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GO4FAIR MOVE

GO4FAIR MOVE

E-NEWSLETTER

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The GO4FAIR MOVE project is moving steadily forward, turning its initial objectives into concrete activities across the participating territories. During the first implementation period, partners have focused on collecting territorial evidence, engaging local stakeholders, and identifying good practices and community-based governance models to address mobility challenges in rural and peripheral areas. These activities are laying the groundwork for the development of three territorial pilots in Italy, Croatia, and Poland. By combining local knowledge with transnational cooperation, GO4FAIR MOVE continues to advance its ambition of making access to work fairer, more inclusive, and more sustainable, guided by the principle of "Mobility as a Right." In this second edition of our eNewsletter, we highlight the progress achieved so far and the next steps towards pilot implementation. We take you to Bielsko-Biała, Poland, where partners gathered for their second meeting to review project achievements, discuss the emerging pilot activities, and prepare for the next phase of cooperation. We also share our new project video, in which the partners themselves introduce the three pilots and explain how their experiences will contribute to developing transferable solutions for Central Europe. Through these updates, we invite you to discover how GO4FAIR MOVE is progressing from evidence and planning towards practical solutions that can make everyday commuting more accessible and equitable.

GO4FAIR MOVE
E-NEWSLETTER

TABLE OF CONTENTS

Editorial • P. 1

Partner meeting • P. 2

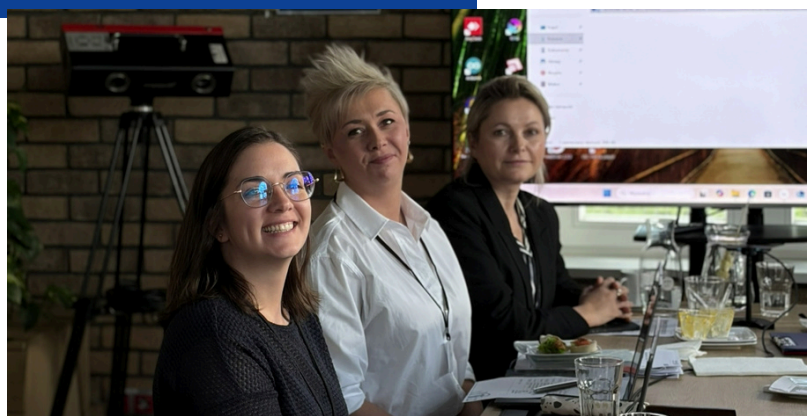
Partners' news • P. 3-8

Join us! • P. 9

MEETING #2

The second GO4FAIR MOVE Partners' Meeting took place on 23-24 September 2026 in Bielsko-Biała, Poland, bringing partners together to review progress and prepare for the next implementation phase. Following a welcome from the Polish hosts and the Lead Partner, discussions focused on Activity 1.1, covering territorial evidence, questionnaires, and participatory mapping to identify commuting patterns and mobility barriers. Partners also reviewed Activity 1.2, exploring good practices and community-based governance models, before addressing outstanding deliverables and implementation delays.

The second day shifted the focus from evidence collection to practical implementation. Partners discussed the GO4FAIR MOVE strategy and launched Work Package 2, translating research findings into operational plans for the three territorial pilots. Dedicated sessions examined emerging activities in Basso Ferrarese (Italy), Varaždin (Croatia), and Bielsko District (Poland), enabling partners to coordinate their approaches while considering local needs.









Communication and stakeholder engagement were another major focus of the meeting. EMFIE delivered a practical communication training session to support partners in preparing local communication campaigns accompanying the pilot activities. The training introduced a common planning methodology, campaign templates, target audience identification, communication channels, and approaches to monitoring campaign performance. Partners also discussed how communication could support stakeholder involvement and increase the visibility of the upcoming pilots. The meeting concluded with discussions on financial management, reporting requirements, upcoming deadlines, and the next steps in project implementation. Beyond the working sessions, the programme provided opportunities to strengthen cooperation and discover the host city. The Bielsko-Biała meeting represented an important milestone for GO4FAIR MOVE, helping the partnership move from initial research and planning towards the implementation of practical solutions for fairer access to work in rural and peripheral areas of Central Europe.

