

# GreenPATH

Green mobility solutions for Pioneering Actions  
Towards a Healthy and sustainable commuting

1

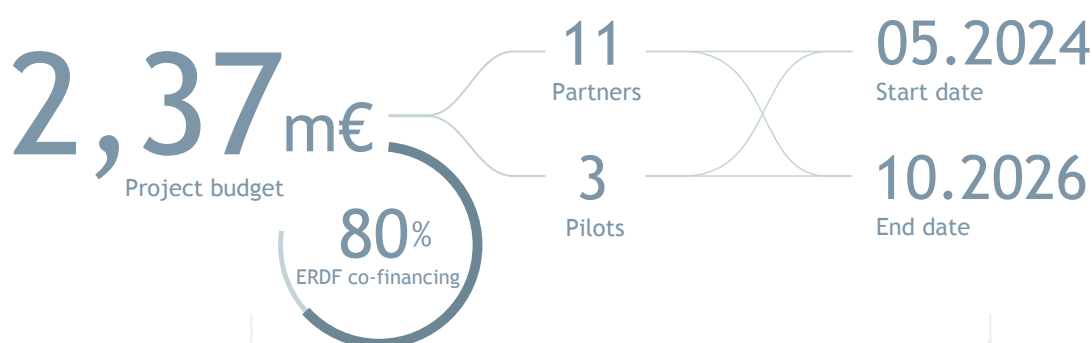
## NEWSLETTER

31/10/2024

Dear GreenPATH Community,  
Welcome to the first issue of our newsletter! I'm excited to share that GreenPATH is officially underway, aiming to make urban commuting across Central Europe more sustainable, efficient, and enjoyable. Together with our partners, we're developing innovative solutions for Functional Urban Areas (FUAs) to reduce environmental impact, improve quality of life and promote greener, more resilient transport. GreenPATH is a journey of collaboration, and we invite you to be part of it. Your insights and feedback are essential as we build a greener future for our cities. Thank you for joining us on this path!



Anna Giarandoni  
Lead Partner, GreenPATH Project  
Istituto sui trasporti e la logistica - ITL



## In a Nutshell



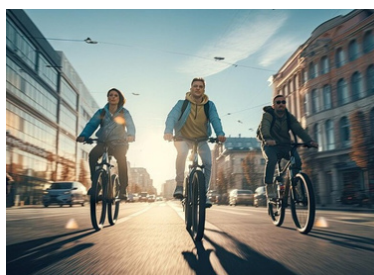
GreenPATH promotes sustainable mobility in Functional Urban Areas (FUAs) by addressing commuting and mobility management challenges. Its goals are to **reduce greenhouse gas emissions, improve transport efficiency, and enhance the commuting experience for workers and students**. The project promotes modal shift towards more sustainable transport modes and active mobility by engaging stakeholders—companies, universities, public authorities, and citizens—to drive positive changes in commuting habits. GreenPATH also **fosters transnational cooperation, integrates digital and smart technologies, and ensures inclusivity and accessibility**, all contributing to the long-term sustainability and carbon neutrality of European urban areas.

## Our solutions



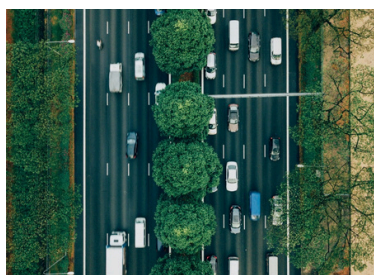
GreenPATH will co-design **2 technological/transnational solutions**: **Solution 1: A coordination Dashboard** - Home to work open source. An ICT data based platform on commuting flows and initiatives by companies to help regional and local administrations to coordinate mobility management actions, promote joint actions and assess their impact. **Solution 2: A set of soft measures to promote eco-friendly commuting for students and employees** that will be tested through pilots, with a strong focus on the use of new technologies.

