable at the same time. In the peak season, it needs to cope with a double or triple increase in population with obvious impacts in terms of congestion and air pollution. This general trend is stressed by the individual choice of tourists and residents who mostly prefer private vehicles. The reasons for such unsustainable behaviour may be the result of a general lack of public resources (or inefficient use of them) in implementing the latest Transport solutions to promote sustainable modal choices; it may be due to a mentality not open to change, resistant to using collective and sustainable means of transport or, in some cases, due to geomorphological and climatic obstacles.
> An integrated and multimodal transport system is required for future urban mobility witch less

[1] *The Green Transition in Mediterranean Countries: Challenges and Perspectives. Borghesi, Simone and Mazzarano, Mateo, IEMed, YearBook2023(https://www.iemed.org/wp-content/uploads/2023/09/Green-Transition-Mediterranean_Borghesi-Mazzarano-IEMedYearbook2023.pdf)*

polluting, and attentive to the needs of inhabitants. Other challenge is to implement all these solutions where fewer public resources and by community less inclined to change its transport modal choice.

While awareness of climate risks and sustainability objectives has grown substantially in recent years, and while participatory approaches are increasingly promoted in EU and national frameworks, their translation into consistent, meaningful, and impactful engagement practices remains uneven. The Euro-MED projects examined in this paper consistently report a recurring set of obstacles, which can be grouped as follows.

Awareness without action: the engagement gap

Public awareness of climate change in the Mediterranean is high - surveys repeatedly show that a large majority of citizens recognise the urgency of the transition - yet this awareness rarely translates into behavioural change or sustained civic involvement. Households know what matters, but changing daily routines linked to mobility, energy use, food, or waste remains difficult. Public authorities face the challenge of designing engagement strategies that move beyond information campaigns and that actively support the shift from intention to action, addressing the cognitive, emotional, and structural barriers that keep citizens from engaging more deeply with green initiatives.

Tokenistic and late-stage participation

Although participatory practices are increasingly embedded in planning and investment processes, their implementation often remains formal rather than substantive. Engagement frequently occurs late in the decision cycle - after key technical and financial choices have already been made - or is limited to consultation on predefined options. This reduces the perceived legitimacy of the process, generates frustration among participants, and limits the capacity of communities to shape outcomes. The transition towards genuine co-design, where citizens, civil society organisations, and local stakeholders contribute to defining problems, exploring alternatives, and selecting solutions, remains partial in many Mediterranean territories.

Limited institutional capacity for engagement

Many local and regional authorities, particularly in small and medium-sized municipalities, lack the technical expertise, human resources, and dedicated budgets required to design and run effective engagement processes. Skills such as facilitation, conflict mediation, behavioural design, accessible communication, and digital participation are often not part of standard administrative training. As a result, engagement activities risk being underfunded, episodic, and disconnected from formal planning cycles. The absence of dedicated staff or one-stop participation units further limits continuity and learning across initiatives.

Reaching diverse and underrepresented groups

Mediterranean societies are characterised by significant diversity in terms of age, gender, income, education, language, migration background, and territorial setting (urban, rural, island, coastal, mountainous). Standard engagement methods - public meetings, written consultations, online surveys - tend to attract a relatively narrow segment of the population, typically already-active citizens with the time, confidence, and digital access to participate. Engaging young people, older

residents, women, low-income households, migrant communities, and inhabitants of remote or peripheral areas requires tailored methodologies, trusted intermediaries, and sustained outreach. Without such efforts, participatory processes risk reproducing existing inequalities rather than addressing them.

Trust deficits and competing narratives

Trust between citizens and public institutions is unevenly distributed across the Mediterranean and has been further strained by overlapping crises - economic, public-health, energy-related, and climate-related. Green transition projects frequently encounter resistance not because of disagreement with their objectives, but because of mistrust regarding the intentions of the actors driving them, the fairness of cost and benefit distribution, or the credibility of long-term commitments. At the same time, mis- and disinformation about climate policies, renewable energy installations, mobility restrictions, or urban regeneration projects can polarise public debate and complicate engagement. Building and maintaining trust requires transparency, consistency, and the demonstration of tangible results in the short term.

Cultural and linguistic diversity across Mediterranean territories

The Mediterranean basin is characterised by a remarkable cultural and linguistic richness, with strong local identities, traditional knowledge systems, and place-based practices. While this diversity is an asset for the green transition - offering multiple entry points for engagement and grounding sustainability narratives in shared heritage - it also requires engagement approaches that are culturally sensitive and adaptable. One-size-fits-all methodologies imported from other contexts often fail to resonate with local populations. Effective engagement in MED territories typically combines a common methodological backbone with significant local tailoring of language, formats, settings, and partner networks.

Disconnect between engagement, planning, and financing

A persistent challenge across MED territories is the weak integration of community engagement into formal planning instruments and financing decisions. Strategic documents such as Sustainable Energy and Climate Action Plans (SECAPs), Sustainable Urban Mobility Plans (SUMPs), spatial plans, or regional development strategies increasingly include participatory components, but these are rarely systematically linked to investment pipelines, project preparation, or budget allocations. As a result, engagement outputs - ideas, priorities, proposed solutions - frequently remain unimplemented, eroding citizens' willingness to participate in future processes. Closing this loop, by ensuring that engagement informs concrete decisions and that outcomes are reported back to communities, is a key condition for sustained participation.

Sustaining engagement beyond project cycles

Many participatory processes in the Mediterranean are launched within the framework of time-bound European or national projects. While these projects allow for significant innovation and learning, they often struggle to ensure continuity once funding ends. Local engagement structures, networks of active citizens, living labs, or thematic working groups risk losing momentum without institutional anchoring, dedicated resources, or integration into regular administrative practices. The challenge is therefore not only to design effective engagement experiences, but also to embed them in stable governance arrangements capable of carrying community-led action forward.

Underutilisation of digital and behavioural tools

The toolkit available to public authorities for engaging communities has expanded significantly in recent years, with the emergence of digital participation platforms, civic crowdfunding tools, behavioural and nudging approaches, gamification, sensory and cultural interventions, and AI-assisted analysis of public input. However, the uptake of these tools in Mediterranean territories remains uneven, due to limited awareness, regulatory uncertainties (notably around data protection), digital divides, and the absence of trusted intermediaries capable of accompanying public authorities in their adoption. Bridging this gap is essential to scale engagement processes beyond traditional formats and to reach broader and more diverse audiences.

3. Tools for improving green mobility regarding the green transition in the MED area for the territories.

Addressing the challenges outlined above requires a comprehensive set of tools that enable public authorities and project developers to design, run, and institutionalise meaningful engagement processes. Drawing on the experiences of the projects examined in this paper, these tools can be grouped into seven complementary categories. The most effective engagement strategies typically combine several of these categories, adapting their balance to the specific context, scale, and objective of the initiative.

Co-design and co-creation methodologies

Co-design and co-creation methodologies enable citizens, public authorities, technical experts, and civil society to work jointly on identifying needs, framing problems, generating ideas, and shaping solutions. Tools in this category include design-thinking workshops, structured co-creation sessions, scenario-building exercises, and people-centred design protocols. These approaches are particularly relevant for nature-based solutions, public-space transformation, and integrated regeneration projects, where the alignment of technical, environmental, and social objectives benefits from continuous dialogue. Methodologies developed within Euro-MED projects place particular emphasis on early stakeholder involvement, iterative cycles of feedback, and the explicit mapping of trade-offs between competing priorities.

