



# SmartMOVE

## Smart Solutions for Sustainable Mobility

### SUMMARY:

Project SmartMOVE addresses the challenge of sustainable mobility in locations with heavy traffic, i.e., the Ljubljana urban region (LUR) with Slovenia's capital city of Ljubljana, which is the most important destination in daily migration flows in the country. As Ljubljana provides over 220,000 jobs, over a quarter of all jobs in Slovenia, more than 120,000 people drive to Ljubljana daily from other places. The LUR is thus becoming an area with the heaviest traffic and a space with the greatest negative externalities of mobility in the country, indicating structural challenges relating to sustainable mobility in Slovenia that the proposed project addresses directly. In this context, the project addresses the following challenges with regard to sustainable mobility in Slovenia (with an emphasis on Ljubljana): (1) the number of passengers using city and road public transport has been declining since 2017; (2) a 41% decline in railway passengers; (3) a 10% growth in the number of cars over the last decade; (4) the share of carpooling (7%) is lower than the EU average; (5) Ljubljana as the most heavily burdened transport hub in the country (more than 120,000 people driving in from elsewhere).

The central objective of the project is to limit the negative environmental externalities that result from non-sustainable forms of mobility, to which the project contributes by creating mobility plans aiming to manage sustainable mobility on locations with heavy traffic, and improve sustainable mobility management in Slovenia. The specific objectives of the project are as follows: (1) setting up two pilot lines of dynamic group transport; (2) creating five sustainable mobility plans for companies and bestowing certificates in the field of sustainable mobility; (3) empowering at least 2,000 employees and 50 employers on the significance and possibilities of using modes of sustainable mobility for transport to and from work.

This way, the project will create mobility plans to substantiate the need for the systematic development of infrastructure for carpooling as a new approach to sustainable mobility, and, within these efforts, develop dynamic group transport as a sustainable alternative to existing transport modalities, include organisations in such forms of transport mobilities, and develop specific political recommendations for decision-makers in the field of sustainable mobility. All project partners will be involved in this process, each of them bringing high added value to the table. The RDA LUR will manage the project, make sure all materials are prepared, help form and implement mobility plans, and conduct communication. The latter will be managed by the LUZ (Urban Institute of Ljubljana) in its capacity as the project owner, which will have the central role in forming and implementing plans for large traffic generators, whereby it will also participate in upgrading the online and mobile application and establishing pilot lines of dynamic group transport to work. In this process, the LUZ will be provided with key assistance by the IPoP (Institute for Spatial Policies), which will participate in the preparation and evaluation of sustainable mobility plans. The IJS (Jožef Stefan Institute) will take care of the development, introduction and management of the sustainable mobility certificate, including participation in upgrading the online and mobile application, and establishment of the pilot lines. GoOpti will lead the entire upgrade of the online and mobile application, and establish the pilot line of dynamic group transport to work. Supported by the IPoP and the CER (Center of Energy Efficiency Solutions), the ZDS (the Association of Employers of Slovenia) will develop and implement specialised training courses for employers and employees. The CER will lead multi-stakeholder preparations and form recommendations for political decision-makers. The project will involve a Norwegian partner, the Nordland Research Institute, which will take part in the development and implementation of a certified system for sustainable mobility and inclusion of the public in SM.





## PROJECT PARTNERS:

- RRA LUR (RDA LUR or Regional Development Agency of the Ljubljana Urban Region) – lead partner
- LUZ (Urban Institute of Ljubljana)
- IJS (Jožef Stefan Institute)
- IPoP (Institute for Spatial Policies)
- GoOpti
- CER (Center of Energy Efficiency Solutions)
- ZDS (Association of Employers of Slovenia)
- Nordland Research Institute

## CONTENT WORK PACKAGES:

### Work package (WP) 2: Formation and implementation of mobility plans for major traffic generators

Five mobility plans will be drawn up for operators that generate high-density traffic in the capital; the formation of the plans will take into account the principles of a comprehensive treatment of mobility, sustainable approach and mutual cooperation. This primarily, but not exclusively, involves the area of the largest shopping centre in Slovenia, the area of the largest employer in Slovenia, which is at the same time the largest university clinic in Slovenia, and an area of protected natural heritage next to the largest urban area in Slovenia. The formation of mobility plans will therefore differ mainly in how the analysis of the situation is conducted, as the focus of these analyses and the inclusion of stakeholders will be adapted to the area and institution for which the document is to be prepared. The mobility plans will take into account the geographical dispersion of the key critical areas, diversification of entities that will receive the mobility plan, and the consideration of (the already existing and innovative) multi-modal forms of transport to work.

### Work package (WP) 3: Upgrade of the online and mobile application, and establishment of pilot lines of dynamic group transport to work

A new sustainable form of transport to work will be established, i.e., dynamic group transport. For users, it will combine the comfort, speed and flexibility of using one's own transport to go to work (the user will be able to get on at a desired location and get off in the direct vicinity of their work). Pilot lines of dynamic group transport to work will be set up in the area of BTC, which despite being the largest shopping centre in Slovenia has a rather modest number of direct public transport connections on the one hand, but is very well connected with many towns due to the motorway's proximity on the other; the area of the Ljubljana University Medical Centre, which employs nearly 8,000 staff and where people work 24 hours a day, every day of the year; and the Šiška industrial and commercial zone. Dynamic group transport will be enabled by GoOpti.

### Work package (WP) 4: Development, introduction and management of sustainable mobility certificate

A sustainable mobility certificate will be designed in order to raise awareness and encourage concrete action with regard to the significance and forms of sustainable mobility in the future. WP4 ties into all the objectives of SmartMOVE project, as it handles the collection and evaluation of the existing data and best practices in measuring the effects of sustainable mobility measures, for all target groups. Within this work package, a methodology and certificate will be set up that are intended for employers and other operators of mobility plans and areas with high traffic frequency. The concept of the certificate will centre around a system of criteria that will enable assessing the appropriateness of the current transport setup of an organisation, and the effects or possible or realised changes. Companies and other organisations will be able to obtain the certificate based on sustainable mobility management at the level of employees.



### Work package (WP) 5: Development and implementation of specialised training courses for employers and employees

Given the trends with regard to using public transport and other modes of sustainable mobility for going to work, the project will devote special attention to raising awareness and educating employers and employees on the significance of sustainable mobility for them and their local community. To this end, specialised training courses will be developed, enabling direct contact with the negative effects resulting from their choice of commuting method in an interactive way and by providing specific examples of measuring one's personal carbon footprint.

### Work package (WP) 6: Multi-stakeholder preparations and formation of recommendations for political decision-makers

Based on a review of the existing situation, the findings obtained from the conducted analyses, interviews, prepared mobility plans, developed methodology for monitoring the effects of measures pertaining to mobility plans and the results thereof, evaluation of the pilot solution in sustainable mobility for going to work in the LUR by means of dynamic group transport, recommendations will be formed for political decision-makers, presenting the effects of the implemented measures of sustainable mobility on the micro-, mezzo- and macro-levels.

### FUNDING:

Total project value: **1.609.166,79 EUR**

Project value for the JSI 151.786,29 EUR.

100 % project funding

### PROGRAMME:

Norway Grants and EEA Grants 2014–2021

Programme priority: Climate Change Mitigation and Adaptation

*Working together for a green, competitive and inclusive Europe.*

### PROJECT DURATION:

**1<sup>st</sup> May 2022 – 30<sup>th</sup> April 2024**