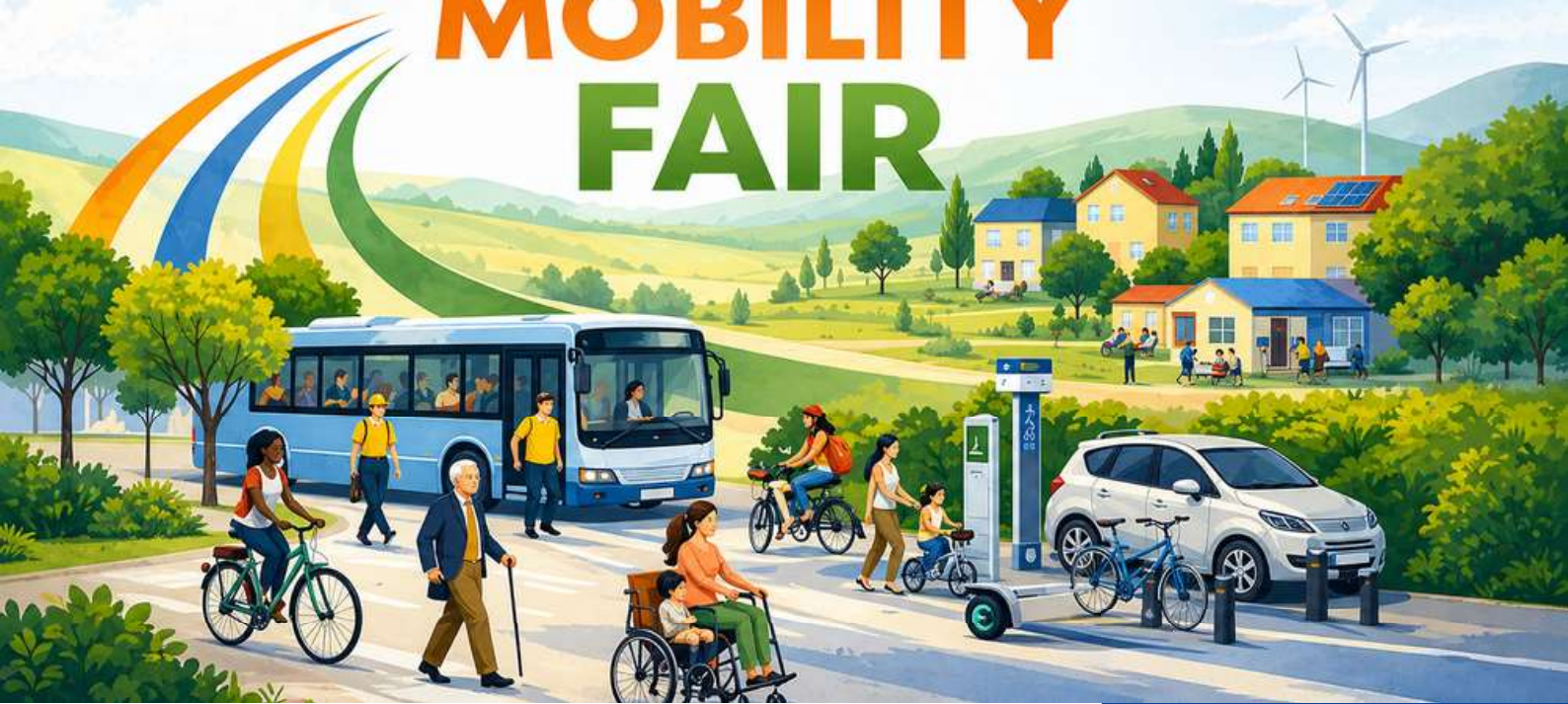


LET'S MAKE MOBILITY FAIR



We are pleased to announce the official launch of the GO4FAIR MOVE project, marking the beginning of a joint effort to promote fair, inclusive, and sustainable mobility solutions across Central Europe. The project addresses the challenge of fragmented governance models and the lack of coordination between public and private actors, which often results in limited access to mobility and contributes to mobility poverty, particularly in peripheral and lagging areas. By strengthening cooperation and promoting a more integrated, data-driven and inclusive approach, GO4FAIR MOVE aims to support workers in accessing employment opportunities and services more equally, while advancing the concept of “Mobility as a Right.”

In this first edition of our eNewsletter, we provide an overview of the kick-off meeting held in Ferrara, where partners came together to launch the cooperation, align on the project’s objectives, and initiate the implementation phase. You will also find partner profiles introducing the organisations involved, highlighting their core activities, and outlining their roles and responsibilities within the project. In addition, the issue offers a first insight into the planned pilot activities that will be implemented in the participating regions. We hope this newsletter provides a comprehensive introduction to GO4FAIR MOVE and encourages you to follow our journey as we work together to make mobility more accessible, better coordinated, and fair for all.