Living labs and real-life experimentation

Living labs provide spaces - physical, virtual, or hybrid - in which solutions can be co-developed and tested under real conditions, with continuous involvement of users and stakeholders. They are particularly suited to complex challenges such as the deployment of renewable energy communities, the integration of nature-based solutions in urban environments, or the redesign of public space. Living labs combine experimentation with structured learning, allowing public authorities to refine solutions before scaling them up and to build local networks of practitioners and active citizens. Mediterranean experiences highlight the value of multi-site living-lab networks, which enable transnational comparison, peer learning, and adaptation of solutions to diverse territorial contexts.

Tactical urbanism and pilot interventions

Tactical urbanism uses temporary, low-cost, high-impact interventions - such as the temporary pedestrianisation of streets, school streets, pop-up green spaces, or modular street furniture - to test and demonstrate new uses of public space in collaboration with residents. The approach mobilises a learning-by-doing logic, where citizens experience the proposed change directly before decisions on permanent transformations are taken. This reduces resistance, builds local ownership, and generates evidence on actual usage and impact. For small and medium-sized Mediterranean towns and neighbourhoods, tactical urbanism offers an accessible entry point to participatory urban

transformation, particularly when paired with capacity development of public administrations and structured engagement of schools, businesses, and community associations.

Behavioural, sensory, and cultural engagement

A growing body of practice within Euro-MED projects applies behavioural science to the design of green policies, using nudges - subtle changes in choice architecture - to make sustainable options easier, more visible, or more attractive. These approaches are increasingly enriched by sensory and cultural dimensions: engaging citizens through what they see, hear, smell, taste, and touch, and connecting climate action to local cultural identity, gastronomy, art, and heritage. Such methods are particularly relevant in the Mediterranean, where strong cultural and sensory traditions provide rich entry points for engagement. Behavioural and cultural tools complement information campaigns and regulatory measures by addressing the emotional, habitual, and identity-related dimensions of behaviour change.

Digital participation and civic crowdfunding platforms

Digital tools have substantially expanded the reach and depth of community engagement. Online deliberation platforms, mapping applications, participatory dashboards, and feedback systems enable broader and more flexible participation, in particular for groups that find it difficult to attend physical meetings. Civic crowdfunding tools allow citizens to contribute financially to projects they support, complementing public funding with private commitments and strengthening the sense of ownership. Hybrid platforms that combine crowdsourcing of ideas, deliberation, participatory budgeting, and crowdfunding represent an emerging frontier, allowing public authorities to integrate the full participation cycle - from problem definition to co-financing - in a single user experience. The deployment of such tools requires attention to digital inclusion, data protection, and the quality of moderation.

Participatory budgeting and citizen-led financing

Participatory budgeting allows citizens to directly influence the allocation of a defined share of public resources, including investments related to climate, energy, mobility, and urban regeneration. When sustainability criteria are explicitly embedded in the process - through eligibility rules, scoring grids, or thematic envelopes - participatory budgeting becomes a powerful instrument to align community priorities with green transition objectives. Beyond the budgetary allocation itself, the process strengthens civic capacity, supports the emergence of local project promoters, and builds confidence in public institutions. Combined with civic crowdfunding and cooperative models such as renewable energy communities, citizen-led financing tools open new pathways for shared investment in the green transition.

Capacity building for public authorities and intermediaries

The effective use of the tools described above depends on the capacities of public authorities, intermediaries, and local stakeholders. Capacity-building programmes developed within Euro-MED projects typically combine training modules, peer-learning activities, study visits, mentoring, and the provision of structured methodological materials. Emphasis is placed on the practical skills required to design engagement processes - facilitation, communication, conflict management, behavioural design, monitoring and evaluation - as well as on strategic competences such as embedding engagement into planning instruments and financing strategies. Capacity-building

activities targeted at small and medium-sized municipalities, which often lack dedicated participation teams, are particularly important to ensure that innovative engagement practices are not concentrated in a few large cities.

Governance frameworks and institutional anchoring

Tools and methodologies need to be embedded in governance arrangements that support continuity, coherence, and accountability. This includes integrating engagement into formal planning cycles (SECAPs, SUMPs, spatial plans), creating multi-actor working groups that meet regularly, designating responsible focal points within administrations, and establishing mechanisms for feeding citizen input back into decision-making. The Ecosystemic Transition Unit (ETU) model promoted within the GLA Mission provides a reference framework for such anchoring, articulating planning, communities, governance, and facilities into a coherent territorial transition unit. Effective governance also requires alignment between local, regional, national, and EU levels, ensuring that engagement at one scale is recognised and supported by the others.

Monitoring, evaluation, and learning

Finally, robust monitoring and evaluation tools are essential to ensure that engagement activities deliver real value and are continuously improved. Indicators in this area typically combine quantitative metrics - such as the number and diversity of participants, the share of proposals taken up in formal decisions, or the volume of co-financing mobilised - with qualitative assessments of perceived legitimacy, learning, and impact on public trust. Sharing evaluation results across projects, territories, and countries supports collective learning and helps refine engagement practices. Monitoring frameworks are most effective when they are co-designed with stakeholders, when their results are openly published, and when they explicitly inform the next iteration of engagement processes.

These tools may be combined with a set of specific and Technical Tools on the Green Mobility:

Sustainable Urban Mobility Plans (SUMPs): Comprehensive strategic frameworks that integrate land use, population density, and transport infrastructure to lower emissions and enhance accessibility.

Sustainable Urban Logistics Plans (SULPs): Comprehensive strategic frameworks designed to optimise the transportation of goods within urban areas.

Transit-Oriented Development (TOD): A zoning and land-use tool that concentrates high-density mixed-use housing, jobs, and commerce around high-capacity public transit nodes to reduce car dependency.

Active Mobility Infrastructure: Designing dedicated, safe networks for walking, cycling, and micro-mobility (such as e-scooters), complete with widened sidewalks and protected bike lanes.

Superblocks and Traffic Calming: Reallocating street space away from private vehicles by restricting through-traffic in designated neighbourhood zones to favour pedestrians and green spaces.

Parking Management Policies: Removing minimum parking requirements for new developments and introducing pricing strategies that discourage private car use.

Shared and Electric Mobility Hubs: Planning integrated stations for electric vehicle (EV) charging, bike-sharing, and carsharing to support non-fossil fuel transport networks.

4. How the Interreg Euro-MED Green Living Areas mission can support in improving green mobility of the territories

The Interreg Euro-MED Green Living Areas Mission brings together a diverse portfolio of projects that collectively provide a comprehensive **ETU toolbox** to support local public authorities in planning, implementing, and sustaining community engagement for the green transition. The Mission is structured around the **E**cosystemic **T**ransition H**u**b (ETU) model, an integrated approach that connects energy planning, energy communities, energy governance, and energy facilities, and that places citizens and stakeholders at the centre of the transition process. Within this framework, the C4LA project ensures that knowledge, methodologies, and tools developed by individual projects are consolidated, shared, and made transferable across Mediterranean territories.

The six projects featured in this JTP – **Med COLOURS, GREENMO, GARDEN, RuralMED Mobiltiy, ARTMed and E-MED** - approach green mobility from complementary angles, addressing different sectors (GHG emissions and climate change mitigation, health and transport-related impacts, energy transition, public space and mobility, behavioural change, innovation) and different stages of the engagement cycle (awareness, co-design, pilot implementation, scaling, and policy integration). Together, they offer a structured set of approaches and tools that can be adapted and combined to fit the needs of diverse territories.

