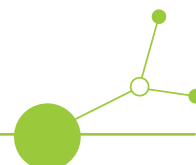


# Methodology for the Pilots implementation

D2.3.1



Final Version  
10 2024







## DISCLAIMER

The views and opinions expressed in this document are solely those of the author(s) and do not necessarily reflect the views of the European Union or Interreg Central Europe. The European Union and the Managing Authority shall not be held liable for any errors or omissions in the content of this document.

While every effort has been made to ensure the accuracy of the information contained in this document, the authors and any other participant in the GreenPATH consortium make no warranty of any kind, express or implied, including but not limited to the warranties of merchantability and fitness for a particular purpose.

The GreenPATH consortium and its members, including their officers, employees, and agents, shall not be held responsible or liable in negligence or otherwise for any inaccuracies or omissions in this document. Furthermore, the GreenPATH consortium and its members shall not be liable for any direct, indirect, or consequential loss or damage arising from the use of or reliance on any information or advice contained in this document.

### Copyright message

©GreenPATH Consortium. The content of this document is the original work of the GreenPATH Consortium, unless otherwise indicated. Proper citation and/or quotation have been used to acknowledge any previously published material and the work of others. Reproduction of this deliverable is permitted as long as the source is properly acknowledged.



## Table of contents

1. The GreenPATH project .....	4
2. Work Package 2 (WP2). General overview and relation with the other WPs.....	4
2.1 A 2.3 Pilots and D 2.3.1 overview .....	6
3. Pilot Action working flows, deadlines and deliverables review process .....	6
3.1 Deliverable writing and review process .....	7
3.2 The ex-ante, interim and ex-post templates .....	8
4. Definition of KPIs .....	9
5. Pilot action co-design and peer-review phases .....	9
5.1. The pilot action co-design process .....	9
5.2. Peer review meetings .....	10
6. Annexes .....	10
Annex 6.1 .....	10
Annex 6.2 .....	10
Annex 6.3 .....	10
7. References.....	10



## 1. The GreenPATH project

GreenPATH will develop an innovative approach to commuting in Central European Functional Urban Areas (FUAs). It aims to co-design smart and green mobility solutions with public and private stakeholders, benefiting students and employees by promoting sustainable transport. The project addresses the challenge of decarbonizing urban mobility through tested solutions, strategies, and action plans. It involves 11 partners, including local administrations, mobility agencies, operators, universities, and research bodies from EU Regions where transport is a major contributor to greenhouse gas emissions.

GreenPATH focuses on sustainable mobility within FUAs and tackles commuting challenges through integrated governance of commuter flows and innovative mobility management solutions. The project will utilize new technologies and data-sharing platforms to enhance transport efficiency and improve the commuting experience with real-time information and personalized travel options. Transnational cooperation is key, bringing together expertise from Italy, Germany, Austria, Slovenia, Hungary, and Croatia. This cooperation contributes to overcoming national legislative barriers and creating applicable mobility management tools across the region. GreenPATH aims to deliver formal cooperation agreements, collaborative solutions for sustainable mobility, a comprehensive strategy, and action plans for each FUA. Decision-makers will adopt these outputs to ensure long-term implementation and cooperation beyond the project's completion, benefiting a wide range of users, including local authorities, service providers, and educational institutions.

## 2. Work Package 2 (WP2). General overview and relation with the other WPs

The Work Package 2 in the GreenPATH project is entitled “Co-design of innovative solutions and raising awareness actions”. This WP aims to test pilot actions, activate stakeholder engagement and demonstrate increased quality and liveability of urban and metropolitan areas by reducing road risk, congestion, and air and noise pollution.

The main objective is to implement and evaluate pilot projects that demonstrate the effectiveness of innovative and sustainable commuting solutions in FUAs. These pilots will test initiatives, for example promoting public and shared transport, encouraging cycling and walking, and utilizing new technologies and data sharing platforms.

It will be assessed through a set of tailored KPIs and by a set of peer review workshops monitoring the progress and assessing the pilot activities at the project level, based on continuous feedback ensuring the quality and effectiveness of implemented initiatives.

