

GREENPATH

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



FINAL PUBLICATION





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GREENPATH

TITLE:

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

DURATION:

30 months

Start date 05.2024

End date 10.2026

BUDGET:

2,37 m €

ERDF CO-FUNDING:

80%

PARTNERSHIP:
6 Countries / 10 regions / 11 partners



Project objective

AIMS

GreenPATH advanced sustainable mobility in Functional Urban Areas (FUAs) by developing an integrated and innovative approach to commuting that addressed key mobility management challenges and supported the decarbonisation of urban transport. Throughout the project, low-carbon travel behaviours among students and workers were promoted through the co-design of smart and inclusive mobility solutions involving public authorities, companies, universities, and other stakeholders, contributing to improved transport efficiency and reduced greenhouse gas emissions.

PILLARS (MACRO-ACTIVITIES)

GreenPATH was structured around four main pillars of activity:

- **Integrated mobility governance** - the project developed a shared transnational strategy to manage commuter flows and strengthen coordination among key stakeholders in Functional Urban Areas.
- **Co-design and testing of sustainable mobility solutions** - tailored mobility management measures were developed and piloted in selected urban contexts.
- **Digitalisation and innovation** - smart mobility tools, data-sharing platforms, and analytics were leveraged to support real-time information, personalised travel options, and multimodal integration.
- **Strategic planning and capacity building** - the GreenPATH Strategy and local Action Plans were developed to facilitate the long-term uptake, replication, and scaling-up of project results.



CROSS-BORDER IMPACT

A key added value of GreenPATH was its strong transnational cooperation framework, which brought together partners from Italy, Germany, Austria, Slovenia, Hungary, and Croatia. This collaboration enabled the exchange of knowledge, experiences, and good practices, while supporting the joint development of mobility management tools and strategies. By working across national and regional boundaries, partners addressed shared mobility challenges and enhanced the transferability and scalability of project results throughout the Central Europe Programme Area. The cooperation established through GreenPATH also laid the foundations for continued collaboration towards the decarbonisation of urban mobility beyond the project's lifetime.

CONTRIBUTION TO EU/NATIONAL POLICIES & MACRO-REGIONAL STRATEGIES

GreenPATH supported the European Green Deal by promoting low-carbon and innovative mobility solutions aimed at reducing transport emissions and improving urban sustainability. The project also contributed to EUSAIR, EUSALP, and EUSDR by enhancing sustainable accessibility and connectivity, and aligned with the Territorial Agenda 2030 through integrated urban planning and transnational cooperation.

Want to know more?

Scan the QR code to discover
how GreenPATH contributes to



Macro-Regional Strategies

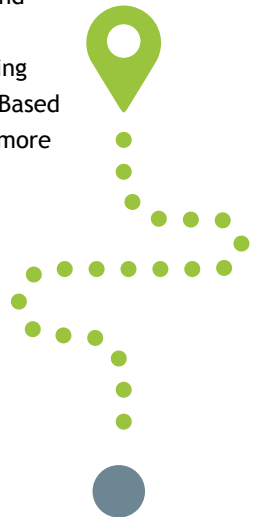
Approach/methodology

GAPS ADDRESSED

The project tackled the limitations of existing approaches to sustainable mobility that were often fragmented and insufficiently tailored to local commuting patterns, by introducing a more integrated, data-driven, and user-centred mobility management framework. It addressed the lack of coordinated transnational solutions and the limited use of shared data and digital technologies in mobility planning, while also filling gaps in knowledge and evidence through the creation of a common baseline of stakeholder and user perceptions to support more informed and transferable policy and operational solutions across Central Europe.

NEEDS IDENTIFIED

GreenPATH addressed the need for more effective and tailored sustainable mobility solutions for home-to-work commuting in Functional Urban Areas (FUAs), taking into account their specific characteristics and integrating Sustainable Urban Mobility Plans (SUMP). To better understand local mobility challenges, needs, and user behaviours, the project conducted a comprehensive needs assessment involving key stakeholders and commuters across the partner regions. Based on this evidence, GreenPATH also responded to the need for more convenient, accessible, and attractive sustainable transport options by promoting real-time information, multimodal integration, and user-oriented services enabled by digital tools.



SOLUTIONS PROPOSED

GreenPATH developed a set of integrated solutions to improve commuter mobility at the Functional Urban Area (FUA) level, centred on **two main transnational solutions**: a co-designed open-source **Mobility Management coordination dashboard**, which enables regional and local authorities to coordinate and monitor sustainable commuting actions through shared data, company initiatives, and tailored KPIs; and **Mobility Management packages** combining soft measures such as micro-incentives, gamification, and digital platforms to promote eco-friendly commuting among students and employees.

CONCEPT BEHIND THE PILOT ACTIONS, INTRODUCTION OF THE TWO MACRO-CATEGORIES (EMPLOYEES/STUDENTS)

Following the development of these two core solutions, GreenPATH co-designed and tested an integrated governance approach for commuter mobility through a participatory process involving project partners and key stakeholders across six Functional Urban Areas. Pilot actions were implemented to address the specific mobility needs of the two main target groups, **students and employees**, and to validate the transferability of the proposed solutions in different territorial contexts.