Below is a detailed overview of the core tools and solutions provided by the Mission projects:

MED COLOURS - Mediterranean Collaborative Logistics for the Urban Space

MED COLOURS | Interreg Euro-MED | Co-funded by the European Union

Urban freight transport is essential to the functioning and economic vitality of cities, but it also contributes to congestion, emissions, noise and competition for limited public space. These challenges are particularly acute in dense historic and commercial areas, where freight operations interact with pedestrian activity, public transport, general traffic and access restrictions. Within the MED COLOURS project, six cities – Cesena, Koper, Lisbon, Livorno, Lyon and Thessaloniki – developed Sustainable Urban Logistics Plans (SULPs) applying a common methodological framework while adapting it to their respective urban, institutional and logistics contexts. Med COLOURS aims at upscaling to a new generation of urban logistics and planning enabling the transition to decarbonised and smart Cities and supports the digital and environmental transition in nine cities and their related Functional Urban Areas (FUAs) in MED area.

For a more effective development of SULPs and implementation of existing sustainable policies Med COLOURS provides:

- **Guidelines for resilient Urban Logistics Planning**: a practical framework for strengthening urban freight planning capacities of Mediterranean cities. Rather than

proposing a prescriptive catalogue of interventions, the Guidelines strengthen the planning cycle so cities at different levels of maturity can repeatedly translate resilience goals into implementable measures, monitor performance under stress and institutionalise learning over time. The Guidelines build on years of MED COLOURS' partners experience in urban logistics and on established European guidance for Sustainable Urban Logistics Plans (SULPs) within the Sustainable Urban Mobility Plan (SUMP) framework, retaining the canonical 12-step, iterative and stakeholder-driven planning logic as its backbone. As a result, MED COLOURS cities have developed a SULP for their own territory.

- **Strategy for continuous cross-monitoring of SULPs:** the MED COLOURS experience demonstrates the value of combining a common methodological framework with strong local adaptability, including a common approach to cross-monitoring and periodic SULP updating. Cities retain responsibility for implementing and monitoring their SULPs, while continued exchange allow them to compare implementation experience, share good practices and lessons learned, and follow relevant developments in research, innovation, technology and urban logistics policy.

- **Solutions for innovative and sustainable urban logistics:** MED COLOURS portfolio of sustainable urban logistics solutions include regulatory reform and access management, low- and zero emission schemes, digital permit and access-control systems, improved and digitally managed loading/unloading areas, logistics observatories and data platforms, consolidation centres and micro-hubs, cargo bikes, parcel lockers and Pick-up/Drop-off points, charging infrastructure and incentive mechanisms. Sustainable urban logistics requires coherent combinations of regulatory, technological, infrastructural; operational and governance measures adapted to local conditions. The assessment of MED COLOURS pilots includes actionable recommendations for public authorities and a transferability framework to guide Mediterranean cities planning similar interventions.https://medcolours.interreg-euro-med.eu/wp-content/uploads/sites/59/med-colours_d.1.2.1_guidelines-for-resilient-urban-logistics-planning_final.pdf

MED COLOURS ACROSS THE PLANNING CYCLE: SUMP	
Solution components: ① Guidelines for resilient Urban Logistics Planning (Two-Pillar diagnosis) · ② Strategy for continuous cross-monitoring of SULPs · ③ Portfolio of sustainable urban logistics solutions · ④ Freight data dashboard (Cesena pilot)	
PLANNING STAGE	**SUMP (ELTIS CYCLE)**
1. Preparation and working structures ①	Check institutional readiness with the Two-Pillar diagnosis; bring freight operators, retailers and the logistics office into the SUMP working structures and frame the SULP as a thematic plan of the SUMP. (Phase 1: Steps 1 and 2)
2. Analysis of the mobility situation ① ④	Add urban freight to the mobility analysis: combine floating car data, access camera and demographic data in one dashboard with daily patterns and origin and destination flows, as tested in the Cesena Limited Traffic Zone. (Phase 1: Step 3)
3. Scenarios, vision and targets ① ④	Build disruption scenarios and stress tests next to conventional scenarios; add logistics and resilience indicators to the SUMP targets. (Phase 2: Steps 4 to 6)
4. Measure planning and financing ③	Select logistics measure packages (access regulation, low and zero emission schemes, loading areas, micro hubs, cargo bikes, parcel lockers, charging points) with clear risk ownership. (Phase 3: Steps 7 to 9)

5. Implementation, monitoring and review ② ④	Follow implementation with the cross-monitoring strategy and dashboard KPIs, use predefined response triggers, and update the SULP within the SUMP review. (Phase 4: Steps 10 to 12)
Stage mapping: JTP elaboration based on the ELTIS SUMP Guidelines (2nd edition, 2019): Phase 1 Preparation and analysis, Phase 2 Strategy development, Phase 3 Measure planning, Phase 4 Implementation and monitoring. MED COLOURS keeps the 12 step SUMP logic for its SULP method and adds a resilience layer; the six partner cities developed their own SULPs with this method.	

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

GREENMO | Interreg Euro-MED | Co-funded by the European Union

GREENMO project aims to promote the integration of Green and Inclusive Mobility hubs for greener MED living areas. The project supports public authorities in adopting a holistic approach to mobility hubs by combining strategic sustainable mobility planning, citizen engagement, inclusive design and effective governance. It helps them to plan and develop mobility hubs that respond to local mobility needs, improve accessibility and encourage a shift towards more sustainable transport modes. Six project partners from six countries work together on this project, along with the continuous support and involvement of six Associated Partners as well.

Their goal and achievement is to foster low carbon mobility in living areas with the focus on mitigating the impact of urban mobility on the environment (CO2 reduction).

From a green mobility perspective, GREENMO provides:

- Common concept and governance framework for mobility hubs – defining the key principles for developing inclusive mobility hubs and outline how public authorities, mobility stakeholders and local communities can collaborate in their planning and management.
- **Strategic framework for green and inclusive mobility hubs** – providing strategic as well as practical step-by-step guidance on implementing mobility hubs, integrating them into local and regional mobility planning, aligning interventions with territorial needs and supporting their long-term uptake through the dedicated Strategy and Recommendations for public and private actors.
- **Participatory approach to mobility hub planning** - placing citizens' needs and local challenges at the centre of the planning process, the GREENMO Cycle methodology guides public authorities through six stages — Engage, Understand, Design, Plan, Implement and Monitor — helping them identify citizens' needs and mobility barriers, co-design locally appropriate solutions and establish a basis for monitoring progress and improving interventions over time.
- **Organizations with increased institutional capacity due to their participation in cooperation activities across borders** - Organizations involved will be able to set and achieve low carbon mobility goals through the knowledge, skills, methodologies, and strategy they have gained. They will be reinforced on leveraging citizens' real needs on establishing green and inclusive mobility hubs in their living areas.

