

# GreenPATH

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

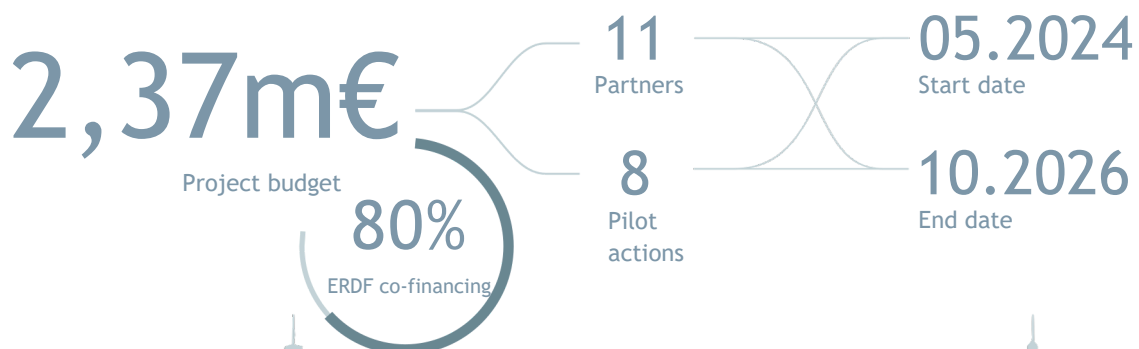
4

## NEWSLETTER

30/06/2026

Dear GreenPATH Community,

As GreenPATH enters its final implementation phase, our partnership continues to transform ideas into concrete actions. Across Central Europe, pilot activities are being tested in universities, business districts and urban areas, demonstrating how sustainable commuting can become a practical reality for workers and students alike. Beyond infrastructure, GreenPATH is building a culture of collaboration, innovation and behavioural change, where local experiences inspire transnational solutions. This newsletter showcases the latest milestones achieved together and the collective commitment of our partnership to creating greener, healthier and more inclusive mobility systems for the future.



## GreenPATH - Where we stand Now



The GreenPATH project continues to move forward in its mission to promote sustainable commuting across Central Europe. Following the **5th Steering Committee Meeting in Kecskemét (Hungary)**, partners reviewed the **progress of pilot actions** being implemented in universities, business zones, and urban areas, exchanging experiences and lessons learned from the testing phase. Discussions also focused on data-driven mobility planning, long-term sustainability of project results, and strategies to strengthen the integration of innovative mobility solutions into local policies. The meeting once again highlighted the importance of cooperation in shaping greener, more inclusive, and resilient mobility systems for workers and students across the region. [Read more](#)

## Promotional Campaigns - Monza



In Monza, the GreenPATH promotional campaign is helping citizens rediscover cycling as a practical and accessible part of everyday mobility. Through a series of hands-on workshops organised together with FIAB Monza, participants explored simple solutions to common barriers to cycling – from preventing bike theft and cycling in the rain to combining bicycles with public transport and shopping by bike. Hosted at the historic Mulini Asciiutti, the initiative highlighted how sustainable mobility is not only about infrastructure, but also about confidence, knowledge, and community engagement. The workshops are part of Monza's broader GreenPATH pilot promoting cycle commuting through incentives, digital tools, and local awareness activities. [Read more](#)

## Promotional Campaign - TU Berlin



At the EUREF-Campus in Berlin, [Technische Universität Berlin](#) is implementing a series of GreenPATH activities to encourage more sustainable commuting behaviours among students and campus users. Through co-design workshops, cycling initiatives and practical measures such as a newly inaugurated bicycle repair station, the pilot combines awareness-raising, participatory engagement and hands-on solutions to support active mobility. One recent workshop, Active Mobility Makers, invited students to collaboratively explore ideas for safer, more accessible and user-friendly walking and cycling experiences on campus, contributing valuable insights for more people-centred mobility planning. [Read more](#)

## Promotional Campaign - BOKU



BOKU University's Bike2BOKU campaign in Vienna demonstrated how a combination of awareness-raising and engagement activities can encourage more sustainable commuting among students. The initiative promoted cycling through a dedicated challenge, social media storytelling, flyer distribution, a bicycle breakfast and a winners' ceremony, while using the Bike Citizens app to support participation. By combining incentives, role-model videos and on-campus communication, the campaign encouraged students to build a regular cycling routine and highlighted the health and environmental benefits of active mobility, providing valuable lessons for future behavioural change initiatives.



## Promotional Campaign - Ravenna



On 23 March 2026, GreenPATH partner activities in Ravenna marked an important step from planning to implementation with the launch of new electric corporate sharing services for companies and workers in the Port of Ravenna. Through the Corrente Corporate platform, employees can access shared electric vehicles, reducing commuting emissions while benefiting from more flexible mobility options. The initiative brought together public authorities, companies and mobility managers to demonstrate the service and discuss future mobility scenarios, showcasing how GreenPATH is testing concrete, scalable solutions to promote sustainable commuting in Functional Urban Areas.

## Promotional Campaign- Maribor



University of Maribor's "Bike to Work" campaign is encouraging employees and employers to choose cycling for their daily commute, demonstrating how behavioural change can support more sustainable mobility. As part of the GreenPATH pilot, the campaign combines social media, website communication, press outreach and dedicated events to raise awareness of the benefits of cycling. Building on the pilot's results, the University has also developed practical recommendations for both employers and employees, promoting active mobility as a way to save time, reduce costs and contribute to a healthier, more sustainable urban environment.

## GreenPATH at REAL CORP 2026



GreenPATH was presented at the REAL CORP 2026 conference in Vienna, one of the leading international events on urban development and regional planning. During the event, BOKU University shared new research exploring how stakeholder engagement and user perception influence sustainable mobility management across seven GreenPATH pilot areas. The study highlighted an important message: people are often willing to choose more sustainable commuting options, but barriers such as limited awareness, infrastructure gaps, and low participation still prevent change. By combining behavioural research with practical pilot actions, GreenPATH continues to contribute valuable knowledge for designing more people-centred and effective mobility solutions across Central Europe. The full paper is available online on the REAL CORP website. [Read more](#)

## Publication on DRT service for sustainable mobility



A new publication by GreenPATH partner Mobilissimus explores how Demand Responsive Transport (DRT) can help create more flexible, accessible, and sustainable mobility systems in Hungary. The article presents several real-life examples – from Budapest to Kecskemét – showing how on-demand transport services can better respond to commuters' needs, improve connections in low-density areas, and support industrial zones with irregular work shifts. The publication also highlights that the future success of DRT depends not only on technology, but also on strong governance, stakeholder involvement, and integration with existing transport systems. The full article (in Hungarian) is available online on the Mobilissimus website. [Read more](#)



## Connect with us!



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## The partnership

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Monza, Italy



Milan, Italy



Trieste, Italy



Berlin, Germany



Vienna, Austria



Faculty of Civil Engineering,  
Transportation Engineering  
and Architecture

Maribor, Slovenia



Budapest, Hungary



Kecskemét, Hungary



Zagreb, Croatia



Osijek, Croatia

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