Mobility Management packages for students were developed and tested in **Vienna, Maribor, and Berlin**, while dedicated packages for employees were implemented in **Ravenna, Monza, Osijek, and Kecskemét**.

In parallel, the Mobility Management coordination dashboard was piloted in **Ravenna**, where it supported the coordination and monitoring of commuter mobility measures.

Throughout the implementation phase, all pilot actions were continuously monitored and evaluated through a common framework of milestones and indicators to ensure consistency, facilitate mutual learning, and support replication across participating FUAs.



PILOT ACTIONS
Mobility management packages

Solutions for students



Bike2BOKU: BOKU Student Cycling Challenge | Vienna FUA



Cycling is already one of the most popular ways of travelling to BOKU University, yet many students still rely on public transport for their daily commute. To encourage a further shift towards active mobility, the Bike2BOKU pilot targeted students who regularly used motorised modes, motivating them to cycle through a combination of incentives, awareness-raising activities and community engagement. The initiative supports both the University's sustainability strategy and wider local and national mobility policies such as the national mobility masterplan.

AIM

Encourage students to replace public transport with cycling for their daily commute, helping to strengthen active mobility habits through a targeted behavioural change campaign and challenge.

ACTIVITIES

The Bike2BOKU pilot combined digital tools, incentives and communication activities to make cycling an attractive commuting option for students.

Using a dedicated mobile app, participants joined a cycling challenge where trips earned points and rewards, encouraging them to build lasting cycling habits. The campaign was supported by social media storytelling, promotional videos featuring student role models, campus screens and a cyclists' breakfast celebrating active commuters. Recruitment focused on students travelling by public transport, with targeted outreach at bus stops and a QR code registration system. Throughout the pilot, close co-operation with the app provider, the University's Social Media Team and the BOKU Mobility Working Group ensured effective implementation, while surveys, app data and focus groups monitored participation and impact.

CHALLENGES & LESSONS LEARNED

Recruiting eligible participants within a limited timeframe and adapting the digital platform required significant

coordination. In addition, factors such as topography, road safety and bicycle availability influenced students' willingness to participate. These challenges were addressed by simplifying the challenge design, adopting a bring-your-own-bike approach and refining the registration process. The pilot showed that user-friendly digital tools, realistic participation targets and meaningful incentives are essential to maximise engagement and encourage long-term behavioural change.



The Bike2BOKU challenge demonstrated how a combination of digital engagement, targeted communication and incentives can encourage more students to choose cycling for their daily commute.



626 flyers distributed, leading to 126 QR code scans, 34 app registrations and 20 active participants.

Key results



40 students took part in the Cyclists' Breakfast celebrating active mobility.



Surveys highlighted a clear shift towards cycling, with public transport use decreasing after the challenge.



The campaign generated 67,128 video views, reached 31,957 instagram accounts and recorded 1,483 interactions.



Participants also became ambassadors for sustainable mobility, encouraging 14 additional students to start cycling through peer-to-peer engagement.

Employer-Provided E-bikes for Sustainable Commuting | Maribor FUA

Although Maribor is a compact and relatively flat city with an expanding cycling network, commuting by car remains the preferred choice for many employees. The pilot explored whether removing one of the main barriers to cycling—the cost of purchasing an e-bike—could encourage a lasting shift towards more sustainable commuting. It focused on university employees and post-doctoral researchers who previously relied on private cars for their daily journeys.



Finalized bike-storage facility

AIM

Explore whether providing e-bikes and practical support can encourage employees who usually commute by car to adopt cycling as part of their everyday travel routine within a year time.

ACTIVITIES

- E-bike riding and safety training course
- Mobility habits tracked and analysed
- Secure bike-storage facility build
- Faculty-wide commuting survey developed
- Recommendations for further behavioural changes developed

CHALLENGES & LESSONS LEARNED

Recruiting participants willing to change long-established commuting habits proved challenging, and some participants left the pilot during the implementation period. In addition, expecting participants to completely replace car travel with cycling was unrealistic, particularly during winter weather conditions. The pilot therefore adopted more flexible targets, encouraging participants to use e-bikes for at least part of their commuting journeys. The experience demonstrated that realistic expectations, supportive infrastructure and gradual behavioural change are essential for the successful adoption of active mobility.

Key results

The pilot demonstrated that reducing financial barriers and providing practical support can encourage employees to replace a significant share of their car journeys with cycling.



10 employees participated in the year-long pilot.



On average, car travel was reduced by **39%** among participants.



Participants replaced **13,436 km** of car commuting with e-bike journeys.



An analysis of university commuting patterns showed that **70** out of 111 employees at the Faculty of Civil Engineering, Transportation Engineering and Architecture could potentially commute by e-bike, highlighting significant opportunities for wider adoption.



