

1. Identification

Call

C1

Date of submission

26/04/2022

1.1. Full name of the project

Mobility Influencer – Joining Forces to Transform Urban Mobility

64 / 250 characters

1.2. Short name of the project

MOBI

4 / 20 characters

1.3. Programme priority

3. Climate-neutral societies

1.4. Programme objective

3.3 Smart green mobility

1.6. Project duration

Contracting start	22/09/2022	Contracting end	31/12/2022
Implementation start	01/01/2023	Implementation end	31/12/2025
		Duration of implementation phase (months)	36
Closure start	01/01/2026	Closure end	31/03/2026

1.7. Project summary

The climate relevant target of a green urban mobility shift in the BSR is pursued by various stakeholders, incl. local and regional authorities, NGOs and transport providers. Further, also organisations like housing associations, community centres or schools realise urban mobility projects. All play a key role as "mobility influencers", not only as they are in a position to promote sustainable mobility, but also as they can influence different user groups and increase acceptance and user-friendliness of green mobility modes. So far, these mobility influencers mainly implement green mobility actions on an individual basis, hence often with only limited success. It thus became clear that joint efforts and further institutionalisation of cooperation are needed to transform urban mobility. This is why MOBI aims to contribute to a positive and lasting change in urban mobility based on solutions implemented by local authorities in collaboration with further stakeholders, all being mobility influencers.

To achieve this, nine pilot activities, clustered in three groups, will serve to test different methods of cooperation linking mobility influencers to deploy green mobility solutions:

- (1) Reducing emissions through green urban transport,
- (2) Setting up sustainable school traffic,
- (3) Connecting suburban areas with green mobility modes.

The experiences made regarding new cooperation models for green mobility influencers will be transferred to relevant stakeholders outside of MOBI.

1,500 / 1,500 characters

1.8. Summary of the partnership

The MOBI partnership is composed of eleven full partners and 20 associated organisations from seven countries in the Baltic Sea region. Some already cooperated on the subject of sustainable mobility, mostly within European cooperation programmes like Interreg. Building on the experiences from the Interreg BSR project GreenSAM, the majority of the former project partners is now part of the MOBI consortium. Further, local public authorities (among them one former "Follower City" of GreenSAM, PP07) and NGOs with experience in cooperation in the field of mobility, joined as partners.

The project initiation and lead has been taken over by the Free and Hanseatic City of Hamburg, District of Eimsbüttel, being not only experienced in green urban mobility planning but also in the lead of large transnational cooperation projects supported by the BSR Interreg programme, e.g. GreenSAM. As lead partner, Hamburg (PP01) will be responsible of project management, financial management and overall project communication. As planned externalisation of these tasks is reflected in the higher share of the budget of PP01.

Five local public authorities (Free and Hanseatic City of Hamburg, District of Eimsbüttel (PP01), City of Gdansk (PP02), City of Tartu (PP04), City of Riga (PP06), City of Stockholm (PP10)) and one regional public authority, Valonia / Regional Council of Southwest Finland (PP8) take part with the related departments in charge of mobility. They will be responsible for the implementation of the pilots in cooperation with further mobility influencers.

Two NGOs, The Polish Union of Active Mobility (PP03) and the Swedish national cycling advocacy organisation (PP11) participate in MOBI as full partners. PP03, as national association of local governments interested in improvement and promotion of active mobility is an expert in knowledge transfer at regional and national level will be in charge of transferring the tested solutions (WP3). PP11, being an organization aiming to improve conditions for cyclists in Sweden will use their expertise to implement pilots in cooperation with stakeholders and civil society.

Two research institutions, Institute of Baltic Studies (PP05) and Turku University of Applied Sciences (PP09) with experience in mobility as well as participatory and co-creative approaches will coordinate the joint development of the pilot activities as leaders of WP1 and WP2. PP09 will also be involved in the implementation of the pilot in Turku together with PP08.

The MOBI consortium represents the target groups: public authorities (PP01, PP02, PP04, PP06, PP08, PP10 and AO3, AO4, AO6, AO13) and local transport authorities (AO5, AO11, AO14) that aim to learn new ways of cooperation with mobility influencers. Other mobility influencers represented are NGOs (PP03, PP11, AO7, AO15), education centres (AO2, AO9), housing associations (AO1, AO16, AO19, AO17) and three bike sharing operators (AO14, AO18, AO20).

1.11. Project Budget Summary

Financial resources [in EUR]		Preparation costs	Planned project budget
ERDF	ERDF co-financing	0.00	2,969,379.68
	Own contribution ERDF	0.00	742,344.92
	ERDF budget	0.00	3,711,724.60
NO	NO co-financing	0.00	0.00
	Own contribution NO	0.00	0.00
	NO budget	0.00	0.00
NDICI	NDICI co-financing	0.00	0.00
	Own contribution NDICI	0.00	0.00
	NDICI budget	0.00	0.00
RU	RU co-financing	0.00	0.00
	Own contribution RU	0.00	0.00
	RU budget	0.00	0.00
TOTAL	Total Programme co-financing	0.00	2,969,379.68
	Total own contribution	0.00	742,344.92
	Total budget	0.00	3,711,724.60

2. Partnership

2.1. Overview: Project Partnership

2.1.1 Project Partners

No.	LP/PP	Organisation (English)	Organisation (Original)	Country	Type of partner	Legal status	Partner budget in the project	Active/inactive	
								Status	from
1	LP	Free and Hanseatic City of Hamburg, District of Eimsbüttel	Freie und Hansestadt Hamburg, Bezirksamt Eimsbüttel	DE	Local public authority	a)	772,704.00 €	Active	22/09/2022
2	PP	City of Gdansk	Gmina Miasta Gdańska	PL	Local public authority	a)	325,240.00 €	Active	22/09/2022
3	PP	The Polish Union of Active Mobility (PUMA)	Polska Unia Mobilności Aktywnej (PUMA)	PL	NGO	a)	299,620.00 €	Active	22/09/2022
4	PP	City of Tartu	Tartu Linnavalitsus	EE	Local public authority	a)	173,000.00 €	Active	22/09/2022
5	PP	The Institute of Baltic Studies	Balti Uuringute Instituut	EE	NGO	a)	204,032.00 €	Active	22/09/2022
6	PP	City of Riga	Rīgas valstspilsētas pašvaldība	LV	Local public authority	a)	469,800.00 €	Active	22/09/2022
7	PP	Municipal Enterprise "Susisiekimo paslaugos"	Savivaldybės įmonė "Susisiekimo paslaugos"	LT	Infrastructure and public service provider	a)	224,396.50 €	Active	22/09/2022
8	PP	Valonia / Regional Council of Southwest Finland	Valonia / Varsinais-Suomen liitto	FI	Regional public authority	a)	194,307.20 €	Active	22/09/2022
9	PP	Turku University of Applied Sciences	Turun ammattikorkeakoulu	FI	Higher education and research institution	a)	271,000.00 €	Active	22/09/2022
10	PP	City of Stockholm	Stockholms stad	SE	Local public authority	a)	592,648.70 €	Active	22/09/2022
11	PP	Swedish national cycling advocacy organisation	Cykelfrämjandet	SE	NGO	b)	184,976.20 €	Active	22/09/2022

2.1.2 Associated Organisations

No.	Organisation (English)	Organisation (Original)	Country	Type of Partner
AO 1	Building Association "Elbgemeinden" (Registered cooperative)	Bauverein der Elbgemeinden eG	DE	Large enterprise
AO 2	University of Hamburg - Faculty of Business, Economics and Social Sciences	Universität Hamburg - Fakultät für Wirtschafts- und Sozialwissenschaften	DE	Higher education and research institution
AO 3	Circle of mobility managers c/o district of Hamburg-Bergedorf	Fachaustausch Mobilität c/o Bezirksamt Hamburg-Bergedorf	DE	Local public authority
AO 4	Gdansk Roads and Greenery Management Board	Gdański Zarząd Dróg i Zieleni	PL	Local public authority
AO 5	Public Transport Authority	Zarząd Transportu Miejskiego w Gdańsku	PL	Local public authority
AO 6	Gdansk City Development Directorate	Dyrekcja Rozbudowy Miasta Gdańska	PL	Local public authority
AO 7	Polish Tourist and Sightseeing Society	Polskie Towarzystwo Turystyczno-Krajoznawcze	PL	NGO
AO 8	Joanna Tour-Joanna Kruszewska	Joanna Tour-Joanna Kruszewska	PL	Interest group
AO 9	Tartu Mart Reiniku School	Tartu Mart Reiniku Kool	EE	Education/training centre and school
AO 10	Uzladets.lv	Uzlādēts.lv	LV	NGO
AO 11	Riga municipal LLC "Rīgas satiksme"	Rīgas pašvaldības SIA "Rīgas satiksme"	LV	Infrastructure and public service provider
AO 12	Vilnius City Municipality	Vilniaus miesto savivaldybės asociacija	LT	Local public authority
AO 13	Ministry of Transport and Communications of the Republic of Lithuania	LR Susisiekimo ministerija	LT	National public authority
AO 14	Turku Region Public Transport Föli	Turun seudun joukkoliikenne Föli	FI	Local public authority
AO 15	TOGETHER association	Yhdessä-yhdistys ry	FI	NGO
AO 16	Swedish Housing	Svenska Bostäder	SE	Infrastructure and public service provider
AO 17	BioDriv Öst	BioDriv Öst	SE	NGO
AO 18	Citybike Global	Citybike Global	SE	Large enterprise
AO 19	Familjebostäder	Familjebostäder	SE	Infrastructure and public service provider
AO 20	Urban Transport Administration	Trafikkontoret	SE	Infrastructure and public service provider

2.2 Project Partner Details - Partner 1

LP/PP	Lead Partner
Partner Status	Active
Active from	22/09/2022
Inactive from	
Partner name:	
Organisation in original language	Freie und Hansestadt Hamburg, Bezirksamt Eimsbüttel <small>51 / 250 characters</small>
Organisation in English	Free and Hanseatic City of Hamburg, District of Eimsbüttel <small>58 / 250 characters</small>
Department in original language	Fachamt Management des öffentlichen Raumes im Dezernat Wirtschaft, Bauen und Umwelt <small>83 / 250 characters</small>
Department in English	Department for Management of Public Space as Part of the Department for Business, Building and Environment <small>106 / 250 characters</small>

Partner location and website:

Address	Grindelberg 62-66 <small>17 / 250 characters</small>	Country	Germany
Postal Code	20144 <small>5 / 250 characters</small>	NUTS1 code	Hamburg
Town	Hamburg <small>7 / 250 characters</small>	NUTS2 code	Hamburg
Website	www.hamburg.de/eimsbuettel <small>26 / 100 characters</small>	NUTS3 code	Hamburg

Partner ID:

Organisation ID type	Other registration number (Sonstige)
Organisation ID	998928602 <small>9 / 50 characters</small>
VAT Number Format	DE + 9 digits
VAT Number	<input type="checkbox"/> N/A <input type="checkbox"/> DE118509725 <small>11 / 50 characters</small>
PIC	n/a <small>3 / 9 characters</small>

Partner type:

Legal status	a) Public	
Type of partner	Local public authority	Municipality, city, etc.
Sector (NACE)	84.11 - General public administration activities	

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities? No

Financial data	Reference period	01/01/2021	-	31/12/2021
	Staff headcount [in annual work units (AWU)]			1,142.0
	Employees [in AWU]			1,142.0
	Persons working for the organisation being subordinated to it and considered to be employees under national law [in AWU]			0.0
	Owner-managers [in AWU]			0.0
	Partners engaged in a regular activity in the organisation and benefiting from financial advantages from the organisation [in AWU]			0.0
	Annual turnover [in EUR]			65,536,000.00
	Annual balance sheet total [in EUR]			0.00
	Operating profit [in EUR]			0.00

Role of the partner organisation in this project:

As lead partner, Hamburg-Eimsbuettel (PP01) will be responsible for project and financial management and the overall project communication. PP01 will lead WP3 and GoA 3.2. In GoA 3.2, the organisation of the final event as a transnational forum is the partner's responsibility (with support of CM & external expertise). PP01 will carry out pilot activities in GoA 2.3 and involve key mobility influencers in the project. To prepare the pilot solution, PP01 will participate in the workshops and data analysis that will be carried out in WP1. PP01 will host the PP meeting in Hamburg in period 6 in combination with the transnational forum.

Financial data:

- Nr. indicating 0: not available
- Staff head count data only incl. Nr. for district Eimsbuettel
- Annual turnover not incl. further allocations for the district from different ministries and transfers from central programmes & central concepts. The achieved results can substantially differ from the planned record in the subsequent years.

1,000 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 2

LP/PP	Project Partner		
Partner Status	Active		
	Active from	22/09/2022	Inactive from

Partner name:

Organisation in original language	Gmina Miasta Gdańska	20 / 250 characters
Organisation in English	City of Gdansk	14 / 250 characters
Department in original language	Wydział Gospodarki Komunalnej	29 / 250 characters
Department in English	Communal Services Department	28 / 250 characters

Partner location and website:

Address	Nowe Ogrody 8/12	16 / 250 characters	Country	Poland
Postal Code	80-283	6 / 250 characters	NUTS1 code	Makroregion północny
Town	Gdańsk	6 / 250 characters	NUTS2 code	Pomorskie
Website	www.gdansk.pl	13 / 100 characters	NUTS3 code	Gdański

Partner ID:

Organisation ID type	Tax identification number (NIP)		
Organisation ID	5830011969		
VAT Number Format	PL + 10 digits		
VAT Number	N/A <input type="checkbox"/>	PL5830011969	12 / 50 characters
PIC	986156418		
			9 / 9 characters

Partner type:

Legal status

Type of partner

Sector (NACE)

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?

Role of the partner organisation in this project:

The main role of the city of Gdansk (PP02) is the implementation of a pilot project (GoA 2.1) and the evaluation of this tested pilot solution (GoA 2.4). PP02 is responsible for identifying the key mobility influencers for its pilot and to actively involve them in the project (incl. participation of one mobility influencer in the mid-term meeting). To prepare the pilot solution, the partner will participate in the workshops and data analysis that will be carried out in WP1. News articles will be written about the project activities and other materials will be made available for the MOBI platform to make the pilot solution comprehensible for the target groups. The partner will prepare and host one partner meeting in Gdansk in cooperation with the lead partner and project management.

793 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 3

LP/PP

Partner Status

Active from **Inactive from**

Partner name:

Organisation in original language 38 / 250 characters

Organisation in English 42 / 250 characters

Department in original language 3 / 250 characters

Department in English 3 / 250 characters

Partner location and website:

Address <input type="text" value="Jana Heweliusza 29"/> <small>18 / 250 characters</small>	Country <input type="text" value="Poland"/>
Postal Code <input type="text" value="80-861"/> <small>6 / 250 characters</small>	NUTS1 code <input type="text" value="Makroregion północny"/>
Town <input type="text" value="Gdańsk"/> <small>6 / 250 characters</small>	NUTS2 code <input type="text" value="Pomorskie"/>
Website <input type="text" value="mobilnosc.org"/> <small>13 / 100 characters</small>	NUTS3 code <input type="text" value="Gdański"/>

Partner ID:

Organisation ID type	Tax identification number (NIP)	
Organisation ID	5833151961	
VAT Number Format	PL + 10 digits	
VAT Number	<input type="checkbox"/> N/A	<input type="text" value="PL5833151961"/> <small>12 / 50 characters</small>
PIC	<input type="text" value="n/a"/> <small>3 / 9 characters</small>	

Partner type:

Legal status	<input type="text" value="a) Public"/>	
Type of partner	<input type="text" value="NGO"/>	<input type="text" value="Non-governmental organisations, such as Greenpeace, WWF, etc."/>
Sector (NACE)	<input type="text" value="94.99 - Activities of other membership organisations n.e.c."/>	

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?	<input type="text" value="No"/>
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Role of the partner organisation in this project:

As the GoA 3.1 and 3.3 lead, the Polish Union of Active Mobility (PP03) is responsible for the communication and dissemination of the project and its results. . In order to present the project progress and results on the MOBI platform, PP03 will work closely with all project partners to present the results in an appealing graphical and textual form. As both the MOBI platform (GoA 3.1) and the Empowerment Package (GoA 3.3) are built on several elements that are based on preparatory work (WP1) and the pilot activities (WP2) PP03 will closely follow the activities in all work packages. The partner will also support the pilot partners and research partners in technical matters (e.g. when it comes to the interactive presentation of content on the MOBI platform).

768 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 4

LP/PP	<input type="text" value="Project Partner"/>		
Partner Status	<input type="text" value="Active"/>		
Active from	<input type="text" value="22/09/2022"/>	Inactive from	<input type="text"/>

Partner name:

Organisation in original language	<input type="text" value="Tartu Linnavalitsus"/> <small>19 / 250 characters</small>		
Organisation in English	<input type="text" value="City of Tartu"/> <small>13 / 250 characters</small>		
Department in original language	<input type="text" value="Ruumiloome osakond"/> <small>18 / 250 characters</small>		
Department in English	<input type="text" value="Department of Strategic Urban Planning and Design"/> <small>49 / 250 characters</small>		

Partner location and website:

Address	<input type="text" value="Tartumaa, Tartu linn, Raekoja plats 1a, 50089"/> <small>46 / 250 characters</small>	Country	<input type="text" value="Estonia"/>
Postal Code	<input type="text" value="50089"/> <small>5 / 250 characters</small>	NUTS1 code	<input type="text" value="Eesti"/>
Town	<input type="text" value="Tartu"/> <small>5 / 250 characters</small>	NUTS2 code	<input type="text" value="Eesti"/>
Website	<input type="text" value="www.tartu.ee"/> <small>12 / 100 characters</small>	NUTS3 code	<input type="text" value="Lõuna-Eesti"/>

Partner ID:

Organisation ID type	<input type="text" value="Registration code (Registrikood)"/>
Organisation ID	<input type="text" value="75006546"/>
VAT Number Format	<input type="text" value="EE + 9 digits"/>
VAT Number	<input type="checkbox" value="N/A"/> <input type="text" value="EE100670291"/> <small>11 / 50 characters</small>
PIC	<input type="text" value="996380024"/> <small>9 / 9 characters</small>

Partner type:

Legal status	<input type="text" value="a) Public"/>
Type of partner	<input type="text" value="Local public authority"/> <input type="text" value="Municipality, city, etc."/>
Sector (NACE)	<input type="text" value="84.11 - General public administration activities"/>

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?

