Interreg CENTRAL EUROPE

Co-funded by the European Union

GreenPATH

Action Plan
University of Maribor

Final Version

07 2026



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.

AUTHORING, REVISION & QA INFORMATION

Deliverable Contributors		
Type of author	**Name and surname**	**Organization (short name as in AF)**
Main author	Tinka Valtl	University of Maribor
Main author	Vlasta Rodošek	University of Maribor
Contributor		

Summary

1. Introduction 3
2. Policy & Strategic Framework 3
3. Stakeholder Analysis 3
4. Objectives 3
5. Actions 3
6. Implementation Timeline 4
7. Risk Analysis 4
8. Financial Overview 4
9. Monitoring 4
10. Conclusions 4
11. List of Annexes 5

1. Introduction

Territorial context: The pilot area is located at the Technical Faculties of the University of Maribor, within the Podravska region and the Maribor Functional Urban Area. The area combines university administration, teaching and research buildings with mixed public/private parking, bus lines and existing cycling infrastructure, including several MBajk bike-share stations within walking distance.

The challenge: University of Maribor employees and doctoral/postdoctoral students show high dependency on car commuting for home-to-work trips, despite the presence of sustainable alternatives (cycling infrastructure, public transport, bike-sharing). This is driven by a combination of factors documented through the GreenPATH pilot: limited and insecure bike/e-bike parking, low awareness of existing sustainable options, and a lack of integration between available mobility tools (e-bikes, MBajk, public transport ticketing). These are treated as facets of a single root challenge rather than separate problems, consistent with the Action Plan Canvas developed for this Action Plan.

Development process: This Action Plan builds directly on the GreenPATH E-bike Pilot Program implemented at the University of Maribor (Dec 2024 - Mar/Jun 2026), which included a mobility profiling survey of 117 employees (90 valid responses), a weighted scoring model used to select 10 pilot participants, e-bike provision, and a bike storage upgrade.

Overview of the Action Plan: This Action Plan proposes three complementary, non-infrastructure actions that extend the proven results of the pilot into durable, scalable measures: (A-01) promoting and incentivizing participation in the existing national 'Polni zagona - kolesarimo v službo' cycling-to-work challenge among Technical Faculty staff and doctoral/postdoctoral students; (A-02) developing a combined e-bike and public transport option for adverse-weather days; and (A-03) establishing an employer-subsidized e-bike purchase/leasing scheme. Each action is directly grounded in pilot evidence and addresses a specific, documented weakness or barrier identified during pilot implementation.

2. Policy & Strategic Framework

This Action Plan is designed to contribute to the municipal Sustainable Urban Mobility Plan (SUMP) adopted by the City of Maribor in March 2026, which sets an overall target of more than half of all trips in the city being made sustainably (walking, cycling, public transport) by 2033, including raising the public transport commuting share from 8.8% to at least 13.8% by 2032.

It is also grounded in the national Act on Integrated Transport Planning (ZCPN, 2022), which establishes the legal basis for sustainable mobility planning at national, regional and local level, and in the University of Maribor's own institutional sustainability commitment, recognised through its participation in the Times Impact Rankings as the highest ranked Slovenian university for its integration of sustainable development objectives.

This Action Plan also builds on the national 'Polni zagona - kolesarimo v službo' (Full of Energy - Let's Cycle to Work) initiative, funded through the LIFE IP CARE4CLIMATE project and the Ministry of Environment, Climate and Energy, which runs an annual cycling-to-work challenge open to individuals, teams and employers; some University of Maribor faculties already participate as registered employers.

Note: the Podravska Regional Sustainable Mobility Plan (SRMP) is in preparation as of July 2026.

Strategy / Plan / Policy	Level	Relevant objective or measure	How this Action Plan contributes
SUMP Maribor 2026-2033	Local (Municipal)	More than half (up to 60%) of trips made sustainably by 2033; public transport commuting share from 8.8% to at least 13.8% by 2032	This Action Plan sustains and scales the modal shift from car to e-bike achieved during the pilot among University of Maribor staff, directly contributing to the municipal target
University of Maribor institutional sustainability commitment (Times Impact Rankings)	Institutional	Embed sustainable development objectives into university operations	Actions A-01/A-02/A-03 operationalise this commitment specifically for staff and doctoral/postdoctoral student commuting
Polni zagona - kolesarimo v službo (national cycling-to-work challenge, LIFE IP CARE4CLIMATE)	National	Increase employer and individual participation in cycling-to-work challenges (2026 edition: 2,673 cyclists, 221 teams, 167 employers nationally, +49% year-on-year)	Action A-01 promotes this existing national challenge specifically among Technical Faculty staff and doctoral/postdoctoral students, building on faculties already participating

