

SMARTMOBAIR project

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List of abbreviations and terms

WP	Work Package
PP	Project Partner
ITS	Intelligent Transport Systems
AIR	Adriatic-Ionian Region
EUSAIR	EU Strategy for the Adriatic-Ionian Region
ICT	Information and Communication Technology
SWG	Stakeholders Working Groups
SUMP	Sustainable Urban Mobility Plan
EU	European Union
NGO	Non-Governmental Organizations
SME	Small and Medium-sized enterprises
EGTC	European Grouping of Territorial Cooperation
EEIG	European Economic Interest Grouping

1. The Framework of SMARTMOBAIR

The Adriatic-Ionian region faces significant challenges related to traffic congestion and air pollution, which hinder the region's climate neutrality goals and impact urban quality of life. The SMARTMOBAIR project addresses these intertwined issues through a coordinated, cross-border approach that promotes sustainable and intelligent urban mobility. Its goal is to reduce pollution and traffic pressure by implementing advanced Intelligent Transport Systems (ITS) in six pilot territories. These pilot initiatives are expected to create a model for sustainable mobility practices that can be adopted across other cities in the Adriatic-Ionian area.

SMARTMOBAIR's vision is to establish a shared framework that enhances urban mobility, optimizes traffic flow, and minimizes environmental impacts. The project's focus is not only on the technological deployment of ITS solutions but also on the knowledge transfer necessary to build local expertise in these new systems. The main obstacles to achieving large-scale ITS adoption lie in two areas: the limited understanding of ITS among local stakeholders and the need to adapt these solutions to fit the specific characteristics of the Adriatic-Ionian Region (AIR). SMARTMOBAIR's framework aims to bridge these gaps, ensuring that smart mobility solutions align with the unique needs of the region.

Through pilot testing, SMARTMOBAIR enables cities to experiment with ITS solutions that improve traffic management and reduce environmental impacts. The project also creates a collaborative network of 15 partner organizations, facilitating knowledge sharing across the region and fostering the development of a data-driven decision-making approach for urban mobility. By enhancing collaboration, SMARTMOBAIR supports the transition toward sustainable mobility aligned with the European Green Deal and the EUSAIR Strategy, promoting a low-carbon future for the Adriatic-Ionian region.

Moreover, the project places great emphasis on the long-term sustainability of its results. By integrating ITS solutions that are both adaptable and scalable, SMARTMOBAIR ensures that successful models from the pilot projects can be replicated in other cities throughout the Adriatic-Ionian region and beyond. The collaboration among local authorities, mobility providers, and ICT companies guarantees that the knowledge and expertise gained during the project will continue to benefit urban areas even after the project's conclusion. In this way, SMARTMOBAIR not only addresses immediate mobility challenges but also contributes to the development of resilient, future-proof urban transport systems.

The success of SMARTMOBAIR is also deeply tied to its ability to foster policy learning and transferability. The project encourages the exchange of best practices and knowledge among its partners, making it easier for cities to implement and adopt innovative ITS solutions in their own contexts. The learning from pilot actions, combined with real-time data, will allow policymakers to make informed decisions, ensuring that the region's transport systems are both efficient and environmentally friendly. Ultimately, SMARTMOBAIR will serve as a catalyst for a wider transformation in urban mobility across the Adriatic-Ionian region, accelerating the shift towards smarter, more sustainable cities.

2. Partnership & Associated Partners

The SMARTMOBAIR project brings together a diverse and multidisciplinary partnership network across seven countries in the Adriatic-Ionian region. These countries—Italy, Greece, Slovenia, Albania, Serbia, Bosnia and Herzegovina and Croatia—collaborate to address the pressing challenges of urban mobility and air pollution. By pooling each territory's expertise, planning traditions, and resources, SMARTMOBAIR creates a shared

methodological framework that promotes sustainable and intelligent mobility solutions. This collaborative structure enables effective policy-making that incorporates the unique needs of each territory while supporting the overarching goals of the project.

The SMARTMOBAIR partnership represents a comprehensive range of expertise across several key areas essential for addressing the project’s goals: intelligent transport systems (ITS), environmental management, urban mobility planning, and sustainable development. Each full partner brings specific knowledge and skills to the project, fostering a multidisciplinary approach to designing, testing, and implementing ITS solutions. This blend of expertise is critical for meeting the project’s objectives of reducing congestion, lowering emissions, and promoting cleaner, smarter urban mobility throughout the region.

In each project country local authorities (such as municipalities and city councils) play a central role as testing grounds for the SMARTMOBAIR ITS solutions. These urban areas are selected based on their specific mobility challenges and are ideal environments for piloting new technologies. Local authorities work closely with regional and national-level agencies that are responsible for developing and implementing broader mobility strategies. This pairing ensures that SMARTMOBAIR solutions are not only effective in individual cities but also align with wider regional policies, promoting a coordinated approach to sustainable mobility.

Table 1: SMARTMOBAIR Partnership

PARTNER ROLE	PARTNER’S NAME	ABBREVIATION OF THE PARTNER’S NAME	COUNTRY	ASSOCIATED PARTNERS
LP	Area Science Park	AREA	Italia (IT)	
PP2	The Provincial Transport Company	APT	Italia (IT)	Comune di Turriaco Comune di Sagrado
PP3	Municipality of Koper	MOK	Slovenija (SI)	
PP4	CIVINET Greece-Cyprus	CIVINET	Elláda (EL)	ODRAZ – Održivi razvoj zajednice
PP5	Municipality of Rethymno	RETHYMNO	Elláda (EL)	
PP6	Innovation Center of the Faculty of Mechanical Engineering Belgrade - ICMF	ICMF	Serbia (RS)	
PP7	City of Nis	CoN	Serbia (RS)	
PP8	Sarajevo Economic Region Development Agency SERDA	SERDA	Bosnia and Herzegovina (BA)	Ministarstvo saobraćaja Kantona Sarajevo
PP9	Municipality of Novo Sarajevo	NSARAJ	Bosnia and Herzegovina (BA)	
PP10	Albanian Institute of Transport	AIT	Shqipëria (AL)	
PP11	Regional Council Of Shkodra	RCSH	Shqipëria (AL)	

Associated partners complement the project’s full partners by offering additional expertise, resources, and dissemination channels. Their involvement enhances the project’s reach and impact by providing technical knowledge, facilitating stakeholder engagement, and helping disseminate project results across the Adriatic-Ionian region. Associated partners play a vital role in extending the benefits of SMARTMOBAIR beyond the initial

pilot territories, ensuring that successful models and best practices are accessible to other cities and regions interested in sustainable urban mobility solutions.

3. SMARTMOBAIR's Objectives

The SMARTMOBAIR project aims to enhance sustainable and smart urban mobility in cities and territories of the Adriatic-Ionian region, addressing challenges such as traffic congestion and air pollution. The objectives of the project are outlined as follows:

1. Overcoming Barriers to Smart Transport Technology Adoption

The project seeks to address the lack of knowledge and understanding regarding new technologies and their implications for mobility systems and management. It also aims to adapt technologies to meet the specific needs of the Adriatic-Ionian region.

2. Strengthening Cross-Border Collaboration

By developing a common framework, the project aims to foster collaboration among 15 organizations for the implementation, monitoring, and evaluation of smart mobility solutions.

3. Establishing Pilot Actions and Monitoring Tools

SMARTMOBAIR will implement six pilot actions to test and validate the effectiveness of intelligent transport systems. These pilots will include innovative clean and smart mobility services, supported by a framework of indicators for assessing outcomes.