Role of the partner organisation in this project:

The main role of the City of Tartu (PP04) is the implementation of a pilot project (GoA 2.2) and the evaluation of this tested pilot solution (GoA 2.4). The partner is responsible for identifying the key mobility influencers for its pilot and to actively involve them in the project (incl. participation of one mobility influencer in the mid-term meeting). To prepare the pilot solution, the partner will participate in the workshops and data analysis that will be carried out in WP1. News articles will be written about the project activities and other materials will be made available for the MOBI platform to make the pilot solution comprehensible for the target groups. PP04 will prepare and host one partner meeting in Tartu in cooperation with IBS (PP05), the lead partner and project management.

802 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 5

LP/PP	<input type="text" value="Project Partner"/>		
Partner Status	<input type="text" value="Active"/>		
Active from	<input type="text" value="22/09/2022"/>	Inactive from	<input type="text"/>

Partner name:

Organisation in original language	<input type="text" value="Balti Uuringute Instituut"/>	<small>25 / 250 characters</small>
Organisation in English	<input type="text" value="The Institute of Baltic Studies"/>	<small>31 / 250 characters</small>
Department in original language	<input type="text" value="n/a"/>	<small>3 / 250 characters</small>
Department in English	<input type="text" value="n/a"/>	<small>3 / 250 characters</small>

Partner location and website:

Address	<input type="text" value="Lai 30"/>	<small>6 / 250 characters</small>	Country	<input type="text" value="Estonia"/>
Postal Code	<input type="text" value="51005"/>	<small>5 / 250 characters</small>	NUTS1 code	<input type="text" value="Eesti"/>
Town	<input type="text" value="Tartu"/>	<small>5 / 250 characters</small>	NUTS2 code	<input type="text" value="Eesti"/>
Website	<input type="text" value="www.ibs.ee"/>	<small>10 / 100 characters</small>	NUTS3 code	<input type="text" value="Lõuna-Eesti"/>

Partner ID:

Organisation ID type	<input type="text" value="Registration code (Registrikood)"/>		
Organisation ID	<input type="text" value="80046950"/>		
VAT Number Format	<input type="text" value="EE + 9 digits"/>		
VAT Number	<input type="checkbox" value="N/A"/>	<input type="text" value="EE100560275"/>	
PIC	<input type="text" value="999529323"/>		<small>9 / 9 characters</small>

Partner type:

Legal status	<input type="text" value="a) Public"/>		
Type of partner	<input type="text" value="NGO"/>	<input type="text" value="Non-governmental organisations, such as Greenpeace, WWF, etc."/>	
Sector (NACE)	<input type="text" value="72.20 - Research and experimental development on social sciences and humanities"/>		

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?	<input type="text" value="No"/>
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Role of the partner organisation in this project:

The Institute of Baltic Studies (PP05) is responsible for the scientific framework of the project together with Turku University of Applied Sciences (PP09). The partner will take over the lead of WP2 and the GoAs 1.3 and 2.4. Through its leading role in WP2, PP05 has an important role in the transnational knowledge exchange between all project partners and pilot activities, which is facilitated by the co-evaluation process and knowledge partnerships in GoA 2.4. Further, PP05 provides the pilot partners with tools to activate their mobility influencers and to evaluate the impact of the tested solutions. The results from GoA 1.3 and 2.4 are edited for the MOBI platform (evaluation reports, mobility influencer mapping). PP05 will prepare and host one partner meeting in Tartu in cooperation with the City of Tartu (PP04), the lead partner and project management.

868 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 6

LP/PP	Project Partner		
Partner Status	Active		
Active from	22/09/2022	Inactive from	

Partner name:

Organisation in original language	Rīgas valstspilsētas pašvaldība	31 / 250 characters
Organisation in English	City of Riga	12 / 250 characters
Department in original language	Rīgas pašvaldības aģentūra "Rīgas enerģētikas aģentūra"	55 / 250 characters
Department in English	Riga Municipal Agency "Riga Energy Agency"	42 / 250 characters

Partner location and website:

Address	Mazā Jauniela 5	16 / 250 characters	Country	Latvia
Postal Code	LV-1050	7 / 250 characters	NUTS1 code	Latvija
Town	Riga	4 / 250 characters	NUTS2 code	Latvija
Website	www.rea.riga.lv	18 / 100 characters	NUTS3 code	Rīga

Partner ID:

Organisation ID type	Unified registration number (Vienotais reģistrācijas numurs)			
Organisation ID	90011524360			
VAT Number Format	LV + 11 digits			
VAT Number	N/A <input type="checkbox"/>	LV90011524360	13 / 50 characters	
PIC	937861670			9 / 9 characters

Partner type:

Legal status	a) Public		
Type of partner	Local public authority	Municipality, city, etc.	
Sector (NACE)	84.11 - General public administration activities		

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?

No

Role of the partner organisation in this project:

The main role of the City of Riga (PP06) is the implementation of a pilot project (GoA 2.1) and the evaluation of this tested pilot solution (GoA 2.4). In addition, the partner will take the lead of GoA 2.1 and supervise the implementation of the two pilots in this GoA according to the overall workplan in WP2. PP06 is responsible for identifying the key mobility influencers for its pilot and to actively involve them in the project (incl. participation of one mobility influencer in the mid-term meeting). To prepare the pilot solution, PP06 will participate in the workshops and data analysis that will be carried out in WP1. News articles will be written about the project activities and other materials will be made available for the MOBI platform to make the pilot solution comprehensible for the target groups. PP06 will prepare and host one partner meeting in Riga in cooperation with the lead partner and project management.

935 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 7

LP/PP

Partner Status

Active from **Inactive from**

Partner name:

Organisation in original language 42 / 250 characters

Organisation in English 44 / 250 characters

Department in original language 3 / 250 characters

Department in English 3 / 250 characters

Partner location and website:

Address	<input type="text" value="Žolyno g. 15"/> 12 / 250 characters	Country	<input type="text" value="Lithuania"/>
Postal Code	<input type="text" value="LT-10209"/> 8 / 250 characters	NUTS1 code	<input type="text" value="Lietuva"/>
Town	<input type="text" value="Vilnius"/> 7 / 250 characters	NUTS2 code	<input type="text" value="Sostinės regionas"/>
Website	<input type="text" value="www.judu.lt/en/"/> 16 / 100 characters	NUTS3 code	<input type="text" value="Vilniaus apskritis"/>

Partner ID:**Organisation ID type**

Legal person's code (Juridinio asmens kodas)

Organisation ID

124644360

VAT Number Format

LT + 9 digits

VAT NumberN/A LT246443610

11 / 50 characters

PIC

956626417

9 / 9 characters

Partner type:**Legal status**

a) Public

Type of partner

Infrastructure and public service provi

Public transport, utility company (water supply, electricity supply, sewage, gas, waste collection, airport, port, railway, etc.)

Sector (NACE)

49.31 - Urban and suburban passenger land transport

Partner financial data:**Is your organisation entitled to recover VAT related to the EU funded project activities?**

Yes

Role of the partner organisation in this project:

The main role of the Municipal Enterprise "Susisiekimo paslaugos" (PP07) is the implementation of a pilot project (GoA 2.2.) and the evaluation of this tested pilot solution (GoA 2.4). In addition, the partner will take the lead of GoA 2.2 and supervise the implementation of the two pilots in this GoA according to the overall workplan in WP2. PP07 is responsible for identifying the key mobility influencers for its pilot and to actively involve them in the project (incl. participation of one mobility influencer in the mid-term meeting). To prepare the pilot solution, PP07 will participate in the workshops and data analysis that will be carried out in WP1. News articles will be written about the project activities and other materials will be made available for the MOBI platform to make the pilot solution comprehensible for the target group of schools. The partner will prepare and host the mid-term meeting in Vilnius in cooperation with the lead partner and project management.

990 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme? Yes No**2.2 Project Partner Details - Partner 8****LP/PP**

Project Partner

Partner Status

Active

Active from

22/09/2022

Inactive from**Partner name:****Organisation in original language**

Valonia / Varsinais-Suomen liitto

33 / 250 characters

Organisation in English

Valonia / Regional Council of Southwest Finland

47 / 250 characters

Department in original language

Valonia

7 / 250 characters

Department in English

Valonia

7 / 250 characters

Partner location and website:

Address	<input type="text" value="PL 273 (Linnankatu 52 B)"/> <small>24 / 250 characters</small>	Country	<input type="text" value="Finland"/>
Postal Code	<input type="text" value="20101"/> <small>5 / 250 characters</small>	NUTS1 code	<input type="text" value="Manner-Suomi"/>
Town	<input type="text" value="Turku"/> <small>5 / 250 characters</small>	NUTS2 code	<input type="text" value="Etelä-Suomi"/>
Website	<input type="text" value="www.valonia.fi"/> <small>14 / 100 characters</small>	NUTS3 code	<input type="text" value="Varsinais-Suomi"/>

Partner ID:

Organisation ID type	<input type="text" value="Business Identity Code (Y-tunnus)"/>
Organisation ID	<input type="text" value="0922305-9"/>
VAT Number Format	<input type="text" value="FI + 8 digits"/>
VAT Number	<input type="checkbox" value="N/A"/> <input type="text" value="FI09223059"/> <small>10 / 50 characters</small>
PIC	<input type="text" value="950866460"/> <small>9 / 9 characters</small>

Partner type:

Legal status	<input type="text" value="a) Public"/>	
Type of partner	<input type="text" value="Regional public authority"/>	<input type="text" value="Regional council, etc."/>
Sector (NACE)	<input type="text" value="84.11 - General public administration activities"/>	

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?

Role of the partner organisation in this project:

The main role of Valonia / Regional Council of Southwest Finland (PP08) is the implementation of a pilot project (GoA 2.3) and the evaluation of this tested pilot solution (GoA 2.4). In addition, PP08 will take the lead of GoA 2.3 and supervise the implementation of the four pilots in this GoA according to the overall workplan in WP2. PP08 is responsible for identifying the key mobility influencers for its pilot and to actively involve them in the project (incl. participation of one mobility influencer in the mid-term meeting). To prepare the pilot solution, PP08 will participate in the workshops and data analysis that will be carried out in WP1. News articles will be written about the project activities and other materials will be made available for the MOBI platform to make the pilot solution comprehensible for the target group. PP08 will prepare and host one partner meeting in Turku in cooperation with TUAS (PP09) and the lead partner and project management.

979 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 9

LP/PP	<input type="text" value="Project Partner"/>		
Partner Status	<input type="text" value="Active"/>		
Active from	<input type="text" value="22/09/2022"/>	Inactive from	<input type="text"/>

Partner name:

Organisation in original language	Turun ammattikorkeakoulu	24 / 250 characters
Organisation in English	Turku University of Applied Sciences	36 / 250 characters
Department in original language	Tekniikka ja liiketoiminta, Kemianteollisuus	44 / 250 characters
Department in English	Engineering and Business, Chemical Industry	43 / 250 characters

Partner location and website:

Address	Joukahaisenkatu 7	17 / 250 characters	Country	Finland
Postal Code	20520	5 / 250 characters	NUTS1 code	Manner-Suomi
Town	Turku	5 / 250 characters	NUTS2 code	Etelä-Suomi
Website	www.turkuamk.fi	15 / 100 characters	NUTS3 code	Varsinais-Suomi

Partner ID:

Organisation ID type	Business Identity Code (Y-tunnus)			
Organisation ID	2528160-3			
VAT Number Format	FI + 8 digits			
VAT Number	N/A <input type="checkbox"/>	FI25281603	10 / 50 characters	
PIC	948193431			9 / 9 characters

Partner type:

Legal status	a) Public		
Type of partner	Higher education and research instituti	University faculty, college, research institution, RTD facility, research cluster, etc.	
Sector (NACE)	85.42 - Tertiary education		

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?	No
--------------------------------------------------------------------------------------------------	----

Role of the partner organisation in this project:

Turku University of Applied Sciences (PP09) is responsible for the scientific framework of the project together with the Institute of Baltic Studies (PP05). PP09 will take over the lead of WP1 and the three GoAs 1.1, 1.2 and 1.4. Together with PP05, they are responsible for coordinating the pilot partners in the preparation of their pilots and facilitating the exchange of knowledge between them. PP09 also plays an active role in conducting the social hackathons in the pilot project in Turku, which is mainly implemented by Valonia / Regional Council of Southwest Finland (PP08). In addition, PP09 is responsible for preparing the compiled documents from WP1 for publication on the MOBI platform. PP09 will prepare and host one partner meeting in Turku in cooperation with PP08 and the lead partner and project management.

826 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

State aid relevance

For the partner type selected, the Programme sees a medium to high risk for implementing State aid relevant activities. If the partner is of the opinion that its activities are not State aid relevant, it can ask the MAJS for a plausibility check on the State aid relevance. Does the partner want to do this?

Yes No

2.2 Project Partner Details - Partner 10

LP/PP	Project Partner		
Partner Status	Active		
	Active from	22/09/2022	Inactive from

Partner name:

Organisation in original language	Stockholms stad			15 / 250 characters
Organisation in English	City of Stockholm			17 / 250 characters
Department in original language	Miljöförvaltningen			18 / 250 characters
Department in English	Environment & Health Administration			35 / 250 characters

Partner location and website:

Address	STADSHUSET/REDOVISNINGSENHETEN		30 / 250 characters	Country	Sweden
Postal Code	10535		5 / 250 characters	NUTS1 code	Östra Sverige
Town	Stockholm		9 / 250 characters	NUTS2 code	Stockholm
Website	start.stockholm		15 / 100 characters	NUTS3 code	Stockholms län

Partner ID:

Organisation ID type	Organisation number (Organisationsnummer)	
Organisation ID	212000-0142	
VAT Number Format	SE + 12 digits	
VAT Number	N/A <input type="checkbox"/> SE212000014201	14 / 50 characters
PIC	996559183	9 / 9 characters

Partner type:

Legal status	a) Public	
Type of partner	Local public authority	Municipality, city, etc.
Sector (NACE)	84.11 - General public administration activities	

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?

Role of the partner organisation in this project:

The main role of the City of Stockholm (PP10) is the implementation of a pilot project (GoA 2.3) and the evaluation of this tested pilot solution (GoA 2.4), partly together with the Swedish national cycling advocacy organisation (PP11). To prepare the pilot solution, PP10 will participate in the workshops and data analysis that will be carried out in WP1. PP10 is responsible for identifying the key mobility influencers for its pilot and to actively involve them in the project (including participation of one mobility influencer in the mid-term meeting). News articles will be written about the project activities and other materials will be made available for the MOBI platform to make the pilot solution comprehensible for the target group. The partner will prepare and host one partner meeting in Stockholm in cooperation with PP11 and the lead partner and project management.

882 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.2 Project Partner Details - Partner 11

LP/PP	Project Partner		
Partner Status	Active		
Active from	22/09/2022	Inactive from	

Partner name:

Organisation in original language	Cykelfrämjandet	15 / 250 characters
Organisation in English	Swedish national cycling advocacy organisation	46 / 250 characters
Department in original language	Utbildning	10 / 250 characters
Department in English	Education	9 / 250 characters

Partner location and website:

Address	<input type="text" value="Box 3"/> <small>5 / 250 characters</small>	Country	<input type="text" value="Sweden"/>
Postal Code	<input type="text" value="101 20"/> <small>6 / 250 characters</small>	NUTS1 code	<input type="text" value="Östra Sverige"/>
Town	<input type="text" value="Stockholm"/> <small>9 / 250 characters</small>	NUTS2 code	<input type="text" value="Stockholm"/>
Website	<input type="text" value="www.cykelframjandet.se"/> <small>22 / 100 characters</small>	NUTS3 code	<input type="text" value="Stockholms län"/>

Partner ID:

Organisation ID type	<input type="text" value="Organisation number (Organisationsnummer)"/>
Organisation ID	<input type="text" value="802000-6063"/>
VAT Number Format	<input type="text" value="SE + 12 digits"/>
VAT Number	N/A <input type="checkbox"/> <input type="text" value="SE802000606301"/> <small>14 / 50 characters</small>
PIC	<input type="text" value="911741995"/> <small>9 / 9 characters</small>

Partner type:

Legal status	<input type="text" value="b) Private"/>	
Type of partner	<input type="text" value="NGO"/>	<input type="text" value="Non-governmental organisations, such as Greenpeace, WWF, etc."/>
Sector (NACE)	<input type="text" value="93.29 - Other amusement and recreation activities"/>	

Partner financial data:

Is your organisation entitled to recover VAT related to the EU funded project activities?	<input type="text" value="Partly"/>
VAT explanation	<input type="text" value="Our organisation is able to recover VAT for consultancy. When it comes to EU-projects, as a project partner who receives direct funding, we will not be able to recover VAT for our expenses."/> <small>189 / 1,000 characters</small>

Financial data	Reference period	<input type="text" value="01/01/2021"/>	-	<input type="text" value="31/12/2021"/>
	Staff headcount [in annual work units (AWU)]			<input type="text" value="7.5"/>
	Employees [in AWU]			<input type="text" value="7.5"/>
	Persons working for the organisation being subordinated to it and considered to be employees under national law [in AWU]			<input type="text" value="0.0"/>
	Owner-managers [in AWU]			<input type="text" value="0.0"/>
	Partners engaged in a regular activity in the organisation and benefiting from financial advantages from the organisation [in AWU]			<input type="text" value="0.0"/>
	Annual turnover [in EUR]			<input type="text" value="811,384.00"/>
	Annual balance sheet total [in EUR]			<input type="text" value="117,975.00"/>
	Operating profit [in EUR]			<input type="text" value="142,794.00"/>

Role of the partner organisation in this project:

Cykelfrämjandet (PP11), as organization aiming to improve conditions for cyclists in Sweden, will use its expertise to implement pilot activities in cooperation with stakeholders and civil society (GoA 2.3). PP11 will carry out its pilot activities as described in GoA 2.3 and support the pilot activities of the City of Stockholm (PP10) when it comes to bicycle trainings. To prepare the pilot solution, PP11 will participate in the workshops and data analysis that will be carried out in WP1. PP11 is responsible for identifying the key mobility influencers for its pilot and to involve them in the project (incl. participation of one mobility influencer in the mid-term meeting). News articles will be written about the project activities and other materials will be made available for the MOBI platform to make the pilot solution comprehensible for the target group. PP11 will prepare and host 1 partner meeting in Stockholm in cooperation with PP10 and the lead partner and project management.

999 / 1,000 characters

Has this organisation ever been a partner in the project(s) implemented in the Interreg Baltic Sea Region Programme?