## GreenPATH Pilots for students commuting

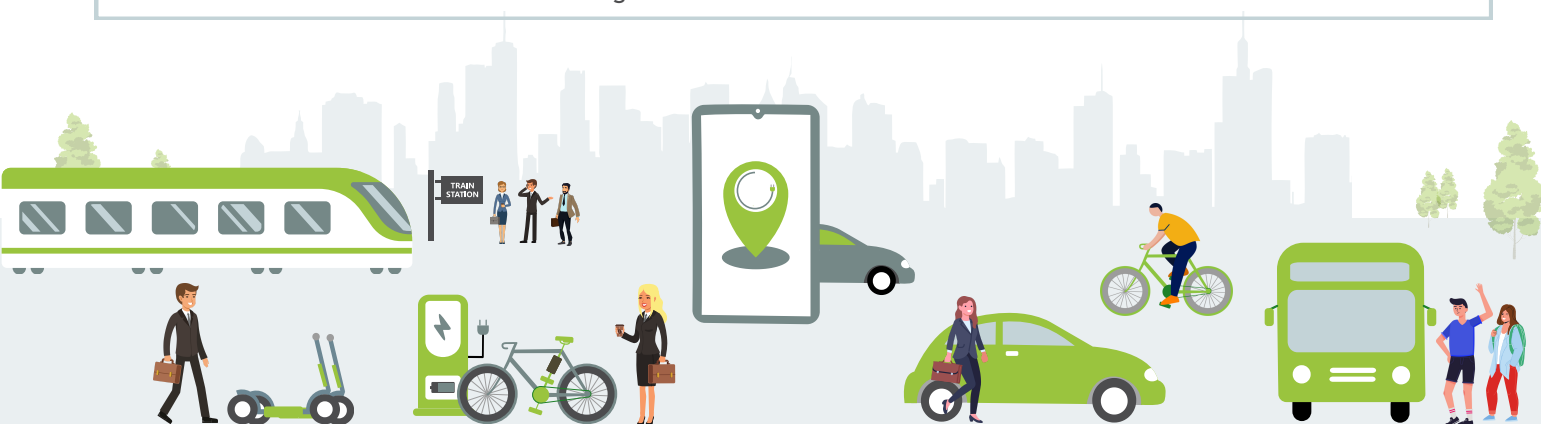


The universities of **Vienna (BOKU)**, **Maribor (UM)**, and **Berlin (EUREF Campus)** are spearheading innovative pilot projects to enhance sustainable mobility and promote greener commuting practices. BOKU focuses on mobility management campaigns to sustain eco-friendly travel habits and **improve active mobility**. Maribor's initiative targets **reducing car dependency** by offering incentives like e-bike rentals and secure cycling infrastructure, while testing the greening of parking spaces. Berlin's EUREF Campus aims to revolutionize commuting with solutions like micromobility hubs, **improved bicycle facilities**, and gamified campaigns to promote **sustainable alternatives**. Together, these pilots pave the way for a more sustainable future in urban mobility.

## GreenPATH Pilots for employees commuting



GreenPATH is **empowering sustainable commuting for employees across Europe** with tailored pilot initiatives. In Osijek, the focus is on integrating public transport, **bike-sharing**, and **on-demand shuttles** to improve accessibility to business zones. Ravenna is driving change through eco-friendly commuting plans for area workers. Monza incentivizes biking by equipping employees with **tracking devices and rewards for sustainable travel**. Meanwhile, Kecskemét introduces **demand-responsive transport (DRT)** to enhance off-peak connectivity between industrial areas and transit hubs. Together, these actions aim to redefine commuting, reduce car reliance, and foster greener cities.



## Success story - BOKU University

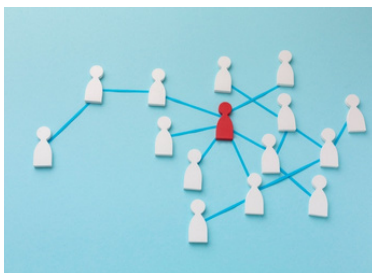


As part of the GreenPATH commuting project, the BOKU University of Vienna sets an inspiring example for sustainable commuting. The numbers speak volumes:

- 61% of students and staff choose **public transport** for their commutes.
- 19% commute by **bicycle**, while 8% prefer **walking**.
- Only 12% rely on private vehicles!

This trend is driven by both Vienna's extensive public transport options and BOKU's commitment to encouraging eco-friendly choices. With GreenPATH, BOKU aims to maintain and boost active mobility options to promote a healthier campus environment!

## Upcoming events on sustainable commuting



Here are some upcoming events focused on sustainable mobility: The **16th ITS European Congress (May 19-21 2025, Seville)** focusing on clean, resilient and connected mobility. The **Urban Future Conference (May 21-23, Łódź)** gathers city leaders to discuss urban regeneration, sustainable businesses, transition to sustainable cities. The **UITP Global Public Transport Summit (15-18 June, 2025, Hamburg)** will showcase global public transport and policy innovation. Looking ahead, the **Tomorrow Mobility World Congress (4-6 Nov, 2025, Barcelona)** is the go-to event for safer smart urban mobility looking at concrete groundbreaking projects.

## Connect with us!



[Website](#)



[LinkedIn](#)

## Contacts

**Lead Partner:** Institute for Transport and Logistics Foundation (ITL)

**Project Manager:** Anna Giarandoni

**Tel:** +39 3394169786


**E-Mail:** [anna.giarandoni@fondazioneitl.org](mailto:anna.giarandoni@fondazioneitl.org)

## The partnership



Lead partner  Bologna, Italy



 Monza, Italy



 Milan, Italy



 Trieste, Italy




 Berlin, Germany



 Vienna, Austria



 Maribor, Slovenia



 Budapest, Hungary



 Kecskemét, Hungary



 Zagreb, Croatia



 Osijek, Croatia

# #cooperationiscentral