4. Promoting Sustainable Mobility Solutions

The project focuses on introducing new mobility services powered by ICT and data-driven solutions to improve traffic flow and infrastructure management in participating territories.

5. Aligning with EU Strategic Goals

SMARTMOBAIR contributes to the European Green Deal by promoting climate neutrality through sustainable urban mobility and supports the EUSAIR strategy for regional development in the Adriatic-Ionian area.

6. Capacity Building and Knowledge Transfer

Through workshops and capacity-building tools, the project will enhance the skills of local and regional authorities, enabling them to implement smart mobility policies and share best practices across borders.

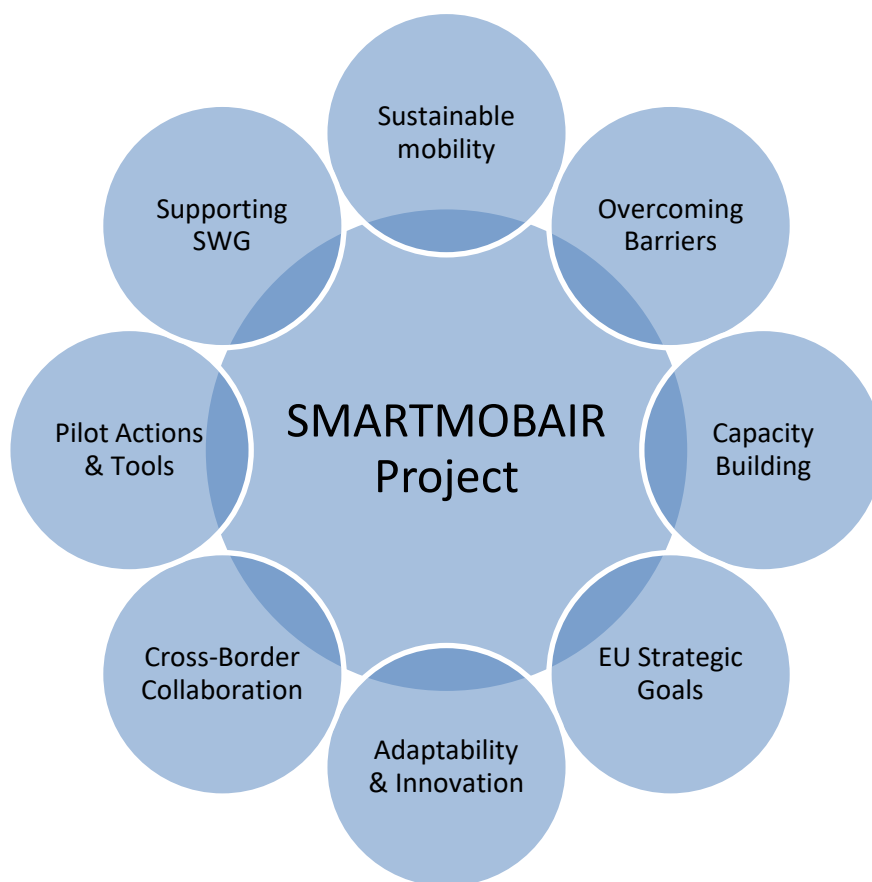
7. Fostering Adaptability and Innovation

SMARTMOBAIR supports the adoption of data-driven solutions, creating a framework for evidence-based decision-making to ensure the long-term sustainability of the project's outcomes.

These objectives form a comprehensive strategy aimed at transforming the Adriatic-Ionian region into a model of smart and green mobility, while promoting innovation and collaboration across borders.

8. Supporting Stakeholders Working Groups (SWG)

A key objective is to support the operations of Stakeholders Working Groups (SWGs) as they play a central role in implementing the project's activities. This involves providing tailored communication tools such as newsletters, meeting summaries, and surveys to ensure continuous engagement, transparency, and dissemination of SWG activities and outcomes.

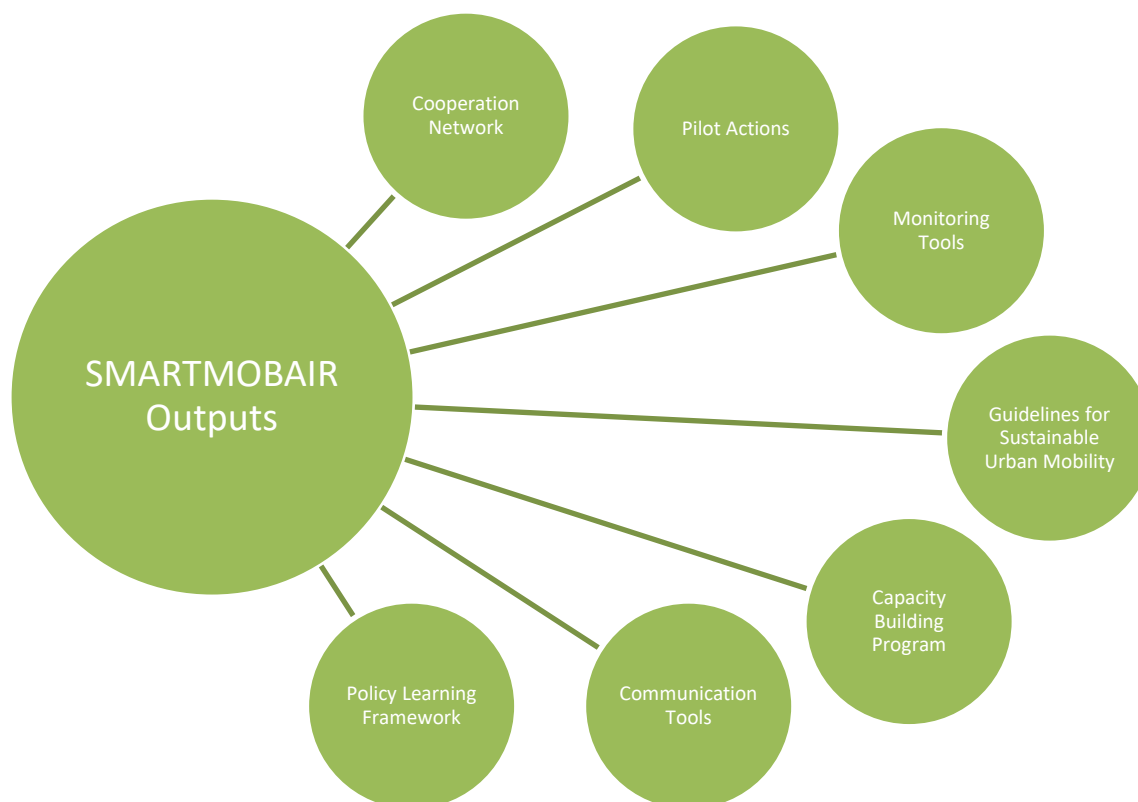


4. SMARTMOBAIR's outputs

The key products/outputs of the project that will be promoted are:

- **The SMARTMOBAIR Cooperation Network**, which brings together 15 organizations from the Adriatic-Ionian region to foster knowledge sharing, collaboration, and the exchange of best practices in smart and sustainable mobility solutions.