Yes No

2.3 Associated Organisation Details - AO 1

Associated organisation name and type:

Organisation in original language	Bauverein der Elbgemeinden eG	30 / 250 characters
Organisation in English	Building Association "Elbgemeinden" (Registered cooperative)	60 / 250 characters
Department in original language	Abteilung Mitgliederförderung und besondere Projekte	52 / 250 characters
Department in English	n/a	3 / 250 characters
Legal status	b) Private	
Type of associated organisation	Large enterprise	≥ 250 employees

Associated organisation location and website:

Address	Heidrehmen 1	12 / 250 characters	Country	Germany
Postal Code	22589	5 / 250 characters		
Town	Hamburg	7 / 250 characters		
Website	www.bve.de	10 / 100 characters		

Role of the associated organisation in this project:

The housing cooperative BVE is working on strategies how to offer green mobility options in their neighbourhoods. It stands for the housing sector and its role and activities to enhance green mobility for their tenants and the surrounding neighbourhoods. In the MOBI project, the organisation will be part of the co-creation process within GoA 2.3 to develop, concretize and implement green mobility solutions such as mobility hubs or mobility meetings points.

460 / 1,000 characters

2.3 Associated Organisation Details - AO 2

Associated organisation name and type:

Organisation in original language	Universität Hamburg - Fakultät für Wirtschafts- und Sozialwissenschaften <small>72 / 250 characters</small>		
Organisation in English	University of Hamburg - Faculty of Business, Economics and Social Sciences <small>74 / 250 characters</small>		
Department in original language	n/a <small>3 / 250 characters</small>		
Department in English	n/a <small>3 / 250 characters</small>		
Legal status	a) Public		
Type of associated organisation	<table><tr><td>Higher education and research instituti</td><td>University faculty, college, research institution, RTD facility, research cluster, etc.</td></tr></table>	Higher education and research instituti	University faculty, college, research institution, RTD facility, research cluster, etc.
Higher education and research instituti	University faculty, college, research institution, RTD facility, research cluster, etc.		

Associated organisation location and website:

Address	Von-Melle-Park 9 <small>16 / 250 characters</small>	Country	Germany
Postal Code	20146 <small>5 / 250 characters</small>		
Town	Hamburg <small>7 / 250 characters</small>		
Website	www.wiso.uni-hamburg.de/en.html <small>31 / 100 characters</small>		

Role of the associated organisation in this project:

The faculty of economic and social sciences at the University of Hamburg is very experienced in the collaboration with local stakeholders and citizens in the frame of climate-friendly societies and has gathered very valuable experience in the project "Climate-friendly Lokstedt" within the district of Eimsbuettel, especially in the field of car-free mobility and acceptance. Their role is to share relevant research results, consult the Hamburg pilot within GoA 2.3 and bring in their networks.

495 / 1,000 characters

2.3 Associated Organisation Details - AO 3

Associated organisation name and type:

Organisation in original language	Fach Austausch Mobilität c/o Bezirksamt Hamburg-Bergedorf		57 / 250 characters
Organisation in English	Circle of mobility managers c/o district of Hamburg-Bergedorf		61 / 250 characters
Department in original language	n/a		3 / 250 characters
Department in English	n/a		3 / 250 characters
Legal status	a) Public		
Type of associated organisation	Local public authority	Municipality, city, etc.	

Associated organisation location and website:

Address	Wentorfer Straße 38a	Country	Germany	20 / 250 characters
Postal Code	21029			6 / 250 characters
Town	Hamburg			7 / 250 characters
Website	n/a			3 / 100 characters

Role of the associated organisation in this project:

The circle of mobility managers in the seven districts of Hamburg will closely follow the project and take part in the regional professional exchange on the issues and experience in the MOBI project. The circle will be integrated in the discussion how to implement durable structures within GoA 2.3 to make sure that the solutions found can be used in different districts and will be spread in further professional networks.

425 / 1,000 characters

2.3 Associated Organisation Details - AO 4

Associated organisation name and type:

Organisation in original language	Gdański Zarząd Dróg i Zieleni		29 / 250 characters
Organisation in English	Gdansk Roads and Greenery Management Board		42 / 250 characters
Department in original language	n/a		3 / 250 characters
Department in English	n/a		3 / 250 characters
Legal status	a) Public		
Type of associated organisation	Local public authority	Municipality, city, etc.	

Associated organisation location and website:

Address	ul. Partyzantów 36	Country	Poland	18 / 250 characters
Postal Code	80-254			6 / 250 characters
Town	Gdańsk			6 / 250 characters
Website	gzdziz.gda.pl			12 / 100 characters

Role of the associated organisation in this project:

Gdansk Roads and Greenery Management Board manages the traffic organisation in the whole of the city area, including traffic flow policies and implementation, vehicle parking organisation, road safety issues, and roads and pavements maintenance. In the project they provide their respective experience in their field of expertise and supervise all the necessary technical aspects of possible changes in the traffic organisation in the City Centre within GoA 2.1.

462 / 1,000 characters

2.3 Associated Organisation Details - AO 5

Associated organisation name and type:

Organisation in original language	Zarząd Transportu Miejskiego w Gdańsku	38 / 250 characters
Organisation in English	Public Transport Authority	26 / 250 characters
Department in original language	n/a	3 / 250 characters
Department in English	n/a	3 / 250 characters
Legal status	a) Public	
Type of associated organisation	Local public authority	Municipality, city, etc.

Associated organisation location and website:

Address	Na Stoku 49	11 / 250 characters	Country	Poland
Postal Code	80-874	6 / 250 characters		
Town	Gdańsk	6 / 250 characters		
Website	ztm.gda.pl	10 / 100 characters		

Role of the associated organisation in this project:

The Public Transport Authority manages all the services of public transport, including planning of PT routes and stops and supervising of the quality of PT services. In the project they provide their respective experience in their field of expertise and oversee the inclusion of ever necessary link of pedestrian mobility and public transport within GoA 2.1.

358 / 1,000 characters

2.3 Associated Organisation Details - AO 6

Associated organisation name and type:

Organisation in original language	Dyrekcja Rozbudowy Miasta Gdańska		33 / 250 characters
Organisation in English	Gdansk City Development Directorate		35 / 250 characters
Department in original language	n/a		3 / 250 characters
Department in English	n/a		3 / 250 characters
Legal status	a) Public		
Type of associated organisation	Local public authority	Municipality, city, etc.	

Associated organisation location and website:

Address	Żaglowa 11	10 / 250 characters	Country	Poland
Postal Code	80-560	6 / 250 characters		
Town	Gdańsk	6 / 250 characters		
Website	drmg.gdansk.pl	14 / 100 characters		

Role of the associated organisation in this project:

Gdansk City Development Directorate carries out investment projects in the city, deciding of their outcome and subtle details that can make a huge impact for pedestrian accessibility. Their role in the project covers technical aspects of infrastructure changes and supports the process of acquiring items necessary for the successful implementation of the pilot within GoA 2.1.

377 / 1,000 characters

2.3 Associated Organisation Details - AO 7

Associated organisation name and type:

Organisation in original language	<input type="text" value="Polskie Towarzystwo Turystyczno-Krajoznawcze"/> <small>44 / 250 characters</small>
Organisation in English	<input type="text" value="Polish Tourist and Sightseeing Society"/> <small>38 / 250 characters</small>
Department in original language	<input type="text" value="n/a"/> <small>3 / 250 characters</small>
Department in English	<input type="text" value="n/a"/> <small>3 / 250 characters</small>
Legal status	<input type="text" value="b) Private"/>
Type of associated organisation	<input type="text" value="NGO"/> <input type="text" value="Non-governmental organisations, such as Greenpeace, WWF, etc."/>

Associated organisation location and website:

Address	<input type="text" value="Długa 45"/> <small>8 / 250 characters</small>	Country	<input type="text" value="Poland"/>
Postal Code	<input type="text" value="80-827"/> <small>6 / 250 characters</small>		
Town	<input type="text" value="Gdańsk"/> <small>6 / 250 characters</small>		
Website	<input type="text" value="pttk-gdansk.pl"/> <small>14 / 100 characters</small>		

Role of the associated organisation in this project:

Polish Tourist and Sightseeing Society is a strong voice influencing the general perception of the city centre area, guiding visitors about the City Centre and showing the face of the city to them. In the project they provide their respective experience of their field of interest such as actively using the streets of the city centre and communicating with visitors within GoA 2.1.

382 / 1,000 characters

2.3 Associated Organisation Details - AO 8

Associated organisation name and type:

Organisation in original language	Joanna Tour-Joanna Kruszevska	29 / 250 characters
Organisation in English	Joanna Tour-Joanna Kruszevska	29 / 250 characters
Department in original language	n/a	3 / 250 characters
Department in English	n/a	3 / 250 characters
Legal status	b) Private	
Type of associated organisation	Interest group	Trade union, foundation, charity, voluntary association, club, etc. other than NGOs

Associated organisation location and website:

Address	Szeroka 18/19/8	15 / 250 characters	Country	Poland
Postal Code	80-835	6 / 250 characters		
Town	Gdańsk	6 / 250 characters		
Website	www.facebook.com/JoannaTourJoannaKruszevska/			
		44 / 100 characters		

Role of the associated organisation in this project:

Joanna Tour-Joanna Kruszevska is a one person local enterprise of tourist guiding and local activist that understands the needs of pedestrian (both tourists and inhabitants). She will facilitate the dialog between mobility influencers and the tourists and local community int the city centre of Gdansk within GoA 2.1.

317 / 1,000 characters

2.3 Associated Organisation Details - AO 9

Associated organisation name and type:

Organisation in original language	<input type="text" value="Tartu Mart Reiniku Kool"/>	23 / 250 characters
Organisation in English	<input type="text" value="Tartu Mart Reiniku School"/>	25 / 250 characters
Department in original language	<input type="text" value="N/A"/>	3 / 250 characters
Department in English	<input type="text" value="N/A"/>	3 / 250 characters
Legal status	<input type="text" value="a) Public"/>	
Type of associated organisation	<input type="text" value="Education/training centre and school"/>	<input type="text" value="Primary, secondary, pre-school, vocational training, etc."/>

Associated organisation location and website:

Address	<input type="text" value="Vanemuise 46"/>	12 / 250 characters	Country	<input type="text" value="Estonia"/>
Postal Code	<input type="text" value="51003"/>	5 / 250 characters		
Town	<input type="text" value="Tartu"/>	5 / 250 characters		
Website	<input type="text" value="www.reiniku.edu.ee"/>	18 / 100 characters		

Role of the associated organisation in this project:

Tartu Mart Reiniku Kool supports PP04 in the implementation of physical interventions carried out around it's property to increase children's traffic safety. Further, the AO will act as the mediators between the city government and parents when discussing and communicating the nature of interventions while further supporting the aim to increase children's physical activity with communication and educational measures.

421 / 1,000 characters

2.3 Associated Organisation Details - AO 10

Associated organisation name and type:

Organisation in original language	<input type="text" value="Uzlādēts.lv"/>	11 / 250 characters
Organisation in English	<input type="text" value="Uzladets.lv"/>	11 / 250 characters
Department in original language	<input type="text" value="n/a"/>	3 / 250 characters
Department in English	<input type="text" value="n/a"/>	3 / 250 characters
Legal status	<input type="text" value="b) Private"/>	
Type of associated organisation	<input type="text" value="NGO"/>	<input type="text" value="Non-governmental organisations, such as Greenpeace, WWF, etc."/>

Associated organisation location and website:

Address	<input type="text" value="Sēļu iela 10"/>	12 / 250 characters	Country	<input type="text" value="Latvia"/>
Postal Code	<input type="text" value="LV-2167"/>	7 / 250 characters		
Town	<input type="text" value="Mārupe"/>	6 / 250 characters		
Website	<input type="text" value="www.uzladets.lv"/>	15 / 100 characters		

Role of the associated organisation in this project:

"Uzladets.lv" is the leading sustainable mobility media in Latvia that focuses on zero-emission vehicles and climate change, providing the analytics on latest innovations in such fields as sustainable mobility, electric cars, e-mobility, zero-waste, eco-housing, green energy, renewable energy resources and many other. As an associated organisation, "Uzladets.lv" will promote the MOBI project, its outcomes, and findings amongst the broad network of their sustainable mobility stakeholders.

492 / 1,000 characters

2.3 Associated Organisation Details - AO 11

Associated organisation name and type:

Organisation in original language	Rīgas pašvaldības SIA "Rīgas satiksme" <small>38 / 250 characters</small>	
Organisation in English	Riga municipal LLC "Rīgas satiksme" <small>35 / 250 characters</small>	
Department in original language	n/a <small>3 / 250 characters</small>	
Department in English	n/a <small>3 / 250 characters</small>	
Legal status	a) Public	
Type of associated organisation	Infrastructure and public service provi	Public transport, utility company (water supply, electricity supply, sewage, gas, waste collection, airport, port, railway, etc.)

Associated organisation location and website:

Address	Kleistu iela 28 <small>15 / 250 characters</small>	Country	Latvia
Postal Code	LV-1067 <small>7 / 250 characters</small>		
Town	Riga <small>4 / 250 characters</small>		
Website	www.rigassatiksme.lv <small>20 / 100 characters</small>		

Role of the associated organisation in this project:

Riga municipal LLC "Rīgas satiksme", established and owned by Riga City Municipality, as the municipal public transport services provider within the administrative borders of Riga city, will be engaged in MOBI project activities as local experts. In particular, the company will collaborate with the City of Riga in the development of municipal service "school e-bus", and will take part in the development and implementation of Riga pilot within GoA 2.1, as well as will be responsible for the operation and maintenance of the infrastructure established within the MOBI project.

581 / 1,000 characters

2.3 Associated Organisation Details - AO 12

Associated organisation name and type:

Organisation in original language	<input type="text" value="Vilniaus miesto savivaldybės asociacija"/> <small>40 / 250 characters</small>	
Organisation in English	<input type="text" value="Vilnius City Municipality"/> <small>26 / 250 characters</small>	
Department in original language	<input type="text" value="Vilniaus miesto savivaldybės administracija"/> <small>45 / 250 characters</small>	
Department in English	<input type="text" value="Vilnius City Municipality Administration"/> <small>41 / 250 characters</small>	
Legal status	<input type="text" value="a) Public"/>	
Type of associated organisation	<input type="text" value="Local public authority"/>	<input type="text" value="Municipality, city, etc."/>

Associated organisation location and website:

Address	<input type="text" value="Konstitucijos pr. 3"/> <small>20 / 250 characters</small>	Country	<input type="text" value="Lithuania"/>
Postal Code	<input type="text" value="LT-09601"/> <small>9 / 250 characters</small>		
Town	<input type="text" value="Vilnius"/> <small>7 / 250 characters</small>		
Website	<input type="text" value="www.vilnius.lt"/> <small>16 / 100 characters</small>		

Role of the associated organisation in this project:

Vilnius City Municipality will assist PP07 in communication with the Ministry of Education, Science and Sport, as well as school administrations. They will also give advice regarding requirements for the development of an educational programme and on facilitate cooperation with stakeholders. The municipality will have active roles at events (e.g. school community campaigns, seminars, transnational forum in GoA 3.2 etc.) sharing relevant experience and know-how with MOBI project partners and other audiences. They will help to evaluate the educational programme, and assist PP07 when drafting recommendations. Finally, they will disseminate the projects results within their network.

688 / 1,000 characters

2.3 Associated Organisation Details - AO 13

Associated organisation name and type:

Organisation in original language	LR Susisiekimo ministerija		26 / 250 characters
Organisation in English	Ministry of Transport and Communications of the Republic of Lithuania		69 / 250 characters
Department in original language	n/a		3 / 250 characters
Department in English	n/a		3 / 250 characters
Legal status	a) Public		
Type of associated organisation	National public authority	Ministry, etc.	

Associated organisation location and website:

Address	Gedimino Av. 17	15 / 250 characters	Country	Lithuania
Postal Code	LT-01505	8 / 250 characters		
Town	Vilnius	7 / 250 characters		
Website	www.sumin.lrv.lt	19 / 100 characters		

Role of the associated organisation in this project:

The Ministry of Transport and Communications will provide consultations for PP07 on transport safety and related national-level sustainable/green transport issues and will participate in the meetings to conceptualise the education programme. They will take part in study visits, the transnational forum and prepare presentations for MOBI partners. The ministry will review the draft of the "School Mobility Education Programme" and share comments on the adjustment of the programme. Finally, they will disseminate the projects results within their network.

557 / 1,000 characters

2.3 Associated Organisation Details - AO 14

Associated organisation name and type:

Organisation in original language	Turun seudun joukkoliikenne Föli		32 / 250 characters
Organisation in English	Turku Region Public Transport Föli		34 / 250 characters
Department in original language	Kaupunkiympäristö		17 / 250 characters
Department in English	Urban Environment Division		26 / 250 characters
Legal status	a) Public		
Type of associated organisation	Local public authority	Municipality, city, etc.	

Associated organisation location and website:

Address	Puutarhakatu 1	14 / 250 characters	Country	Finland
Postal Code	20100	5 / 250 characters		
Town	Turku	5 / 250 characters		
Website	www.foli.fi	11 / 100 characters		

Role of the associated organisation in this project:

The local public transport operator Turku Region Public Transport Föli is interested to increase their knowledge on diversity, suburban areas and specific user groups in order to plan and implement sustainable mobility to all. They also want to ensure that the new city bikes, as well as other solutions, are accepted and used in the communities. They are interested in citizen-based solutions and co-creation with user groups. As Föli is the operator of the city of Turku's bike sharing system that is being newly introduced in the pilot areas, Föli will play an important role in GoA 2.3. Further, they will promote the project amongst relevant stakeholders in their networks.

678 / 1,000 characters

2.3 Associated Organisation Details - AO 15

Associated organisation name and type:

Organisation in original language	<input type="text" value="Yhdessä-yhdistys ry"/> <small>19 / 250 characters</small>
Organisation in English	<input type="text" value="TOGETHER association"/> <small>21 / 250 characters</small>
Department in original language	<input type="text" value="n/a"/> <small>3 / 250 characters</small>
Department in English	<input type="text" value="n/a"/> <small>3 / 250 characters</small>
Legal status	<input type="text" value="b) Private"/>
Type of associated organisation	<input type="text" value="NGO"/> <input type="text" value="Non-governmental organisations, such as Greenpeace, WWF, etc."/>

Associated organisation location and website:

Address	<input type="text" value="Munterinkatu 15"/> <small>15 / 250 characters</small>	Country	<input type="text" value="Finland"/>
Postal Code	<input type="text" value="20360"/> <small>5 / 250 characters</small>		
Town	<input type="text" value="Turku"/> <small>5 / 250 characters</small>		
Website	<input type="text" value="yhdesa.fi"/> <small>10 / 100 characters</small>		

Role of the associated organisation in this project:

Yhdessä-yhdistys/TOGETHER association is an umbrella organization for multicultural associations which operates in two suburban areas in Turku: Runosmäki and Varissuo. Their role is to be the voice of diverse user groups, assist in identifying smaller mobility influencers and multipliers in the community, reaching out to them and ensure that the work is inclusive throughout the project. They will support the pilot implementation within GoA 2.3.