3. Stakeholder Analysis

The stakeholders below were identified through the GreenPATH Stakeholder Mapping Questionnaire and the pilot's Ex-Ante, Interim and Ex-Post reports, and complemented for this Action Plan with stakeholders relevant to scaling the pilot's results (Municipality of Maribor, MARPROM and the national Polni zagona campaign coordinators).

University of Maribor and University Employees / doctoral and postdoctoral students are considered the core stakeholders, while the Local e-bike rental/bike shop provider, the Municipality of Maribor, MARPROM and the Polni zagona campaign coordinators play supporting or enabling roles of varying power and interest.

Organisation / Name	Contact details	Sector Public / Private	Role	Involved in Actions
University of Maribor	Slomškov trg 15, 2000 Maribor,Slovenia Tel: +386 2 229 4400 |	Public	Decision-maker / Facilitator	A-01, A-02, A-03

	Email: rektorat@um.si | Web: www.um.si			
University Employees & doctoral/postdoctoral students (pilot participants)		Public (institutional members)	Beneficiary / Co-implementer	A-01, A-02, A-03
Local e-bike rental/bike shop	Partizanska cesta 21, 2000 Maribor, Slovenia Tel: +386 40 556 459 | Email: mkm@kolesarji.org | Web: ibikemaribor.com	Private	Technical / Financial partner	A-01, A-03
Municipality of Maribor	Ulica heroja Staneta 1, 2000 Maribor, Slovenia Tel: +386 2 220 1000 | Email: mestna.obcina@maribor.si | Web: maribor.si	Public	Policy owner / Enabler	A-02
MARPROM (Maribor public transport operator)	Mlinska ulica 1, 2000 Maribor, Slovenia Tel: +386 (0)59 180 481 / 482 | Email: info@marprom.si | Web: www.marprom.si	Public (municipal)	Technical / implementation partner (ticketing)	A-02
Polni zagona campaign coordinators (IPoP / Ministry of Environment, Climate and Energy)	Tržaška cesta 2, 1000 Ljubljana, Slovenia | Tel: +386 (0)590 63 683 | Email: ipop@ipop.si | Web: ipop.si	Public / non-profit	Platform host / national campaign coordinator	A-01

Expected input and dependencies:

- University of Maribor is expected to provide formal approval, policy alignment and internal coordination across all three actions; A-03 in particular cannot proceed without its sign-off, since it requires a new internal policy.

- University Employees & doctoral/postdoctoral students are expected to provide usage data, feedback and word-of-mouth uptake; their participation in A-01 and A-02 depends on continued Administration support and on the Local e-bike rental/bike shop provider maintaining the e-bikes.

- The Local e-bike rental/bike shop provider is expected to continue supplying and maintaining e-bikes; A-03 depends on this stakeholder agreeing commercial terms for a leasing/subsidy model.

- The Municipality of Maribor is expected to provide policy backing (as MARIBOR SUMP owner) and to facilitate introductions to public transport actors; A-02 depends on its willingness to broker these relationships.

- MARPROM, as the operator of Maribor's local public transport network and ticketing app, is expected to provide the technical and commercial terms for any combined e-bike/public transport product; A-02 is

directly dependent on MARPROM's agreement, since it is the entity that would issue and manage the combined ticket.

- The Polni zagona campaign coordinators are expected to provide the existing challenge platform, promotional materials and prizes; A-01 depends on effective internal coordination with them and with the University of Maribor faculties already registered as participating employers, to avoid duplicating or fragmenting effort.

4. Objectives

Overall objective: Reduce car-based home-to-work commuting among University of Maribor Technical Faculty employees and doctoral/postdoctoral students by sustaining and scaling the shift to e-bikes and other sustainable modes achieved during the GreenPATH pilot, contributing to the Maribor SUMP target of more than half of all trips being made sustainably by 2033.