- **The SMARTMOBAIR Pilot Actions**, which focus on testing and validating six innovative solutions related to Intelligent Transport Systems (ITS), data-driven traffic management, and clean mobility alternatives tailored to the specific needs of urban and peri-urban areas.
- **The SMARTMOBAIR Monitoring and Evaluation Framework**, designed to assess the outcomes of the pilot actions through a set of indicators, enabling the measurement of impacts on air quality, traffic flow, and user satisfaction while guiding future mobility planning by means of transnational guidelines.
- **The SMARTMOBAIR Guidelines for Sustainable Urban Mobility**, providing transnational recommendations and best practices for the implementation, monitoring, and integration of ITS into Sustainable Urban Mobility Plans (SUMP) across different cities and regions.
- **The SMARTMOBAIR Capacity-Building Program**, which includes workshops, training sessions, and mentoring activities aimed at enhancing the technical expertise and policy-making capacity of local and regional authorities to adopt smart mobility solutions.
- **The SMARTMOBAIR Communication Tools**, comprising awareness campaigns, surveys, and dissemination materials such as social media platforms and toolkits to promote the project’s results and engage stakeholders and citizens.
- **The SMARTMOBAIR Policy Learning Framework**, which supports the transferability of project results to other territories, aligns with the European Green Deal and EUSAIR strategies, and provides guidelines for replicating successful mobility practices in new areas.



5. SMARTMOBAIR's mission

“Enhance the sustainability, efficiency, and resilience of urban mobility systems in the Adriatic-Ionian region by fostering smart, multimodal, and data-driven solutions. Through the deployment of intelligent transport systems and innovative mobility services, SMARTMOBAIR aims to reduce traffic congestion and air pollution, improve quality of life for residents, and contribute to the transition towards climate-neutral cities, ensuring a sustainable future for current and next generations.”

6. SMARTMOBAIR's positioning

“Positioning” involves defining a clear and strategic niche for a project by emphasizing its unique features and the benefits it offers to its target groups. SMARTMOBAIR aims to occupy a prominent place in the minds of its stakeholders by demonstrating its value in enhancing urban mobility systems through innovative, sustainable, and data-driven approaches. Its positioning is informed by the project's strengths and opportunities, as identified in its strategic analyses, and is further reinforced through its outputs and impact.

SMARTMOBAIR addresses critical mobility challenges in the Adriatic-Ionian region, such as traffic congestion, air pollution, and inefficient transportation systems. By fostering cross-border collaboration and implementing intelligent transport systems (ITS), the project aspires to create greener, more efficient, and sustainable mobility solutions. SMARTMOBAIR establishes itself as a platform for stakeholders, including local authorities, residents, businesses, and policymakers, to collaborate and co-create solutions that align with regional needs and global sustainability goals.

Why Engage with SMARTMOBAIR?

SMARTMOBAIR offers a variety of benefits to its target groups:

- **Local Authorities** gain advanced tools, data-driven strategies, and capacity-building opportunities to implement smart mobility systems.
- **Residents** experience improved air quality, reduced congestion, and enhanced accessibility, fostering a better quality of life.
- **Businesses** in the Mobility Sector benefit from innovation opportunities, partnerships, and a chance to lead in sustainable technologies.
- **Policymakers** receive evidence-based insights to design regulations and strategies that promote sustainability and align with European Green Deal objectives.

Unique Features of SMARTMOBAIR

- 1. Cross-Border Collaboration Network:** The project establishes a robust network involving 16 organizations, fostering knowledge exchange and collaboration to enhance mobility systems across the Adriatic-Ionian region.
- 2. Integration of ITS and Smart Mobility Solutions:** SMARTMOBAIR tailors innovative technologies to address region-specific challenges, ensuring efficient and sustainable mobility systems.
- 3. Capacity Building and Knowledge Sharing:** The project enhances the skills of stakeholders through workshops, mentoring, and transnational exchanges, ensuring the long-term impact and replicability of its solutions.
- 4. Sustainable Urban Mobility Plan Integration:** Results from pilot actions are incorporated into SUMP, improving mobility planning and decision-making.
- 5. Durable and Transferable Results:** SMARTMOBAIR's outputs, such as pilot projects, monitoring tools, and a cooperation network, are designed for longevity and adaptability, ensuring their application beyond the project's lifecycle.

Key Outcomes to Enhance SMARTMOBAIR's Position

- Establishment of the **SMARTMOBAIR Cooperation Network**, enabling ongoing collaboration and innovation in smart mobility.
- Implementation of **six pilot actions**, testing ITS and sustainable solutions in urban and peri-urban settings.
- Development of **transnational guidelines and monitoring indicators**, facilitating data-driven decision-making and policy alignment.
- **Increased capacity** for local and regional stakeholders to implement smart mobility solutions, supported by mentoring and training programs.

SMARTMOBAIR positions itself as a pioneering project that addresses contemporary mobility challenges while fostering a transition toward smart, sustainable, and inclusive urban mobility in the Adriatic-Ionian region. Its approach combines innovation, collaboration, and a commitment to long-term impact.

7. Communication Objectives

The SMARTMOBAIR project is supported by a set of strategic communication objectives designed to promote sustainable urban mobility, enhance awareness of smart transport systems, and foster greater community engagement across the Adriatic-Ionian region. These communication goals focus not only on sharing technical advancements but also on maximizing outreach, inclusivity, and dissemination, ensuring that the project's outcomes benefit a broad range of stakeholders and contribute to long-term sustainable development.

A core communication objective of SMARTMOBAIR is to **ensure continuous communication throughout the project's duration**. This objective is essential to keep all partners and stakeholders informed, aligned, and actively engaged. Consistent communication promotes transparency, strengthens collaboration, and facilitates

the sharing of lessons learned from pilot projects and ongoing activities. By establishing clear, accessible channels of communication, SMARTMOBAIR aims to build a cohesive and well-informed network of stakeholders, from local authorities to industry players and citizens.

Another key communication objective is to **maximize dissemination and visibility** of the project's activities, results, and successes. SMARTMOBAIR aims to reach a wide audience, including policymakers, researchers, and the general public, through workshops, conferences, social media campaigns, and publications. This approach will raise awareness about the benefits of ITS solutions and sustainable mobility practices, creating a ripple effect that encourages the adoption of smart mobility technologies and behaviors across the region.

SMARTMOBAIR also **targets diverse audiences**, with particular emphasis on **younger generations**. Engaging young people in the project's activities fosters a culture of sustainability and innovation, as they represent the future of urban mobility. Through tailored communication strategies, such as educational campaigns, outreach programs, and interactive events, SMARTMOBAIR aims to inspire youth to adopt sustainable mobility choices and take an active role in shaping the future of urban transport.

Another critical communication objective is **promoting behavioral change**. Achieving SMARTMOBAIR's long-term sustainability goals requires influencing how individuals and communities think about and use transportation. By encouraging the adoption of cleaner, smarter transport solutions—such as electric vehicles, shared mobility services, and public transit—the project seeks to shift behaviors towards more eco-friendly mobility options, which is essential to reducing urban congestion and air pollution.

SMARTMOBAIR also focuses on **capacity building among stakeholders**. This objective involves equipping local authorities, mobility providers, and other stakeholders with the skills and knowledge necessary to deploy and manage ITS solutions effectively. Through training sessions, workshops, and knowledge-sharing activities, SMARTMOBAIR builds local capacity to ensure that these stakeholders can implement and sustain smart mobility solutions well beyond the project's lifecycle.

Fostering community engagement is a further priority. By actively involving citizens in the design, testing, and implementation of ITS solutions, SMARTMOBAIR ensures that the needs and preferences of local communities are incorporated. This participatory approach not only builds trust but also increases the likelihood of success, ensuring that the solutions developed are user-centric and responsive to real-world needs.

To enhance the project's impact, **establishing partnerships and collaborations** is essential. SMARTMOBAIR builds relationships with government bodies, businesses, research institutions, and civil society organizations, combining resources and expertise to implement ITS solutions, disseminate results, and scale successful practices. Cross-border collaboration also strengthens regional integration, allowing cities across the Adriatic-Ionian region to learn from each other and adopt best practices.