Pilot participants on an e-bike trip from Maribor to Ptui

Supporting Active Commuting at EUREF Campus | **Berlin FUA**



Cycling Training for intermediate participants taking form of a tour through Berlin

At Berlin's EUREF Campus, a green and urban living lab based in the centre of Berlin, sustainable commuting is mainly shaped by habits, perceived safety, commuting distance, weather and infrastructure. The pilot addressed some of these barriers among students and employees commuting to the campus by implementing various activities such as gamification, hands-on testing and practical cycling support. These measures complement local and institutional mobility efforts by making active and low-emission travel easier to try, understand and sustain.

AIM

Encourage students and employees at the EUREF Campus to embrace active and sustainable commuting by

increasing awareness, building cycling confidence and capacities and creating opportunities to experience alternative mobility solutions.

ACTIVITIES

Rather than relying on a single initiative, the Berlin pilot adopted a user-centred and multi-dimensional approach, combining awareness-raising, incentives, skills development and practical mobility services into one integrated programme.

Two CO₂mmuting Challenges, organised in summer and winter, encouraged participants to track their journeys through a dedicated app and compete for prizes while adopting greener commuting habits. Hands-on experiences, including cargo-bike and e-bike testing during the EUREF Sommerfest, allowed participants to discover new mobility options, while cycling courses and bicycle repair workshops helped build confidence and practical skills. A permanent self-service bicycle repair station further supported everyday cycling. Throughout the pilot, newsletters, social media, campus screens, posters, WhatsApp groups and direct outreach ensured continuous engagement with the campus community.

CHALLENGES & LESSONS LEARNED

The pilot demonstrated that awareness campaigns can successfully encourage people to try more sustainable commuting options, but lasting behavioural change requires continuous support. Structural factors such as commuting distance, weather conditions, cycling infrastructure and

perceived safety remained important barriers. The experience highlighted the value of combining gamified campaigns with practical services, institutional support and regular engagement activities. Replication in other Functional Urban Areas should therefore integrate communication with incentives, training and enabling infrastructure, according to a user-centred and multi-dimensional approach.

Key results

The Berlin pilot showed that combining communication, gamification and practical mobility services can successfully engage campus communities and encourage more sustainable travel choices.



100 participants joined the twoCO₂mmuting Challenges, with **31** taking part in the summer edition and **69** in winter.



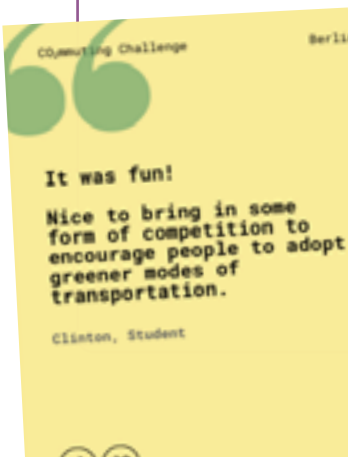
Around **40** participants tested cargo bikes and e-bikes during the EUREF Sommerfest.



57% of surveyed winter participants reported walking or cycling more frequently, while **78%** said they would join the challenge again.



Cycling courses engaged **18** participants, while the bicycle repair workshop involved **7** participants, helping build confidence and practical cycling skills.





Mobility management packages

Ride, Win, Breathe | Monza FUA

CYCLE-TO-WORK GAMIFICATION FOR THE SUSTAINABLE COMMUTING OF EMPLOYEES

Monza's pilot addressed one of the city's main mobility challenges: the widespread use of private cars for short home-to-work journeys, contributing to traffic congestion, poor air quality and high PM2.5 emissions. The initiative targeted employees of large companies and municipal offices, encouraging them to choose cycling for their daily commute. The pilot supports the Municipality's Sustainable Urban Mobility Plan (SUMP) and strengthens the implementation of Company Mobility Plans (PSCLs).

AIM

Encourage employees to replace car home-to-work journeys with cycling by combining digital tools, incentives and community engagement, promoting healthier commuting habits while reducing traffic congestion and transport-related emissions.

ACTIVITIES

The Monza pilot combined digital innovation, behavioural incentives and stakeholder engagement to make cycling a more attractive option for everyday commuting.



Participants received smart bicycle devices connected to a mobile application that automatically tracked commuting trips and rewarded sustainable travel. A gamification scheme, based on mileage rewards and monthly rankings, encouraged regular participation, while real-time commuting data were collected and displayed through a public dashboard to support future mobility planning. The initiative was complemented by awareness-raising activities, including a launch event, cycling workshops organised with FIAB, surveys and continuous communication through company Mobility Managers, digital channels and promotional materials.

Key results

The pilot demonstrated how digital tools, gamification and collaboration with employers can successfully encourage more sustainable commuting while generating valuable evidence for future mobility planning.



256 employees registered for the initiative, with **195** active participants representing **12** organisations.



Participants cycled a total of **94,056** km, avoiding an estimated **14,4** tonnes of CO₂ emissions.