Specific objectives:

- Promote the national Polni zagona cycling-to-work challenge among Technical Faculty staff and doctoral/postdoctoral students and measurably increase participation (including e-bike commuting, which is eligible under the challenge) beyond the original 10 pilot participants, targeting the challenge's spring 2027 edition (Action A-01).

- Establish and pilot a combined e-bike and public transport option for adverse-weather days, addressing the pilot's documented weather-dependence weakness, by Q1 2027 (Action A-02).

- Secure institutional approval for an employer-subsidized e-bike purchase/leasing scheme, addressing the number one barrier to replication identified in the pilot's Ex-Post report (purchase cost), by end of 2027 (Action A-03).

Data-driven focus: the mobility profiling survey developed during the pilot (117 employees surveyed, 90 valid responses) and its weighted scoring model (distance 30%, seasonal mode choice 15%, willingness to give up parking 40%, motivation 15%) will be reused to identify and prioritise participants for the scaled actions.

Core solution area: this Action Plan focuses on gamification (A-01) and micro-incentives (A-02, A-03), since the infrastructure component (bike storage) was already delivered by the pilot itself.

5. Actions

This Action Plan proposes three actions, prioritised as a shortlist per GreenPATH methodology. The actions are not isolated: A-01 sustains and grows the pilot's user base through an existing national gamified challenge, A-02 addresses the pilot's main behavioural weakness (weather-dependence), and A-03 addresses its main structural barrier (cost), so that the combined package sustains the modal shift achieved during the pilot beyond the project's lifetime. All three actions are non-infrastructure, consistent with the GreenPATH requirement that Action Plans should not propose further infrastructure development.

Sequencing: A-01 and A-02 are largely parallel - each reinforces the pilot's existing user base independently and neither is a precondition for the other, so they can be pursued at the same time once their respective partners (Polni zagona coordinators / already-participating UM faculties; Municipality/MARPROM) are engaged. A-03 is partly sequential: while its policy development can start in parallel with A-01/A-02, its rollout is more effective once A-01 has demonstrated continued and growing demand for e-bikes beyond the

original 10 participants, since that evidence strengthens the case for Administration approval of a funded scheme. A-01 is treated as the priority action: it is the fastest and lowest-cost to implement, since it uses an existing national platform and requires only internal promotion and coordination rather than new technical integration, and it supports the case for A-03.

5.1.1. A-01: Promote and Incentivize Participation in the Polni zagona Cycling-to-Work Challenge

Rationale: rather than build new infrastructure or technology, this action leverages Polni zagona - kolesarimo v službo, Slovenia's established national cycling-to-work gamification challenge (individuals, teams and employers; funded through LIFE IP CARE4CLIMATE and the Ministry of Environment, Climate and Energy). Some University of Maribor faculties already participate as registered employers, and e-bike commuting is eligible for logging under the challenge, making it a low-cost, ready-made way to sustain and grow engagement beyond the pilot's original 10 participants without duplicating an existing platform.

Action ID	A-01
Action Title	Promote and Incentivize Participation in the Polni zagona Cycling-to-Work Challenge
Type of Action	Gamification / behavioural incentive (existing external platform)
Challenge Addressed	Low awareness of sustainable commuting options; risk that engagement built during the pilot fades once loaned e-bikes and active pilot monitoring end
Link to existing strategies	Maribor SUMP modal-shift target; national Polni zagona initiative (LIFE IP CARE4CLIMATE); builds on University of Maribor faculties already participating as employers
Description and Key implementation steps	1) Contact the University of Maribor faculties already registered with Polni zagona to coordinate rather than duplicate team structures; 2) Set up or join a Technical Faculties team ahead of the challenge's spring 2027 edition; 3) Run an internal awareness campaign (using the campaign's provided employer materials) targeted at pilot participants and other Technical Faculty staff/doctoral and postdoctoral students, explicitly highlighting that e-bike commuting counts; 4) Add small internal incentives on top of the national challenge's own prizes; 5) Track participation via the team's logged days/km
Responsible institution	University of Maribor (Faculty of civil engineering, traffic engineering and architecture))
Other institutions involved	Polni zagona campaign coordinators (IPoP / Ministry of Environment, Climate and Energy); already-participating University of Maribor faculties
Expected results	Increased and sustained number of Technical Faculty staff and doctoral/postdoctoral students cycling/e-biking to work, measured through the team's participation and logged-km data; continued engagement beyond the original 10 pilot participants