449 / 1,000 characters

2.3 Associated Organisation Details - AO 16

Associated organisation name and type:

Organisation in original language	Svenska Bostäder		<small>16 / 250 characters</small>
Organisation in English	Swedish Housing		<small>15 / 250 characters</small>
Department in original language	Verksamhetsutveckling		<small>22 / 250 characters</small>
Department in English	Corporate development		<small>23 / 250 characters</small>
Legal status	a) Public		
Type of associated organisation	Infrastructure and public service provi	Public transport, utility company (water supply, electricity supply, sewage, gas, waste collection, airport, port, railway, etc.)	

Associated organisation location and website:

Address	Box 95	<small>7 / 250 characters</small>	Country	Sweden
Postal Code	162 12	<small>6 / 250 characters</small>		
Town	Vällingby	<small>9 / 250 characters</small>		
Website	www.svenskabostader.se/sprak/english2/			
		<small>39 / 100 characters</small>		

Role of the associated organisation in this project:

Svenska Bostäder is owned by the City of Stockholm and is one of the largest housing companies in Sweden. They are a key mobility influencer because they commission the use of their space (housing with related commercial premises, parking garages, other public spaces) and therefore can determine its use (or procure services to facilitate its use in certain ways). As a landlord, they encourage tenants to live more sustainably. Within GoA 2.3, PP10 will develop the programme of actions together with them and carry out these in districts where Svenska Bostäder operates. They will disseminate info directly to tenants, community groups, businesses etc. to highlight project activities. The project will thus help them develop their influencer role. The aim is also to identify residents in the districts who can become neighbourhood mobility ambassadors.

858 / 1,000 characters

2.3 Associated Organisation Details - AO 17

Associated organisation name and type:

Organisation in original language	BioDriv Öst	19 / 250 characters
Organisation in English	BioDriv Öst	19 / 250 characters
Department in original language	Headquarters	20 / 250 characters
Department in English	Headquarters	20 / 250 characters
Legal status	b) Private	
Type of associated organisation	NGO	Non-governmental organisations, such as Greenpeace, WWF, etc.

Associated organisation location and website:

Address	Kungsgatan 30C	22 / 250 characters	Country	Sweden
Postal Code	75321	5 / 250 characters		
Town	Uppsala	7 / 250 characters		
Website	www.biodrivost.se			
		25 / 100 characters		

Role of the associated organisation in this project:

Biodriv Öst is an inter-regional platform involving six regions in central Sweden. They are a big influencer with members including many public and private actors. BioDriv Öst will be consulted when planning improvements to the City of Stockholm's web services in GoA 2.3 (including miljofordon.se) and facilitate involvement of their members in the preparation, implementation and transfer of content (e.g. by sharing project information, invitations to workshops and webinars, surveys, etc), as well as promote the use of the web services by members and end-users.

568 / 1,000 characters

2.3 Associated Organisation Details - AO 18

Associated organisation name and type:

Organisation in original language	Citybike Global		<small>15 / 250 characters</small>
Organisation in English	Citybike Global		<small>15 / 250 characters</small>
Department in original language	Nordic		<small>6 / 250 characters</small>
Department in English	Nordic		<small>6 / 250 characters</small>
Legal status	b) Private		
Type of associated organisation	Large enterprise	≥ 250 employees	

Associated organisation location and website:

Address	Västbergavägen 43	<small>17 / 250 characters</small>	Country	Sweden
Postal Code	11326	<small>5 / 250 characters</small>		
Town	Hägersten	<small>9 / 250 characters</small>		
Website	www.stockholmebikes.se			<small>22 / 100 characters</small>

Role of the associated organisation in this project:

Citybike Global is the operator of the shared city bikes system in Stockholm launching in 2022. Citybike Global also operates in various other cities e.g. Helsinki, Vantaa, Paris and Lima. The Stockholm system includes 5150 e-bikes and 120 e-cargo bikes located at virtual stations around the city (stations can be moved to match needs). MOBI will provide influencers such as Citybike Global with opportunities to demonstrate their services to citizens and promote car-free lifestyles. MOBI activities will specifically equip target groups with skills and knowledge they did not previously have, thereby increasing the potential market for all mobility services providers in the outer city. Citybike Global will support the project partners by helping to demonstrate its services (at project workshops etc) within GoA 2.3 and communicate project activities in Stockholm; lessons from the pilot may be transferable to other cities in which Citybike Global operates.

965 / 1,000 characters

2.3 Associated Organisation Details - AO 19

Associated organisation name and type:

Organisation in original language	Familjebostäder		15 / 250 characters
Organisation in English	Familjebostäder		15 / 250 characters
Department in original language	Tynnered		8 / 250 characters
Department in English	Tynnered		8 / 250 characters
Legal status	a) Public		
Type of associated organisation	Infrastructure and public service provi	Public transport, utility company (water supply, electricity supply, sewage, gas, waste collection, airport, port, railway, etc.)	

Associated organisation location and website:

Address	Box 5151	Country	Sweden
	8 / 250 characters		
Postal Code	402 26		
	6 / 250 characters		
Town	Göteborg		
	8 / 250 characters		
Website	www.familjebostader.se		
	22 / 100 characters		

Role of the associated organisation in this project:

Familjebostäder, a housing company in Gothenburg has a long-lasting collaboration with PP11 and is placed quite strategically in Gothenburg when it comes to the bicycle sharing system. Familjebostäder will support the project implementation by being part of PP11 "associated partner counsel", taking part in strategical meetings for coordinating the project. Within GoA 2.3, they will help to reach out to their tenants and coordinate MOBI efforts so that they get included in already-existing efforts to promote cycling in their area (eg. bicycle courses which we organise together). They will be a valuable representative of housing companies as mobility influencers, with a broad network to share the project results with and to inspire.

740 / 1,000 characters

2.3 Associated Organisation Details - AO 20

Associated organisation name and type:

Organisation in original language	<input type="text" value="Trafikkontoret"/> <small>14 / 250 characters</small>	
Organisation in English	<input type="text" value="Urban Transport Administration"/> <small>30 / 250 characters</small>	
Department in original language	<input type="text" value="Stadens användning"/> <small>18 / 250 characters</small>	
Department in English	<input type="text" value="Use of the City"/> <small>15 / 250 characters</small>	
Legal status	<input type="text" value="a) Public"/>	
Type of associated organisation	<input type="text" value="Infrastructure and public service provi"/>	<input type="text" value="Public transport, utility company (water supply, electricity supply, sewage, gas, waste collection, airport, port, railway, etc.)"/>

Associated organisation location and website:

Address	<input type="text" value="Box 2403"/> <small>8 / 250 characters</small>	Country	<input type="text" value="Sweden"/>
Postal Code	<input type="text" value="403 16"/> <small>6 / 250 characters</small>		
Town	<input type="text" value="Göteborg"/> <small>8 / 250 characters</small>		
Website	<input type="text" value="goteborg.se/wps/portal/start/kommun-o-politik/kommunens-organisation/forvaltningar/trafikkontoret"/> <small>97 / 100 characters</small>		

Role of the associated organisation in this project:

Trafikkontoret is coordinating the bike sharing system in Gothenburg. Trafikkontoret will support the project implementation by being part of PP11 "associated partner counsel", taking part in strategical meetings for coordinating the project. Being the ones coordinating the shared bicycle system in Gothenburg, they are a key partner for testing the system with the focus group, and evaluating potential improvements within GoA 2.3 and 2.4. They will have valuable knowledge when it comes to the potential creation of independent local sharing systems. PP11 aims to help them assess new shared bicycle stations and a temporary summer network of stations during the MOBI project.

679 / 1,000 characters

3. Relevance

3.1 Context and challenge

Transport is not only amongst the largest energy-consuming sectors and a main contributor to greenhouse gas emissions in the BSR and worldwide, it also has huge effects on liveability and safety in cities. Currently, in most cities in the BSR, especially in those of countries that joined the EU in 2004, car traffic is very predominant leading to congestion, accidents and cars taking up public space. Transforming urban mobility from car-dependency to the use of green mobility modes such as walking, cycling, public transport and a wide range of new mobility services is a crucial step towards climate neutral cities in the BSR and beyond. To achieve this transformation, it is vital not only to invest in the green mobility shift but to combine this with strategies for empowering relevant actors and for behaviour change towards multimodal mobility.

In the past, various initiatives have started and projects were realised which already contributed to greener or smarter urban mobility. Still, the real change has not been achieved in any of the BSR cities. The MOBI partners discovered, that one reason for this is the circumstance that those stakeholders currently having an influence on green mobility planning such as local and regional authorities, NGOs, transport providers etc., do not cooperate sufficiently. Learning from other Interreg BSR projects like GreenSAM, it could be proved that these stakeholders, although being the key “mobility influencers”, despite their engagement and efforts only have been partly successful in realised projects. Thus, it became clear that new durable strategies of collaboration, empowerment and integration of these mobility influencers in mobility planning are now essential.

To achieve this, MOBI enables and strengthens the interaction between identified mobility influencers: cross-sectoral cooperation through co-formats such as regular meetings or workshops will speed up the implementation of innovative and green mobility projects.

1,997 / 2,000 characters

3.2 Transnational value of the project

The challenge that is addressed by MOBI already has been identified in a transnational context. When working together in the BSR Interreg project GreenSAM, all participating partners noticed that in their cities, often a lack of systematic cooperation of relevant organisations and stakeholders that have influence on the mobility sector occurs and at the same time, a rather isolated implementation of projects is realised. When exchanging with further mobility related authorities and organisations in other BSR cities, this challenge was confirmed, making it even more a transnational issue. Further, all MOBI partners were confident that approaches to identify mobility influencers and making them cooperate when piloting mobility projects, will be realised much more effectively when developed, tested, evaluated and disseminated in a firm transnational partnership.

The selected partnership is a transnational consortium of cities and organisations from seven BSR countries that are committed to the MOBI topic. This commitment confirms the need to tackle the challenge addressed jointly and allows for creating solutions applicable across the BSR. Further, the support from a variety of associated organisations, who are all mobility influencers, underlines this need. The transnational value also can be seen in the planning of the pilot projects: in each of the three pilot groups, a minimum of two pilot partners from different countries will exchange their experiences while tackling the challenge addressed. At the same time, the transnational knowledge exchange is not limited to the pilot activities, but will be also be relevant in the preparation and transfer of the MOBI solution via the MOBI platform. MOBI will inspire new transnational networks and collaborations between mobility influencers across the BSR, based on the delivery of nine tested cooperation models that exemplify how green mobility solutions are implemented collaboratively.

1,966 / 2,000 characters

3.3 Target groups

Target group	Sector and geographical coverage	Its role and needs
<p>Local public authority</p>	<p>Local public authorities in charge of planning of transport infrastructure and public transport. Other specialist departments: Management of Public Space, City Development, Monument Protection etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia - Tartu, Western Latvia - Riga, Eastern Lithuania - Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm.</p> <p>489 / 500 characters</p>	<p>Through the sustainable planning of transport schemes, public authorities are key drivers for the reduction of GHG emissions and the achievement of climate goals. In addition, as approving authorities, they are the point of contact for organisations that want to implement mobility services in public and private spaces. The authorities are dependent on these private initiatives to achieve the various mobility and climate goals in the urban context. To further enhance and improve cooperation between public and private actors in the provision of green mobility solutions, new concepts for cooperation and structures and tools for durable collaboration are needed.</p> <p>MOBI is developing new concepts for public authorities to activate and empower private actors and organisations to enhance successful cooperation between authorities and mobility influencers.</p> <p>862 / 1,000 characters</p>

Target group	Sector and geographical coverage	Its role and needs
<p>Infrastructure and public service provid</p>	<p>Service providers of bike sharing systems (public+private), free floating and stationary car sharing, transport bike rental systems or on-demand shuttles, providers of IT-based solutions that enable sharing concepts.</p> <p>This target group is represented in cities and regions in the BSR where MOBI is active: Northern Germany -Hamburg, Northern Poland -Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;">497 / 500 characters</p>	<p>The target group provides infrastructure and services for city residents to support a convenient and sustainable transport system. For the green mobility transition, capacities in the area of public transport and alternative means of transport (e.g. bike sharing systems) must be significantly increased. To reach new user groups, models for cooperation with multipliers (e.g. housing associations) as well as prototypes for communication measures are needed.</p> <p>MOBI is testing cooperation models between public transport providers and further mobility influencers to encourage the user groups to switch to green transport e.g. by providing new incentives.</p> <p style="text-align: right;">657 / 1,000 characters</p>
<p>NGO</p>	<p>The target group of NGOs covers various initiatives like pedestrian or cycling initiatives, community centres, advisory centres for mobility, associations for people with reduced mobility etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia - Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;">479 / 500 characters</p>	<p>NGOs support the green mobility transition with diverse and at the same time very relevant, often bottom-up activities such as trainings, initiatives for traffic safety, mentoring programmes etc. As non-profit organisations, they are dependent, at least in part, on voluntary commitment and donations. Financial, personal and room resources are usually scarce, which is why supporting cooperation partners are a very important factor for this target group.</p> <p>MOBI develops new ways of cooperation for NGOs with other organisations which strengthens their position in the planning, design and funding of green mobility measures.</p> <p style="text-align: right;">629 / 1,000 characters</p>
<p>Education/training centre and school</p>	<p>Education centres and schools are key actors to promote safe and green travel to school and to provide mobility education to enhance behaviour change towards green mobility as they have direct connections to teachers, students and their families.</p> <p>Three cities and regions are developing green mobility and sustainable education solutions for schools with younger pupils in their pilots: Vilnius-east of Lithuania, Tartu-southeast of Estonia, Riga -west of Latvia</p> <p style="text-align: right;">466 / 500 characters</p>	<p>Education centres are characterised by the daily arrival and departure traffic of teachers, pupils, students and parents. To prevent a high volume of traffic from private cars, schools have been developing concepts for sustainable school transport for many years. However, there often is a lack of expertise in the field of transport planning, funding for testing and involvement of other stakeholders. To fill this gap in expertise, good examples that have been tested in practice with educational institutions are required to create examples for initiatives including concrete recommendations for mobility projects.</p> <p>MOBI will test new concepts for infrastructure that support active mobility in school transport in temporary interventions. Schools will learn from these experiences for permanent conversion measures. In addition, a new teaching programme for sustainable school mobility will be developed that can be implemented also in other schools.</p> <p style="text-align: right;">957 / 1,000 characters</p>

Target group	Sector and geographical coverage	Its role and needs
<p>Small and medium enterprise</p>	<p>Enterprises that own or rent buildings and outdoor space and influence the mobility behaviour of the users through the design of these spaces and communicative measures. This includes housing associations, local businesses, community centres, commercial enterprises.</p> <p>These diverse types of mobility influencers are mainly involved in these regions through the pilot projects: Northern Germany - Hamburg, Northern Poland - Gdansk, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;">496 / 500 characters</p>	<p>SMEs represent various types of mobility influencers. They have only become active mobility influencers in recent years, as their customer base has become more demanding for alternative and smart mobility services: e.g. housing associations whose tenants are interested in charging points for e-cars, local businesses that need bicycle parking facilities, community centres that offer sharing services for their members. As it is not part of their daily business to take care of mobility offers, they lack experience and expertise. To build up their knowledge, these actors need guidance from experienced mobility influencers and good examples of green mobility measures and recommendations on how to implement them and networks to identify possible collaborations.</p> <p>MOBI offers a platform for interested actors who are new in the role of mobility influencer and develops ideas for new services and how these can be implemented strategically and also financially through cooperation.</p> <p style="text-align: right;">986 / 1,000 characters</p>

3.4 Project objective

Your project objective should contribute to:

Smart green mobility

The MOBI project contributes to Smart Green Mobility by responding to the needs of its target groups, all of them authorities or organisations, having the ability to influence the mobility situation in their cities and regions. By activating and empowering the cooperation among these mobility influencers in the partner cities, the pilot projects will be realised in the framework of the MOBI solution, i.e. new cooperation models will be tested and institutionalised in pilot activities realised with various mobility influencers.

Many green and intelligent mobility solutions have been developed in the past years and sustainable transport is a central component of the smart city approach. Thus, strategies, technical solutions and concrete initiatives of smart and multimodal mobility are in existence in BSR cities. What is now needed, besides the indispensable change in mobility behaviours and demands on the user side, is new cooperative approaches in mobility planning and implementation. It is the central objective of MOBI, to realise green mobility projects on a wider and more cooperative scale, actively involving mobility influencers, also to systematically improve the durability and visibility of the projects.

In this context, MOBI aims to bring public authorities –being key mobility influencers- together with new stakeholders, whose activities related to the green mobility shift were not yet known and who are now being given more focus in order to build cooperation and integrate their previous measures into the activities of the municipality. This shall lead to a greater effect of MOBI pilots and allow for a general change of urban mobility structures. One means to do so in MOBI will be social hackathons, bringing together already active mobility influencers with other actors and civil society. By co-creating green mobility measures and testing them in real life, mobility influencers find out which transformational powers lie in their area of responsibility.

1,997 / 2,000 characters

3.5 Project's contribution to the EU Strategy for the Baltic Sea Region

Please indicate whether your project contributes to the implementation of the Action Plan of the EU Strategy for the Baltic Sea Region (EUSBSR).

Yes No

Please select which Policy Area of the EUSBSR your project contributes to most.

PA Transport

Please list the action of this Policy Area that your project contributes to and explain how.

The MOBI project aims to unite all the forces of stakeholders that can influence on the one hand the transport infrastructure and provide green mobility offers and on the other hand can influence the user group to change their behaviour toward green and multimodal mobility use. Therefore, it contributes to the "Action 2: Development of measures towards climate-neutral and zero pollution transport" in the Policy Area Transport. For the transformation towards a fossil-free mobility system and society, various measures are co-created and implemented in cooperation with the stakeholders (in this project 'mobility influencers').