The pilot combined **four engagement events** with continuous communication, incentives and digital trip tracking.



Anonymous commuting data were analysed through a public dashboard, providing valuable insights to support future cycling policies and sustainable mobility planning in Monza.

Participant to the pilot

“ I believe that being encouraged to use an alternative, sustainable mode of transport –like a bicycle–helps immensely, especially during rush hour when habit often leads us to choose the car; once you start using it, you discover that it is actually enjoyable—in fact, it becomes a sort of addiction. ”



TOM4BusinessZones

Transport Options Modelling for Business zones | **Osijek FUA**

Improving sustainable commuting requires a clear understanding of how people travel to work and which mobility solutions can have the greatest impact. The Osijek pilot focused on three major business zones, where high levels of daily home-to-work commuting create pressure on the transport network. By analysing current travel patterns and future mobility needs, the pilot provides local authorities with an evidence base to support more sustainable transport planning, in line with the Functional Urban Area Mobility Masterplan and regional mobility policies.

AIM

Develop an evidence-based transport model to help local authorities identify the most effective sustainable mobility solutions for commuting to and from three business zones, supporting future planning, policy measures and investment decisions.

ACTIVITIES

- Data collection for the development of the traffic model (with a specific focus on home-to-work travellers).

- Stakeholder engagement: coordination with business zone operators, business zone tenants / companies and their employees, city representatives, and PT operators.
- Analysis of current travel patterns in the city with a traffic load analysis focused on 3 business zones.
- Impact analysis of existing and planned projects impacting the transport system
- Development of business zones' commuting scenarios

CHALLENGES & LESSONS LEARNED

Collecting reliable mobility data and engaging companies and employees required significant coordination. Close collaboration with business zone managers, targeted surveys and multiple data sources helped address these challenges. The pilot showed that effective mobility planning relies on quality data and strong stakeholder involvement. Future initiatives should allow more time for company participation and use incentives to encourage employee engagement.

Key results

The pilot created a robust evidence base to support long-term sustainable mobility planning in the Osijek Functional Urban Area, helping local authorities prioritise future investments and improve commuting options for employees.



Transport scenarios were developed for **three business zones**, supporting future mobility planning.



The modelling identified opportunities to increase the use of cycling, carpooling and public transport.



Public transport services to and from the business zones are planned to increase from **125 daily departures to 186** in 2027, reaching **401 departures** by 2037.



The results are supporting planned investments in cycling infrastructure and will continue to inform future policy measures through regular data updates.

Participant to the pilot

“ Although Osijek FUA representatives were very active in developing sustainable transport options in the past, for the first time sustainable transport options for home-to-work travelling to and from 3 business zones will have an evidence base for local decision-making, policy measures and future investments.. ”

Saša Bart, Dyvolve

Launch of a demand-responsive bus line to the Southern Industrial Area | **Kecskemét FUA**

The Southern Industrial Area is one of Kecskemét's largest employment hubs, with around 16,000 workers, yet many employees face limited public transport options outside peak hours. To improve access to workplaces, the pilot introduced a demand-responsive bus service connecting the railway station with the industrial area. The initiative responded to the needs of employees, job seekers and commuters travelling from surrounding municipalities, while supporting the city's efforts to develop a more flexible and user-oriented public transport system.

AIM

Test whether a demand-responsive bus service can better meet the mobility needs of employees and other commuters travelling to the Southern Industrial Area, providing evidence for future public transport planning.

ACTIVITIES

The Kecskemét pilot combined stakeholder engagement, digital innovation and a new mobility service to explore more flexible public transport solutions.

The service was designed in close collaboration with employers, local authorities and transport operators to better understand commuting needs and shape the new route. An online booking platform allowed passengers to reserve journeys in advance, while dedicated training prepared drivers and operational staff for the new service. The launch of the pilot was supported by a communication campaign, including a press conference, local media coverage and social media activities to encourage residents and employees to test the new demand-responsive bus line. The service operated for six months, providing valuable insights into travel demand and user behaviour.

CHALLENGES & LESSONS LEARNED

Designing a route that balanced broad territorial coverage with a simple and efficient service required careful planning. Equally important was providing technical support to both staff and passengers during the introduction of the new booking system. The pilot showed that demand-responsive transport can offer greater flexibility than conventional bus services, but its success depends on



An advertisement for the DRT pilot bus line that appeared on our social media platforms.

well-designed routes, appropriate vehicle capacity and a clear understanding of users' actual travel needs.



Key results

The pilot successfully tested a new demand-responsive public transport service, providing valuable evidence to support future mobility planning and more flexible public transport solutions in Kecskemét.



87 users registered through the online booking platform.



51 passengers used the service, completing **39** booked journeys across **37** departures.

The pilot covered a total of **394 km** demonstrating a **98%** mileage saving compared with conventional operation.



5 stakeholder organisations collaborated in designing, implementing and evaluating the pilot service.