The findings and lessons learned from the pilot projects will provide insights for decision-making and policy development in the field of sustainable mobility. It will contribute to shaping effective strategies and interventions to address commuting challenges and promote environmentally friendly commuting practices in FUAs.

WP2 aims to raise awareness and promote behavior change regarding sustainable commuting practices among the target audience. This will be achieved through campaigns, educational materials, and social media platforms. By engaging stakeholders through partnerships, workshops, and events, WP2 aims to empower the target audience with knowledge and motivation to embrace sustainable commuting practices. This will contribute to the overall objective of implementing and evaluating pilot projects that demonstrate the effectiveness of innovative and sustainable commuting solutions in Functional Urban Areas.



WP2 encompasses three activities:

- 1) A 2.1 “Building innovative paths facing sustainable commuting challenges”,
- 2) A 2.2 “Raising awareness on sustainable commuting”,
- 3) A 2.3 “Pilots”.

The first two activities include three deliverables, while A 2.3 includes four deliverables.

The methodology described in this report will guide the execution of D 2.3.2 “Pilot 1: testing of co-designed Mobility Management coordination dashboard”, D 2.3.3 “Pilot 2: Testing of Mobility Management packages for commuting students”, and D 2.3.4 “Pilot 3: testing of Mobility Management packages for commuting employees”.

These are the key relations among the “Methodology for Pilots Implementations” and the WP2 and WP3 key deliverables:

- **D 1.2.3** “Promotional campaigns for a sustainable mobility management in FUAs”: PPs will organize promotional campaigns in each FUA to raise the awareness on the importance of sustainable behaviours and transport solutions for Home-to-Work mobility. These promotional campaigns will pave the way to pilot actions.
- **D 2.1.2** “Solution 1: co-designed Mobility Management coordination dashboard” and **D 2.1.3** “Solution 2: Mobility Management packages for commuting students and employees”, these two solutions will be implemented and evaluated thorough GreenPATH pilot actions. The process is graphically explained in Figure 1.
- **D 2.2.1** “Stakeholder Mapping and Clustering in each city and GreenPATH FUA’s governance analysis”: this deliverable, providing an overview of key stakeholders in each FUA and their likely involvement in pilots, and a framework of pertinent regulatory, business, and public entities in line with Sustainable Urban Mobility Plans, will contribute to the complete framing of pilot activities.
- The results of A2.2 and A2.3 will guide A3.1 activities, that aim to develop a common strategy for the transferability of results:
  - **D 3.1.1** “GreenPATH FUAs transferability report” aims to provide specific instructions and recommendations, rather than methodologies, on sensitizing institutions, companies, and stakeholders to adopt sustainable measures and support FUAs in their journey towards carbon neutrality.
  - **D 3.1.2** “Data-driven decision making Action Plan”: in this deliverable outputs of WP1, A2.1 and A2.3 will be elaborated and generalized to support the definition of Action Plans throughout FUAs and to prepare the GreenPATH Strategy
  - **D 3.1.3** “Functional Urban Areas integrated planning strategies” will start from the output of WP2 co-design and testing activities to elaborate a GreenPATH Strategy in order to provide guidance for coordinating, planning and implementing Mobility Management innovative actions in CE FUAs. The strategy assumes transnational data coordination between FUAs and enhances co-creation practices.