23-24 SEPTEMBER
BIELSKO-BIAŁA

PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

PROVINCE OF FERRARA (ITA)

Listening before planning: how Codigoro is shaping its mobility pilot with the community - By Provincia di Ferrara

When we talk about mobility in low-demand areas, we often start from data. In Codigoro, the GO4FAIR MOVE pilot area in the Basso Ferrarese, we started with a simpler question: who needs to be at the table? The fieldwork presented at the partner meeting in Bielsko-Biała on 23 September 2026 shows how Provincia di Ferrara is building the pilot on a foundation of shared governance and direct engagement.





A territory that needs to be understood from the inside

Our desk analysis identified the main forces shaping daily mobility in Codigoro. Schools and the local health hub act as the two main attractor poles for households. Agriculture is the dominant economic sector and generates most work-related trips. Unlike neighbouring municipalities, Codigoro also has a distinct industrial base, mostly linked to agro-industry. Together with its demographic and peripherality profile, this makes it a low-mobility-demand area at risk of mobility poverty. But numbers alone cannot tell us how people actually move, or what would make them change. For that, we went to the people who live and work in the territory.

Engaging institutions and businesses

The first action was built on institutional backing. We met the Mayor of Codigoro to present the project and its aims, which secured the municipality's support and gave us contacts for local businesses. We then reached out to employers directly, and questionnaires on home-to-work travel habits are now being rolled out to workers. This survey is still ongoing. It is mapping the commuting patterns of the people who generate most of the area's daily trips.

Taking the project to the public: the Fiera di Santa Croce

The second action brought GO4FAIR MOVE to residents. At the Fiera di Santa Croce, a local public event, we pursued two goals: raising the project's visibility among the community, and collecting knowledge in a way anyone could join. Codigoro's participatory map was exhibited, and visitors were invited to mark their daily mobility patterns using a colour-coded system of stickers and post-it notes. The map made residents' own mobility needs visible, and it did so in an informal setting rather than in a formal consultation.

Connecting fieldwork to formal planning

The third action places the project within the municipality's own decision-making. We took part in the working group of the Piano Urbanistico Generale (PUG), the urban plan that will shape Codigoro's future, with a specific focus on mobility. This links community-level data collection to the instrument that will ultimately use it, so the pilot is not a stand-alone exercise.

From engagement to planning tools

The volume of information gathered is substantial. To make it usable for planners, the project has identified a Mobility Demand Platform. It integrates urban design and mobility data to estimate and visualise real-time and potential travel demand, and it supports bus-line demand scoring and route testing. In the coming steps, we will combine these results with the project's catalogue of good practices and two external factors that shape commuting choices: fuel prices and the growing impact of climate change on working hours and schedules.

PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

DEVELOPMENT AGENCY NORTH-DAN LTD. (CRO)



From evidence to local action

Since the first GO4FAIR MOVE eNewsletter, Development Agency North - DAN has been advancing preparations for the Varaždin pilot, which aims to improve access to work for people living in rural and peri-urban areas. The planned mobility data-sharing platform is intended to support a better understanding of commuting needs and available sustainable transport options, while encouraging cooperation between relevant local actors.

Learning and planning together

On 23-24 September 2026, DAN participated in the second project partners' meeting in Bielsko-Biała, Poland. The meeting provided an opportunity to review territorial evidence, questionnaire findings and good practices, exchange experience with partners from other pilot areas, and discuss the next steps towards pilot implementation. A dedicated session on the Varaždin pilot helped connect local preparations with the project's shared approach to fair and inclusive home-to-work mobility.

Building the foundations for the Varaždin pilot

At local level, the DAN team has held a series of internal working meetings with external collaborators. These discussions support the further development of the pilot concept and the planning of the steps needed before implementation. Particular attention is being given to how the future platform can respond to real mobility challenges and provide useful information for the stakeholders involved. The pilot is still in its preparation phase; its detailed functionalities and implementation arrangements will be further developed through the upcoming activities.

Next step: the first local workshop

DAN is currently preparing its first local workshop within GO4FAIR MOVE. The workshop will be an opportunity to bring relevant stakeholders into the process, discuss commuting challenges and mobility needs in the Varaždin area, and collect insights to inform the next stages of pilot development. This participatory approach will help ensure that the emerging solution is grounded in local experience and supports more accessible and sustainable journeys to work.

PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

EMFIE (HUN)



EMFIE is a knowledge provider and communication leader partner in the implementation of the GO4FAIR MOVE project, so we fulfilled tasks in relation to these two main fields.

Regarding the technical project implementation, our main focus was on activities connected to "Knowledge base integration: a common cross-referenced methodological framework for rural mobility, employment and social data collection, analysis and mapping"; and "Capacities and open innovation: collaborative community-based models and solutions across governance sectors and levels".

EMFIE, as a knowledge provider partner, contributed to the development of a comprehensive, cross-referenced methodological framework for the collection, analysis, and mapping of data related to rural mobility, employment, and social dynamics is being developed. Through the joint development of the framework, partners exchange insights on various place-based case studies, enriching their knowledge base, which enhances partners' capacities with providing our comments on the draft version.

EMFIE collected two good practices as an input to the GO4FAIR MOVE collaborative community-based governance models, which is a comprehensive report summarising good practices and describing the GO4FAIR MOVE community-based governance models based on innovative mobility solutions, addressing workforce challenges and transport poverty in rural areas, with practical policy recommendations. Furthermore, we provided our expert comments on the draft methodology and the draft document as part of quality assurance.

Moreover, we started the preparation for "Assessment of pilot activities and solutions for transferability plan and recommendations", which is an activity led by us. We planned the timeline of the tasks and started the internal brainstorming about the assessment methods to be used.

We participated in online meetings of the partnership from the beginning of the project in every second month. During the Kick-off meeting, we held presentations about the communication activities, introduced our organisation; and during the online sessions we actively took part in discussions. Our colleague was present at the project meeting organised in Bialsko-Biala in September, 2026, where he held a communication training session and campaign planning workshop.

As a communication leader, we took care of project-level communication and guided partners in their partner-level communication tasks. We managed the project-level webpage: published several news about project meetings, introduced project partners to the public, and presented collected good practices. We created the first eNewsletter, an infographic and a project video.

PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

REGIONAL DEVELOPMENT AGENCY IN BIELSKO-BIALA (POL)



From a wider pool of good practices to four governance models

Since the previous GO4FAIR MOVE eNewsletter, the Regional Development Agency in Bielsko-Biała (ARRSA) has coordinated Activity A1.2, turning partners' experience into practical knowledge for improving access to work in rural areas. Our contribution has focused on collecting, comparing and synthesising good practices in mobility governance.

ARRSA developed a common collection methodology and a reporting template in Polish and English. Partners used this framework to describe each initiative's objectives, users, organisation, financing, results, barriers and potential for transfer. Together, project partners gathered a wider range of good practices and reference cases. From this broader pool, ARRSA selected nine core practices for detailed comparative analysis, while additional partner submissions and European examples informed the development of the governance models.

limited transport connections. Commuting to industrial zones and making smooth transfers between services organised at municipal, county and city levels also remain challenges. Addressing them effectively requires cooperation among multiple institutions and a view of mobility as a connected system rather than a collection of separate services.

The nine practices were AGRIBUS (Italy), transport for seasonal agricultural workers; MAMBA (Baltic Sea region), community-informed flexible mobility; BIKE2SCHOOL – BIKE2WORK (Hungary), promotion of cycling to work and school; BAST and ISTmobil (Austria), regional and inter-municipal on-demand transport; TELEBUS (Kraków, Poland), flexible services complementing regular buses; SPRINTI (Germany), first- and last-mile connections; TRANSPORTE A PEDIDO (Portugal), demand-responsive services for sparsely populated areas; and FLEXTRAFIK (Denmark), coordinated flexible transport services.

The added value goes beyond a catalogue of examples. ARRSA compared how services are managed, financed and integrated with public transport, as well as the roles played by authorities, operators, employers and residents. The findings were brought together in Deliverable D1.2.1, which proposes four transferable governance models: public authority-led integrated demand-responsive transport (DRT); inter-municipal shared mobility; employer-linked commuting; and community-based co-design and adaptive governance. These models give the partnership concrete options to adapt to local conditions, rather than copying one existing service.

On 23-24 September 2026, ARRSA and Bielsko District co-hosted the international partner meeting in Bielsko-Biała. Partners connected the good-practice findings with territorial assessments and preparations for three pilots in Poland, Italy and Croatia. This exchange helped translate the A1.2 analysis into shared knowledge for the project's next steps.

PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

BIELSKO DISTRICT (POL)



Partner meeting in Poland – a key contribution by Bielsko District

On 23-24 September 2026, Bielsko District organised the GO4FAIR MOVE project partner meeting in Poland. This was one of the County's key contributions during the recent project period and an important opportunity to bring together partners working jointly to identify solutions for better mobility. By taking responsibility for preparing and organising the event, Bielsko County provided a setting for discussion, the exchange of experience and a review of the progress made by the project partners.

Partner meetings are an essential part of transnational cooperation. They make it possible to compare different perspectives, experiences and the local and regional conditions in which transport systems operate. The meeting in Poland therefore supported not only the coordination of ongoing project work, but also stronger relationships between partners and the exchange of knowledge – one of the foundations of GO4FAIR MOVE. For Bielsko District, hosting the meeting represented a tangible contribution to the effective implementation of joint activities and the development of international cooperation.

Good practices – knowledge provided for Activity A 1.2

Another important area of Bielsko District's involvement was the preparation and provision of good-practice examples as input to Activity A 1.2 , implemented by the Regional Development Agency S.A. in Bielsko-Biała (ARR S.A.). This task helped ensure that the project work was informed by practical knowledge and inspiration drawn from experience in mobility organisation.

The examples provided enriched the material used in the work carried out under Activity A 1.2. Good practices offer an opportunity to consider transport challenges through the lens of solutions applied in different places and provide points of reference when examining whether such approaches may be relevant in other contexts. In this way, Bielsko District made a substantive contribution to the project, supporting ARR S.A.'s work and supplying knowledge relevant to the analysis of mobility issues.

Cooperation with ARR S.A. on mobility models – Activity A1.2

These tasks were complemented by cooperation between Bielsko District and ARR S.A. in the implementation of Activity A1.2, which focused on mobility models. The joint work centred on exchanging knowledge and experience and analysing approaches to mobility organisation, taking into account the local and regional conditions of the Bielsko County area.

Bringing together the local-government perspective and the experience of a regional development institution enriched the project work with complementary viewpoints. Cooperation under Activity A1.2, alongside the provision of good practices for Activity A 1.2, demonstrated the value of partnership and knowledge-sharing in addressing real mobility challenges.

PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

INSTITUTE FOR TRANSPORT AND LOGISTICS FOUNDATION (ITA)





ITL has contributed significant knowledge and methodological support to the advancement of the GO4FAIR MOVE project, particularly through the consolidation of the knowledge base and the preparation of the pilot implementation phase.

Within WP1, ITL worked closely with the Province of Ferrara and local stakeholders to define the core components for data collection and analysis, building on previous project experiences and ensuring a common methodological framework for the project partners. ITL also established the framework for future field observations, organized preliminary meetings with key components such as the Emilia-Romagna Region, developed a targeted survey for workers in the industrial and agricultural sectors and supported the definition of the scope for future study visits. These activities helped establish a participatory approach and strengthen stakeholder engagement.

In addition, ITL contributed its expertise in data-driven mobility planning, particularly in using Floating Car Data (FCD), drawing on previous analyses conducted in the Emilia-Romagna region. This knowledge was used to support transport planning assessments and provide insights into commuting patterns and mobility challenges in rural and industrial areas. ITL also facilitated discussions on local governance models, territorial challenges, and good practices, while initiating dialogue with the Emilia-Romagna Region to align project activities with existing regional transport strategies and methodologies.

As leader of Activity A2.1, ITL has further contributed methodological guidance for the development of the pilots, providing partners with a structured framework for feasibility studies, operational planning, governance analysis, stakeholder engagement, and monitoring activities. Through these efforts, ITL has supported the creation of a shared and transferable approach that will facilitate the implementation of place-based mobility solutions and mobility-to-work management programmes across all GO4FAIR MOVE pilot areas.



Watch Our New GO4FAIR MOVE Video! Meet the people behind GO4FAIR MOVE and discover our project in just 70 seconds! Learn what we plan to test in Italy, Croatia, and Poland, and how these pilots will contribute to fairer access to work in rural and peripheral areas. See how our partners are working together to make mobility more accessible across Central Europe!

VISIT US AT
HTTPS://WWW.INTERREG-CENTRAL.EU/PROJECTS/GO4FAIR-MOVE/

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