Lastly, SMARTMOBAIR is committed to ensuring that its communication efforts and mobility solutions are **tailored for accessibility, inclusion in mobility, and gender equity**. The project aims to create an inclusive environment where everyone, regardless of gender, age, or ability, can benefit from smart mobility solutions. By addressing barriers to access and promoting equal opportunities in transport planning, SMARTMOBAIR contributes to more equitable and accessible cities. Additionally, gender perspectives are integrated into communication and mobility planning to ensure solutions meet the diverse needs of urban residents.

In summary, SMARTMOBAIR's communication objectives align with its vision of creating a sustainable, efficient, and inclusive urban mobility landscape in the Adriatic-Ionian region. By prioritizing continuous communication, visibility, engagement, and inclusivity, the project lays the foundation for lasting change that addresses technical, environmental, and social challenges, fostering a community-driven shift towards smarter, more sustainable mobility.

8. Target Groups and Stakeholder Engagement

The success of the SMARTMOBAIR project relies heavily on an effective communication strategy that prioritizes the identification, engagement, and active collaboration with key target groups and stakeholders. These efforts ensure not only the project's successful implementation but also the long-term sustainability and scalability of its outcomes across the Adriatic-Ionian region. This chapter outlines the target groups and stakeholders, emphasizing their importance and detailing the strategies for engaging them effectively.

8.1. Target Groups

The SMARTMOBAIR project identifies specific target groups essential to achieving its objectives. These groups are directly involved in the adoption, implementation, and dissemination of the project's solutions, making their engagement a cornerstone of the communication strategy.

Local Public Authorities:

Municipalities are the primary actors in the project. As entities responsible for urban planning and local governance, they play a leading role in implementing SMARTMOBAIR's air quality and mobility solutions. The engagement of 368 municipalities across the Adriatic-Ionian region is prioritized:

- 215 municipalities in Italy
- 8 municipalities in Slovenia
- 123 municipalities in Greece
- 11 municipalities in Bosnia and Herzegovina
- 5 municipalities in Albania
- 6 municipalities in Serbia

Regional Public Authorities:

Regional public authorities shape the regulatory and policy frameworks necessary for scaling the project's solutions beyond pilot areas. Their alignment with SMARTMOBAIR ensures that the outcomes resonate with regional strategies. A total of 10 regional public authorities are involved.

National Public Authorities:

National public authorities contribute to the broader adoption of SMARTMOBAIR's solutions by integrating them into national policies. 7 national public authorities are expected to be involved.

Sectoral Agencies:

Sectoral agencies play a key role in providing technical expertise and bridging the gap between public authorities and service providers. 8 sectoral agencies will participate in the project.

Infrastructure and Public/Private Service Providers:

Public and private service providers in the mobility and infrastructure sectors are crucial in implementing technical solutions. 10 service providers will be involved.

Non-Governmental Organizations (NGOs):

NGOs contribute to the project by advocating for environmental protection, sustainability, and social inclusion. Their involvement helps raise awareness, engage local communities, and advocate for policy changes. 25 NGOs will participate in the project.

Higher Education and Research Institutions:

Providing scientific and technical expertise, research institutions validate and enhance the project's solutions, ensuring they are evidence-based and innovative. 15 research institutions will be engaged.

Education Institutions and Schools:

Schools play an essential role in raising awareness about sustainable mobility among young people. 10 education institutions will be involved in the project's awareness-raising campaigns.

Enterprises, except SMEs:

Larger enterprises will contribute to the commercialization of innovative mobility solutions. 1 enterprise will be engaged.

SMEs:

SMEs play a crucial role in developing and implementing smart mobility solutions. 35 SMEs will participate in the project.

Business Support Organizations:

Business support organizations provide guidance and resources for SMEs and enterprises, facilitating the adoption of SMARTMOBAIR's solutions. 20 business support organizations will be engaged.

EGTC:

The European Grouping of Territorial Cooperation (EGTC) will support cross-border cooperation and knowledge exchange. 2 EGTC will be involved.

EEIG:

One European Economic Interest Grouping (EEIG) will participate in the project, supporting business cooperation and fostering economic synergies among stakeholders.

General Public:

Raising awareness and promoting behavioral change among citizens is key to the project's success. The communication activities will engage 1,000 individuals from the public.

Role of Target Groups in Communication

Effective communication with these groups involves tailored messaging that addresses their specific needs, roles, and expectations. The communication strategy ensures that these target groups are well-informed, engaged, and empowered to act as ambassadors for SMARTMOBAIR's goals.

8.2. Stakeholder Engagement

Stakeholders play a critical role in the SMARTMOBAIR project, as their active participation ensures that the project's solutions are well-integrated into local contexts and widely accepted. The inclusion of stakeholders aligns with European guidelines, such as the SUMP Guidelines, which emphasize participatory processes for sustainable urban mobility.

Stakeholders Working Groups (SWGs)

To facilitate structured engagement, the project establishes **Stakeholders Working Groups (SWGs)** in each pilot territory. These groups act as collaborative platforms where stakeholders can contribute to the planning, implementation, and evaluation of project activities.

1. Mapping and Identifying Stakeholders:

The first step involves creating a stakeholder map, categorizing stakeholders based on their influence, interest, and relevance to the project. Key categories include:

- **Public Authorities:** Local, regional, and national decision-makers.
- **Service Providers:** Public transport operators, shared mobility providers, and other infrastructure managers.
- **Businesses and Employers:** Companies generating significant mobility demand, such as retail centers and event organizers.
- **Civil Society:** Community groups, youth organizations, and marginalized populations (e.g., disabled persons, immigrants).
- **NGOs and Advocacy Groups:** Organizations with a focus on environmental protection and social inclusion.

2. Roles and Responsibilities:

The SWGs are tasked with supporting project partners in activities such as:

- Gathering data and identifying barriers and opportunities in smart mobility applications.
- Assessing regulatory frameworks and mobility planning practices.
- Designing, implementing, and evaluating pilot actions.
- Consolidating pilot outcomes into existing mobility-related plans.

3. Continuous Engagement and Communication:

Engagement is sustained through regular meetings, feedback mechanisms, and updates. Each SWG hosts five live meetings per pilot territory, addressing key project milestones:

- Introduction and awareness-raising.
- Feedback on pilot designs.
- Mid-term updates and adjustments.
- Presentation of final results and sustainability strategies.

Benefits of Stakeholder Engagement

Engaging stakeholders through SWGs yields numerous benefits, including:

- Improved decision-making through diverse input.
- Early identification and resolution of challenges.
- Greater acceptance and ownership of project solutions.
- Enhanced collaboration and knowledge sharing.
- Strengthened public trust and confidence.

The integration of targeted communication strategies with structured stakeholder engagement ensures the success of SMARTMOBAIR. By fostering collaboration and building trust, the project creates a foundation for sustainable mobility solutions that are widely accepted and effectively implemented. The active involvement of target groups and stakeholders not only drives the project's immediate goals but also lays the groundwork for long-term impact across the Adriatic-Ionian region.

9. Communication Style

The SMARTMOBAIR project recognizes that effective communication is essential for engaging its diverse target audiences, which include residents, local authorities, policymakers, businesses, and other stakeholders across the Adriatic-Ionian region. These groups, while varying in technical expertise, are directly impacted by mobility challenges and stand to benefit significantly from the solutions developed by the project. To ensure clear understanding and meaningful engagement, SMARTMOBAIR adopts a communication style that prioritizes clarity, simplicity, and relevance.