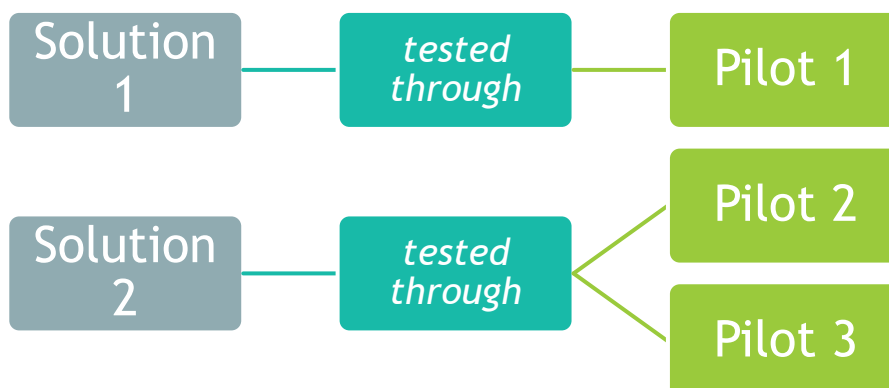


Figure 1

## 2.1 Activity 2.3 “Pilots” and D 2.3.1 overview

In particular, in line with the project Application form, Activity 2.3 will focus on pilots methodology and their testing. This deliverable, D 2.3.1, is the first one of four deliverables envisaged for this activity. D 2.3.1 “Methodology for the Pilots implementation” aims to develop a methodology for the implementation and assessment of the GreenPATH pilot actions. This document outlines the roles, responsibilities, and specific tasks of each GreenPATH partner involved in implementing Activity 2.3. It includes key deadlines, commonly used tools, templates, and a detailed methodology for conducting co-design and peer-review activities across all GreenPATH pilot areas. Additionally, the document provides three distinct templates for generating ex-ante, interim, and ex-post assessment reports for each pilot.

## 3. Pilot Action working flows, deadlines and deliverables review process

Activity 2.3 “Pilots” encompasses several key activities to be carried out by the associated deadlines. The development, implementation, testing, and assessment of pilot actions are structured into three distinct phases, as visually depicted in Figure 2:

- **Ex-ante monitoring and assessment phase (February 2025).** In this report, realized before the beginning of the implementation phase, each pilot's lead partner outlines key pilot action elements, including detailed deadlines and crucial milestones.
- **Interim monitoring and assessment phase (October 2025).** This report aims to represent an ongoing monitoring document, in which each pilot's lead partner tracks pilot development and implementation. If challenges or delays arise, alternative solutions are explored. The key goal is to monitor the pilots' development and implementation. If some problems or delays are identified, alternative solutions are defined. The final report of this phase, at the end of Period 3, is delivered to inform about the implementation process of the pilots. The interim report represents a milestone for WP2 and it helps future decision-making, policy development, and project replication. Indeed, this milestone, M2, is entitled: Sustainability check on solutions tested in pilots completed.
- **Ex-post monitoring and assessment phase (December 2025).** In this report, each pilot's responsible partner evaluates the key impacts and outcomes of the pilot implementation. The primary objective is to conduct a qualitative and quantitative assessment of the effects of pilot actions, including sustainability and impact assessment, lessons learned and recommendations for transferability both



at local, regional and transnational level. Each pilot needs at least of 6 months of pilot action data collection, so the data collection can start in June at the latest.

Each pilot responsible partner is called to release in due time one report per each of the three different pilot development phases following the templates provided as annexes of this report.

All the pilot actions should be finalized by **January 2026**.

In Period 4, from the achievements of the activities carried out the pilot's implementation process, **Output 2.2** "Testing of Collaborative Solutions for Sustainable Mobility in GreenPATH" will be accomplished. In particular thanks to D.2.3.4 "Pilot 3: testing of Mobility Management packages for commuting employees", identified as the main deliverable to verify the accomplishment of this output. The development of this deliverable will involve collaboration among all pilot area partners that tested pilots addressed for commuting employees.

In Period 5 **Output 2.1** "Collaborative Solutions for Sustainable Mobility in GreenPATH" will be reached through the joint development of the two solutions by partners. They will engage key stakeholders in the collaborative design of:

- 1) Co-designed Mobility Management coordination dashboard (D.2.1.2);
- 2) Mobility Management packages tailored for commuting students and for employees (D.2.1.3).

In particular, D 2.1.2 "Solution 1: Co-designed Mobility Management coordination dashboard" will be the related deliverable to be checked for the fulfilment of Output 2.1.