GO4FAIR MOVE
E-NEWSLETTER

TABLE OF CONTENTS

Editorial • P. 1

Partner meeting • P. 2

Partners' news • P. 3-7

Join us! • P. 8

MEETING #1

The GO4FAIR MOVE project was officially launched during the kick-off meeting held on 5-6 March 2026 in Ferrara, Italy. The meeting opened with a welcome from the Lead Partner, followed by partner introductions, where each organisation presented its expertise, role, and expectations within the project. This initial exchange helped to build a strong foundation for collaboration and ensured a clear overview of the consortium's capacities and contributions. The first day continued with presentations from the Interreg Central Europe Joint Secretariat, providing insights into programme processes, roles, and upcoming steps. Partners received detailed information on the project's preparation phase, governance structure, and the roles of the Steering Committee and Working Groups. This was followed by an in-depth discussion of the project's overall objectives and implementation plan, including the work plan, internal project management procedures, and the monitoring framework. The session ensured that all partners share a common understanding of the project's strategic direction and operational structure.



In the afternoon, particular focus was placed on communication and pilot activities. The communication session introduced the main elements of the Project Communication Plan. This was followed by an interactive brainstorming session on pilot projects, where partners explored approaches to implementation in the three pilot areas: Basso Ferrarese, Varaždin, and the Bielsko District. The session included a best practice example presented by Ferrara's Mobility Agency (AMI Ferrara), providing practical insights to support the development of locally adapted solutions. The second day of the meeting focused on financial management and administrative aspects. Partners received guidance on financial rules, eligibility criteria, reporting procedures, and public procurement requirements. The Partnership Agreement was formally approved by the legal representatives of the partner organisations. The meeting concluded with a summary of key outcomes, clarification of upcoming deadlines, and closing remarks from the Lead Partner. The kick-off meeting successfully set the basis for cooperation.

5-6 MARCH
FERRARA



PARTNERS' INTRO

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

PROVINCE OF FERRARA (ITA)

Ciao from Ferrara!

We are the Province of Ferrara, a local public authority in Emilia-Romagna, Italy, and the Lead Partner of GO4FAIR MOVE. Our Public Works, Territorial Planning and Mobility Department works on integrated territorial development, combining public works, planning, mobility, and institutional coordination to support balanced and sustainable growth across our area. Over the years, we have built solid experience in European cooperation projects, especially on mobility, sustainability, and territorial governance, and we see cross-border cooperation as a concrete way to turn local challenges into shared solutions.

Ferrara is a city and territory where urban and rural dimensions are closely connected. This makes our province a particularly meaningful place to work on accessibility, inclusion, and governance. In our territory, mobility is not only about transport, it is also about opportunities, quality of life, access to work, and social cohesion. This is especially true in the Inner Area Basso Ferrarese, a rural area where long distances, limited transport options, and dependence on private cars can create real barriers for workers and communities.

Within GO4FAIR MOVE, our role is to help build a more integrated and data-driven governance approach to home-to-work mobility in lagging areas. As Lead Partner, we are responsible not only for coordinating the partnership, but also for supporting the strategic direction of the project and ensuring that cooperation produces practical and transferable results. We are strongly motivated by the idea that mobility should be understood as a right and as a driver of territorial fairness, not only as a technical service.

For the Province of Ferrara, the project is particularly important because it allows us to connect European cooperation with local realities. In Basso Ferrarese, GO4FAIR MOVE offers the opportunity to work with municipalities, regional actors, employers, communities, and stakeholders to test new governance solutions and strengthen collaboration across sectors and levels. We believe that this kind of multi-level cooperation is essential if we want to reduce mobility poverty, improve access to workplaces, and make rural territories more attractive and resilient.

We are proud to contribute to this project not only as coordinators, but also as a territory that can learn, experiment, and share experience with others. For us, GO4FAIR MOVE is a chance to build bridges: between policies and people, between institutions and communities, and between local needs and European perspectives. We look forward to working with all partners to make fair mobility a real and visible opportunity for rural areas across Central Europe.



PARTNERS' INTRO

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

DEVELOPMENT AGENCY NORTH-DAN LTD. (CRO)

Development Agency North (DAN) is a regional development institution based in Varaždin, Croatia, dedicated to fostering sustainable economic growth, innovation, and territorial cohesion in Northern Croatia. As a public development agency, DAN plays a key role in initiating, preparing, and implementing EU-funded projects, with a strong focus on strengthening local capacities, supporting SMEs, and addressing regional development challenges through strategic planning and cross-sector cooperation.