The project's communication approach is centered on delivering information in a straightforward and accessible manner. Technical jargon and overly complex language will be avoided, ensuring that even audiences without technical backgrounds can grasp the content easily. Instead, SMARTMOBAIR will focus on using direct and concise language that highlights the core messages and benefits of the project, emphasizing objective facts and tangible impacts.

As the project progresses and results become available, the communication style will evolve to include a visual and narrative approach. Infographics, charts, and other visual tools will be employed to present complex findings in a clear and engaging way. This approach simplifies the communication of technical data, making it accessible to both technical and non-technical audiences. For example, visual representations of pilot project outcomes, air quality improvements, or enhanced traffic flow will resonate more effectively with stakeholders by providing a quick and intuitive understanding of the results.

All project materials, including reports, online content, and public-facing documents, will be carefully designed to ensure consistency, professionalism, and alignment with SMARTMOBAIR's objectives. Collaboration with external suppliers, where needed, will ensure high-quality design and impactful content delivery. These materials will be tailored to the needs of each audience, ensuring that local authorities, residents, and other groups can understand and act on the information provided.

By embracing a communication style that combines simplicity, functionality, and visual storytelling, SMARTMOBAIR ensures that its messages are not only understood but also inspire action and support. Effective communication is a cornerstone of the project's strategy, helping to build trust, foster collaboration, and drive the adoption of innovative solutions for sustainable urban mobility in the Adriatic-Ionian region.

10. Project Communication

10.1. Logo and Visual Identity

According to the Interreg IPA Adrion framework, each project is designed to align with and contribute to a specific Interreg Priority, which encompasses a collection of projects operating throughout the program period. In this context, the communication strategy for SMARTMOBAIR will be rooted in the overarching Interreg Priority rather than solely focusing on the project's individual identity. As a result, SMARTMOBAIR's image will be closely and inseparably associated with the priority of "Supporting a Greener and Climate Resilient Adriatic and Ionian Region," emphasizing its role in advancing regional sustainability and climate resilience.

Figure 01. Priority Image

Source: interreg-ipa-adrion.eu

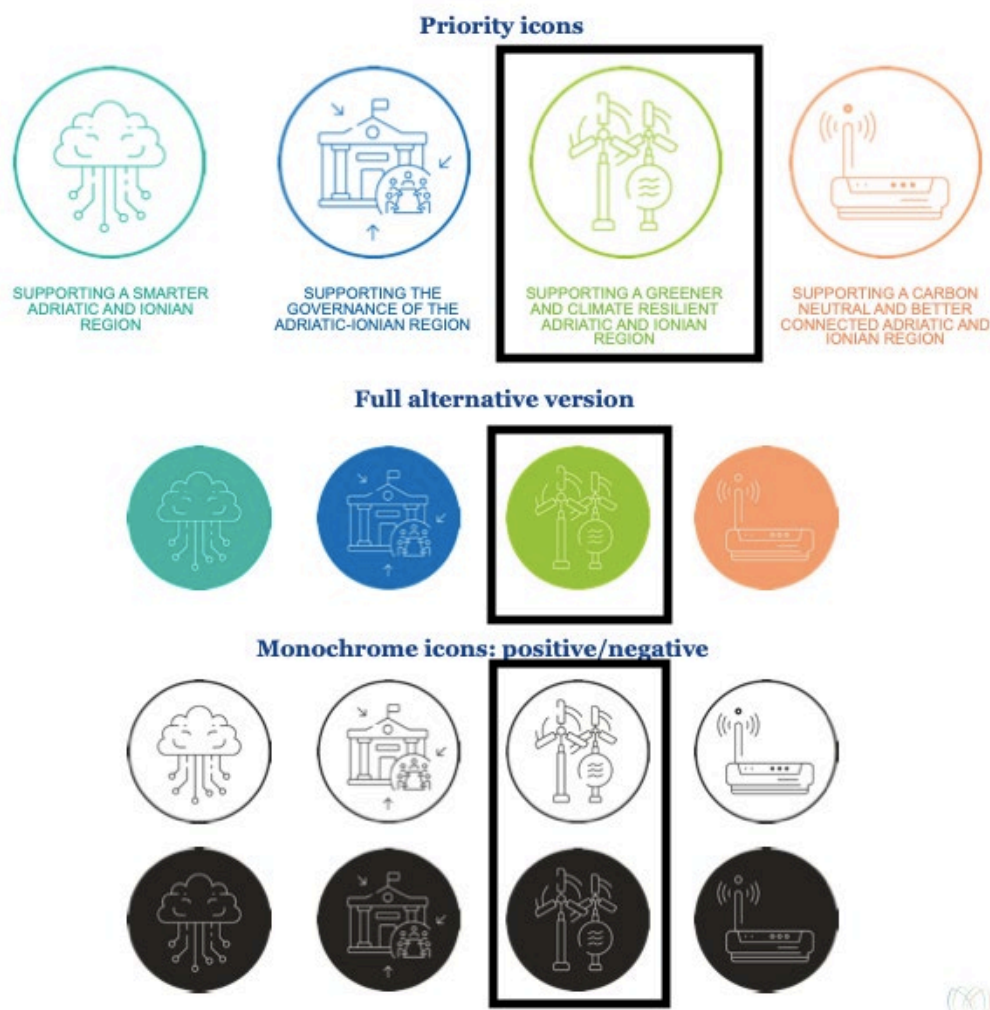


Figure 02. Project Logo

Source: interreg-ipa-adrion.eu





Obligatory publicity rules and guidelines state the need to inform about assistance received from EU and to clearly and visibly display the Interreg IPA Adrion branding elements on the whole communication pack: printed publications (reports, promotional handouts); audio-visual (videos, audio podcasts, channels); digital or electronic materials (website, newsletters, social media, videos, etc.); during events (e.g. on PPT presentations, agendas etc.); stationary and office materials. The project’s visual identity will also be prominently displayed during SWG meetings through agenda templates, presentation slides, and feedback forms, reinforcing the cohesive branding of SMARTMOBAIR. A complete branding package is available on the Programme web site, to check the correct way to display and use the project logo (e.g. minimum sizes, backgrounds, positioning, unacceptable modifications etc.), directly designed provided by the Programme.

Priority and complementary colors are defined, as well as main font (Montserrat – downloadable at www.google.com/fonts/Specimen/Montserrat).

Figure 03. Font
Source: interreg-ipa-adrion.eu

MONTSERRAT REGULAR

a b c d e f g h i j k l m n o p q r s t u v x y z
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ENIM AD MINIM VENIAM, QUIS NOSTRUD
EXERCITATION ULLAMCO LABORIS NISI UT
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10.2. Project poster

To properly inform the public, at the start of the project at the beginning of the implementation, each project partner should place at least one poster of minimum A3 size at the one location easily visible to the public, such as at the entrance of a building. To comply with the regulatory requirements, the IPA ADRION programme shall provide with poster format tailored for each program Priority. The poster was completed by CIVINET with the following information:

1. Project acronym
2. Full name of the project
3. Short description of the project
4. Project budget
5. EU funding
6. Duration of the project
7. Project partners

All other information already on the poster remained as they were. The language of the poster is English. Please note that the poster cannot be replaced by an interactive kiosk, TV, roll-up or banner.