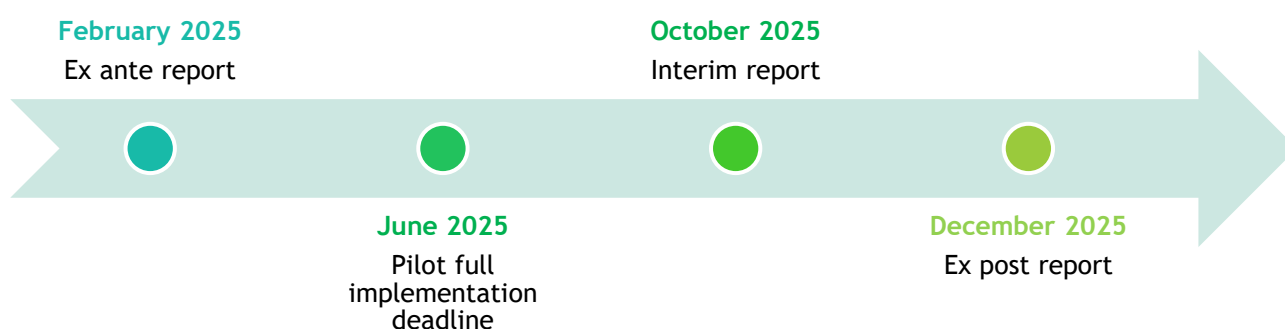


Figure 2

### 3.1 Deliverable writing and review process

This paragraph describes the methodology for drafting and reviewing the pilot action reports. The steps are the following:

- The pilot responsible partner fills the provided template. The associated partners (if any) and any other relevant stakeholders are involved in the writing process.
- The pilot responsible partner sends the draft report to LP-ITL (as A 2.3 responsible and D 2.3.2 Pilot 1 responsible) and to PP7-UM (for D 2.3.3 Pilot 2) or PP5-TUB (for D 2.3.4 Pilot 3), depending on whether its pilot action refers to the pilot group for students or for workers;
- ITL, UM and TUB check the documents and add their comments/suggestions;





- UM and TUB sends their annotated draft report to ITL. The LP-ITL can add comments and/or suggestions if needed.
- ITL sends the reviewed draft report to the responsible pilot partners;
- The pilot responsible partner has two weeks to review the document and send the final version to ITL. If some additional review round is needed, specific alignment calls are organized;
- Peer-review online meetings are organized, each partner has the opportunity to discuss with other partners on the report in order to improve it and complete the last paragraph of the report. The final version is sent to ITL
- ITL sends the final version of the document to all the project's partners for formal approval.

### 3.2 The ex-ante, interim and ex-post templates

The ex-ante, interim and ex-post deliverables templates are provided in the Annexes. Each templates outlines the data and information to be collected (refer to Annexes). All pilot lead partners are responsible for completing these templates and promptly notifying the Lead Partner of any challenges or delays. The finalized versions of these three reports will serve as the foundation for the co-design process. For this reason, at the end of each template, a specific paragraph is dedicated to the reporting of the co-design activity. Upon completion of the co-design phase, the draft report undergoes a peer-review process, facilitated through an online meeting dedicated to comprehensive report discussion. The strategic outcomes of the peer-review meeting are documented in the final paragraph of the pilot report. Once the key insights from the peer-review process are integrated into the designated section of the Pilot Action Report, the document is finalized and submitted to the Lead Partner - ITL. Below the structure of the three templates is described:

- 1) The **Pilot Action ex-ante report**: this report requires each partner to outline a comprehensive pilot action development and implementation plan. This plan should summarize key steps, deadlines, and objectives. This ex-ante pilot action plan serves as the foundational document for the GreenPATH project, detailing the development and implementation of the pilot action during the testing phase. This report summarizes crucial pilot information, including general information about the testing area, key pilot action objectives, a description of the various pilot action activities, and the co-design and peer-review processes. The information presented in this report will be further analyzed in subsequent interim and ex-post reports within the GreenPATH project.
- 2) The **Pilot Action Interim report**: starting from the report defined during the ex-ante assessment phase, each partner is called to assess pilot implementation advancements and preliminary key objectives reached. The key goal of this report is to monitor the pilots' development and implementation and identify alternative solutions if some problems or delays are identified. In this Interim Report it is possible to find information on pilot action preliminary objectives reached, state of the art of the pilot implementation, problems/deviations detected and potential solutions set in place, and the updates related to the co-design and peer-review activities.
- 3) The **Ex-Post Pilot Action report**: in this report, each partner describes the key impacts and results of the GreenPATH pilot action implementation. The primary objective is to assess from a qualitative and quantitative point of view the key effects of the pilot action. In this report, it is possible to find relevant information on pilot implementation and testing key results, sustainability and impact assessment, lessons learned and recommendations for transferability both at local, regional and transnational level. The contributions provided in this report are the basis for WP3 activities and deliverables.



## 4. Definition of KPIs

A fundamental step in the assessment of GreenPATH's pilot actions is the definition of KPIs to be monitored. The objective is to demonstrate the effectiveness of innovative and sustainable commuting measures. So, in addition to the peer-review workshop, also a set of tailored KPIs will monitor the progress and will assess the pilot activities at the project level.

In each pilot action report, there will be a paragraph on KPIs. In the ex-ante report, the KPIs will be identified, listed and briefly described. A set of common KPIs should be established, with a distinct set for pilots focusing on students and another common set for pilots focusing on workers. In addition to these shared KPIs, each individual pilot can define specific, tailored KPIs that are relevant to its unique context and objectives. They will be assessed in the interim and ex-post monitoring and assessment reports.

## 5. Pilot action co-design and peer-review phases

### 5.1. The pilot action co-design process

As defined in the CE Programme manual, “the development and implementation of pilot actions and solutions should be carried out through transnational exchanges of experiences (e.g. in a co-design and/or co-creation process including peer reviews)”. The pilot actions co-design process is a participatory approach among project partners (of at least two different countries) aimed at sharing and capitalizing experiences and knowledge with the ultimate scope of designing pilot actions and solutions tailored to the specific needs of the involved regions. The key goal of the co-design process is to increase the cooperation among the different GreenPATH project partners (and the related associated partners) to improve the transnational relevance of the pilot actions developed in the WP2 and to support their transferability and replicability. For this reason, one of the key objectives of the co-design process is to increase the cooperation levels among different project partners working in different Central Europe countries.

The co-design activities foreseen in the GreenPATH project will be grouped into three thematic groups based on the key target groups of the pilot:

- Co-designed Mobility Management coordination dashboard (Pilot 1): This group will facilitate collaboration among all project partners to explore the home-to-work data collection dashboard's potential utility and replicability within their respective contexts. The group aims also to share valuable suggestions for implementing this first pilot activity.
- Mobility Management packages for commuting students (Pilot 2).
- Mobility Management packages for commuting employees (Pilot 3).

Co-design events can take various forms, including online meetings, physical meetings, or discussions among interested project partners during project meetings. The co-design is an ongoing process, not a single event. This iterative approach allows GreenPATH partners to gather feedback and incorporate improvements at every stage of pilot action development and implementation. To ensure an effective co-design, it is recommended to organize at least one online or in-person co-design meeting before the conclusion of each of the three pilot development phases: ex-ante, interim, and ex-post, and to report the summary of these meetings in the related co-design paragraph.



## 5.2. Peer review meetings

For A 2.3 Pilots are foreseen also peer-review workshops in order to monitor the pilot activities. The knowledge base for the conduction of the peer-review workshops is the ex-ante, interim and ex-post pilot action reports. The peer-review workshops aim to monitor the progress and assess the pilot activities at the project level based on continuous feedback and ensure the quality and effectiveness of implemented initiatives.

The peer-review key results have to be summarized in the specific paragraph in the provided templates. The pilot responsible partner is called to collect all the contributions that come out of the workshops and to provide some evidence on how he intends to integrate these observations in the pilot action development and implementation.

## 6. Annexes

Annex 6.1

Annex 6.2

Annex 6.3

## 7. References

Interreg CE Programme Manual

GreenPATH Application Form