The Varaždin region, located in the north of Croatia near the borders with Slovenia and Hungary, is characterized by a dynamic mix of urban centers and rural areas. While the city of Varaždin represents a historical, cultural, and economic hub

with a strong industrial and entrepreneurial tradition, the surrounding rural municipalities face typical challenges related to accessibility, demographic change, and limited public transport options. In recent years, administrative expansion has further increased the share of rural areas within the functional region, making the issue of balanced territorial development even more relevant.

DAN has extensive experience in managing and participating in transnational and cross-border cooperation projects, particularly within Interreg programmes. Our work spans across various thematic areas, including sustainable mobility, climate adaptation, digital transformation, and innovation ecosystems. Through these projects, we have developed strong partnerships with regional and local authorities, research institutions, and private sector stakeholders across Central Europe.

One of the key challenges we are addressing is the growing disparity in mobility access between urban and rural populations. Limited and inflexible transport systems often restrict access to employment, education, and essential services, especially for residents of smaller settlements. This directly impacts social inclusion, labor market participation, and overall quality of life. DAN recognizes mobility as a crucial component of regional resilience and economic development.

Within the GO4FAIR MOVE project, DAN aims to contribute its expertise in stakeholder engagement, data-driven planning, and pilot implementation. Our goal is to support the development of innovative, inclusive, and sustainable mobility solutions that respond to the real needs of citizens and employers. By fostering cooperation between public authorities, businesses, and communities, we seek to co-create practical models that can improve access to workplaces and reduce mobility-related inequalities.

In the long term, DAN is committed to integrating the concept of "Mobility as a Right" into regional development strategies, ensuring that mobility is not a privilege but a fundamental enabler of equal opportunities. Through GO4FAIR MOVE, we see an opportunity to test new approaches, strengthen institutional capacities, and contribute to shaping more inclusive and connected regions across Central Europe.



PARTNERS' INTRO

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

EMFIE (HUN)

EMFIE specializes in the practical implementation of responsible innovation, focusing on communicating and developing various innovations, with particular emphasis on urban development and sustainable urban mobility. As the idea owner, developer, and implementer of the RegioStars Awardwinning CityWalk project, EMFIE has significant experience in delivering high-quality EU projects. Having served as WP leader in several previous projects, EMFIE ensures all activities are precisely planned and executed, with strict adherence to deadlines. As a Communication WP leader in several previous projects, EMFIE played a key role in crafting engaging, easy-to-understand project content that reached wide audiences and target groups.



EMFIE's communication work is characterized by innovative, visually appealing content and effective, targeted dissemination with high reach rates. Across previous projects, EMFIE has consistently contributed to making complex project content accessible and engaging for both the general public and specific target groups. Over the course of this work, more than 100 videos, animations, and infographics were created, reaching over 250,000 people through hundreds of social media posts.

Within the GO4FAIR MOVE project, EMFIE will serve as a knowledge provider on urban mobility, leveraging both scientific and practical expertise. The team has conducted extensive research on the success factors of urban mobility, building on the results of the CityWalk Interreg Danube project, where EMFIE also led a work package. Furthermore, EMFIE has direct experience with the Interreg Central Europe Programme, including the development of a governance model. The expertise gained in these areas will directly contribute to the GO4FAIR MOVE project, ensuring innovative, high-quality deliverables aligned with EU regional policy goals.

In the GO4FAIR MOVE project, EMFIE will lead Activity A2.5: Assessment of pilot activities and solutions for transferability plan and recommendations. In addition, EMFIE will actively contribute to all other activities in WP1 and WP2, acting as both knowledge provider and communication leader.

As a knowledge provider, EMFIE's primary role will be to support the development and implementation of tools, as well as pilot coordination and assessment for territorial partners. The team will also actively participate in thematic discussions, contribute to solution development, formulate policy proposals, and ensure effective dissemination and capitalization of project results.

As communication leader, EMFIE will implement a new-generation communication approach aimed at maximizing reach, adding value, and enhancing the overall effectiveness of communication and dissemination. This approach focuses on creating innovative and visually engaging content using digital tools such as infographics, animations, and videos, combined with storytelling techniques. The content will be disseminated in a targeted manner to ensure sustained audience attention through the regular delivery of compelling materials.

PARTNERS' INTRO

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

REGIONAL DEVELOPMENT AGENCY IN BIELSKO-BIALA (POL)

We are Regional Development Agency in Bielsko-Biała - a business support organisation with over 30 years of experience in fostering innovation, entrepreneurship, and regional development. We are based in Bielsko-Biała, a city with strong industrial roots that is increasingly evolving into a modern and innovative environment.

Our organisation supports small and medium-sized enterprises by providing access to financing, infrastructure, and development services.