Figure 04. Project Poster



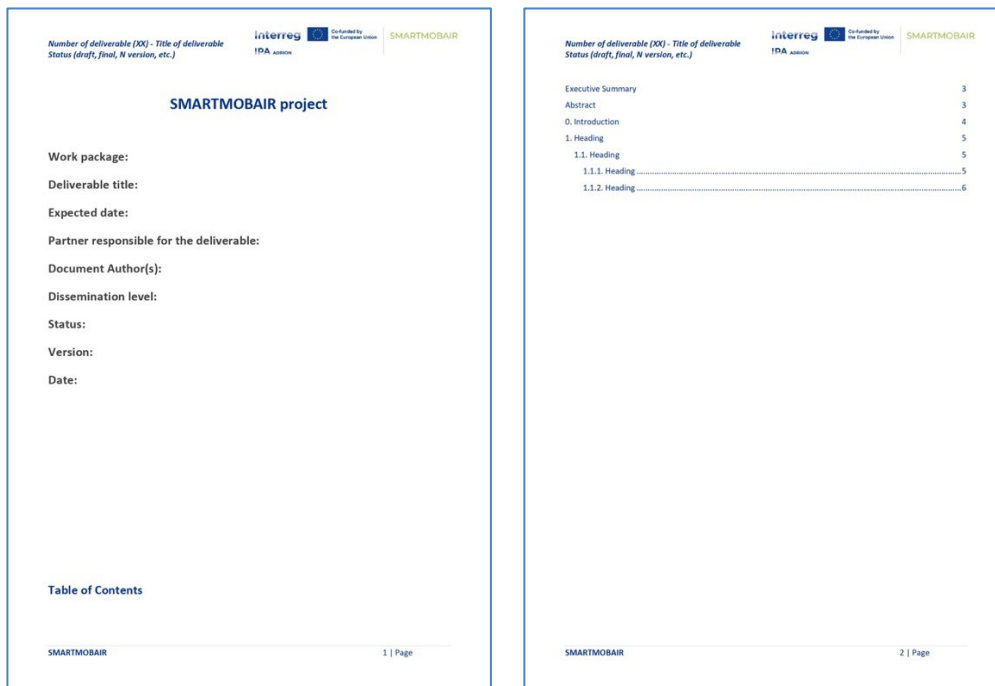
10.3. Images and templates

A draft power-point layout and a draft Report template were initially designed, while new templates were produced later during the project to meet specific needs. The identity of “Supporting a Greener and Climate Resilient Adriatic and Ionian Region,” was emphasized, using the colour and the icon of the aforementioned thematic to the first slide of the presentations.

Figure 05. Power Point Template



Figure 06. Report Template



11. Key Communication Materials

The communication materials of the SMARTMOBAIR project are critical to its communication strategy, serving as the primary tools for disseminating information, engaging stakeholders, and showcasing achievements. Designed to be clear, accessible, and visually engaging, these materials aim to effectively convey the project’s

objectives, progress, and results to diverse audiences across the Adriatic-Ionian region, including policymakers, local authorities, residents, and businesses.

The primary purpose of SMARTMOBAIR's communication materials is to translate complex project information into accessible formats that resonate with technical and non-technical audiences alike. These materials are designed to **raise awareness** of the project's objectives, **showcase its pilot actions and achievements**, and **strengthen its visibility** across local, regional, and transnational levels. By employing visually appealing and user-friendly formats, the communication materials **ensure that stakeholders understand and engage with SMARTMOBAIR's mission** while also promoting replication and scalability of its results.

11.1. Leaflet

A professionally designed project leaflet will serve as a key tool for introducing SMARTMOBAIR to its stakeholders. The leaflet will:

- Be created in English and utilize infographics to visually convey essential project information.
- Highlight the project's objectives, pilot actions, and expected outcomes in a concise and engaging manner.
- Be translated and printed by project partners, for their respective territories and audiences, ensuring local relevance and broader accessibility. CIVINET will undertake the translation in Greek and English. Where translations into other languages are carried out by the respective project partners, CIVINET will refine the final text for the corresponding material.
- The leaflet will primarily target stakeholders at events, workshops, and public spaces, acting as a quick and impactful overview of the project.

11.2. Banner

The SMARTMOBAIR banner will complement the leaflet by serving as a visually striking and mobile communication tool. The banner will:

- Be designed in English, employing infographics and visual elements that align with the project's branding.
- Be translated and produced by the project partners for use in their pilot regions. CIVINET will undertake the translation in Greek and English. Where translations into other languages are carried out by the respective project partners, CIVINET will refine the final text for the corresponding material.
- Be displayed at events, conferences, and public venues to draw attention to SMARTMOBAIR's mission and activities.

The banner's portability and design will make it a versatile resource for increasing visibility and engagement at both formal and informal settings.

11.3. Result Booklet

The result booklet will be a comprehensive document summarizing SMARTMOBAIR's major achievements. It will:

- Include detailed accounts of the project's pilot actions, methodologies, and key outcomes.
- Showcase good practices and lessons learned, emphasizing their applicability and transferability to other regions.
- Be crafted in an accessible narrative style, supported by infographics and visuals to make the content engaging for a non-technical audience.
- Be translated and produced by the project partners for use in their pilot regions. CIVINET will undertake the translation in Greek and English. Where translations into other languages are carried out by the respective project partners, CIVINET will refine the final text for the corresponding material.

This booklet will serve as a cornerstone communication tool for the project's legacy, demonstrating its impact and providing a resource for policymakers, researchers, and practitioners.

11.4. Final Video

The final video will encapsulate the SMARTMOBAIR story, providing a dynamic and engaging overview of the project's journey and results. The video will:

- Highlight the key milestones, pilot actions, and achievements through visually compelling storytelling.
- Be designed to appeal to a wide audience, including the general public, policymakers, and media.
- Serve as a closing statement for the project, emphasizing its contribution to sustainable urban mobility in the Adriatic-Ionian region.
- CIVINET will undertake the subtitles only in Greek and English. Where translations into other languages are carried out by the respective project partners, CIVINET will refine the final text for the subtitles.

The final video will be disseminated widely through digital platforms, including the project's website and social media channels, ensuring maximum reach and visibility.

11.5. Design and Dissemination

All communication materials will adhere to key design principles, prioritizing simplicity, visual engagement, and consistency. The content will avoid technical jargon, relying instead on clear and concise language to effectively convey information. Infographics and visuals will be used to simplify complex data and create a more engaging user experience. Additionally, the materials will be developed in alignment with SMARTMOBAIR's branding and the Interreg IPA Adrion program, ensuring coherence across all outputs.

The project partners will play a central role in the translation, adaptation, and dissemination of these materials. By tailoring the materials to the specific needs of their pilot territories, partners will ensure that they are both relevant and impactful. The materials will be used in a variety of settings, from stakeholder workshops to public displays, enhancing SMARTMOBAIR's reach and resonance across the region.

11.6. Impact of Communication Materials

The communication materials are vital to achieving SMARTMOBAIR's outreach goals. By making the project's information accessible and engaging, they will help build awareness of sustainable urban mobility solutions and foster greater collaboration among stakeholders. These materials will also document and share SMARTMOBAIR's achievements, contributing to the project's long-term impact and its role as a model for sustainable mobility in the Adriatic-Ionian region.

Through the careful design and dissemination of these materials, SMARTMOBAIR ensures that its message not only reaches its intended audiences but also inspires action, leaving a lasting legacy of innovation and collaboration.

12. Communication Tools

The SMARTMOBAIR project utilizes a range of communication tools to ensure consistent, effective, and widespread dissemination of information. These tools are designed to engage stakeholders, enhance visibility, and foster collaboration across diverse audiences, including policymakers, local authorities, residents, and businesses. By leveraging a mix of digital and traditional communication channels, SMARTMOBAIR ensures that its messages are accessible, engaging, and impactful.