The measures include actions of various types, such as temporary and permanent transformation of public space and road infrastructures to promote active and carbon neutral mobility (Pilots in Gdansk and Tartu); field-test of a local sharing system with a small bicycle fleet (Pilot of PP11 in Sweden); field-test of a municipal electric schoolbus (Pilot in Riga); various coaching and training programmes to promote cycling and sustainable (school) mobility (Pilots in Hamburg, Turku, Vilnius, Stockholm, Malmö and Gothenburg). These measures are presented in a comprehensible way through various material like explanatory fact sheets, reports and evaluation reports to ensure transferability to other cities in the BSR.

1,358 / 1,500 characters

If applicable, please describe which other Policy Areas of the EUSBSR your project contributes to and how.

Additionally, project activities contribute to PA Innovation "Action 3: Co-creative innovation". As described in the action: "Transnational platforms and change agents are needed to connect Baltic Sea region innovation ecosystems" – MOBI will deliver a digital platform (GoA 3.1) which unites mobility influencers as a type of change agent and demonstrates efficient methods of co-creation and cooperation models. By using the platform, the target group can benefit from the lessons learned in MOBI and apply them across the BSR and beyond.

Furthermore, project activities contribute to PA Health "Action 1: Promoting active and healthy ageing to address the challenges of demographic change". Building on the efforts of the Interreg BSR project GreenSAM (2019-2021), MOBI also promotes active mobility in all user groups, including older generations (e.g. with measures in the "shared mobility and bicycles curriculum" from PP10 in Stockholm).

950 / 1,500 characters

3.6 Other political and strategic background of the project

Strategic documents

MOBI contributes to the European Green Deal in "accelerating the shift to sustainable and smart mobility". It supports the development of multimodal transport through activities in the field of pedestrian friendliness, cycling promotion and public transport. The diverse green mobility measures that will be tested provide users in the pilot areas with healthier and cleaner alternatives to their current mobility habits and build capacities among mobility influencers to replicate the measures.

500 / 500 characters

MOBI supports the "Sustainable and Smart Mobility Strategy – putting European transport on track for the future". To create a seamless multimodal mobility system, MOBI is developing cooperation structures between mobility influencers who have a great leverage to accelerate the deployment of green multimodal mobility solutions through their activities in different sectors and parts of the city (e.g. housing sector in suburban area).

440 / 500 characters

MOBI supports the implementation of local climate plans. In these strategies, sustainable mobility is identified as one key factor to reduce GHG emissions. For example, in the Hamburg Climate Plan, measures in the "Transformation Path Mobility Turnaround" aim to increase the share of sustainable transport (walking, cycling, PT) to reduce total car mileage. The pilot activities in Hamburg support this approach, working with local mobility influencers to implement green mobility measures.

493 / 500 characters

3.7 Seed money support

Please indicate whether your project is based on a seed money project implemented in the Interreg Baltic Sea Region Programme 2014-2020.

Yes No

3.8 Other projects: use of results and planned cooperation

Full name of the project	Funding Source	Use of the project outcomes and/or planned cooperation
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Full name of the project	Funding Source	Use of the project outcomes and/or planned cooperation
<p data-bbox="44 577 399 609">Green Silver Age Mobility (GreenSAM)</p> <p data-bbox="295 660 399 683">37 / 200 characters</p>	<p data-bbox="422 589 949 620">Interreg Baltic Sea Region (2019-2021)</p> <p data-bbox="845 649 949 672">38 / 200 characters</p>	<p data-bbox="970 280 1500 616">GreenSAM shifted the perspective from technological or financial points of view to social ones and has chosen a different, more user-centred approach than most other mobility projects. Through this intensive participation process, not only with users but also with mobility providers and other stakeholders in the field of sustainable mobility, many insights into barriers to the green mobility shift could be gathered. Learning from GreenSAM it could be proved that mobility influencers already implement relevant projects and develop ideas and concepts, but that this is often done on an individual basis and it became clear, that cooperation and joint efforts in the work of these mobility influencers is needed, as well as further institutionalisation of the cooperation.</p> <p data-bbox="1380 649 1500 672">776 / 1,000 characters</p>
<p data-bbox="44 1176 399 1232">SCHOOL mobility CHALLENGE in regioNal poliCiEs (SCHOOL CHANCE)</p> <p data-bbox="295 1261 399 1283">63 / 200 characters</p>	<p data-bbox="422 1187 949 1218">Interreg Europe (2017-2021)</p> <p data-bbox="845 1247 949 1270">27 / 200 characters</p>	<p data-bbox="970 996 1500 1265">Within SCHOOL CHANCE, a comprehensive strategy for making sustainable mobility at school an essential element of their mobility policy was developed. The following outputs are of interest for the pilots in Tartu, Vilnius and Riga focusing on sustainable school traffic: interregional learning program, a toolkit of best practices, an app for students mobility and a certification of "mobility friendly schools". The good practice "Cycling May – a campaign to promote active travel to school" from Gdansk is of special interest as is it is an easy to transfer campaign that has potential for replication.</p> <p data-bbox="970 1288 1500 1411">Expertise on this project can be provided by the project partner Municipality of Gdansk (PP02). In the starting phase of the MOBI project, a presentation of the lessons learned from the School Chance project within the consortium is planned.</p> <p data-bbox="1380 1440 1500 1462">849 / 1,000 characters</p>
<p data-bbox="44 1641 399 1720">SCALE-UP User-Centric and Data-Driven Solutions for Connected Urban Poles</p> <p data-bbox="295 1749 399 1771">75 / 200 characters</p>	<p data-bbox="422 1664 949 1695">Horizon 2020 Innovation Action (2021-2025)</p> <p data-bbox="845 1724 949 1747">42 / 200 characters</p>	<p data-bbox="970 1478 1500 1792">As part of SCALE-UP, Antwerp, Madrid, and Turku develop data-driven and user-centric strategies to accelerate the take-up of smart, clean, and inclusive mobility, by means of well-connected and multi-usage urban nodes. Especially the objective GOVERNANCE is of interest for the MOBI project where SCALE-UP improves multi-level and multi-stakeholder governance enabling seamless multimodal transport across urban nodes. The approach of working with multiple stakeholders and the developed "innovative governance models" as well as "financial and institutional cooperation models" can be educational for the development of the MOBI cooperation models.</p> <p data-bbox="970 1814 1500 1892">For knowledge exchange, contact will be initiated through Turku university of applied sciences (PP09), who are a partner also in this project.</p> <p data-bbox="1380 1921 1500 1944">798 / 1,000 characters</p>

Full name of the project	Funding Source	Use of the project outcomes and/or planned cooperation
<p>Cities.multimodal</p> <p>17 / 200 characters</p>	<p>Interreg Baltic Sea Region (2017-2021)</p> <p>38 / 200 characters</p>	<p>The Interreg project cities.multimodal presented environmentally friendly alternatives to driving, enhanced sustainable urban mobility planning for multimodal transport in ten cities and introduced six mobility points and smartphone-based travel planning.</p> <p>The project outputs, e.g. guidance on sustainable urban mobility management and a toolbox with targeted solutions to concrete challenges will be used as background information material in MOBI and the realisation of the pilot projects.</p> <p>493 / 1,000 characters</p>
<p>NESCA - Network of Smart Commuting Alliances</p> <p>44 / 200 characters</p>	<p>Interreg Baltic Sea Region (2021–2027)</p> <p>Project application to be submitted in the first call of the new programming period</p> <p>124 / 200 characters</p>	<p>The NESCA project, which has been developed in parallel to the MOBI project under the lead of the district Altona in Hamburg, aims to promote new forms of commuting by supporting local authorities and workplaces to collaborate on the development and testing of green commuting solutions tailored to the specific needs of each company and its employees.</p> <p>MOBI will regularly exchange on experiences and project achievements with the NESCA project.</p> <p>446 / 1,000 characters</p>

3.10 Horizontal principles

Horizontal principles	Projects's direct impact
Sustainable development	positive
Non-discrimination including accessibility	positive
Equality between men and women	positive

4. Management

Allocated budget

15%

4.1 Project management

Please confirm that the lead partner and all project partners will comply with the rules for the project management as described in the Programme Manual.

If relevant, please indicate any other important aspects of the project management, e.g. external entity supporting the lead partner in the management of the project, advisory board, steering committee, any other relevant working groups, etc.

To ensure a professional and smooth coordination of the project, the LP will assign an external project management (PM) with profound experience in EU-funded cooperation projects.

Monitoring and decision-making body is the transnational steering group (TSG), with one representative of each PP. The TSG meets at least once per semester.

The performance of project lead and management in the context of the overall achievement of project goals is reviewed by the PPs via a mid-term evaluation.

495 / 500 characters

4.2 Project financial management

Please confirm that the lead partner and all project partners will comply with the rules for the financial management and control as described in the Programme Manual.

If relevant, please indicate any other important aspects of the financial management, e.g. external entity supporting the lead partner, positions planned for financial management, involvement of special financial experts (e.g. for public procurement), etc.

To guarantee a professional financial management (FM) of the overall project, the LP will assign an external FM with profound knowledge of Interreg funding regulations and procedures.

184 / 500 characters

4.3 Input to Programme communication

Please confirm that you are aware of the obligatory inputs to Programme communication that must be submitted along the pre-defined progress reports, as described in the Programme Manual.

If relevant, please describe other important aspects of project communication that you plan to introduce, e.g. a communication plan, opening and closing events, social media channel(s) etc.

A concise communication plan will be developed with support of the assigned external communication management (CM).

The online presentation of MOBI, its cumulated knowledge and results will be disseminated via the MOBI digital platform. It is developed, hosted and updated under responsibility of PP03 and CM.

MOBI will kick-off in Turku (hosted by WP1 lead), the closing event will take place in Hamburg (hosted by LP). In addition, four partner meetings are planned to take place semi-annually.

498 / 500 characters

4.4 Cooperation criteria

Please select the cooperation criteria that apply to your project. In your project you need to apply at least three cooperation criteria. Joint development and joint implementation are the obligatory ones you need to fulfill in your project.

Cooperation criteria

Joint Development

Joint Implementation

Joint Staffing

Joint Financing

5. Work Plan

Number	Work Package Name										
1	WP1 Preparing solutions										
	<table border="1"> <thead> <tr> <th>Number</th> <th>Group of Activity Name</th> </tr> </thead> <tbody> <tr> <td>1.1</td> <td>Development of data tool "City Portfolio"</td> </tr> <tr> <td>1.2</td> <td>Analysis of mobility data and existing strategies</td> </tr> <tr> <td>1.3</td> <td>Identification and mapping of mobility influencers and other actors</td> </tr> <tr> <td>1.4</td> <td>Mapping the road to mobility influencer cooperation</td> </tr> </tbody> </table>	Number	Group of Activity Name	1.1	Development of data tool "City Portfolio"	1.2	Analysis of mobility data and existing strategies	1.3	Identification and mapping of mobility influencers and other actors	1.4	Mapping the road to mobility influencer cooperation
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2	WP2 Piloting and evaluating solutions										
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Work plan overview

	Period: 1	2	3	4	5	6	Leader
WP.1: WP1 Preparing solutions							PP9
A.1.1: Development of data tool "City Portfolio"							PP9
D.1.1: Data collection template "City Portfolio" for pilot cities		D					PP9
A.1.2: Analysis of mobility data and existing strategies				D			PP9
D.1.2: Inventory of existing mobility data and strategies for a cooperation framework				D			PP9
A.1.3: Identification and mapping of mobility influencers and other actors							PP5
D.1.3: Mobility community mapping methodology and engagement plan		D					PP5
A.1.4: Mapping the road to mobility influencer cooperation							PP9
O.1.4: Roadmap for cooperation of mobility influencers in mobility planning						O	PP9
WP.2: WP2 Piloting and evaluating solutions							PP5
A.2.1: Reducing emissions through green urban transport in inner cities					D		PP6
D.2.1: Cooperation models to reduce emissions through green urban transport in inner cities					D		PP6
A.2.2: Setting up sustainable school traffic							PP7
D.2.2: Cooperation models to set up sustainable school traffic					D		PP7
A.2.3: Connecting suburban areas with green mobility modes							PP8
D.2.3: Cooperation models to connect suburban areas					D		PP8
A.2.4: Knowledge partnerships and evaluation							PP5
O.2.4: Evaluation reports and knowledge partnership logbooks						O	PP5
WP.3: WP3 Transferring solutions							PP1
A.3.1: Building a knowledge and network hub for mobility influencers							PP3
O.3.1: MOBI digital platform						O	PP3
A.3.2: Forums to strengthen networks of mobility influencers							PP1
D.3.2: Documentation of forums to strengthen networks of mobility influencers						D	PP1
A.3.3: Development of digital training for mobility influencers in the BSR							PP3
D.3.3: Empowerment Packages: "How to become a mobility influencer and how to enhance cooperation"						D	PP3

Outputs and deliverables overview

Code	Title	Description	Contribution to the output	Output/ deliverable contains an investment
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D 1.1	Data collection template "City Portfolio" for pilot cities	The deliverable of GoA 1.1 is the CITY PORTFOLIO, a template for data collection that supports the MOBI pilot cities in identifying their relevant mobility influencers by considering existing mobility data, strategies and citizen needs. It is a template that helps to compile all necessary information and mobility data available and will provide a guideline for cities in the BSR to build new forms of cooperation between their mobility influencers. For this purpose, the template is divided in two parts: 1) The first part consists of a data template and guidance for cities to collect relevant existing statistical data in their cities on mobility. In addition, the template considers related strategies and programs (e.g. SUMP, climate protection plans etc.). 2) The second part consists of a data template and guidance for collecting qualitative data regarding mobility habits and needs by using several formats such as local workshops. The CITY PORTFOLIO is the basis for GoA 1.2, where PPs use the template to collect the relevant data in their cities to use it as a basis for carrying out their pilots when bringing mobility influencers together. This makes deliverable 1.1. the first step in reaching O1.1, a roadmap on how to best involve mobility influencers in mobility planning and implementation.	O.1.4: Roadmap for cooperation between mobility influencers in mobility planning	
D 1.2	Inventory of existing mobility data and strategies for a cooperation framework	The deliverable serves to support the pilot partners in implementing their pilot activities in WP2. It provides a basis on how to promote mutual understanding and bringing mobility influencers together and is the next step towards output 1.1: DATA ANALYSIS: Based on GoA 1.1, a standard in criteria used for institutionalisation of the cooperation between mobility influencers and the building of durable new forms of cooperation is introduced. ENGAGEMENT: Using the data analysis a) helps to include mobility influencers from an early stage in implementation processes, b) potentially provides valuable input into cities' existing mobility plans/SUMPs, c) encourages target groups in co-creation and get the most out of involved expert knowledge, d) increase the ownership citizens feel with their city's mobility actions and plans, e) through the preparatory analysis provide valuable information on current mobility trends in the local context, which can be used for further strategizing and in preparing for the implementation phase. DEVELOPING SKILLSET: The eight pilot partners will develop their skills for utilising common resources and synergies between mobility influencers and other actors. FRAMEWORK: The influencer cooperation concept provides a framework for bringing the relevant mobility influencers together to realise the pursued green mobility action.	O.1.4: Roadmap for cooperation between mobility influencers in mobility planning	
D 1.3	Mobility community mapping methodology and engagement plan	This deliverable first of all serves to prepare the cooperation models in GoA 2.1 - 2.3 by providing a mobility community mapping methodology and an engagement plan to activate the local mobility influencer. It supports the analysis made in GoA 1.2 while also being a further step on the road to output 1.1.: The deliverable consists of two parts: 1. MOBILITY COMMUNITY MAPPING: Methodology including different steps such as pilot preparation, development, and implementation. It accompanies all PPs in the preparation of WP2. 2. ENGAGEMENT PLAN: Developed after finalisation of the methodology and provides methods on how to engage mobility influencers in pilot activities. It accompanies all PPs in the preparation of WP2. D1.3 will be visualised as an interactive map of mobility influencers (GoA 3.1). It will be presented on the MOBI platform which serves as the project's web presence. Based on the categorisation of the mobility influencers, PP05 with support from pilot partners, will create localised mappings and plans for the best way of cooperation between them. This overview of implemented actions being successful due to improved cooperation of mobility influencers provides showcases to MOBI target groups in further BSR cities and regions.	O.1.4: Roadmap for cooperation between mobility influencers in mobility planning	
O 1.4	Roadmap for cooperation of mobility influencers in mobility planning	Output 1.4 is a "Roadmap for cooperation of mobility influencers in mobility planning" in the BSR. It provides public authorities with a methodology and comprehensive insights about the different mobility influencers and other actors that are or should be involved in green mobility projects and the related processes. This inclusive approach will build durable cooperation between mobility influencers and provide them with a better understanding to respond to citizens' needs. The PPs will apply the output in WP2 when implementing their pilot activities. For the MOBI target groups (e.g. public authorities, NGOs, transport providers etc.), the provided guidance helps to institutionalise cooperation processes and to develop strategies of how to successfully realise joint initiatives and projects. The roadmap will be presented in a visually appealing way for the target group on the project website (the MOBI platform, O3.1) to use it within their cities. Building the roadmap together with mobility influencers across the BSR (see GoA 1.1 - GoA 1.3) creates a universally applicable methodology. Despite being made for mobility influencers as a user and target group, the methodology of the BSR roadmap is transferable to other user groups.		