Mobility Management coordination dashboard in Ravenna Port Area | **Ravenna FUA**



This pilot provides port companies with a digital tool to support the preparation of Home-to-Work Travel Plans, as required by Italian legislation. It targets companies,

their Mobility Managers

and port workers affected by limited public transport, congestion and inadequate cycling infrastructure. By improving the collection and sharing of commuting data, the platform strengthens coordination between company Mobility Managers and the Area Mobility Manager, supporting more effective public transport planning in line with Ravenna's Sustainable Urban Mobility Plan.



AIM

Digitalise the preparation of Home-to-Work Travel Plans by providing Mobility Managers with a shared platform that improves data collection, coordination and evidence-based transport planning, while encouraging more companies to implement effective mobility management measures and support sustainable commuting.

ACTIVITIES

The pilot combined digital innovation, institutional cooperation and stakeholder engagement to support the deployment of the EMMA platform in the Ravenna Port Area. Through the reuse principle, the Emilia-Romagna Region adopted software already implemented in Piemonte, supported by agreements with the Piemonte Region and ITL. Before deployment, the platform underwent accessibility, cybersecurity and GDPR compliance assessments to ensure a secure and inclusive digital environment. To encourage adoption, a communication campaign introduced EMMA through stakeholder meetings, workshops hosted by the Port Authority, bilateral support and an online training session for Mobility Managers. A preliminary commuting survey supported data collection before the official pilot testing phase began.

CHALLENGES & LESSONS LEARNED

Engaging port companies was one of the main challenges, as Mobility Management is often perceived as an additional administrative task without regulatory incentives. Continuous communication, stakeholder workshops, targeted outreach and bilateral support proved essential to building participation and demonstrating the value of mobility planning for employee well-being. At the same time, deploying the platform on the Emilia-Romagna regional infrastructure required rigorous accessibility, cybersecurity and GDPR compliance standards. While this increased the complexity of implementation, it ultimately resulted in a more secure and robust platform. The experience also highlighted the potential of innovative solutions, such as geohashing, to reconcile user privacy with effective commuting analysis.

Mobility managers from the Emilia Romagna Region

“ Collecting reliable commuting data and encouraging employees to participate are the first steps towards improving transport services. By analysing this information alongside Home-to-Work Travel Plans and sharing it with transport operators and local authorities, we can make mobility planning more effective. ”

Key results

The pilot established a new digital foundation for Mobility Management in the Emilia-Romagna Region, strengthening collaboration between companies and public authorities while improving the quality of commuting data available for future transport planning.



20 port companies participated in the pilot, involving **28** Mobility Managers and company representatives.



351 employees completed the commuting survey through the platform.



4 stakeholder workshops and one online training session supported the adoption of EMMA.



Following the pilot, the Emilia-Romagna Region officially adopted EMMA as its standard Mobility Management platform. Seven of the Region's **13** Area Mobility Managers have already committed to using it for the 2026 Home-to-Work Travel Plan campaign, with full regional rollout planned by 2027.



Gamification and sharing mobility in industrial

Ravenna Port Area | **Ravenna FUA**

The Ravenna Port Area experiences heavy traffic congestion due to the large number of daily commuters. Limited public transport connections, a lack of rail access and insufficient cycling infrastructure make sustainable commuting particularly challenging for port workers. At the same time, relatively few companies have Mobility Management Plans, resulting in limited data on commuting patterns. The pilot addressed these challenges by introducing a digital platform that promotes shared and sustainable mobility while supporting companies in encouraging more sustainable travel habits.

AIM

Encourage employees to adopt more sustainable commuting habits through a digital platform combining multimodal journey planning, shared mobility services, gamification and incentives, while helping companies strengthen Mobility Management and better understand employees' travel patterns.

ACTIVITIES

The pilot combined co-design, digital innovation and behavioural incentives to encourage more sustainable com-

muting in the Ravenna Port Area. Working closely with port companies and Mobility Managers, the project developed the Corrente Corporate Sharing platform, offering multimodal journey planning, home-to-work trip tracking, shared mobility services and a gamification system rewarding sustainable travel choices. To support implementation, the pilot included stakeholder meetings, a launch event, workshops for Mobility Managers and employees, and a targeted communication campaign promoting the platform and its benefits. Through incentives, practical mobility services and continuous engagement, the initiative encouraged employees to experiment with new commuting options while providing companies with valuable insights into mobility behaviour.

CHALLENGES & LESSONS LEARNED

The main challenges concerned engaging a fragmented group of port companies, aligning different commuting needs, and ensuring users understood the platform's benefits. These were addressed through co-design meetings, Mobility Manager involvement, a launch workshop and targeted communication. A key lesson is that di-

digital tools alone are not sufficient: uptake requires trust, clear incentives and continuous stakeholder engagement. For replication, other FUAs should start with user needs, involve employers early, and combine technology with behavioural incentives. Some of the main lessons learned by the pilot action development were that multi-stakeholder co-design is needed to drive to successful implementation and engagement. Other FUAs should conduct early territorial analyses, engage companies immediately, utilize flexible and modular digital platforms, and establish a clear governance model among public and private entities.