Pilot evidence and replication conditions:

- Reference pilot: GreenPATH E-bike Pilot Program, University of Maribor (D.2.3.1); the pilot's own activity plan already included an ongoing 'Raising Awareness' activity (A5), confirming that sustained awareness-building was identified as necessary before this Action Plan

- Tested solution: Polni zagona itself is nationally tested, not GreenPATH-piloted; within GreenPATH, comparable gamified/behavioural challenges were piloted in Vienna (Bike2BOKU, completed, result: modal

shift to cycling) and Monza (Ride-Win-Breathe gamification platform, in progress, result: 200+ users across 12 companies)

- Observed results: Polni zagona's 2026 (5th) edition achieved a record 2,673 active cyclists in 221 teams from 167 employers nationally, cycling 406,788 km in total, a 49% increase in participants over 2025

- Evidence of effectiveness: national campaign growth data plus GreenPATH's own Vienna and Monza precedents.

- Conditions for replication: requires no new platform (uses the existing national challenge); requires coordination with University of Maribor faculties already participating, to avoid fragmenting or competing team structures

Priority classification: High priority (ready for implementation) - lowest cost and effort of the three actions, since it requires internal promotion and coordination only, not external technical negotiation; timing is constrained to the challenge's fixed annual spring window.

5.1.2. A-02: Weather-Resilient Combined E-bike + Public Transport Option

Rationale: weather dependence was documented as the pilot's most significant behavioural weakness and threat (SWOT analysis) and as an explicit risk in the Interim Pilot Report. The pilot's own lessons-learned recommendations proposed combining e-bike access with public transport tickets for bad-weather days as a mitigation.

Action ID	A-02
Action Title	Weather-Resilient Combined E-bike + Public Transport Option
Type of Action	Micro-incentive / ticketing
Challenge Addressed	Weather-dependence of e-bike usage, documented as a pilot risk and SWOT weakness/threat
Link to existing strategies	Maribor SUMP public transport commuting share target; MARPROM public transport application
Description and Key implementation steps	1) Approach the Municipality of Maribor and MARPROM about a combined product; 2) Define terms with the public transport operator; 3) Pilot the combined option with existing participants during autumn/winter; 4) Evaluate uptake and adjust
Responsible institution	University of Maribor
Other institutions involved	Municipality of Maribor, MARPROM (Maribor public transport operator)
Expected results	Reduced drop-off in sustainable commuting during poor weather; improved participant retention

Pilot evidence and replication conditions:

- Reference pilot: GreenPATH E-bike Pilot Program, University of Maribor (D.2.3.1)

- Tested solution: not directly tested during the pilot; identified as a lessons-learned recommendation rather than a piloted measure

- Observed results: the pilot's own recommendation explicitly proposed 'combined e-bike and public transport tickets for bad weather'; weather was documented to influence e-bike usage 'much more than anticipated'

- Evidence of effectiveness: qualitative, based on the pilot's SWOT analysis and risk register rather than quantitative testing - flagged as an evidence gap to be addressed during implementation

- Conditions for replication: requires cooperation from the public transport operator/authority and an existing ticketing platform (e.g. MARPROM)

Priority classification: Medium priority (conditional on Municipality/MARPROM cooperation).

5.1.3. A-03: Employer-Subsidized E-bike Purchase/Leasing Scheme

Rationale: the Ex-Post Pilot Report identifies e-bike purchase and maintenance cost as the biggest and most obvious barrier to wider replication of the pilot and recommends government-subsidized or employer-initiated pay-back schemes as a mitigation. The pilot itself relied on loaned e-bikes rather than a sustainable ownership model.

Action ID	A-03
Action Title	Employer-Subsidized E-bike Purchase/Leasing Scheme
Type of Action	Micro-incentive / financial scheme
Challenge Addressed	Purchase cost as the number one barrier to replication; reliance on employer-purchased/loaned e-bikes
Link to existing strategies	MARIBOR SUMP modal-shift target; national subsidy schemes referenced in the pilot's lessons learned
Description and Key implementation steps	1) Map available national/regional subsidy or pay-back scheme options; 2) Develop an internal university policy proposal; 3) Seek University Administration approval; 4) Pilot with a small cohort; 5) Scale to a wider employer-supported scheme
Responsible institution	University of Maribor Administration
Other institutions involved	Local e-bike rental/bike shop provider; relevant national bodies for subsidy schemes
Expected results	Reduced dependency on pilot-provided/loaned e-bikes; a durable, self-sustaining commuting shift beyond the project lifetime