D 2.1	Cooperation models to reduce emissions through green urban transport in inner cities	D 2.1 consists of two tested cooperation models that are documented with associated replication material and an audio-visual summary of the cooperation model to enable application in the BSR. REPLICATION MATERIAL PP02: - Pedestrian accessibility audit report and a map of barriers to pedestrian movement in the historic city centre of Gdansk in Polish. - Report and mobility plan for the City Centre in Polish. - Report on insights from the infrastructural changes of closing streets for car traffic, changing car parking patterns, making people to make use of streets in other way etc in Polish and English. PP06: - Network of local stakeholders and mobility influencers established with at least 30 active members - At least 18 000 one-way rides by municipal school e-bus during the operational phase of pilot (120 one-way rides a day x 150 school attendance days) - Study report on municipal e-bus service (including setting up infrastructure and ICT, bus stops, e-bus tracking app, routes, schedules, potential numbers of passengers etc in Latvian and English. VISUALISED COOPERATION MODELS The two different approaches enhance cooperation among mobility influencers are each summarised in an audio-visual presentation (including interviews with mobility influencers, images or recordings of mobility actions and an outlook on future cooperation). The presentations will be displayed on the MOBI platform (GoA 3.1) and incorporated into the Empowerment Package (GoA 3.3). They will be in local languages with English subtitles.	O.2.4: Evaluation reports and knowledge partnership logbooks	Yes
D 2.2	Cooperation models to set up sustainable school traffic	D 2.2 consists of two tested cooperation models that are documented with associated replication material and an audio-visual summary of the cooperation model to enable application in the BSR. REPLICATION MATERIALS PP04: - Fact sheet(s) (2-4 pages) on each spatial intervention with recommendations for practical implementation, description of observed impacts and actors to be involved in Estonian and English. - Report on infrastructure and spatial interventions around schools that support active mobility in Estonian and English. PP07: - Education materials of the SMEP in Lithuanian and English. - Report on the recommendations for the deployment of the SMEP for local authorities, educational departments and parent associations in Lithuanian and English. VISUALISED COOPERATION MODELS The two different approaches to enhance cooperation among mobility influencers are each summarised in an audio-visual presentation (including interviews with mobility influencers, images or recordings of mobility actions and an outlook on future cooperation). The presentations will be displayed on the MOBI platform (GoA 3.1) and incorporated into the Empowerment Package (GoA 3.3). They will be in local languages with English subtitles.	O.2.4: Evaluation reports and knowledge partnership logbooks	
D 2.3	Cooperation models to connect suburban areas	D 2.3 consists of four tested cooperation models that are documented with associated replication material and an audio-visual summary of the cooperation model to enable application in the BSR. REPLICATION MATERIALS PP01: - Digital platform, guideline or a roadmap to green mobility and cooperative planning and implementation in suburban areas including a "catalogue of possibilities and solutions" for mobility influencers and public authorities (in German, summary in English) - Fact sheet(s) (2-4 pages) on exemplary mobility solution(s) tested in the pilot in English. PP08 & PP09: - Encouragement & training material package of city bike use and cycling for specific user groups in Finnish. - Guidelines + lessons learned report on method of social hackathon for co-creating solutions together with a suburban community (by PP09) in Finnish and English - Fact sheet(s) (2-4 pages) on each experiment describing implementation, observed impacts, actors to be involved & lessons learned in Finnish and English - Guidelines + materials for creating & extending the mobility influencers network in suburban areas and municipalities in Finnish and English. PP10: - Fact sheet(s) (2-4 pages) on measures of the curriculum describing implementation, observed impacts, actors to be involved & lessons learned in English. - Report on the "shared mobility and bicycles curriculum" in Swedish and English PP11: - Report on shared mobility in the pilot areas in Swedish - Report on how to further develop the use of green mobility solutions in new areas (incl. insights from pilot fleet), in particular through collaboration of housing companies, municipalities and NGOs in Swedish and English VISUALISED COOPERATION MODELS The four approaches to enhance cooperation among mobility influencers are each summarised in an audio-visual presentation. They will be displayed on the MOBI platform (GoA 3.1) and incorporated into the Empowerment Package (GoA 3.3) in local languages with English subtitles.	O.2.4: Evaluation reports and knowledge partnership logbooks	Yes

O 2.4	Evaluation reports and knowledge partnership logbooks	<p>EVALUATION FRAMEWORK AND TOOL PACKAGE This guide consists of the process and impact evaluation methodology and framework that will be used in the MOBI project. It will provide guidance on how to use the evaluation tools piloted in the MOBI evaluation: bi-annual partner surveys, self-reflection tool. It will be published on the MOBI platform (GoA 3.1) and disseminated among target groups and be available for use by any interested party during or after the project lifetime. MOBI EVALUATION REPORT On transnational level the joint learning process will be communicated through this report. The report codifies the pilot results and lessons learned as well as makes them available on a wider scale to effective use and exploitation beyond the BSR. It will gather all results from the co-evaluation process and evaluate the Knowledge Partnership model. The report also includes a chapter on lessons learned (incl. conclusions on the applied tools and methods, especially focusing on the preparation process in WP1). LOCAL EVALUATION SUMMARIES Each pilot partner will compile local evaluation summaries highlighting especially the local value and possible replication of the mobility influencer cooperation models. The summaries will be part of the overall evaluation report. The MOBI evaluation report and the local evaluation summaries will be published on the MOBI platform in English. KNOWLEDGE PARTNERSHIP LOGBOOKS To document the process in the Knowledge Partnerships, protocols (of at least 4 evaluation sessions) are drawn up on key questions, which in summary form a logbook of the process. The methodology and key questions will be worked out in the first evaluation session and prepared as a protocol template by PP5.</p>		
O 3.1	MOBI digital platform	<p>The MOBI digital platform is the main tool for the dissemination of the new mobility influencer cooperation models developed and tested within the MOBI pilots. The main language of the platform is English. Selected core project results are translated into the local partner languages and made available on the platform. The platform contains all information about the project: - presentation of the project and its goals (visualised by a project video from the introductory module of the Empowerment Package, see GoA 3.3) - presentation of the partners - a section for the latest news about the project This basic information is supplemented by the content of the deliverables and project outputs, which are displayed here in a graphically appealing, summarising and interactive way. - GOOD PRACTICE LIBRARY - The library will contain information on implemented green mobility projects and highlight how mobility influencers were empowered in the pilot actions and which cooperation models have led to success. The piloted cooperation models will be displayed here in an in-depth presentation (incl. local evaluation summaries from GoA 2.4, visualised cooperation models from GoA 2.1 to GoA 2.3). Furthermore, other mobility actions that are presented during the local networking forums (GoA 3.2) or the mid-term meeting (GoA 2.4) can be presented here. The library is interconnected with the map of mobility influencers so that a pilot project profile may be linked to an appropriate mobility influencer type or even a mobility influencer profile and vice versa. A short summary of all good practices will be translated into all partner languages. - INTERACTIVE VISUAL MAP OF MOBILITY INFLUENCERS: The map will contain a general description of the type of mobility influencer as well as exemplary profiles of influencers from the pilots or networking activities presenting their perspectives and implemented green mobility actions. At least 1 mobility influencer per pilot will be portrayed in their local environment and mobility context through video interviews (2-3 minutes in local languages with English subtitles) . The general description of the type of mobility influencers will be translated into all partner languages. - EMPOWERMENT PACKAGE – including digital training material in English and partner languages (more on the content in GoA 3.3) - Recordings of the highlight sessions and written conclusions of the transnational forum (GoA 3.2) will be available on the platform.</p>		
D 3.2	Documentation of forums to strengthen networks of mobility influencers	<p>The presented projects and discussion of the forums will be processed through materials in order to pass on the findings to other actors that are involved in the green mobility shift in the BSR: - Project profiles for the good practice library of the presented projects from each of the local forums. - Short report (3-5 pages) on local forums to summarise the discussion results and learnings - Recordings of the highlight sessions of the transnational forum to publish on the MOBI platform. - A written essay of the findings on the transformational power of mobility influencers to be published on the MOBI platform. This summary essay contains the conclusions from the discussion during the transnational forum as well as the key results from WP 1 and WP 2 and thus forms a final project summary. A synopsis of the mobility influencer mapping and pilot roadmaps as well as the quintessence from the evaluation process form the basis on which the discussion in the transnational forum can be based.</p>	O.3.1: MOBI digital platform	
D 3.3	Empowerment Packages: "How to become a mobility influencer and how to enhance cooperation"	<p>This deliverable consists of two Empowerment Packages with individual digital training materials: (1) Empowerment Package "How to enhance cooperation among mobility influencers to transform urban mobility" for the target group of local public authorities (2) Empowerment Package "How to become a green mobility influencer" for the target group of already active and upcoming mobility influencers. The Empowerment Packages contain different learning modules that can be studied independently or in a predefined order. Depending on the target group, the modules (INTRODUCTION, MOBILITY INFLUENCER, MOBILITY ACTIONS, MOBI MODELS OF COOPERATION and other topics that emerge as relevant in the course of the project) are compiled differently. Several modules, such as the introduction and the two video documented study visits presenting innovative projects of mobility influencers and explaining the collaborations behind the project can be used for both Empowerment Packages. The modules are visualised with a mix of text, graphics, pictures, videos etc. to provide an interactive and game-based learning experience.</p>	O.3.1: MOBI digital platform	

Work package 1

5.1 WP1 Preparing solutions

5.2 Aim of the work package

The aim of this work package is to prepare solutions to help address the identified challenge. You can either develop entirely new solutions or adapt existing solutions to the needs of your target groups. Prepare your solutions in a way that you can pilot them in Work Package 2. Consider how you involve your target groups in preparation of the solutions.
Organise your activities in up to five groups of activities to present the actions you plan to implement. Describe the deliverables and outputs as well as present the timeline.

5.3 Work package leader

Work package leader 1

Work package leader 2

5.4 Work package budget

Work package budget

5.5 Target groups

Target group	How do you plan to reach out to and engage the target group?
--------------	--------------------------------------------------------------

	Target group	How do you plan to reach out to and engage the target group?
1	<p>Local public authority</p> <p>Local public authorities in charge of planning of transport infrastructure and public transport. Other specialist departments: Management of Public Space, City Development, Monument Protection etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia - Riga, Eastern Lithuania - Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm.</p> <p style="text-align: right;">489 / 500 characters</p>	<p>The target group is involved in the project and WP1 as full partners and associated partners across the BSR and will come together in regular meetings and workshop formats to identify the challenges mobility influencer face in their cooperation and work on contributing to O1.4.</p> <p>Based on data collection and literature research the target group can reach out to their network to include other mobility influencers in workshops in development of a roadmap to mobility influencer involvement in the MOBI pilots (GoA 1.4). The target group will be presented in an interactive map of mobility influencers (GoA 1.3).</p> <p style="text-align: right;">614 / 1,000 characters</p>
2	<p>Infrastructure and public service provider</p> <p>Service providers of bike sharing systems (public+private), free floating and stationary car sharing, transport bike rental systems or on-demand shuttles, providers of IT-based solutions that enable sharing concepts.</p> <p>This target group is represented in cities and regions in the BSR where MOBI is active: Northern Germany -Hamburg, Northern Poland -Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;">497 / 500 characters</p>	<p>The target group is involved in the MOBI project and WP1 as associated partners in order to support PPs in the project implementation. Based on this direct involvement as well as additional data collection and literature research, the target group will be involved in workshop formats to develop concepts and strategies of durable cooperation between mobility influencers (O1.4). This process will then be visualised in the form of mobility influencer mapping (GoA 1.3) and presented on the MOBI platform (GoA 3.1).</p> <p style="text-align: right;">516 / 1,000 characters</p>
3	<p>NGO</p> <p>The target group of NGOs covers various initiatives like pedestrian or cycling initiatives, community centres, advisory centres for mobility, associations for people with reduced mobility etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;">479 / 500 characters</p>	<p>The target group is involved in the MOBI project and WP1 as full partners and associated partners across the BSR. NGOs will be involved in regular project meetings and workshop formats to identify the challenges mobility influencer face in their cooperation and work on contributing to O1.4. The target group will be presented in an interactive map of mobility influencers (GoA 1.3).</p> <p style="text-align: right;">384 / 1,000 characters</p>
4	<p>Education/training centre and school</p> <p>Education centres and schools are key actors to promote safe and green travel to school and to provide mobility education to enhance behaviour change towards green mobility as they have direct connections to teachers, students and their families.</p> <p>Three cities and regions are developing green mobility and sustainable education solutions for schools with younger pupils in their pilots: Vilnius-east of Lithuania, Tartu-southeast of Estonia, Riga -west of Latvia</p> <p style="text-align: right;">466 / 500 characters</p>	<p>Data collection and literature research will be applied to specify the target group so that it can then be involved in a variety of workshop formats to develop concepts and strategies of durable cooperation between mobility influencers (O1.4). This process will then be visualised in the form of mobility influencer mapping (GoA 1.3) and presented on the MOBI platform (GoA 3.1).</p> <p style="text-align: right;">380 / 1,000 characters</p>

	Target group	How do you plan to reach out to and engage the target group?
5	<p>Small and medium enterprise</p> <p>Enterprises that own or rent buildings and outdoor space and influence the mobility behaviour of the users through the design of these spaces and communicative measures. This includes housing associations, local businesses, community centres, commercial enterprises.</p> <p>These diverse types of mobility influencers are mainly involved in these regions through the pilot projects: Northern Germany - Hamburg, Northern Poland - Gdansk, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;">496 / 500 characters</p>	<p>The target group is involved in the MOBI project as associated partners and further identified through data collection and literature research. It can then be involved in a variety of workshop formats to develop concepts and strategies of durable cooperation between mobility influencers (O1.4). The target group will be presented in an interactive map of mobility influencers (GoA 1.3).</p> <p style="text-align: right;">389 / 1,000 characters</p>

5.6 Activities, deliverables, outputs and timeline

No.	Name
1.1	Development of data tool “City Portfolio”
1.2	Analysis of mobility data and existing strategies
1.3	Identification and mapping of mobility influencers and other actors
1.4	Mapping the road to mobility influencer cooperation

WP 1 Group of activities 1.1

5.6.1 Group of activities leader

Group of activities leader PP 9 - Turku University of Applied Sciences

A 1.1

5.6.2 Title of the group of activities

Development of data tool “City Portfolio”

41 / 100 characters

5.6.3 Description of the group of activities

The GoA 1.1 leader PP09 (TUAS) develops a method of data collection called CITY PORTFOLIO. It serves to achieve a further institutionalisation of the cooperation between existing mobility influencers and the development of durable new forms of cooperation. Many cities are collecting different types of mobility data corresponding to this, but the datasets are seldomly handled together and citizens needs and habits have to be considered increasingly in today's mobility planning. GoA 1.1 responds to this need by bringing together the relevant data for assessing existing information about green mobility and mobility influencers involved in its planning or provision of services.

The CITY PORTFOLIO serves to collect relevant data for assessing and complementing existing information regarding the pilot areas in GoA 2.1 to GoA 2.3 so that these processed data can be utilised by mobility influencers when planning and implementing green mobility solutions. Different data types from both qualitative and quantitative sources are collected, e.g. socio-demographic factors, mobility patterns, public transport volumes etc. with different formats like local workshops. This will be realized by the project partners in GoA 1.2 to identify mobility influencers and to provide insights into bringing them together for co-creative processes. The established data sets in the participating BSR partner cities, allow to simplify their mobility development and cross-referencing according to the cities' needs. The GoA is the first step to formulate the roadmap to new durable forms of cooperation for mobility influencers (see Output 1.1) which will be used by and developed further with the PPs when implementing their pilots in WP2.

1,732 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 1.1

Title of the deliverable

Data collection template "City Portfolio" for pilot cities

58 / 100 characters

Description of the deliverable

The deliverable of GoA 1.1 is the CITY PORTFOLIO, a template for data collection that supports the MOBI pilot cities in identifying their relevant mobility influencers by considering existing mobility data, strategies and citizen needs. It is a template that helps to compile all necessary information and mobility data available and will provide a guideline for cities in the BSR to build new forms of cooperation between their mobility influencers. For this purpose, the template is divided in two parts:

- 1) The first part consists of a data template and guidance for cities to collect relevant existing statistical data in their cities on mobility. In addition, the template considers related strategies and programs (e.g. SUMPs, climate protection plans etc.).
- 2) The second part consists of a data template and guidance for collecting qualitative data regarding mobility habits and needs by using several formats such as local workshops.

The CITY PORTFOLIO is the basis for GoA 1.2, where PPs use the template to collect the relevant data in their cities to use it as a basis for carrying out their pilots when bringing mobility influencers together. This makes deliverable 1.1. the first step in reaching O1.1, a roadmap on how to best involve mobility influencers in mobility planning and implementation.

1,319 / 2,000 characters

Which output does this deliverable contribute to?

O.1.4: Roadmap for cooperation between mobility influencers in mobility planning

80 / 100 characters

5.6.6 Timeline

	Period: 1	2	3	4	5	6
WP.1: WP1 Preparing solutions						
A.1.1: Development of data tool "City Portfolio"						
D.1.1: Data collection template "City Portfolio" for pilot cities						

5.6.7 This deliverable/output contains productive or infrastructure investment

WP 1 Group of activities 1.2

5.6.1 Group of activities leader

Group of activities leader PP 9 - Turku University of Applied Sciences

A 1.2

5.6.2 Title of the group of activities

Analysis of mobility data and existing strategies

50 / 100 characters

5.6.3 Description of the group of activities

In GoA 1.2, the PPs make use of the data collection tool developed in GoA 1.1 to analyse mobility data and relevant strategies (e.g. SUMP, climate protection plans etc.) in their cities. The findings of the analyses lead to an inventory of existing mobility data and strategies for a cooperation framework for mobility influencers to work together in the pilot implementation in WP2. A series of activities will be carried out to do so. Within various workshops, the pilot partners and mobility influencers will learn from their respective approaches across the BSR.

(1) The eight pilot partners (PP01, PP02, PP04, PP06, PP07, PP08, PP10, PP11) will collect data based on the template developed in GoA 1.1. Both quantitative and qualitative data will be pre-analysed for every pilot by PP09. Collecting the data takes place in two rounds of local workshops with mobility influencers and citizens in the pilot cities. The first round focuses on collecting qualitative data e.g. by mapping mobility behaviour with support of the citizens present. In the second round, its findings are taken to identify the challenges and other findings for each pilot city with the mobility influencers in order to prepare the respective influencer cooperation concepts to be applied.

(2) PP05 supports the pilot partners in organising local FORESIGHT WORKSHOPS. Participants will be experts, local inhabitants and mobility influencers also mapped with help from activities held in GoA 1.3. The workshops will be prepared by identifying external impact factors and trends that will most probably influence the participating cities in their mobility actions. The methodology involves scenario analysis for each pilot area which will serve the vision development and action planning in establishing an inventory of existing mobility data and strategies for a cooperation framework. The goal of the workshops is to create a specific joint vision for the pilot areas that are targeted within the GoAs 2.1-2.3.

(3) Development of local co-creative strategy concepts (using the results from step 1 and 2) for the pilot partners.

(4) PP09 will lead a FRAMEWORK WORKSHOP to engage the pilot partners in capturing different insights to be implemented as part of WP2 and bringing together all lessons learned from this GoA in an inventory of existing mobility data and strategies for cooperation framework.

2,412 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 1.2

Title of the deliverable

Inventory of existing mobility data and strategies for a cooperation framework

80 / 100 characters

Description of the deliverable

The deliverable serves to support the pilot partners in implementing their pilot activities in WP2. It provides a basis on how to promote mutual understanding and bringing mobility influencers together and is the next step towards output 1.1:

DATA ANALYSIS: Based on GoA 1.1, a standard in criteria used for institutionalisation of the cooperation between mobility influencers and the building of durable new forms of cooperation is introduced.