We are actively involved in international cooperation, implementing projects focused on knowledge exchange, networking, and adapting global trends—such

as digital transformation, innovation support, and skills development—to the local context. Over the past decade, we have successfully implemented more than 50 EU-funded projects with a total budget of approximately 9 million EUR.

We also create innovative spaces such as FabLab, where entrepreneurs, students, and local communities can develop their ideas using advanced technologies. Through workshops, trainings, and initiatives, we strengthen entrepreneurial, digital, and creative competences, while building an inclusive and collaborative ecosystem.

In the GO4FAIR project, we act as an active partner contributing to the development and testing of innovative governance solutions that address challenges related to mobility, skills gaps, and social inclusion in less urbanised areas. The project focuses on improving cooperation between public institutions, businesses, and communities, as well as promoting data-driven and place-based approaches.

Our role includes supporting stakeholder engagement at the local level, participating in knowledge exchange activities, and contributing to the development of tools and strategies that strengthen regional cooperation. We are particularly involved in building connections between different sectors and facilitating dialogue that leads to practical and sustainable solutions.

Our motivation for participating in the project comes from our commitment to strengthening regional ecosystems and addressing real challenges faced by local communities. We believe that improving access to opportunities, enhancing skills, and fostering cooperation are key to reducing disparities and supporting long-term development. Through this project, we aim to exchange experiences with international partners, develop innovative approaches, and implement solutions that can be effectively adapted to our regional context. We are fully committed to contributing to all stages of the project and ensuring that its results bring long-term value to both our region and the wider partnership.



PARTNERS' INTRO

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

INSTITUTE FOR TRANSPORT AND LOGISTICS FOUNDATION OF FERRARA (ITA)



The Institute for Transport and Logistics Foundation (ITL) is a not-for-profit body which aims to advance the development, innovation and promotion of logistics and transport systems in the Emilia-Romagna Region through research, consultancy and training activities.

ITL contributes to the growth of the logistics and mobility sectors by participating in national and European projects, as well as by facilitating network relationships among cross-sectoral stakeholders.

ITL joined the GO4FAiR MOVE project to help reduce the gap between urban and rural areas in terms of access to mobility and employment opportunities. The Foundation is responsible for supporting the design of operational plans and feasibility studies aimed at launching pilot activities that respond to local mobility challenges. In particular, ITL contributes to the co-creation of home-to-work solutions and management programmes that combine innovative governance approaches with place-based interventions tailored to the specific characteristics of each area. The solutions will be tested at local level while ensuring that pilot experiences can inform long-term mobility planning and governance models.

BIELSKO DISTRICT (POL)



We are the Bielsko District (Powiat Bielski) - a local government unit located in the southern part of the Silesian Voivodeship, surrounding the city of Bielsko-Biała. Our region is a unique blend of a dynamically developing industry and the exceptional tourist values of the Beskidy Mountains. As a local authority, we are responsible for the development of 10 municipalities, focusing on improving the quality of life for over 160,000 residents through investments in infrastructure, education, healthcare, and support for local initiatives.

We have extensive experience in implementing EU-funded projects aimed at regional modernization and adaptation to modern digital and ecological standards.

We strive to create a strong, integrated ecosystem that connects local community needs with a modern approach to management and innovation.

In the GO4FAiR MOVE project, the Bielsko District, in cooperation with ARRSA, is implementing a key Pilot Action. The aim of this pilot is to validate an innovative solution: the Public-Private-Citizen Partnership (PPCP) as a simple governance mechanism to enhance accessibility.

The PPCP operates through a Working Group Forum with a simple scope of tasks (roles, decision rules, meeting rhythm, data sharing) serving as the organizational and regulatory element of the partnership. Our pilot includes:

- **Co-creation Cycle:** Establishing at least three moderated "roundtable" sessions to verify needs and barriers (integration, interoperability, service availability) and agree on common goals.
- **Strategic Discussion:** Focusing on industry challenges, identifying major public transport barriers, and assessing feasible partnership forms - from light coordination to a structured forum.
- **Implementation Roadmap:** Agreeing on "who does what, when, and with which tools" to coordinate and integrate with assistive technologies, such as e-mobility.

The Working Group includes public and private transport operators, public administration representatives, experts in sustainable development, and social/citizen representatives. Our goal is to formulate a set of governance and coordination recommendations to improve public transport efficiency and enhance accessibility for residents and commuters. Together, we will develop a method for implementing good practices gathered during this and other similar projects.





VISIT US AT
[HTTPS://WWW.INTERREG-CENTRAL.EU/PROJECTS/GO4FAIR-MOVE/](https://www.interreg-central.eu/projects/go4fair-move/)

Interreg
CENTRAL EUROPE



Co-funded by
the European Union

GO4FAIR MOVE

PROGRAMME CO-FUNDED BY THE EUROPEAN UNION