12.1. Project Website

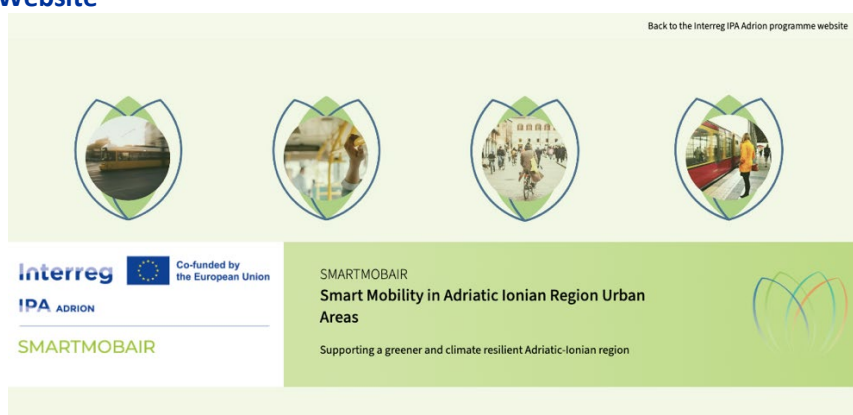
The project website serves as the central hub for all communication activities. It will be regularly updated with news, reports, and other essential information related to SMARTMOBAIR. Acting as the primary repository of project updates, the website will:

- Provide stakeholders with easy access to detailed information about the project’s objectives, activities, and achievements.
- Act as a launching point for other communication platforms, such as social media, ensuring a coordinated dissemination approach.

The website is designed to be user-friendly and visually appealing, ensuring accessibility for both technical and non-technical audiences.

Link: <https://smartmobair.interreg-ipa-adrion.eu/>

Figure 07. Project Website



12.2. Social Media Platforms

SMARTMOBAIR has established dedicated profiles on popular social media platforms to enhance visibility and foster interactive engagement. Each platform serves a unique purpose in the communication strategy:

- **Facebook**

Used to share updates, engage communities, and promote events, Facebook is an ideal platform for reaching a broad audience and fostering discussion.

Link: <https://www.facebook.com/smartmobair>

- **Instagram**

With a focus on visual storytelling, Instagram showcases SMARTMOBAIR's activities, milestones, and pilot actions through images, videos, and infographics.

Link:

https://www.instagram.com/smartmobair/?fbclid=IwZXh0bgNhZWQCMTEAR1h26f1n0UbsOVZcAHUMfUNePh55KmsSJwiiDGor-tob4kOhxl_W5QM1M_aem_nqBlInBTHWu8yx0IGggjvXw

- **LinkedIn**

Targeting professionals, policymakers, and organizations, LinkedIn is used to share in-depth updates, project news, and expert insights.

Link: <https://www.linkedin.com/company/smartmobair/>

- **YouTube**

YouTube serves as the primary platform for video content, including the final project video, interviews, and other multimedia materials.

Link: <https://www.linkedin.com/company/smartmobair/>

- **TikTok**

Aiming to engage younger audiences, TikTok features short, creative videos highlighting key aspects of SMARTMOBAIR in an accessible and entertaining way.

Link: <https://www.tiktok.com/@smartmobair>

- **X (formerly Twitter)**

Focused on real-time updates, news, and engaging with stakeholders, X is used for concise communication and sharing relevant content.

Link: <https://x.com/smartmobair>

Each partner is expected to contribute at least 12 updates over the course of the project, ensuring a steady stream of engaging content across these platforms. The combined reach of these platforms allows SMARTMOBAIR to connect with a diverse audience effectively.

Build strong connections

Aiming to create a big community around the Project and spread the word, PPs are strongly encouraged to forward invitations to their networks and contacts so that they follow the Project on social media.

The objective is to generate at least 150 posts throughout the Project's duration. To achieve this, CIVINET will ensure regular updates, while each Project Partner (PP) will be responsible for contributing 12 posts. A proposed timeline will be provided, outlining the frequency of posts to maintain the activity and appeal of the four designated social media accounts during the Project's timeline.

Partners are expected to submit their content, including text for posts and accompanying visuals such as images or graphics, to CIVINET. Partners will also manage the posting process on their respective channels. All partners will enhance the outreach by sharing SMARTMOBAIR-related content on its own social media accounts, linking back to the Project's social media and website.

Additionally, each partner will be translating posts into their national languages when necessary. This strategy supports accessibility, enabling communication in native languages and fostering connections with local and national issues. The collective effort ensures the Project's presence remains dynamic, engaging, and widely visible across multiple platforms.

Content

- **Partners' presentation**
- **Good practices from relevant Interreg Adrion projects**
- **Project activities**
- **Projects news, events, announcements, participation to external events**
- **Small versions of the Videos produced**
- **World days**

Table 02. Social Media Report

12.3. Newsletters

Newsletters will play a key role in maintaining consistent communication with stakeholders. Distributed through Mailchimp, six newsletters are planned throughout the project's lifecycle. These will:

- Provide updates on the project's progress, pilot actions, and key milestones.
- Share insights into good practices and upcoming events.
- Ensure stakeholders are informed and engaged at every stage of the project.

The newsletters will be visually appealing and concise, ensuring they cater to the varied interests of the project's target audiences.

12.4. Interviews

As part of its communication strategy, all project partners will conduct at least two interviews—one written and one audio. These interviews will:

- Highlight partner-specific contributions, challenges, and insights into SMARTMOBAIR’s activities.
- Serve as a platform to provide in-depth narratives about the project’s progress and its impact on urban mobility.
- Be distributed across the project website and social media platforms to maximize outreach.

12.5. Scientific Publication

At least one scientific publication will be elaborated by Area and ICMF, regarding the pilot actions, smart and innovative solutions, as well as policy recommendations.

12.6. Integrated Communication Strategy

The integration of the website, social media platforms, newsletters, and interviews creates a cohesive and impactful communication strategy for SMARTMOBAIR. The project website acts as the central hub, while social media channels amplify reach, newsletters maintain stakeholder engagement, and interviews provide rich, detailed insights.

By leveraging these tools effectively, SMARTMOBAIR ensures its messages are communicated clearly, engagingly, and widely, supporting its mission to enhance sustainable and smart mobility in the Adriatic-Ionian region.

13. Additional Communication Tools

To complement its primary communication tools, SMARTMOBAIR will utilize additional methods to ensure inclusive engagement and enhanced outreach. These tools are designed to foster dialogue, gather feedback, and create greater awareness of smart mobility solutions, while addressing critical topics related to the project's goals.

13.1. Public Survey

SMARTMOBAIR will conduct a public survey to gather insights into public perceptions and opinions on smart mobility. Developed with input from all project partners, this survey will:

- Focus on understanding public attitudes towards sustainable mobility, innovative transport solutions, and related challenges.
- Provide critical data to inform and refine the project’s communication strategy.
- Ensure that the voices of citizens and stakeholders are incorporated into project planning and decision-making.

The survey will be distributed widely through the project’s website, social media platforms, and other communication channels, maximizing its reach and ensuring diverse participation.

13.2. Awareness Campaign

In addition to the survey, SMARTMOBAIR will launch a targeted awareness campaign to promote the project's key themes and objectives. The campaign will focus on topics such as:

- Sustainable mobility and its importance in achieving greener urban environments.
- The role of smart cities in fostering innovation and inclusivity.
- Accessibility and inclusion in mobility, with particular attention to gender-related challenges.