GREENMO ACROSS THE PLANNING CYCLE: SUMP	
Solution components: ① Common concept and governance framework for mobility hubs · ② Strategy for green and inclusive mobility hubs · ③ GREENMO Cycle (Engage, Understand, Design, Plan, Implement, Monitor) · ④ Capacity building through transnational cooperation	
PLANNING STAGE	**SUMP (ELTIS CYCLE)**
1. Preparation and working structures ① ③	Set up governance for mobility hubs inside the SUMP working structures and engage authorities, operators and citizens (GREENMO Cycle: Engage). (Phase 1: Steps 1 and 2)
2. Analysis of the mobility situation ③	Identify citizens' needs, mobility barriers and suitable hub locations, including seasonal demand (Understand). (Phase 1: Step 3)
3. Scenarios, vision and targets ② ③	Include a network of green and inclusive mobility hubs in the SUMP vision and set targets for intermodality and low carbon trips (Design). (Phase 2: Steps 4 to 6)
4. Measure planning and financing ② ③	Co-design hub concepts that fit the local context and agree actions, responsibilities and funding for each hub (Design and Plan). (Phase 3: Steps 7 to 9)
5. Implementation, monitoring and review ③ ④	Build the hubs, monitor their use and CO2 effects, and improve the interventions over time (Implement and Monitor). (Phase 4: Steps 10 to 12)
Stage mapping: JTP elaboration based on the ELTIS SUMP Guidelines (2nd edition, 2019): Phase 1 Preparation and analysis, Phase 2 Strategy development, Phase 3 Measure planning, Phase 4 Implementation and monitoring. The six GREENMO Cycle stages follow the same logic as the four SUMP phases; mobility hubs are treated as a measure package of the SUMP.	

GARDEN- Greener AgRo-fooD logistics in the mEditerraneaN area

GARDEN | Interreg Euro-MED | Co-funded by the European Union

The project aims to make more ecological logistics for food supply and constitute a policy-oriented component of the strategy for decarbonised urban food logistics models, translating the experience gained through the project pilot sites into practical and transferable guidance for local authorities, public decision-makers, social structures, local markets, logistics operators and other stakeholders involved in urban food distribution.

From a green mobility perspective, GARDEN provides:

- **Pilot demonstrations in Spain, France, Italy, Greece, and Bulgaria** - testing and showcasing the feasibility of green logistics solutions. These pilots serve as living laboratories where innovative ideas are tested, refined, and validated in real-world conditions.
- **Strategic frameworks and action plans** - support to public authorities in adopting green logistics practices, offering guidelines for urban development, energy transition, and reducing environmental impact.
- **Living lab approach** – engagement of local communities, businesses, and public authorities to co-create practical and sustainable solutions, ensuring our strategies are tailored to the needs and contexts of each location.

- **Production of educational materials** -organization of workshops, creation of a knowledge-sharing platform to disseminate best practices and innovative solutions.
- **Policy recommendations to local and regional authorities** - aiming to remove barriers to decarbonization and facilitate the integration of sustainable logistics practices into public policies.

GARDEN ACROSS THE PLANNING CYCLE: SUMP	
Solution components: ① Pilot demonstrations in Spain, France, Italy, Greece and Bulgaria · ② Strategy and action plan for decarbonised urban food logistics · ③ Living lab approach · ④ Educational materials and knowledge sharing platform · ⑤ Policy recommendations	
PLANNING STAGE	**SUMP (ELTIS CYCLE)**
1. Preparation and working structures ③ ④	Bring local markets, food distributors, logistics operators and social structures into the SUMP stakeholder group; build shared knowledge through workshops. (Phase 1: Steps 1 and 2)
2. Analysis of the mobility situation ① ③	Include urban food flows and delivery patterns in the mobility analysis, using living lab input from the pilot sites. (Phase 1: Step 3)
3. Scenarios, vision and targets ② ⑤	Set objectives for decarbonised food logistics in the SUMP vision, guided by the GARDEN strategy and policy recommendations. (Phase 2: Steps 4 to 6)
4. Measure planning and financing ② ③	Co-create food logistics measures, such as decarbonised food hub models, and agree responsibilities with operators. (Phase 3: Steps 7 to 9)
5. Implementation, monitoring and review ① ⑤	Test measures in pilots, monitor the results and remove regulatory barriers before scaling them up. (Phase 4: Steps 10 to 12)
Stage mapping: JTP elaboration based on the ELTIS SUMP Guidelines (2nd edition, 2019): Phase 1 Preparation and analysis, Phase 2 Strategy development, Phase 3 Measure planning, Phase 4 Implementation and monitoring. GARDEN addresses urban food logistics; in a SUMP it is most relevant as a freight or SULP component, alongside the MED COLOURS approach.	

RuralMEDMobility - RuralMED Mobility: Bringing sustainable solution to rural Mediterranean areas

RuralMED Mobility | Interreg Euro-MED | Co-funded by the European Union

RuralMED Mobility promotes the adoption of **electric mobility** and sustainable transport solutions in **underserved rural and remote areas** across the Mediterranean.

Rural and remote regions often face major challenges in accessing clean, modern mobility options. Lack of charging infrastructure, long travel distances, low population density, and limited public transport make private vehicle dependency and carbon emissions particularly high in these areas. **RuralMED Mobility addresses these challenges** by testing innovative solutions that can be replicated across the Mediterranean.

- **Pilot initiatives** - Combining installation of electric vehicle (EV) charging stations, shared electric vehicles, and on-demand transport services. These pilots focus on improving connectivity for residents, reducing environmental impacts, and enhancing mobility options for vulnerable groups and tourists alike.
- **Data-driven decisions for better mobility -** To support informed policy-making, the project develops a monitoring platform to collect real-time data from the pilots. This platform helps local and regional authorities assess the performance of mobility solutions and make evidence-based decisions to scale them up.
- **Actions for green transition -** Contributing to the low-carbon transition, reduces transport emissions, and improves the connection between rural and urban areas, ensuring that the green transition reaches every corner of the Mediterranean.

RURALMED MOBILITY ACROSS THE PLANNING CYCLE: SUMP

Solution components: ① Toolbox for sustainable mobility experimentation (D.3.4.1) · ② Pilots with EV charging, shared electric vehicles and on demand transport · ③ Monitoring platform with real time pilot data · ④ Mobility Project Development Toolkit and Public-Private Cooperation Models

PLANNING STAGE	SUMP (ELTIS CYCLE)
1. Preparation and working structures ①	Extend the planning area to rural municipalities and involve regional authorities, operators and vulnerable groups. (Phase 1: Steps 1 and 2)
2. Analysis of the mobility situation ③	Fill rural mobility data gaps with real time data from charging, sharing and on demand services. (Phase 1: Step 3)
3. Scenarios, vision and targets ①	Set rural accessibility and electrification objectives, including links to healthcare, services and neighbouring towns. (Phase 2: Steps 4 to 6)
4. Measure planning and financing ② ④	Select packages that combine charging points, shared electric vehicles and on demand transport; structure investments and partnerships with private operators. (Phase 3: Steps 7 to 9)
5. Implementation, monitoring and review ② ③	Run pilots such as the Suzzara electric mobility station, monitor their use and decide on scaling with evidence. (Phase 4: Steps 10 to 12)

Stage mapping: JTP elaboration based on the ELTIS SUMP Guidelines (2nd edition, 2019): Phase 1 Preparation and analysis, Phase 2 Strategy development, Phase 3 Measure planning, Phase 4 Implementation and monitoring. The cycle is applied here to rural and functional areas. RuralMED Mobility results come from seven pilot regions; the Suzzara pilot has operated since November 2025.

The combined results of the six projects offer concrete operational support to local and regional authorities in the drafting, adoption, and implementation of the three planning instruments that most directly structure the green transition at the municipal level: Sustainable Urban Mobility Plans (SUMPs), Sustainable Energy and Climate Action Plans (SECAPs), and Urban Greening Plans (or, more broadly, nature-based urban plans aligned with the EU Biodiversity Strategy and the Nature Restoration Regulation). Although these instruments differ in scope and regulatory anchoring, they share a common requirement that is often the most difficult to meet in practice: meaningful, structured, and continuous engagement of citizens and local stakeholders across the full planning cycle - from diagnosis and vision-building, through measure design and prioritisation, to implementation, monitoring, and revision.