Pilot evidence and replication conditions:

- Reference pilot: GreenPATH E-bike Pilot Program, University of Maribor (D.2.3.1)

- Tested solution: e-bike loan (not ownership) model

- Observed results: the Ex-Post Report names purchase cost as the biggest barrier to replication and explicitly recommends 'government-subsidized or initiated pay-back schemes'

- Evidence of effectiveness: qualitative lessons-learned; not yet quantitatively tested

- Conditions for replication: depends on the availability of national/regional subsidy programmes and University Administration approval

Priority classification: Long-term action (requires policy development and funding groundwork).

6. Implementation Timeline

The pilot phase ran from March 2025, with e-bike usage monitoring continuing through June 2026 and the bike storage upgrade extended to May 2026.

Provisional rollout of the three actions: A-01 (Polni zagona promotion) is planned around the challenge's spring 2027 edition (its 2026 edition concluded on 21 June 2026, before this Action Plan's finalisation), with internal coordination and team set-up starting as soon as possible in the second half of 2026. A-02 (weather-resilient combined option) is planned for beginning of 2027, conditional on engagement with the Municipality and MARPROM. A-03 (employer subsidy scheme) is a longer-term action, planned to run through 2027, given the policy development and funding groundwork required.

External factors influencing timing: A-01 is constrained by Polni zagona's own fixed annual challenge window (spring, typically April-June), which this Action Plan cannot change; the 2026 edition having just concluded means the earliest full participation opportunity is in spring 2027, though internal coordination and promotion planning can begin earlier. A-02's rollout window is deliberately aligned with the onset of autumn/winter weather, when the pilot's own data showed e-bike usage drops most - testing outside this window would not produce meaningful evidence. A-02 also depends on the Municipality's and MARPROM's internal decision-making calendars for any ticketing changes. A-03's longer timeline reflects the University's internal budget and policy-approval cycle, and its feasibility may depend on national or regional subsidy scheme application windows, which are not yet known and will be confirmed during the mapping step in A-03's implementation.

7. Risk Analysis

The risks below draw on the pilot's own documented experience (Interim Pilot Report risk register, Ex-Post SWOT analysis) as well as risks specific to implementing the three proposed actions. Risk management for this Action Plan will be the responsibility of the University of Maribor pilot team, reviewed alongside the monitoring arrangements described in Section 9.

Action ID	Risk	Likelihood (L/M/H)	Impact (L/M/H)	Mitigation measure
A-01	[Institutional/External risk] Internal promotion does not translate into new sign-ups, or overlaps/conflicts with faculties already participating in Polni zagona	M	M	Coordinate directly with already-participating University of Maribor faculties before launch to align messaging and team structure; use the campaign's own provided promotional materials rather than building new ones
A-02	[Institutional risk] MARPROM (local public transport operator) or Municipality decline to cooperate, so weather-dependence is not resolved	M	M	Engage MARPROM and the Municipality early; build on the existing MARPROM ticketing infrastructure
All actions	[Institutional risk] Bureaucratic delay in decision-making, as previously experienced with the bike storage upgrade (approx. 6-	M	M	None of the three actions require infrastructure or multi-party institutional approval of that kind; engage University Administration early as a 'Keep Satisfied' stakeholder

	month delay pending deans' consent)			
A-03	[Financial risk] National/regional subsidy funding does not materialise	M-H	H	Explore multiple funding sources in parallel (see Section 8); phase rollout starting with a small cohort
All actions	[External risk] Participant attrition / gap between stated willingness and actual participation, as observed during the pilot	M	L-M	Allow substitute participants, as done successfully during the pilot; reuse the existing weighted-scoring recruitment methodology

Overall risk level: Medium. Justification: no identified risk is rated High likelihood, and only one (A-03's funding risk) is rated High impact. The main residual concern is financial (A-03), which is addressed by exploring multiple funding sources rather than relying on a single source. No political risk (e.g. change of government, loss of political will) was identified as directly relevant at this scale, since the actions depend primarily on institutional and operational partners rather than elected office-holders.