ENGAGEMENT: Using the data analysis

- helps to include mobility influencers from an early stage in implementation processes,
- potentially provides valuable input into cities' existing mobility plans/SUMPs,
- encourages target groups in co-creation and get the most out of involved expert knowledge,
- increase the ownership citizens feel with their city's mobility actions and plans,
- through the preparatory analysis provide valuable information on current mobility trends in the local context, which can be used for further strategizing and in preparing for the implementation phase.

DEVELOPING SKILLSET: The eight pilot partners will develop their skills for utilising common resources and synergies between mobility influencers and other actors.

FRAMEWORK: The influencer cooperation concept provides a framework for bringing the relevant mobility influencers together to realise the pursued green mobility action.

1,430 / 2,000 characters

Which output does this deliverable contribute to?

O.1.4: Roadmap for cooperation between mobility influencers in mobility planning

80 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.1: WP1 Preparing solutions

A.1.2: Analysis of mobility data and existing strategies

D.1.2: Inventory of existing mobility data and strategies for a cooperation framework



5.6.7 This deliverable/output contains productive or infrastructure investment



WP 1 Group of activities 1.3

5.6.1 Group of activities leader

Group of activities leader PP 5 - The Institute of Baltic Studies

A 1.3

5.6.2 Title of the group of activities

Identification and mapping of mobility influencers and other actors

70 / 100 characters

5.6.3 Description of the group of activities

Within GoA 1.3, a methodology to support the pilot partners in identifying relevant mobility influencers and stakeholders for co-creation processes in WP2 will be developed. The aim is to involve all relevant mobility influencers as early as possible to be active in GoA 2.1 to GoA 2.3. Mobility influencers include relevant departments within authorities (e.g. those specialized in mobility and transport) but also staff working on these topics within other municipal departments and further stakeholders such as local or regional businesses, housing and neighbourhood associations, public institutions, NGOs and educators. An initial categorization of mobility influencers will be developed based on desk research and specialist literature analysed by PP05 (IBS) and validated with participating pilot leaders (e.g. interviews or workshop). A focus will be on previous experiences and, specifically, the barriers perceived in the processes of mobility influencer engagement for different mobility or climate relevant actions. An integrated approach at project level will be developed by building upon the mobility influencer mapping exercise, co-creation methodologies and partners' experiences.

1,198 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable



D 1.3

Title of the deliverable

Mobility community mapping methodology and engagement plan

59 / 100 characters

Description of the deliverable

This deliverable first of all serves to prepare the cooperation models in GoA 2.1 - 2.3 by providing a mobility community mapping methodology and an engagement plan to activate the local mobility influencer. It supports the analysis made in GoA 1.2 while also being a further step on the road to output 1.1.:

The deliverable consists of two parts:

1. **MOBILITY COMMUNITY MAPPING:** Methodology including different steps such as pilot preparation, development, and implementation. It accompanies all PPs in the preparation of WP2.
2. **ENGAGEMENT PLAN:** Developed after finalisation of the methodology and provides methods on how to engage mobility influencers in pilot activities. It accompanies all PPs in the preparation of WP2.

D1.3 will be visualised as an interactive map of mobility influencers (GoA 3.1). It will be presented on the MOBI platform which serves as the project's web presence. Based on the categorisation of the mobility influencers, PP05 with support from pilot partners, will create localised mappings and plans for the best way of cooperation between them. This overview of implemented actions being successful due to improved cooperation of mobility influencers provides showcases to MOBI target groups in further BSR cities and regions.

1,268 / 2,000 characters

Which output does this deliverable contribute to?

O.1.4: Roadmap for cooperation between mobility influencers in mobility planning

80 / 100 characters

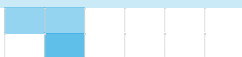
5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.1: WP1 Preparing solutions

A.1.3: Identification and mapping of mobility influencers and other actors

D.1.3: Mobility community mapping methodology and engagement plan



5.6.7 This deliverable/output contains productive or infrastructure investment



WP 1 Group of activities 1.4

5.6.1 Group of activities leader

Group of activities leader

A 1.4

5.6.2 Title of the group of activities

51 / 100 characters

5.6.3 Description of the group of activities

Within GoA 1.4 the accumulated knowledge of WP1 is compiled and will be developed in a roadmap to mobility influencer involvement and cooperation in mobility planning. The roadmap is a clear and user-friendly guide for cities in the BSR to build durable co-creative processes between local actors when developing green mobility solutions. It provides comprehensive insights about co-creative processes, a concrete tool for mobility influencers and it includes the lessons learned from the pilots. The roadmap shall be disseminated to and used by the MOBI target groups in all BSR countries.

Developing the roadmap covers the following work steps:

- (1) A set of indicators is established by PP09 to develop a two-part data template. This methodology is the basis for the roadmap.
- (2) The pilot partners apply the template developed by PP09 to analyse mobility data and existing relevant strategies in their cities. A variety of workshop activities will be carried out to do so.
- (3) Development of a mobility community mapMapping methodology and engagement plan by PP05 (IBS) to establish guidelines on how to involve mobility influencers in planning activities.
- (4) Lessons learned from evaluating the implementation of the pilot activities (GoA 2-4) are considered by PP05 to be included in the roadmap.
- (5) PP09 brings all relevant results from WP1 and WP2 together in the roadmap (see O1.4) by providing a step-by-step guideline.

These five steps help to build an understanding for wider cooperation in the BSR cities, offer support for utilizing and combining all local resources available, provide a framework and tools for an inclusive urban and mobility planning and encourages cooperation of mobility influencers in the BSR.

1,757 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

O 1.4

Title of the output

68 / 100 characters

Description of the output

Output 1.4 is a "Roadmap for cooperation of mobility influencers in mobility planning" in the BSR. It provides public authorities with a methodology and comprehensive insights about the different mobility influencers and other actors that are or should be involved in green mobility projects and the related processes. This inclusive approach will build durable cooperation between mobility influencers and provide them with a better understanding to respond to citizens' needs.

The PPs will apply the output in WP2 when implementing their pilot activities. For the MOBI target groups (e.g. public authorities, NGOs, transport providers etc.), the provided guidance helps to institutionalise cooperation processes and to develop strategies of how to successfully realise joint initiatives and projects.

The roadmap will be presented in a visually appealing way for the target group on the project website (the MOBI platform, O3.1) to use it within their cities. Building the roadmap together with mobility influencers across the BSR (see GoA 1.1 - GoA 1.3) creates a universally applicable methodology. Despite being made for mobility influencers as a user and target group, the methodology of the BSR roadmap is transferable to other user groups.

1,253 / 3,000 characters

Target groups and uptake of the solution presented in this output

Target groups	How will this target group apply the output in its daily work?
<p>Target group 1</p> <p>Local public authority</p> <p>Local public authorities in charge of planning of transport infrastructure and public transport. Other specialist departments: Management of Public Space, City Development, Monument Protection etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia - Riga, Eastern Lithuania - Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm.</p>	<p>There is a need for the target group to identify the mobility influencers and other actors that are or should be involved in mobility planning and the implementation of green mobility measures.</p> <p>Thus, the roadmap can be used by local public authorities</p> <ul style="list-style-type: none"> - To identify relevant mobility influencers by analysing existing mobility data and strategies - To initiate workshops with mobility influencers and citizens to incorporate their needs in planning processes - As a framework for inclusive urban and mobility planning - As a guide on how to institutionalise cooperation processes between local actors in mobility planning <p>Local public authorities across the BSR and beyond will be able to apply the roadmap to the context of their city.</p> <p style="text-align: right;">764 / 1,000 characters</p>
<p>Target group 2</p> <p>Infrastructure and public service provider</p> <p>Service providers of bike sharing systems (public+private), free floating and stationary car sharing, transport bike rental systems or on-demand shuttles, providers of IT-based solutions that enable sharing concepts.</p> <p>This target group is represented in cities and regions in the BSR where MOBI is active: Northern Germany -Hamburg, Northern Poland -Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>The roadmap provides a structure on how to go about mobility influencer involvement in mobility planning on the basis of collected and analysed mobility data in the respective cities in the BSR. Further, the user group of the mobility infrastructure comes together with mobility influencers.</p> <p>Therefore, using the roadmap increases the understanding of the complexity and the different needs in the transport infrastructure and service development for the target group in their daily work.</p> <p style="text-align: right;">495 / 1,000 characters</p>
<p>Target group 3</p> <p>NGO</p> <p>The target group of NGOs covers various initiatives like pedestrian or cycling initiatives, community centres, advisory centres for mobility, associations for people with reduced mobility etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>The roadmap aims at bringing a variety of relevant mobility influencers in a city together for inclusive mobility planning. Depending on the planning area and focus, different actors need to be involved which then provides NGOs and local associations with a tool for co-creation processes with city representatives and to build their network.</p> <p style="text-align: right;">343 / 1,000 characters</p>

Target groups	How will this target group apply the output in its daily work?
<p>Target group 4</p> <p>Education/training centre and school</p> <p>Education centres and schools are key actors to promote safe and green travel to school and to provide mobility education to enhance behaviour change towards green mobility as they have direct connections to teachers, students and their families.</p> <p>Three cities and regions are developing green mobility and sustainable education solutions for schools with younger pupils in their pilots: Vilnius-east of Lithuania, Tartu-southeast of Estonia, Riga -west of Latvia</p>	<p>The roadmap to mobility influencer involvement helps to identify a network of stakeholders relevant in implementing mobility planning. For the target group, this offers new ways of cooperation with public authorities to promote active mobility among the user groups of educational institutions and schools and to promote green infrastructure and education programmes going along with this. At the same time, the target group is able to grow their network.</p> <p style="text-align: right;">457 / 1,000 characters</p>
<p>Target group 5</p> <p>Small and medium enterprise</p> <p>Enterprises that own or rent buildings and outdoor space and influence the mobility behaviour of the users through the design of these spaces and communicative measures. This includes housing associations, local businesses, community centres, commercial enterprises.</p> <p>These diverse types of mobility influencers are mainly involved in these regions through the pilot projects: Northern Germany - Hamburg, Northern Poland - Gdansk, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>The roadmap is able to build new structures between mobility influencers in mobility planning that didn't use to be so well established as well as identifies new mobility influencers.</p> <p>As the target group may be new to their role as mobility influencer, the roadmap provides it with:</p> <ul style="list-style-type: none"> - knowledge on participation channels and increases the understanding of the complexity and different interests in mobility development - opens the possibility for wider cooperation in communities, including e.g. local shop keepers and housing associations. <p style="text-align: right;">545 / 1,000 characters</p>
<p>Duration of the output</p> <p>As part of GoA 3.1, the MOBI platform is established which will make the project outputs accessible and available not only for the project partners but also to the target group. PP03 will build and maintain the platform and its contents during the project duration and keep it functional after the project end. The roadmap is built under the guidance of PP09 (TUAS) and will be presented online as soon it is finalised. It will be available for free to be used by the target group. To guarantee its functionality, all PPs will share the roadmap with their respective networks to increase visibility. Further promotion of O1.4 and the platform will be carried out as part of local networking forums and a transnational forum (see GoA 3.2).</p> <p style="text-align: right;">739 / 1,000 characters</p>	

5.6.6 Timeline

	Period: 1	2	3	4	5	6
WP.1: WP1 Preparing solutions						
A.1.4: Mapping the road to mobility influencer cooperation						
O.1.4: Roadmap for cooperation of mobility influencers in mobility planning						

5.6.7 This deliverable/output contains productive or infrastructure investment

Work package 2

5.1 WP2 Piloting and evaluating solutions

5.2 Aim of the work package

The aim of this work package is to pilot, evaluate and adjust solutions. Plan one or several pilots to validate the usefulness of the solutions prepared in Work Package 1. Start Work Package 2 early enough to have time to pilot, evaluate and adjust solutions, together with your target groups. By the end of this work package implementation the solutions should be ready to be transferred to your target groups in Work Package 3.

The piloted and adjusted solution should be presented in one project output.

Organise your activities in up to five groups of activities. Describe the deliverables and outputs as well as present the timeline.

5.3 Work package leader

Work package leader 1

Work package leader 2

5.4 Work package budget

Work package budget

5.4.1 Number of pilots

Number of pilots

5.5 Target groups

	Target group	How do you plan to reach out to and engage the target group?
1	<input type="text" value="Local public authority"/> Local public authorities in charge of planning of transport infrastructure and public transport. Other specialist departments: Management of Public Space, City Development, Monument Protection etc. This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm. <small>489 / 500 characters</small>	Public authorities, especially transport authorities as well as other specialist departments (e.g. Management of Public Space, City Development, Monument Preservation) will be involved in the pilot implementation in GoA 2.1-2.3. They are involved in the conception of infrastructure changes or service offers within workshops. They are also key actors in the approval of spatial interventions (e.g. in Tartu and Gdansk) or new bus stops in Riga. In the videos presenting the cooperation models of the pilot projects, the role of local authorities is presented (preferably through statements by the authorities involved). They are involved in the evaluation process by the pilot partners, especially in the impact evaluation of the methods used in the project. <small>759 / 1,000 characters</small>
2	<input type="text" value="Infrastructure and public service provider"/> Service providers of bike sharing systems (public+private), free floating and stationary car sharing, transport bike rental systems or on-demand shuttles, providers of IT-based solutions that enable sharing concepts. This target group is represented in cities and regions in the BSR where MOBI is active: Northern Germany -Hamburg, Northern Poland -Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm <small>497 / 500 characters</small>	The expertise in introducing new green mobility offers of the service providers is used in workshop formats and social hackathons (e.g. in Turku) to develop new concepts for the pilot spaces and areas (e.g. suburban area and the community, it may not be a specific space, for example training on new city bikes or testing a cargo bike with a local shop & customers) and bring them into implementation. In accompanying communication campaigns, the channels of the service providers are used and, in return, communication materials are provided by the partners. They are involved in the evaluation process by the pilot partners, especially in the impact evaluation of the methods used in the project. <small>698 / 1,000 characters</small>
3	<input type="text" value="NGO"/> The target group of NGOs covers various initiatives like pedestrian or cycling initiatives, community centres, advisory centres for mobility, associations for people with reduced mobility etc. This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm <small>479 / 500 characters</small>	The knowledge of NGOs about the needs of their user groups and the influence of certain mobility offers will be used in workshops of the pilots to conceptualise interventions and new mobility solutions. The network of NGOs will help to address and empower new mobility influencers in the framework of the pilots. They are involved in the evaluation process by the pilot partners, especially in the impact evaluation of the methods used in the project. Selected mobility influencers are invited to study trips, partner meetings and the mid-term meeting to present their projects and discuss their role and needs as influencers. <small>627 / 1,000 characters</small>

	Target group	How do you plan to reach out to and engage the target group?
4	<p>Education/training centre and school</p> <p>Education centres and schools are key actors to promote safe and green travel to school and to provide mobility education to enhance behaviour change towards green mobility as they have direct connections to teachers, students and their families.</p> <p>Three cities and regions are developing green mobility and sustainable education solutions for schools with younger pupils in their pilots: Vilnius-east of Lithuania, Tartu-southeast of Estonia, Riga -west of Latvia</p> <p style="text-align: right;"><small>466 / 500 characters</small></p>	<p>Selected schools will develop and test a School Streets Programme in Tartu and a School Mobility Education Programme in Vilnius together with the partners. They will be targeted by a series of workshops. They are involved in the evaluation process by the pilot partners, especially in the impact evaluation of the methods used in the project. Selected mobility influencers are invited to study trips, partner meetings and the mid-term meeting to present their projects and discuss their role and needs as influencers.</p> <p style="text-align: right;"><small>517 / 1,000 characters</small></p>
5	<p>Small and medium enterprise</p> <p>Enterprises that own or rent buildings and outdoor space and influence the mobility behaviour of the users through the design of these spaces and communicative measures. This includes housing associations, local businesses, community centres, commercial enterprises.</p> <p>These diverse types of mobility influencers are mainly involved in these regions through the pilot projects: Northern Germany - Hamburg, Northern Poland - Gdansk, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;"><small>496 / 500 characters</small></p>	<p>Housing associations in particular (but also other mobility influencers like local businesses, tourist societies etc.) are involved in the development of mobility solutions through various cooperation formats (e.g. interactive forums, future workshops). In further steps, they will also be involved when introducing offers (e.g. in Hamburg) or co-creating experiments (in Turku). They are involved in the evaluation process by the pilot partners, especially in the impact evaluation of the methods used in the project. Selected mobility influencers are invited to study trips, partner meetings and the mid-term meeting to present their projects and discuss their role and needs as influencers.</p> <p style="text-align: right;"><small>693 / 1,000 characters</small></p>

5.6 Activities, deliverables, outputs and timeline

No.	Name
2.1	Reducing emissions through green urban transport in inner cities
2.2	Setting up sustainable school traffic
2.3	Connecting suburban areas with green mobility modes
2.4	Knowledge partnerships and evaluation

WP 2 Group of activities 2.1

5.6.1 Group of activities leader

Group of activities leader PP 6 - City of Riga

A 2.1

5.6.2 Title of the group of activities

Reducing emissions through green urban transport in inner cities

64 / 100 characters

5.6.3 Description of the group of activities

City centres in the BSR are affected by a high level of destination traffic. Daily commuting and touristic traffic cause intensive traffic flows, congestion, noise, air pollution and GHG emissions due to the high number of trips made by private cars. Adding to this challenge, many different interests and opinions from various actors accumulate here. Therefore, infrastructural changes are just as important as communicative strategies to create low emission zones with green mobility offers in inner cities. PP02 (Gdansk) and PP06 (Riga) will develop new models of cooperation between mobility influencers in the framework of smart infrastructure investments in the city centre.

NEW MODELS OF MOBILITY INFLUENCER COOPERATION TO ACCELERATE GREEN MOBILITY SHIFT

PP02 will initiate a cooperation between mobility influencers to develop a pedestrian-friendly low emission zone in the historic city centre of Gdansk.

- (1) A pedestrian accessibility audit will identify the barriers to pedestrian movement.
- (2) Workshops for the improvement of pedestrian mobility in the centre will be held with mobility influencers (AO4, AO5, AO6, AO7, AO8) and other actors to develop a mobility plan that preserves the historic integrity of the city centre while encouraging pedestrian traffic.
- (3) Infrastructural changes to reduce car traffic and promote pedestrian traffic and events to promote the changes (e.g. closing streets for car traffic, benches instead of parked cars, street games etc.).