1



2



3



Key results

The pilot successfully demonstrated how digital services, shared mobility and behavioural incentives can encourage more sustainable commuting while supporting companies in promoting Mobility Management.



9 companies participated in the pilot.



29 employees downloaded and tested the Corrente Corporate Sharing app.



Users completed 198 shared mobility services, travelling 2,973km and saving 395 kg of CO₂.



Participants reported a 4.93/5 satisfaction score, highlighting the platform's positive user experience

Recommendations for successful promotional campaigns

LESSONS LEARNED FROM GREENPATH

The analysis carried out within GreenPATH, together with the implementation of the pilot actions, demonstrated that promotional campaigns play a fundamental role in encouraging more sustainable commuting behaviours when they are conceived as an integral component of mobility management measures, rather than as stand-alone communication activities. Throughout the project, partners tested different approaches to engage students and employees, raise awareness of new mobility services, and support long-term behavioural change across diverse Functional Urban Areas.

A key lesson emerging from the project is that **communication should accompany the entire implementation process**. Rather than being an external dissemination activity, promotional campaigns should be embedded within the design, testing and evaluation of mobility measures, supporting stakeholder engagement, increasing participation and facilitating the adoption of new mobility behaviours.

The GreenPATH experience highlighted recommendations at two complementary levels:

- **a strategic level**, providing guidance on how to integrate communication into mobility management processes;
- **an operational level**, offering practical tools, monitoring indicators and a checklist to support the planning and implementation of future promotional campaigns.

STRATEGIC RECOMMENDATIONS

1 / Build campaigns around users' needs

Successful campaigns begin with a clear understanding of commuters' behaviours, motivations and barriers. Communication is most effective when it responds to local mobility challenges and addresses the specific needs of different target groups, such as students or employees.

2 / Promote positive and tangible benefits

Campaigns that emphasise convenience, health, affordability and quality of life

are generally more persuasive than those focusing exclusively on environmental objectives. Positive, solution-oriented messages encourage people to experiment with sustainable mobility options.

3 / Integrate communication with concrete mobility measures

Communication delivers the greatest impact when it is directly linked to practical actions that citizens can experience. Throughout GreenPATH, promotional campaigns accompanied pilot measures such as cycling workshops, bicycle repair stations, mobility applications, co-design activities and incentive schemes, helping translate awareness into behavioural change.

Good practice

Berlin (Germany) / At the EUREF Campus, the promotional campaign demonstrated the value of a user-centred and multi-dimensional approach to behavioural change. Rather than promoting individual activities, the campaign strategically combined awareness-raising, gamified commuting challenges, bike testing, cycling courses, repair workshops and innovative digital tools into a coherent mobility package. This integrated approach strengthened community engagement, increased the visibility of active mobility and provided valuable insights to further improve the pilot actions.

Vienna (Austria) / At BOKU University, communication was fully integrated into the co-design process through awareness campaigns, active mobility events and direct engagement with students through a dedicated community challenge. Rather than simply promoting sustainable commuting, the campaign encouraged users to actively being engaged in a behavioural and routine change process, strengthening ownership and increasing participation in the pilot activities.

4 / Mobilise communities as ambassadors of change

The GreenPATH experience demonstrated that successful campaigns rely not only on the involvement of public authorities, universities and employers, but also on trusted members of the communities they aim to reach. Student ambassadors, employees, local champions and other peer groups can act as powerful multipliers, strengthening credibility and encouraging wider participation.

Monza (Italy) / Practical cycling workshops organised together with local organisations enabled participants to develop bicycle maintenance skills, discuss commuting barriers and directly experience the benefits of active mobility, reinforcing campaign messages through hands-on participation and peer exchange.

Ravenna (Italy) / Communication activities supported the implementation of innovative ICT solutions, such as the Mobility Management Coordination Dashboard, by bringing together local authorities, mobility managers, companies and other stakeholders throughout the pilot process. Rather than promoting a single tool, the campaign fostered dialogue, strengthened cooperation and encouraged the shared use of mobility data to support coordinated decision-making.

5 / Ensure continuity and evaluate impact

Behavioural change is a long-term process that requires sustained communication rather than isolated awareness-raising events. Consistent messaging, regular engagement activities and continuous monitoring help maintain momentum over time while providing evidence to refine future campaigns and maximise their impact.

From strategy to implementation

The methodology developed by GreenPATH translates these strategic recommendations into practical guidance for mobility managers and public authorities. Deliverable D.1.2.3 - Promotional Campaigns for Sustainable Mobility Management includes relevant examples and key lessons learned, monitoring indicators, communication templates and an operational checklist that can support the design, implementation and evaluation of future promotional campaigns.



Want to know more?

Scan the QR code to discover
the complete methodology
and operational checklist.