ArtMED – Planning for Autonomous Mobility on Demand in the Interreg Euro-MED Area

ArtMED | Interreg Euro-MED | Co-funded by the European Union

ArtMED wants to transform public transportation in sparsely populated regions of the Interreg Euro-MED area. Our activities focus on leveraging innovative methodologies and tools to enable Public Transport Authorities (PTAs) to effectively implement Autonomous Mobility on Demand (AMOD) solutions.

Here's an overview of what ArtMED provides:

- **AMOD Best Practices Collection -** document covering the stages of AMOD development, state-of-the-art examples, drivers, barriers, and executive summaries
- **AMOD Impact Assessment Tool** - transferring and optimizing AMOD impact methodologies and tools adapting and enhancing the economic assessment tool to assess the economic impacts of deploying autonomous vehicles with on-demand features. The tool, initially validated in Lyon, Copenhagen, Geneva, and Luxembourg, will be tailored to the specific needs of the Interreg Euro-MED region, including its coastal and mountainous areas.
- **Planning for AMOD deployment –** It includes creating vision statements, investment plans, and transport model designs tailored to local needs. The tool will support three main purposes, vision statement, investments Plans and Transport Model Designs
- **Wider Transfer Strategy -** Leveraging extensive partner networks. Publishing the tool and instructions on various platforms and ensuring free public access to attract more PTAs.
- **Long-Term Uptake and Support** - Tracking tool usage and gathering valuable data for continuous improvement. The tool instructions are shared with the Interreg Euro-MED academy and thematic community to ensure long-term transferability.

ARTMED ACROSS THE PLANNING CYCLE: SUMP	
Solution components: ① AMOD Best Practices Collection · ② MOBI fleet sizing and impact assessment tool · ③ Planning for AMOD deployment (vision statement, investment plan, transport model design) · ④ Wider transfer strategy and long term support	
PLANNING STAGE	**SUMP (ELTIS CYCLE)**
1. Preparation and working structures ①	Build knowledge on AMOD and demand responsive transport; engage the public transport authority, provinces and operators. (Phase 1: Steps 1 and 2)
2. Analysis of the mobility situation ②	Assess areas with low demand and high car dependency; estimate fleet size, costs, CO2 and service quality with MOBI. (Phase 1: Step 3)
3. Scenarios, vision and targets ② ③	Compare DRT and AMOD scenarios and prepare a vision statement to build political support. (Phase 2: Steps 4 to 6)
4. Measure planning and financing ③	Prepare an investment plan that combines EU grants, public private partnerships and local sources such as tourism taxes, as in Brescia. (Phase 3: Steps 7 to 9)

5. Implementation, monitoring and review ③ ④	Plan a phased roll out (feasibility, testing, full service), track tool use and update the assessment. (Phase 4: Steps 10 to 12)
Stage mapping: JTP elaboration based on the ELTIS SUMP Guidelines (2nd edition, 2019): Phase 1 Preparation and analysis, Phase 2 Strategy development, Phase 3 Measure planning, Phase 4 Implementation and monitoring. The Brescia and Mantova pilot produced vision statements and an investment plan; its quantified targets are planning assumptions, not measured results.	

E-MED

E-MED | Interreg Euro-MED | Co-funded by the European Union

E-MED tests and validates solutions to increase energy-efficiency and resource-efficiency of public transport systems to reduce public transport's environmental footprint drastically, and to react flexibly to changing energy prices caused by the current energy crisis. This challenge affects in particular local public authorities, public transport infrastructure and energy providers, but also industry suppliers of electric vehicles and service operators.

E-MED is composed of 10 partners ranging from public transport organisations and authorities to cities, as well as knowledge partners renowned in the transport and energy field. To enlarge this cooperation, associated partners like University of Lisbon, and CARNET are strategically involved to maximise communication outreach and knowledge transfer of results.

The E-MED project provides:

- **Capacity Building for Public Transport Operators and Authorities**- Categories: 1. Planning solutions for improving energy efficiency & evidence-based decision-making in PT investments 2. Operational solutions for improving energy efficiency, 3. Solutions to increase resource-efficiency in electric public transport 4. Integrated and co-designed planning for sustainable ramp-up of public transport electrification.
- **Transferability and implementation in real public transportation operations** - Among the many stakeholders positively affected by the work carried out in E-MED, the following play an important role in the actual acceptance and use of E-MED's solutions: **1.** Local public authority: Transport department, energy department, spatial development, environment agencies and waste management among others will raise awareness about the project outputs and leverage public and private funding through development of action plans. **2.** Regional public authorities: Regional public authorities will benefit from the E-MED knowledge resources and good practices for their own uptake of solutions and action plans. **3.** National public authority: National authorities can enforce policy frameworks for energy efficiency in the transport sector. They can also develop energy policies, transport policies and bring in circularity elements into economic policies. **4.** Higher education and research organisations: Research partners provide input to the energy efficiency and participate in training and workshops as experts or attendees.
- **Policy recommendations-** E-MED policy recommendations for energy-efficient & resource-efficient upscaling of zero emission enabling the successful implementation of pilot activities and upscaling of sustainable, resource efficient and circular solutions in public transport.

E-MED ACROSS THE PLANNING CYCLE: SUMP	
Solution components: ① Planning solutions for energy efficient public transport investment · ② Operational solutions for energy efficiency · ③ Resource efficiency solutions for electric public transport · ④ Integrated and co-designed planning for public transport electrification · ⑤ Policy recommendations	
PLANNING STAGE	**SUMP (ELTIS CYCLE)**
1. Preparation and working structures ④	Bring transport, energy and spatial planning departments, operators and energy providers into the SUMP working structures. (Phase 1: Steps 1 and 2)
2. Analysis of the mobility situation ①	Analyse public transport energy use and costs as evidence for investment decisions. (Phase 1: Step 3)
3. Scenarios, vision and targets ④ ⑤	Set targets for a gradual ramp up of zero emission public transport. (Phase 2: Steps 4 to 6)
4. Measure planning and financing ① ③	Plan fleet and infrastructure electrification with energy and resource efficiency criteria, and prepare the action plan and funding. (Phase 3: Steps 7 to 9)
5. Implementation, monitoring and review ② ⑤	Apply operational efficiency solutions, monitor energy performance and share lessons through policy recommendations. (Phase 4: Steps 10 to 12)
Stage mapping: JTP elaboration based on the ELTIS SUMP Guidelines (2nd edition, 2019): Phase 1 Preparation and analysis, Phase 2 Strategy development, Phase 3 Measure planning, Phase 4 Implementation and monitoring. E-MED focuses on public transport; in a SUMP it supports the public transport and electrification measure packages.	

These tools can be grouped into four main categories: strategic financial planning tools, project development and structuring tools, financial instruments and delivery models, and financial evaluation and decision-support tools. These tools empower actors to make informed decisions, allocate resources efficiently, and adapt to dynamic market conditions.

Strategic financial planning tools ensure accurate modeling, budget optimization, and long-term security. The GARDEN Project developed a *strategy/action plan for the decarbonization of urban food logistics* with methodology and participatory processes and GREENMO a long-term *Strategy for MED Inclusive Mobility hubs*.

Project development and structuring tools encompass frameworks, methodologies, and software platforms used to plan, track, and execute tasks. They help teams organize complex workflows, manage resources, and monitor progress efficiently.

