Transferable Solution Sheet

Identification of a Transfer Opportunity for the ETU Call · Key information for potential takers

Green living areas | Interreg Euro-MED | Co-funded by the European Union | ECOSYSTEMIC TRANSITION HUB ETU

PROJECT ACRONYM
GREENMO

Full project title
Promoting Green and Inclusive Mobility hubs for greener MED living areas

TOP SOLUTION TITLE
GREENMO Strategy for MED Green and Inclusive Mobility Hubs

Six-stage roadmap to plan, implement and monitor inclusive mobility hubs

THEMATIC AREA
Green Mobility

SOLUTION TYPE
Methodology / framework and guidelines

CHALLENGE ADDRESSED
Integrated, inclusive mobility hubs

SPECIFIC OBJECTIVE
2.4 · Climate change adaptation and risk prevention

1 Solution Overview

Territorial challenge addressed
Fragmented mobility networks and unequal access, with different needs in urban, suburban and rural areas, tourist seasonality and no planning framework for hubs.

Description of the solution
Strategy turning the mobility hub concept into 16 activities in six stages (Engage, Understand, Design, Plan, Implement, Monitor), from stakeholder engagement to governance, financing and monitoring.

Documents and links
https://etuinitiative.eu/solutions/greenmo-strategy-for-med-green-and-inclusive-mobility-hubs/

Primary target users
Local authority staff in charge of mobility hubs; policy makers, planners, transport authorities.

2 Replicability and Adaptation Potential

Potential applications
Designing and piloting mobility hubs linked to SUMPs: site selection, implementation roadmap, governance and ownership models, funding, communication campaigns and KPI-based monitoring. Good practices: Madrid (urban), Antwerp (suburban), Den Oever (rural).

Suitable territorial contexts
Urban, suburban and rural areas, each with its own hub type and governance model, including tourist destinations with seasonal peaks, e.g. islands.

3 Mentoring and Technical Support Offered

Giver ticks the schemes offered

FULL TAKER MENTORING SCHEME ☐ *Offered by the giver (type X)*

Potential mentoring activities and materials

Indicative outcomes and outputs

SOFT TAKER MENTORING SCHEME ☒ *Offered by the giver (type X)*

Potential mentoring activities and materials

- Webinars introducing the mobility hub concept, characteristics per type and governance structures, supported by training material.
- Presentation of the six-stage Cycle of GREENMO Strategy for planning, developing and monitoring green and inclusive mobility hubs.
- Onsite or online practical exchange session, where relevant, to explore real-life applications and recommendations for decision makers.
- Preparation of a tailor-made Soft Action Plan identifying immediate next steps for the taker.

Shareable: the strategy and roadmap, training material on mobility hubs, the governance insight report and recommendations for decision makers.

Indicative outcomes and outputs

- Better understanding of mobility hubs.
- Access to evidence-based material.
- A short Soft Action Plan outlining priority actions, key stakeholders to involve, initial data needs and recommended next steps.

4 Requirements for Transfer

Requirement	Information for full takers	Information for soft takers	Stage
Technical profiles and baseline competencies	-	Local authority or organisation active in local mobility planning and sustainable transport.	Start
Data and information	-	Willingness to share info on local mobility conditions, transport services and relevant plans.	Mentoring
Digital resources	-	-	-
Stakeholder involvement	-	Willingness to identify and facilitate potential involvement: operators, NGOs, vulnerable groups, private sector	Mentoring
Operational conditions	-	A contact person to coordinate participation in the knowledge-exchange activities.	Start
Regulatory aspects	-	-	-
Other relevant requirements	-	Commitment to participate in all proposed online sessions and knowledge-exchange activity / study visit, where relevant.	Start

Soft-taker column: fill only if the soft scheme is offered. Stage: Start = essential to initiate transfer · Mentoring = can be developed during mentoring · Later = needed only for subsequent implementation · * indicative, to be confirmed by the giver