GREENPATH toolbox

Beyond its pilot actions, GreenPATH has produced a collection of practical resources, strategies, and studies designed to support mobility managers, public authorities, researchers, and practitioners in developing more sustainable commuting systems. From governance frameworks and planning tools to tested mobility measures, these outputs translate the project's experience into knowledge that can be adapted and replicated across different Functional Urban Areas.

Want to explore our tools?

Scan the QR code to access the full GreenPATH toolbox and discover practical resources for sustainable mobility.



MEMORANDUM OF UNDERSTANDING ON SUSTAINABLE MOBILITY MANAGEMENT *A shared commitment for long-term cooperation*

The GreenPATH Memorandum of Understanding establishes a common framework for collaboration among cities, institutions, and organisations committed to sustainable mobility. It outlines shared principles, objectives, and governance approaches to strengthen cooperation beyond the project's lifetime and support the transition towards greener and more connected Functional Urban Areas.

COLLABORATIVE SOLUTIONS FOR SUSTAINABLE MOBILITY

Tested solutions ready to inspire local action

This publication presents the collaborative mobility management solutions jointly developed and tested by the GreenPATH partnership. It provides practical approaches that can be adapted by other territories, including:



MOBILITY MANAGEMENT COORDINATION DASHBOARD

D.2.1.2

An ICT-based tool integrating commuting data and company initiatives to help mobility managers coordinate actions, monitor impacts, and support evidence-based decision making through tailored KPIs



MOBILITY MANAGEMENT PACKAGES TAILORED FOR COMMUTING STUDENTS AND EMPLOYEES

D.2.1.3

A collection of tested soft measures—including micro-incentives, gamification approaches, and digital platforms—designed to encourage more sustainable commuting behaviours among different target groups.





GREENPATH STRATEGY

Output 3.1

A roadmap for sustainable commuting in Functional Urban Areas

The GreenPATH Strategy brings together the project's findings into a comprehensive framework for planning and implementing sustainable mobility management. It explains how data, stakeholder engagement, technology, and behavioural change can be combined to create practical and scalable solutions for students and workers across Central Europe



ACTION PLANS FOR GREEN PATH TERRITORIES

Output 3.2

From strategy to local action

The Action Plans translate the GreenPATH approach into concrete local actions. Developed for each Functional Urban Area, they identify priority measures, responsibilities, timelines, and implementation pathways, providing a practical guide for integrating innovative mobility management solutions into existing planning processes and ensuring their long-term uptake.



STAKEHOLDER ENGAGEMENT METHODOLOGY

D.1.2.1

Putting people at the heart of sustainable mobility

This methodology introduces the GreenPATH framework for engaging stakeholders and commuters throughout the mobility planning process—from needs assessment and trust-building to participation, training and continuous monitoring. Based on extensive interviews and surveys with students and employees, it provides practical tools to support more inclusive, collaborative and user-centred mobility management.

GREENPATH Trainings

Building the skills for the mobility transition

Sustainable mobility is not only about infrastructure and technology—it is also about people, knowledge, and the capacity to implement change. For this reason, GreenPATH developed a comprehensive online training course designed to strengthen the competences of mobility managers, policy makers, public authorities, and practitioners working to improve commuting within Functional Urban Areas (FUAs). The course provides practical tools, methodologies, and communication strategies to support the planning and implementation of sustainable mobility measures, while fostering a shared understanding of mobility management across different European contexts. Through free and accessible learning materials, GreenPATH contributes to building a community of professionals capable of designing innovative, user-centred, and low-carbon mobility solutions.

Objectives

The GreenPATH training programme was developed to:

- promote awareness and encourage the adoption of sustainable commuting habits among employees, students, and the wider public;
- equip mobility managers, policy makers, and public administrations with the knowledge and practical skills needed to implement sustainable transport solutions;
- strengthen collaboration among institutions and stakeholders to address commuting challenges and improve mobility management within Functional Urban Areas.

A free online learning experience

Developed collaboratively by the GreenPATH partnership, the course is freely available through a dedicated Learning Management System hosted on the Mobility Academy platform. It offers flexible, self-paced learning for project partners, associated partners, mobility managers, policy makers, and other professionals interested in sustainable mobility.

The programme is structured into four **thematic learning units**:

- 1 **Mobility Management in Europe** - introducing the principles, policies, and challenges of sustainable mobility management.
- 2 **Tools and Technologies for Mobility Management** - presenting digital solutions, data-driven approaches, and innovative mobility tools.
- 3 **Communication and Awareness-Raising Campaigns** - exploring strategies to engage commuters and promote behavioural change.
- 4 **GreenPATH Best Practices** - showcasing experiences, pilot actions, and transferable solutions developed throughout the project.

Upon completion of the course, participants can assess their knowledge through an online quiz and continue exchanging ideas and experiences via an open discussion forum, creating opportunities for continuous learning and collaboration.

Lasting impact

By making high-quality training materials freely accessible, GreenPATH ensures that the knowledge generated by the project extends well beyond its pilot actions. The course supports capacity building across Europe, facilitates the dissemination of innovative mobility management practices, and contributes to long-term behavioural change by empowering professionals to design healthier, smarter, and more sustainable commuting systems.