The awareness campaign aims to educate the public and stakeholders about these critical issues while emphasizing the benefits of adopting smart and sustainable mobility solutions. By highlighting the societal and environmental impacts of these initiatives, the campaign seeks to inspire collective action and engagement.

14. Events & Synergies

The SMARTMOBAIR project places a strong emphasis on events and synergies as key mechanisms for fostering stakeholder engagement, public awareness, and collaboration with other initiatives. These activities aim to ensure the project's integration into broader European efforts on sustainable mobility while strengthening its impact and visibility.

14.1. Events

SMARTMOBAIR will organize a series of events and meetings to engage stakeholders and the public on critical issues related to sustainable and smart mobility. These events will focus on topics such as:

- Sustainable mobility solutions and their role in creating greener cities.
- The development of smart cities and their capacity to enhance quality of life.
- Accessibility, inclusion, and addressing gender-related challenges in mobility.

The events will serve not only as platforms for knowledge sharing but also as opportunities for interaction and collaboration among diverse participants. Stakeholders, including policymakers, local authorities, businesses, and citizens, will have the chance to learn about SMARTMOBAIR's progress and contribute their perspectives. These events will also act as dynamic networking spaces, where participants can exchange ideas, share best practices, and explore innovative solutions for urban mobility challenges.

14.2. Synergies

In addition to events, SMARTMOBAIR is actively building synergies with key European and regional initiatives to enhance its effectiveness and impact. These collaborations include, but are not limited to:

- **IPA Adrion Thematic Cluster:** Through its integration with the thematic cluster, SMARTMOBAIR aligns its objectives with broader regional priorities, ensuring that its efforts contribute to a collective vision for the Adriatic-Ionian region.
- **CIVITAS:** Collaboration with CIVITAS strengthens SMARTMOBAIR's capacity to adopt and promote innovative urban mobility solutions. CIVITAS provides a wealth of knowledge, tools, and experiences that SMARTMOBAIR can leverage to enhance its pilot actions and strategies.
- **EU Urban Mobility Observatory:** Synergy with this initiative enables SMARTMOBAIR to access valuable data, insights, and expertise on urban mobility trends and solutions. This collaboration ensures that

SMARTMOBAIR is informed by and contributes to Europe-wide efforts in smart and sustainable mobility.

These synergies provide additional opportunities for collaboration, enabling SMARTMOBAIR to amplify its reach and effectiveness. By working closely with established initiatives and networks, the project ensures that it remains at the forefront of innovation and contributes to shaping the future of mobility in the Adriatic-Ionian region and beyond.

14.3. Strategic Importance

Events and synergies are vital components of SMARTMOBAIR’s strategy to maximize its impact and sustainability. Through well-planned events, the project engages its stakeholders meaningfully, fostering a sense of ownership and involvement. Meanwhile, its synergies with leading initiatives strengthen its relevance and provide access to resources, expertise, and platforms that expand its influence.

By prioritizing events and synergies, SMARTMOBAIR not only achieves its communication and collaboration objectives but also ensures that its outcomes contribute to a broader framework of European efforts for sustainable and inclusive urban mobility. This approach reinforces the project’s role as a catalyst for innovation and change in the region.

15. GDPR

The Interreg IPA Adrion Programme, and consequently SMARTMOBAIR as an Adrion Project, is fully committed to respecting and protecting the privacy of personal data collected, strictly adhering to the General Data Protection Regulation (EU) GDPR Regulation (EC) No 2016/679 of 27 April 2016, which has been in effect since May 25, 2018.

All personal data gathered within the framework of SMARTMOBAIR will be processed responsibly and securely, ensuring compliance with GDPR principles. This includes transparency, data minimization, purpose limitation, and ensuring the rights of individuals whose data is processed. By embedding GDPR compliance into all its activities, SMARTMOBAIR safeguards the privacy and trust of its stakeholders and participants.

16. Communication Deliverables

Table 3: Communication Deliverables

Deliverable	Target Group	Use/Distribution	Actions	Responsible Partner	Participants	Deadline
D.1.8.1 Communication Strategy	Project Partners, Stakeholders	Guidelines for project-wide communication and dissemination	Develop, draft, and approve the strategy	CIVINET	All Project Partners	M6 (Month 6)
D.1.8.2 Awareness Campaign Report	General Public, Local Authorities	Evaluate the outreach and impact of awareness efforts	Implement, monitor, and compile campaign outcomes	CIVINET	All Project Partners	M36 (Month 36)

D.1.8.3 Survey Report	Citizens, Decision Makers	Collect and analyze citizens' views on smart mobility	Design survey, distribute to target groups, analyze feedback	CIVINET	All Project Partners	M18 (Month 18)
D.1.8.4 Synergy Report	Project Partners, External Mobility Initiatives	Identify opportunities for collaboration and knowledge sharing	Research, establish synergies, and draft report	CIVINET	All Project Partners	M36 (Month 36)
D.2.6.1 Results Booklet	Stakeholders, General Public	Share comprehensive project outcomes and best practices	Compile data, design, and distribute results booklet	CIVINET / ICMF	All Project Partners (Translation by TPs and Koper)	M36 (Month 36)
D.2.6.2 Final Video	General Public, Policymakers	Visual summary of project milestones and achievements	Produce video showcasing project results and pilots	CIVINET / ICMF	All Project Partners	M36 (Month 36)
D.2.6.3 Scientific Publication	Researchers, Policy Developers	Publish findings in a scientific format for academic use	Research, draft, and finalize scientific publication	AREA / ICMF	All Project Partners	M36 (Month 36)
D.2.6.4 Regional Seminars Report	Local Stakeholders, Regional Authorities	Summarize outcomes of regional seminars and workshops	Organize seminars, gather insights, and draft the report	CIVINET / ICMF	All Project Partners	M36 (Month 36)

17. Timeline(s)

The following indicative timeline has been provided for the social media posts. The timeline reflects the initial planning, however it should be noted that this is subject to change. The schedule shows the contribution of all partners, with 12 posts each, and CIVINET, with 32 posts. It is clear that this target may be exceeded, which would be a welcome development.

Table 4 & 5: Social Media posts timeline

18. Green Public Procurement Approach

The **Green Public Procurement (GPP) approach** is integral to SMARTMOBAIR’s vision for sustainable urban mobility, embedding environmental considerations into the procurement of goods, services, and infrastructure. By prioritizing eco-friendly solutions, GPP ensures that public authorities actively contribute to reducing carbon emissions, enhancing resource efficiency, and fostering innovation, all while aligning with the European Green Deal and EU directives.

SMARTMOBAIR’s GPP strategy focuses on sustainability by evaluating the lifecycle impact of products and services, from production and operation to disposal. Decisions emphasize long-term value, balancing upfront investment with lasting environmental and economic benefits. Transparency is central to the process, enabling fair participation by suppliers offering innovative and green solutions.

In the project’s pilot actions, GPP principles guide the selection of low-emission vehicles, energy-efficient technologies, and environmentally friendly construction materials. These actions demonstrate how GPP can directly contribute to reducing the environmental footprint of urban mobility systems while driving innovation.

Additionally, SMARTMOBAIR incorporates a greening approach in its publications and dissemination products by reducing waste and using green materials. A sustainable and inclusive mindset is also adopted in event organization, ensuring that materials, transport, and logistics minimize environmental impact.

To support effective GPP implementation, SMARTMOBAIR provides local authorities and stakeholders with training sessions, practical guidelines, and case studies from pilot projects. These efforts build capacity, inspire adoption, and ensure that GPP becomes a standard practice for public procurement, benefiting both cities and the environment.

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