8. Financial Overview

No funding has been secured for any of the three actions below. The options identified while preparing this Action Plan are listed per action as potential routes to explore, not as committed or approved financing: the University of Maribor's own budget (the only direct route currently available); the Slovenian national subsidy for the purchase of new e-bikes (up to €500 for a standard e-bike or €1,000 for a cargo e-bike, available only to individual purchasers buying from an authorised dealer, not to institutional leasing, and stackable with a small Municipality of Maribor top-up); the national/EU-funded sustainable mobility measures call under the Climate Change Fund and Cohesion Fund, which is administered through municipalities rather than universities directly; and LIFE IP CARE4CLIMATE, the programme already funding the Polni zagona challenge, as a possible channel to explore for further measures. None of these options should be read as confirmed, applied for, or secured.

Action ID	Action Title	Estimated cost (EUR)	Funding source	Status
A-01	*Promote and Incentivize Participation in the Polni zagona Cycling-to-Work Challenge*	*Approx. €500-1,000/year (indicative estimate) — internal incentive top-ups and awareness materials only; the Polni zagona platform itself is already funded via LIFE IP CARE4CLIMATE and the Ministry*	*University of Maribor internal budget*	*Estimate only - no funding secured*

A-02	*Weather-Resilient Combined E-bike + Public Transport Option*	*Approx. €500-1,000/season (indicative estimate, not yet confirmed) — based on bulk/10-ride MARPROM tickets rather than full monthly passes; actual cost depends on terms not yet agreed with MARPROM*	*University of Maribor internal budget; possible national/EU sustainable mobility measures call (Climate Change Fund/Cohesion Fund), if pursued jointly with the Municipality of Maribor/MARPROM*	*Estimate only - no funding secured; terms not yet agreed with MARPROM*
A-03	*Employer-Subsidized E-bike Purchase/Leasing Scheme*	*Approx. €15,000/year (indicative estimate) based on an estimated €1,500 per e-bike per year (rental, including servicing and repairs) for an illustrative cohort of 10 e-bikes*	*University of Maribor internal budget; national e-bike purchase subsidy (up to €500/standard e-bike or €1,000/cargo e-bike — individual purchase only, relevant only if a purchase-based model replaces leasing, stackable with a Municipality of Maribor top-up)*	*Estimate only - no funding secured;*
TOTAL		Approx. €16,000-17,000/year (indicative estimate only; no funding secured)		

9. Monitoring

Monitoring of this Action Plan will be led by the University of Maribor pilot team, reusing the KPI framework and monitoring approach established during the GreenPATH pilot (monthly/ongoing usage tracking, participant surveys and satisfaction interviews). Progress will be reviewed at key milestones aligned with the implementation timeline in Section 6, with data collected through the Technical Faculties' Polni zagona team participation and logged-km statistics (A-01), uptake of the combined ticketing option (A-02), and enrolment in the subsidy/leasing scheme (A-03).

Monitoring is linked to the risk management approach described in Section 7: emerging risks identified through monitoring (e.g. low uptake, funding shortfalls, stakeholder disengagement) will trigger a review of the relevant action's implementation approach.

10. Conclusions

This Action Plan extends the proven results of the GreenPATH E-bike Pilot Program - a 30%+ reduction in car-based commuting and a 37% e-bike commuting rate among participants - into three durable, non-infrastructure actions: promoting participation in the national Polni zagona cycling-to-work challenge, a weather-resilient combined mobility option, and an employer-subsidized e-bike scheme. Together, these actions aim to sustain and scale the pilot's impact beyond the project's lifetime, contributing directly to the City of Maribor's MARIBOR SUMP target of more than half of all trips being made sustainably by 2033.

The key condition for success is continued engagement from University of Maribor Administration, together with the cooperation of the Municipality, MARPROM, the Polni zagona campaign coordinators, and already-participating University of Maribor faculties. Stakeholder involvement has already shaped the pilot's design and results, and a dedicated stakeholder validation workshop will further shape and confirm the actions, timelines and resources proposed in this Action Plan. Several elements remain open at this stage - the Financial Overview, stakeholder contact details, confirmation of the Podravska Regional Sustainable Mobility Plan's status, and fuller pilot evidence for the Vienna and Monza gamification precedents referenced in Action A-01 - and will be completed prior to the final version of this Action Plan (20 July 2026).

11. List of Annexes

Annex 1 – Action Plan Canvas