Ready to learn more?

Scan the QR code to access the GreenPATH trainings on the Mobility Academy platform.



Complete the course and receive your GreenPATH certificate!



GREENPATH takeaways & the way ahead

GreenPATH has shown that promoting sustainable commuting requires more than individual mobility measures: it demands an **integrated approach that combines governance, stakeholder engagement, digital innovation, and behavioural change**. By bringing together public authorities, universities, companies, mobility providers, and commuters, the project has demonstrated how Functional Urban Areas can address complex mobility challenges through coordinated, evidence-based and user-centred solutions. The experience gained throughout the project confirms that sustainable mobility is most effective when it is embedded within long-term planning processes rather than implemented through isolated initiatives.



The pilot actions implemented across seven study areas confirmed the value of **tailoring mobility management measures to the specific needs of different user groups**, particularly students and employees. At the same time, the project highlighted the **important role of data, real-time information, and digital tools in supporting informed travel choices, improving multimodal integration, and increasing the attractiveness of low-carbon transport options**. An equally important lesson is that mobility solutions **must remain inclusive and people-centred**, recognising that commuters have different needs depending on age, gender, employment conditions, physical abilities and travel patterns. By taking these differences into account, mobility management can contribute not only to lower emissions but also to more equitable access to opportunities and healthier urban environments.

Beyond the pilot phase, GreenPATH leaves a **lasting legacy of practical resources, tested methodologies, strategic frameworks, and capacity-building opportunities**. The GreenPATH Strategy, local Action Plans, training programme, and collaborative tools provide a solid foundation for supporting cities and regions in integrating innovative mobility management into existing planning processes. Rather than promoting one-size-fits-all solutions, these outputs encourage stronger cooperation



between public authorities, employers and mobility providers, while supporting evidence-based decision making and the long-term uptake of successful measures.

Looking ahead, the challenge will be to build on these achievements by scaling up successful solutions, strengthening cooperation among stakeholders, and facilitating the transfer of GreenPATH's approach to new territories. The project has demonstrated that **effective mobility management depends on continuous collaboration, policy integration and knowledge exchange**, creating favourable conditions for innovation well beyond the partnership. Through its **Strategy, Action Plans and transferability framework**, GreenPATH provides practical guidance that enables other Functional Urban Areas to adapt, replicate and further develop the project's solutions according to their local context.



As cities and regions advance towards climate neutrality, the experience gained through GreenPATH offers a valuable roadmap for developing smarter, more inclusive, and more sustainable commuting systems. The project has not only contributed to reducing transport-related emissions today, but has also laid the foundations for innovative mobility management to become a permanent component of resilient, climate-neutral Functional Urban Areas across Central Europe, ensuring that its impact continues well beyond the project's lifetime.

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PROJECT COORDINATION

Institute for Transport and Logistics

Viale Aldo Moro 38
40127 Bologna - Italy

Anna Giarandoni _ Project Manager

anna.giarandoni@fondazioneitl.org

+39 3394169786

Interreg
CENTRAL EUROPE



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GreenPATH

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LEAD PARTNER

Institute for Transport and Logistics

Viale Aldo Moro 38 - 40127 Bologna - Italy (IT)

www.fondazioneitl.org



Municipality of Monza

Piazza Trento Trieste 1 - 20900 Monza - Italy (IT)

www.comune.monza.it/it



Redmint Social Enterprise

Via Fra' Cristoforo 14/D

20142 Milano - Italy (IT) - redminteuropa.org/



**Central European Initiative - Executive Secretariat
Project Management Office**

Via Genova 9 - 34121 Trieste - Italy (IT) - www.cei.int



Technische, Universität Berlin

Institut für Berufliche Bildung und Arbeitslehre

Straße des 17. Juni 135 - 10623 Berlin - Germany (DE)

[www.arte.tu-berlin.de/menue/
arbeitslehretechnik_und_partizipation/](http://www.arte.tu-berlin.de/menue/arbeitslehretechnik_und_partizipation/)



BOKU University, Vienna

Peter-Jordan-St 82 - 1190 Wien - Austria (AT)

boku.ac.at/en/rali/verkehr



University of Maribor

**Faculty of Civil Engineering, Transportation
Engineering and Architecture**

Slomškov trg 15 - SI - 2000 Maribor, Slovenia (SI) - www.um.si/



Mobilissimus Ltd.

Lónyay utca 34. 3. em. 21, 1093 Budapest - Hungary (HU)

mobilissimus.hu/



Public Transportation Centre of Kecskemét

Paul Lechler 2 - 6000 Kecskemét

Hungary (HU) - www.keko.hu



DYVOLVE d.o.o.

HRVOJA MACANOVICA 57 - 10000 ZAGREB, Croatia (HR)

www.dyvolve.com



City of Osijek

Kuhačeva 9 - 31000 Osijek (HR), Croatia (HR) - www.osijek.hr