MED COLOURS jointly developed methodology for continuous cross-monitoring of SULPs fosters more effective implementation of policies and climate-resilient living areas, provides a practical framework for strengthening urban freight planning within the MED COLOURS partner cities and beyond. It builds explicitly on established European guidance for SULPs within the Sustainable Urban Mobility Plan (SUMP) framework, retaining the canonical 12-step and 4 phases (Preparation and analysis, strategy development, measure planning, implementation and monitoring) and adding the element of resilience. GARDEN worked on *Proposals for relevant models for decarbonized food hubs*, ArtMED with the *Integrated Urban Project Design Methodology* supports

development of multi-sectoral, financially viable urban projects. E-MED with its *Project Structuring Approaches for Energy Systems* offers methodologies for preparing renewable and energy efficiency investments and RuralMEDMobility supports design and structuring of mobility investments *(Mobility Project Development Toolkit)***.** This same project with its *Public- Private Cooperation Models* frameworks for delivering mobility services through partnerships.

Financial instruments and delivery models: ArtMED and RuralMED Mobility proposes delivery models dictating how these funds are distributed to recipients, primarily through direct implementation, specific funds, or holding funds managed by financial intermediaries (3). The ArtMED tool *Investment Structuring Frameworks* approaches to combine different revenue streams and funding sources while the RuralMEDMobility tool *Public-Private Cooperation Models* frameworks for delivering mobility services through partnerships.

Financial evaluation and decision-support tools (DSS) are data-driven software and analytical frameworks used to aggregate historical data, simulate market trends, and assess risks. ArtMED and E-MED tools transform financial data into actionable insights for strategic investments, capital budgeting, and performance monitoring (4). The *Replication and Transfer Models* of ArtMED is a guidance for scaling and adapting solutions across territories, and E-MED offers different tools through *Stakeholder Engagement Frameworks* to involve public and private actors in energy planning.

Taken together, these contributions allow public authorities to address one of the most persistent weaknesses of SUMPs, SULPs, SECAPs, and Urban Greening Plans in the Mediterranean context: the gap between the participatory ambitions stated in the planning documents and the engagement capacities mobilised on the ground. **By integrating these tested methodologies into their planning cycles, municipalities can strengthen the legitimacy of their plans, improve the quality and acceptability of the measures selected, and build the local coalitions needed to sustain implementation well beyond the timeframe of any individual project.**

Green living areas | Interreg Euro-MED | Co-funded by the European Union | Union for the Mediterranean Union pour la Méditerranée الاتحاد من أجل المتوسط | ECOSYSTEMIC TRANSITION HUB ETU



Best solutions of the GLA Mission projects

From tools to pilot experiences



5. Best solutions of the GLA Mission projects: from tools to pilot experiences

Building on the mapping presented in the previous section, this section introduces the flagship solutions of the six projects in greater depth, together with the pilot experiences through which they have been tested in real Mediterranean territories. The solutions presented here are documented in the catalogue of the ETU Initiative platform (etuinitiative.eu), developed under the C4LA project, where each solution is described in a standardised format and linked to the territories in which it has been applied ("Solutions in Action"). For each project, the subsections below describe what the flagship solution is, how it works in practice, and what the pilot experiences reveal about its added value, transferability, and the conditions required for replication in other Mediterranean contexts.

Below is a detailed overview of the core solutions and pilots of Mission projects:

MED COLOURS | Interreg Euro-MED | Co-funded by the European Union

MED COLOURS - Mediterranean Collaborative Logistics for the Urban Space	
Type of solution	Guidelines for resilient urban logistics planning
For which kind of territory?	Cities, peri-urban areas.
What is the solution?	It provides a practical framework for strengthening urban freight planning within the MED COLOURS partner cities and their Functional Urban Areas (FUAs): Livorno, Cesena, Thessaloniki, Koper, Lisbon and Lyon. It builds iterative and stakeholder-driven planning logic as its backbone.
What challenge does this solution address?	Modern cities are complex, interconnected systems whose vitality depends on the reliable flow of goods and services. MED COLOURS works to reduce the negative impact of freight transport and logistics activities on the environmental and living quality of MED urban areas, enabling logistics communities to plan resiliently and adopt sustainable, integrated and collaborative innovation-driven solutions
What is the added value?	Urban logistics systems are increasingly exposed to compounding pressures from climate extremes, rapid digitalisation and demand volatility. In Mediterranean cities, heatwaves, intense rainfall events and flooding can disrupt ports, corridors and last-mile delivery operations, while e-commerce growth intensifies curb competition and variability in delivery patterns. These dynamics create cascading risks across infrastructure, services and governance, implying that conventional "efficiency-first" planning is no longer sufficient. A Sustainable Urban Logistics Plan (SULP) must therefore evolve from a largely static planning document into a resilience-oriented governance instrument that can anticipate, absorb, adapt and recover from disruption, while supporting a credible decarbonisation transition aligned with EU climate objectives
Where to find it?	https://reselplan-toolbox.eu/logreener/ https://medcolours.interreg-euro-med.eu/wp-content/uploads/sites/59/med-colours_d.1.2.1_guidelines-for-resilient-urban-logistics-planning_final.pdf
Contact reference	Fondazione Istituto sui Trasporti e la Logistica

Solution/Tool

The resilience-enhanced methodology retains the established SULP structure while introducing targeted modifications throughout the planning cycle. During preparation and analysis, cities are encouraged to reinforce governance structures, incorporate resilience expertise, consider the wider functional logistics ecosystem and its exposure to climate risks, establish regular review cycles and strengthen the continuous management of operational and climate-related data. During strategy development, locally relevant disruption scenarios and stress tests complement conventional transport scenarios, while measurable resilience indicators allow cities to monitor their capacity to maintain critical logistics functions. Measure planning places greater emphasis on robustness, redundancy, diversified logistics networks, explicit risk ownership and the economic implications of disruption. Implementation and monitoring become more adaptive through predefined response triggers, transparent resilience monitoring and structured learning following significant disruptions. Collectively, these adjustments transform the SULP from a predominantly static planning document into a continuously reviewed and adaptive governance process.

The guidelines also connect this methodological framework with a portfolio of practical resilience measures and established international practices. Examples include nature-based solutions for heat and flood mitigation, distributed logistics infrastructure, digital monitoring and data platforms, smart energy systems, heat-health warning arrangements, participatory governance mechanisms and integrated climate adaptation planning. These examples demonstrate that resilience can be strengthened through combinations of physical infrastructure, digital tools, organisational arrangements and stakeholder-based measures rather than through a single category of intervention.

A key feature of the deliverable is its applicability to cities at different stages of SULP development. Cities with an existing SULP can use the Two-Pillar diagnosis to identify emerging implementation or resilience gaps and introduce targeted adjustments. Cities preparing an update can apply the diagnostic framework at the beginning of the review process to determine where limited reinforcement or more substantial revision is required. Where no SULP exists, the methodology provides a preparatory assessment of institutional readiness and previous experience, helping cities establish the enabling conditions for the planning process. Cities developing their first SULP can similarly use the diagnosis to verify that identified capacity and implementation gaps are addressed before adoption.

Overall, these Guidelines provide Mediterranean public authorities with a structured pathway for embedding resilience within established urban logistics planning practice. Its central contribution is to combine diagnosis, planning and adaptive management: cities first identify the structural and implementation conditions shaping their urban logistics system, then reinforce the relevant elements of the SULP cycle and subsequently monitor, learn and adjust as risks and operating conditions evolve. In this way, resilient urban logistics planning becomes a continuous institutional process rather than a one-off planning exercise, strengthening the capacity of cities to maintain essential logistics functions while progressing towards broader sustainability and climate-transition objectives.

Pilot action: Cesena

Freight transport and logistics play a central role in supporting Cesena's commercial and industrial activities, especially in the historic centre and the industrial areas. However, this comes with challenges, particularly regarding the negative impacts and externalities in urban environments. Urban freight logistics in Cesena faces congestion issues, and the absence of a clear regulatory

framework hinders the development of sustainable logistics solutions. To start addressing these challenges, Cesena has already adopted a Sustainable Urban Mobility Plan (SUMP), which includes urban logistics strategies to be further developed through a Sustainable Urban Logistics Plan (SULP).

Expected outcomes

The primary objective of the pilot was to provide the Municipality of Cesena with a unified, updatable, and accessible information framework for monitoring freight traffic, with a specific focus on the Limited Traffic Zone (LTZ). The expected outcomes included:

• The creation of a structured database and an interactive dashboard to support continuous analysis, control, and urban planning through synthetic indicators and detailed visualizations.

• Alignment and normalization of diverse data sources (FCD, LTZ cameras, demographics) to ensure information is coherent, traceable, and replicable over time.

• Implementation of automated ETL (Extract, Transform, Load) procedures to reduce manual data handling, minimize errors, and increase the reliability of logistics information.

• Delivery of a scalable tool for the Municipality to facilitate the co-design of sustainable measures for the SULP.

Results achieved (April 2026)

The pilot has successfully reached several key milestones in the development and integration of the tool:

• A comprehensive digital platform has been developed, already capable of providing insights into daily travel patterns, hourly profiles, and origin-destination maps disaggregated by vehicle category.

• The integration of multiple diverse data sources into a single, unified repository.

• The tool successfully supports the simulation of alternative logistics scenarios (e.g., UCCs and micro-hubs), allowing for an objective comparison with the baseline through specific KPIs.

• The training and uptake process has been concluded, and the Municipality of Cesena is now able to operate the dashboard as a core tool for urban logistics planning.

GREENMO – Promoting Green and Inclusive Mobility hubs for greener MED living areas by leveraging citizens' real needs	
Type of solution	GREENMO long-term Strategy for MED Inclusive Mobility hubs
For which kind of territory?	Urban, suburban areas and rural territories
What is the solution?	The GREENMO Strategy provides a comprehensive framework and practical guide for planning, implementation and monitoring of green and inclusive mobility hubs in Mediterranean regions. The GREENMO strategy, Output 2.1, provides the structured GREENMO Cycle consisting of six stages and sixteen sub-steps for developing inclusive mobility hubs: Engage, Understand, Design, Plan, Implement and Monitor.
What challenge does this solution address?	The deliverable addresses the lack of a common strategic framework to guide Mediterranean authorities in planning, implementing and monitoring green and inclusive mobility hubs. Public authorities often lack an integrated methodology that combines governance, stakeholder and citizens engagement, territorial assessment, implementation planning and monitoring, especially in areas with limited integration and seasonal demand.
What is the added value?	For local authorities, the strategy offers a way to organise the relationship between transport services, public space, user needs and governance. . It combines research findings, citizen input, and policy guidance into a clear six-stage Cycle methodology, enabling local authorities to design mobility hubs that are adaptable to local conditions while supporting replication across the region.
Where to find it?	https://reselplan-toolbox.eu/logreener/ https://greenmo.interreg-euro-med.eu/wp-content/uploads/sites/56/greenmo-d2.4.1-draft-strategy-7.pdf
Contact reference	University of West Attica (UniWa)

RuralMED Mobility – Adopting electric mobility in underserved rural and remote MED areas	
Type of solution	Toolbox for sustainable mobility experimentation in RuralMED regions
For which kind of territory?	Rural areas.
What is the solution?	It provides a practical guidance for the development of solutions about sustainable mobility activities tested in the project: Extremadura (Spain), Alentejo (Portugal), Sjeverna Hrvatska (Croatia), Zahodna Slovenija (Slovenia), Yugoiztochen (Bulgaria), Lombardia (Italy) and Dytiki Makedonia (Greece).
What challenge does this solution address?	Rural areas often remain excluded from innovative sustainable mobility initiatives, particularly electric mobility, despite hosting 30% of the EU population and covering 83% of the EU territory. Limited mobility data further hinders decision-makers from adopting new solutions.
What is the added value?	The Toolbox for Sustainable Mobility Experimentation helps overcome these barriers by providing practical methodologies, tools and evidence to support the planning, implementation and replication of innovative rural mobility solutions.
Where to find it?	The toolbox is included in the document D.3.4.1. Pilot completion report: https://ruralmedmobility.interreg-euro-med.eu/what-we-do/
Contact reference	Consorcio Agencia Extremena de la Energia

Pilot Action: Lombardia (Italy) - ELECTROMOBILITY AND MaaS IN SUZZARA MUNICIPALITY

The Italian pilot implemented in Suzzara consists of an integrated e-mobility station combining public charging infrastructure with a shared electric vehicle service. Since becoming operational in November 2025, the pilot has offered local residents access to electric vehicles through a digital booking platform, complemented by dedicated charging facilities located at the town.

The pilot was designed to demonstrate how shared electric mobility can improve accessibility and sustainability in rural and peri-urban areas while encouraging the adoption of low-emission transport solutions. The service is available on a daily basis and allows users to make a wide range of trips, including access to healthcare services, administrative centres and connections between municipalities that are not adequately covered by public transport.

Pilot Results

The first months of operation showed a positive adoption of both the charging infrastructure and the electric vehicle sharing service. Charging stations were used regularly and provided a reliable energy supply for the shared fleet throughout the monitoring period. After an initial launch phase, charging activity increased steadily before reaching a stable operational level, indicating consistent demand and effective integration of the service into local mobility patterns.

Similarly, the car-sharing service experienced rapid growth during its first months of operation. Following an initial awareness period, the number of rentals increased significantly and later stabilised, demonstrating the establishment of a regular user base. Travel patterns revealed that

users employed the vehicles for a combination of short local journeys and longer inter-municipal trips, confirming the flexibility of the service and its suitability for different mobility needs.

Overall, the data indicate that the pilot reached operational maturity within a relatively short period. The charging infrastructure successfully supported vehicle operations, while the digital booking system facilitated user access and helped reduce barriers to adoption.

Environmental Benefits

The pilot generated measurable environmental benefits by replacing trips that would otherwise have been undertaken using conventional petrol or diesel vehicles. The use of electric vehicles contributed to a reduction in greenhouse gas emissions and supported local efforts towards transport decarbonisation.

In addition to carbon savings, the project also contributes to improving local air quality and demonstrates the practical feasibility of integrating electric mobility into everyday travel needs in rural and peri-urban territories. The charging infrastructure also provided useful evidence regarding the compatibility of electric mobility services with the local electricity network, supporting future expansion opportunities.

Socio-Economic Benefits

The pilot generated a range of social and economic benefits. Users gained access to an affordable and flexible mobility option, particularly valuable in territories where public transport connections remain limited. The service contributed to reducing mobility barriers for residents while improving access to essential services and opportunities.

The project also promoted familiarity with digital mobility tools through the use of an app-based booking system, helping users become more confident in adopting innovative transport services. Training materials and practical guidance supported this transition and facilitated user engagement.

Beyond its direct benefits to current users, the Suzzara pilot acts as a demonstration project for the wider region. Its successful implementation provides local authorities and neighbouring municipalities with a tested model for future electric mobility initiatives. The positive operational results, combined with the lessons learned during implementation and operation, create a solid foundation for the future replication and scaling-up of shared electric mobility services within the wider territory.

ArtMED – Planning for Autonomous Mobility on Demand in the Interreg Euro-MED Area	
Type of solution	.MOBI – The Fleet Sizing Tool for On-Demand Public Transport
For which kind of territory?	Islands, rural areas, peri-urban areas, mountain areas
What is the solution?	MOBI offers a user-friendly and modular platform that enables policymakers, public transit operators (PTOs) and mobility planners in evaluating Demand-Responsive Transport (DRT) or Autonomous Mobility on Demand (AMOD) services to make informed, data-driven decisions for more efficient, flexible, and sustainable mobility solutions.
What challenge does this solution address?	The problem addressed is that PTAs in Euro-MED lack accessible tools to assess the socio-economic and environmental impacts of AMOD, making it difficult to plan deployment. Sparsely populated areas face high operating costs, low ridership, car dependency, and CO2 emissions, while existing methodologies from AVENUE and MultiDEPART are not easily transferable. ArtMED tackles this by optimising these methods into a user-friendly tool, enabling PTAs to evaluate AMOD's potential, build political support, plan investments, and design transport models for more inclusive, accessible, and sustainable mobility.
What is the added value?	The added value of the new tool lies in expanding beyond purely economic analysis by integrating environmental and socio-economic dimensions of AMOD deployment. Unlike the current EASI-AV tool, which only addresses cost-benefit aspects for operators, the upgraded version will include indicators such as CO2 emissions, service quality (e.g., waiting and travel time), and labour market impacts. This holistic approach, co-developed by ECL and Carnet, ensures the tool reflects diverse Euro-MED contexts by incorporating regional input characteristics like population density and terrain, thus providing PTAs with a more comprehensive decision-support framework. It includes a relevant user guide.
Where to find it?	https://reselplan-toolbox.eu/logreener/ https://artmed.interreg-euro-med.eu/mobi-tool/
Contact reference	Občina Postojna

Pilot action - Province of Brescia and Province of Mantova, Italy

What was done?

The pilot areas have been characterized by the development of a Vision Statement for the 4 case studies and by an Investment Plan for the Province of Brescia. The vision developed was to redefine mobility by providing a transportation solution that is autonomous, safe, eco-friendly, and easily accessible, creating a future where everyone can move freely and without barriers, while the mission was to generate political interest for further exploring and analysing the potential impact of autonomous mobility on demand AMOD and Demand-responsive transport DRT.

What are the results?

The main results of the pilot, as detailed in the Investment Plan (IP) and supporting assessments, focus on strategic planning, financial projections, and measurable socio-environmental improvements. No specific results have been achieved since the pilot was not defined to be really tested.

The Investment Plan identifies clear quantitative goals for the implementation phase, based on assumptions.

- Environmental savings: A 30% reduction in CO2 emissions and a 40% reduction in noise pollution (specifically in tourist/residential areas like Monte Isola).
- Modal shift: A 25% reduction in private vehicle usage in pilot areas.
- Economic savings for residents: projected savings of €500–€1,000 per household annually as residents shift from private cars to more affordable shared services.
- Increased accessibility: A 40% increase in public transport users among target populations (students, elderly) and a 20% increase in annual tourist visits to Monte Isola.
- Stakeholder engagement: the pilot successfully integrated over 10 key institutional partners, including provincial administrations, transport agencies (Agenzia TPL Brescia and Mantova), and private operators like Arriva Italia and APAM.
- Funding strategy: The IP established a diverse funding roadmap involving European Union grants (Horizon Europe, Interreg), Public-Private Partnerships, and the allocation of local tourism taxes to maintain the infrastructure.
- Implementation roadmap: a structured three-phase timeline was adopted, moving from feasibility and stakeholder engagement (Year 1) to pilot testing (Years 1–3) and full service implementation (Years 3–5).

What others can learn from this Pilot?

Other territories can replicate this model by following these key insights:

- Governance is essential: local administrations must act as “integrator policy organizations” to bridge regulatory gaps and lead the transition.
- Diverse funding is key: don’t rely on a single source. The pilot suggests a mix of EU grants (like Interreg or Horizon Europe), public-private partnerships, and innovative local sources like tourism taxes.
- Start with data: using assessment tools to create a clear “Vision Statement” is a powerful way to generate the political interest needed to secure further investment

6. Contribution of the Green Living Areas to Sustainable Development Goals (SDGs)

The green mobility practices consolidated in this JTP contribute directly and indirectly to a wide range of Sustainable Development Goals (SDGs). By embedding citizen participation in the green transition, they support SDG 11 (Sustainable Cities and Communities) through more inclusive urban planning, public-space transformation, and access to green and resilient living environments. They contribute to SDG 13 (Climate Action) by accelerating behavioural change, increasing public acceptance of mitigation and adaptation measures, and mobilising local actors around shared climate-neutrality pathways. They support SDG 7 (Affordable and Clean Energy) through the diffusion of inclusive renewable energy communities and the mainstreaming of citizen-led energy initiatives in Mediterranean territories.

Green mobility tools also contribute to SDG 10 (Reduced Inequalities) by explicitly addressing the participation of underrepresented and vulnerable groups, and to SDG 5 (Gender Equality) when participatory processes are designed with attention to gender balance and to the specific perspectives of women in the green transition. They support SDG 16 (Peace, Justice and Strong Institutions) by strengthening transparency, accountability, and trust in public decision-making, and SDG 17 (Partnerships for the Goals) through transnational cooperation, knowledge transfer, and the joint mobilisation of public, private, and civic actors. Finally, by anchoring the green transition in cultural identity, heritage, and aesthetic quality - in line with the New European Bauhaus principles - the engagement practices examined in this paper reinforce the social and cultural dimensions that are essential to a just and durable transition in the Mediterranean.

7. Conclusion

Green mobility t is not a stand-alone topic. It cuts across, and underpins, every dimension of the green transition addressed by the Green Living Areas Mission. The practices, methodologies, and tools synthesised in this JTP are most powerful when combined with the technical, planning, and financial approaches consolidated in the other Joint Technical Papers of the C4LA portfolio.

The JTP on Green and Resilient Planning highlights how participatory and co-creation approaches strengthen the integration of climate considerations into spatial planning instruments, and how tools such as living labs, stakeholder workshops, and digital engagement platforms enable the co-development of context-specific resilience solutions.

The JTP on Financing the Green Transition shows how participatory budgeting, citizen financing schemes, energy communities, and cooperative investment models can mobilise additional resources and align financial flows with community priorities. Many of the tools described in the present JTP are direct enablers of the financing instruments examined there. Together, the two papers underline that green mobility and innovative financing are mutually reinforcing pillars of a credible green transition.

Forthcoming JTPs in the C4LA series, including those addressing green energy systems and sustainable mobility, will further articulate how green mobility supports the deployment of technical solutions in their specific sectors from renewable energy installations and energy-efficiency interventions to mobility-as-a-service, active mobility, and rural and island mobility solutions.

Taken together, the JTPs of the C4LA portfolio offer a coherent reference framework for Mediterranean local and regional authorities engaged in the green transition. By systematically connecting green mobility to planning, financing, and sectoral implementation, they contribute to making the transition not only faster and more effective, but also more inclusive, more legitimate, and more deeply rooted in the territories and communities of the Mediterranean.