PP06 will build a network of mobility influencers to support the implementation of a Low Emission Zone (LEZ) in the historic city centre of Riga.

- (1) A network of mobility influencers will be established and integrated into the existing working group for the LEZ development.
- (2) A co-creation concept will be developed jointly (in at least 3 events) conceptualising measures to reduce car traffic in the pilot area.
- (3) A study on municipal e-bus service for primary schools and voluntary education in the city centre will be targeted at youngest grades of schoolchildren who cannot yet travel alone by public transport. Two municipal e-busses will be tested in regular operation.

2,174 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 2.1

Title of the deliverable

Cooperation models to reduce emissions through green urban transport in inner cities

64 / 100 characters

Description of the deliverable

D 2.1 consists of two tested cooperation models that are documented with associated replication material and an audio-visual summary of the cooperation model to enable application in the BSR.

REPLICATION MATERIAL

PP02:

- Pedestrian accessibility audit report and a map of barriers to pedestrian movement in the historic city centre of Gdansk in Polish.
- Report and mobility plan for the City Centre in Polish.
- Report on insights from the infrastructural changes of closing streets for car traffic, changing car parking patterns, making people to make use of streets in other way etc in Polish and English.

PP06:

- Network of local stakeholders and mobility influencers established with at least 30 active members
- At least 18 000 one-way rides by municipal school e-bus during the operational phase of pilot (120 one-way rides a day x 150 school attendance days)
- Study report on municipal e-bus service (including setting up infrastructure and ICT, bus stops, e-bus tracking app, routes, schedules, potential numbers of passengers etc in Latvian and English.

VISUALISED COOPERATION MODELS

The two different approaches enhance cooperation among mobility influencers are each summarised in an audio-visual presentation (including interviews with mobility influencers, images or recordings of mobility actions and an outlook on future cooperation). The presentations will be displayed on the MOBI platform (GoA 3.1) and incorporated into the Empowerment Package (GoA 3.3). They will be in local languages with English subtitles.

1,540 / 2,000 characters

Which output does this deliverable contribute to?

O.2.4: Evaluation reports and knowledge partnership logbooks

60 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.2: WP2 Piloting and evaluating solutions

A.2.1: Reducing emissions through green urban transport in inner cities

D.2.1: Cooperation models to reduce emissions through green urban transport in inner cities

5.6.7 This deliverable/output contains productive or infrastructure investment

Investment no.

I2.1_1

Title

Pilot Action - Purchase and installation of the city furniture and other necessary equipment

94 / 100 characters

Description

Purchase and installation of the city furniture: PP02 will order the purchase of benches, parklets, bicycle stands, planters or other street furniture and the external service for the installation. Traffic organisation change: Within the pilot action PP05 will test new street rearrangements with road and parking spaces transformed towards other uses showing the benefits of streets with limited car access. The new city furniture will help to change traffic organisation in a chosen street.

492 / 500 characters

Country

Poland

Responsible project partner(s)

PP 2 - City of Gdansk

Justification

The planned purchases and services envisaged in the pilot are necessary to propose changes in a way that is convincing for residents in order to create a more accessible, ecological, and pedestrian-friendly historic center.

223 / 500 characters

Transitional relevance

Pedestrian promotion has an impact on the health of residents and their social interactions: they will be able to sit on the benches and have a rest and the area will be cleaner (waste baskets). By temporarily changing the traffic organisation, the City of Gdansk can learn from the user behaviour and the reactions of the user group in order to draw conclusions for a possible permanent redesign of the space into a (semi) pedestrian zone.

440 / 500 characters

Benefits

The citizens will experience a street with reduced or eliminated car traffic. Having fewer cars on the road in busy areas will result in fewer accidents involving vehicles and pedestrians.

189 / 500 characters

Location

City Centre of the City of Gdansk – Main Town or/and Old Town area

Gdański

66 / 250 characters

Location ownership

City of Gdansk

14 / 250 characters

Ownership

City of Gdansk

14 / 500 characters

Maintenance

City of Gdansk: Any damaged or stolen equipment will be replaced by the city during the required maintenance period.

117 / 500 characters

Climate proofing

Ensured

N/A

Investment no.	I2.1_2	
Title	Pilot Action - Setting up 8 bus stops 37 / 100 characters	
Description	Equipped bus stops (all with internet connection) will be set up near selected schools (at least 3) and in selected neighbourhood centres (at least 5). 151 / 500 characters	
Country	Latvia	
Responsible project partner(s)	PP 6 - City of Riga	
Justification	Demonstration investment to launch the new service – municipal school e-bus service for schoolchildren. There has never been a municipal school bus service in Riga. 165 / 500 characters	
Transitional relevance	The installation of bus stops at strategic locations in the city promotes the choice of public transport and avoids private car traffic by "parent taxis". 154 / 500 characters	
Benefits	Riga city residents – benefit from cleaner and healthier urban environment, new municipal services established Families with schoolchildren – benefit from new knowledge on sustainable mobility behaviour and from new service – municipal school e-bus 248 / 500 characters	
Location	Historic Centre of Riga, the UNESCO heritage site 49 / 250 characters	Rīga
Location ownership	Riga City Municipality 22 / 250 characters	
Ownership	Riga City Municipality 22 / 500 characters	
Maintenance	Riga City Municipality. Procedures are established and municipal budget is reserved for the operation and maintenance of any municipal infrastructure and equipment. 166 / 500 characters	
Climate proofing	<input checked="" type="checkbox"/> Ensured <input type="checkbox"/> N/A	

WP 2 Group of activities 2.2

5.6.1 Group of activities leader

Group of activities leader PP 7 - Municipal Enterprise "Susisiekimo paslaugos"

A 2.2

5.6.2 Title of the group of activities

Setting up sustainable school traffic

37 / 100 characters

5.6.3 Description of the group of activities

In most of the cities in the BSR, travelling to school is mainly done with motorised private transport. This is due to the fact that the traffic infrastructure around schools for active mobility is perceived as unsafe for children and also, as traffic education mostly only covers teaching of traffic rules and road safety and neglects sustainability aspects. Thus, PP04 (Tartu) and PP07 (Vilnius) will empower selected schools being key mobility influencers, to create green infrastructure and education programmes, while also getting acquainted institutionally with new ways of cooperation with public authorities to promote active mobility among school children.

NEW MODELS OF MOBILITY INFLUENCER COOPERATIONS TO ACCELERATE GREEN MOBILITY SHIFT

PP04 will initiate a "School Streets Programme" in Tartu. The programme uses temporary design interventions in each participating primary school to improve road safety.

(1) Each intervention will be designed with the local mobility influencer(s) (schools and their institutions such as teachers' association, pupils' representation, parents' representation and neighbourhood organisations in the vicinity of the school). The main principles are: a. Remove car traffic as much as possible around schools; b. Calm road traffic where it cannot be removed completely; c. Create new qualities (e.g. road crossings, kiss-and-fly areas).

(2) The pilot programme gathers data about the effects of the interventions that allows to create permanent interventions around schools that have been tested and improved through trial-and-error.

PP07 will develop a "School Mobility Education Programme" (SMEP) in Vilnius and tackle the lack of training to improve schoolchildren's adequate skills and knowledge on sustainable, safe, and healthy mobility.

(1) Together with several mobility influencers, the SMEP will be methodically developed and tested in the Engineering Lyceum of Vilnius Gediminas Technical University:

- Lithuanian Association of Cyclists: assist as mentor in organising campaigns, teaching bicycle safe driving tips.
- Lithuanian Association of Walkers: lead meetings with parents, organise a school walking tour.
- Lithuanian Association of Special Education Pedagogues: consult the stakeholders regarding basic aspects of the SMEP targeting schoolchildren with special needs.
- Lithuanian School Student Union (Vilnius City Division): facilitate implementation of campaigns, surveys.
- Vilnius County Police Headquarters: provide recommendations for safe behaviour on the street.
- Vilnius Gediminas Technical University: advise on technical aspects of the content of the SMEP.
- Vilnius University: assist PP07 in communication with schoolchildren and parents; provide methodological advice regarding basics for developing teaching programmes.

(2) In addition to the teaching lessons, a pilot self-service bike repair stand will be created on the territory of the pilot school for hands-on training.

2,968 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 2.2

Title of the deliverable

Cooperation models to set up sustainable school traffic

55 / 100 characters

Description of the deliverable

D 2.2 consists of two tested cooperation models that are documented with associated replication material and an audio-visual summary of the cooperation model to enable application in the BSR.

REPLICATION MATERIALS

PP04:

- Fact sheet(s) (2-4 pages) on each spatial intervention with recommendations for practical implementation, description of observed impacts and actors to be involved in Estonian and English.
- Report on infrastructure and spatial interventions around schools that support active mobility in Estonian and English.

PP07:

- Education materials of the SMEP in Lithuanian and English.
- Report on the recommendations for the deployment of the SMEP for local authorities, educational departments and parent associations in Lithuanian and English.

VISUALISED COOPERATION MODELS

The two different approaches to enhance cooperation among mobility influencers are each summarised in an audio-visual presentation (including interviews with mobility influencers, images or recordings of mobility actions and an outlook on future cooperation). The presentations will be displayed on the MOBI platform (GoA 3.1) and incorporated into the Empowerment Package (GoA 3.3). They will be in local languages with English subtitles.

1,238 / 2,000 characters

Which output does this deliverable contribute to?

O.2.4: Evaluation reports and knowledge partnership logbooks

61 / 100 characters

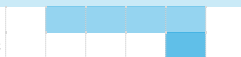
5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.2: WP2 Piloting and evaluating solutions

A.2.2: Setting up sustainable school traffic

D.2.2: Cooperation models to set up sustainable school traffic



5.6.7 This deliverable/output contains productive or infrastructure investment

WP 2 Group of activities 2.3

5.6.1 Group of activities leader

Group of activities leader PP 8 - Valonia / Regional Council of Southwest Finland

A 2.3

5.6.2 Title of the group of activities

Connecting suburban areas with green mobility modes

52 / 100 characters

5.6.3 Description of the group of activities

New mobility solutions are often focused on the city centre, while green mobility should be encouraged among all user groups in all areas of the city. In suburban areas, various mobility influencers are active: housing companies, multicultural associations, social welfare organisations, neighborhood and homeowner associations etc.. PP01, PP08, PP10, PP11 will test new models of cooperation to empower mobility influencers to implement green mobility solutions there.

NEW MODELS OF MOBILITY INFLUENCER COOPERATION TO ACCELERATE GREEN MOBILITY SHIFT

PP01 will develop durable cooperation structures for local authorities and mobility influencers.

- (1) Development of ideas for mobility solutions and communication measures (via formats like interactive forums, workshops): e.g. consultation on new mobility, cargo bike testing, joint cycling activities, mobility hubs, storage capacities for cargo bikes.
- (2) Design and implementation of selected solution(s) in cooperation with mobility influencers.
- (3) Development of a tool/platform or guideline to empower stakeholders realising mobility solutions (focus on housing sector).

PP08 & PP09 will implement a "Model of mobility influencers in diverse neighbourhoods" in two pilot areas where the city bike sharing system will be introduced by AO14 .

- (1) Implementation of encouragement and training material package for residents on city bikes and cycling with the mobility influencers (AO15). Organisation of trainings on city bikes in cooperation with specialist support to familiarise new users.
- (2) Social hackathons in each project area for co-creation of green mobility solutions together with the mobility influencers, residents, businesses and other community actors.
- (3) Implementation of two solutions as results from the hackathons together with the mobility influencers.

PP10 will develop a "shared mobility and bicycles curriculum".

- (1) Key influencers (e.g. AO16, AO18) will help co-create a curriculum of easy-to-apply measures: digital education for vulnerable groups; support to address language barriers that may prevent people using sharing apps; teaching of cycling educators; individual ambassadors to promote sustainable mobility.
- (2) Trial events for shared electric cars or other mobility services.
- (3) Improvement of information on miljofordon.se about clean vehicles, fuels, sustainable travel choices, e.g. with procurement support for fleet managers (jointly with AO17).

PP11 will introduce shared modes of transportation with the help of a system of mobility influencer in Stockholm, Gothenburg, Malmö.

- (1) "Shared mobility coaching programme": workshops to discover available shared transport modes, special trainings for parents to cycle with children and a system of supporting Cycle Ambassadors.
- (2) Social hackatons for insights into challenges and people's needs regarding green mobility.
- (3) Set up of local sharing system with small bicycle fleet in cooperation with housing association.

2,994 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 2.3

Title of the deliverable

Cooperation models to connect suburban areas

44 / 100 characters

Description of the deliverable

D 2.3 consists of four tested cooperation models that are documented with associated replication material and an audio-visual summary of the cooperation model to enable application in the BSR.

REPLICATION MATERIALS

PP01:

- Digital platform, guideline or a roadmap to green mobility and cooperative planning and implementation in suburban areas including a “catalogue of possibilities and solutions” for mobility influencers and public authorities (in German, summary in English)
- Fact sheet(s) (2-4 pages) on exemplary mobility solution(s) tested in the pilot in English.

PP08 & PP09:

- Encouragement & training material package of city bike use and cycling for specific user groups in Finnish.
- Guidelines + lessons learned report on method of social hackathon for co-creating solutions together with a suburban community (by PP09) in Finnish and English
- Fact sheet(s) (2-4 pages) on each experiment describing implementation, observed impacts, actors to be involved & lessons learned in Finnish and English
- Guidelines + materials for creating & extending the mobility influencers network in suburban areas and municipalities in Finnish and English.

PP10:

- Fact sheet(s) (2-4 pages) on measures of the curriculum describing implementation, observed impacts, actors to be involved & lessons learned in English.
- Report on the “shared mobility and bicycles curriculum” in Swedish and English

PP11:

- Report on shared mobility in the pilot areas in Swedish
- Report on how to further develop the use of green mobility solutions in new areas (incl. insights from pilot fleet), in particular through collaboration of housing companies, municipalities and NGOs in Swedish and English

VISUALISED COOPERATION MODELS

The four approaches to enhance cooperation among mobility influencers are each summarised in an audio-visual presentation. They will be displayed on the MOBI platform (GoA 3.1) and incorporated into the Empowerment Package (GoA 3.3) in local languages with English subtitles.

2,000 / 2,000 characters

Which output does this deliverable contribute to?

O 2.4: Evaluation reports and knowledge partnership logbooks

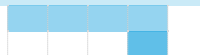
61 / 100 characters

5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.2: WP2 Piloting and evaluating solutions

- A.2.3: Connecting suburban areas with green mobility modes
- D.2.3: Cooperation models to connect suburban areas



5.6.7 This deliverable/output contains productive or infrastructure investment

Investment no.	I2.3_1	
Title	Pilot Action - exemplary infrastructural solutions at demonstration site(s) <small>75 / 100 characters</small>	
Description	Implementation of exemplary infrastructural solutions at demonstration site(s) (material and labour) <small>100 / 500 characters</small>	
Country	Germany	
Responsible project partner(s)	PP 1 - Free and Hanseatic City of Hamburg, District of Eimsbüttel	
Justification	The implementation of exemplary measures is an important part of the pilot, for two reasons. Firstly, it is important to showcase possible measures as visible results from the pilot. Secondly, the process of implementation is an important part of the cooperation with Mobility Influencers that shall be tested and intensified in the frame of the pilot. Outside a funding within the project the implementation within the regular tasks of the district of Eimsbuettel cannot be guaranteed. <small>486 / 500 characters</small>	
Transitional relevance	As visible measures in public space like small mobility hubs / mobility meeting points are an important part of enhancing green mobility in suburban areas PP01 plans to implement such exemplary measures jointly with mobility influencers. This experience shall be integrated in the development of durable structures for activation and cooperation. The exact conceptualization will be concretized in the course of the co-creation process in the frame of the pilot. <small>463 / 500 characters</small>	
Benefits	The neighbourhood(s) in which such investments are implemented will directly profit from the investment. Furthermore, the whole project and pilot will benefit as this exemplary measure will showcase possible solutions that can be integrated in the platform (WP3) and in the cooperation model. <small>292 / 500 characters</small>	
Location	The pilot will probably be realised in one or more neighbourhoods in the suburban areas Eidelstedt and/or Schnelsen (as part of the district of Eimsbuettel) <small>156 / 250 characters</small>	Hamburg
Location ownership	Free and Hanseatic City of Hamburg, District of Eimsbuettel <small>59 / 250 characters</small>	
Ownership	Free and Hanseatic City of Hamburg, District of Eimsbuettel <small>59 / 500 characters</small>	
Maintenance	Maintenance is carried out as part of the routine maintenance duties of Free and Hanseatic City of Hamburg, District of Eimsbuettel <small>131 / 500 characters</small>	
Climate proofing	<input checked="" type="checkbox"/> Ensured <input type="checkbox"/> N/A	

WP 2 Group of activities 2.4

5.6.1 Group of activities leader

Group of activities leader

A 2.4

5.6.2 Title of the group of activities

39 / 100 characters

5.6.3 Description of the group of activities

GoA 2.4 supports the pilot implementation through a co-evaluation process conducted within three Knowledge Partnerships to evaluate the project's methodological framework (tools developed in WP1 in practice, pilot implementation and their results). The participation in the pilot cases should ultimately indicate the increased innovation capacity of the cities – not just emphasising specific solutions that emerge out of the process but putting an emphasis to the working process: joint learning, find its strengths and possible backlashes and work with ways to adjust the mobility influencer cooperation model benefitting also other regions and urban conglomerations in the BSR.

CO-EVALUATION APPROACH

The evaluation process is taking place during all MOBI project phases as it is important to understand why actions or measures worked or did not work. This provides the opportunity to adjust the process. Evaluation will capture several angles: the progress of the project, the experience of the participants, and the impact of the pilots.

(1) An EVALUATION FRAMEWORK will be developed by PP05. An evaluation workshop with PPs will be held to co-create and validate the evaluation process as well as to define working methodologies in Knowledge Partnerships. Central to co-evaluation is observing the methodologies and tools in practice as well as pilot planning, activation of the mobility influencers and 'mutual learning'.

(2) BI-ANNUAL PARTNER SURVEYS after each 6-month period and SELF-REFLECTION SURVEYS attached to specific phases in the project will be developed by PP05 and filled out by every pilot partner, also involving mobility influencers who will be engaged in pilots.

(3) IMPACT EVALUATION of the pilot activities: This will include monitoring the progress of collaboration in each pilot area as well as in each city and city group in GoAs 2.1 to 2.3, gathering information on the outputs, interviewing the participants in the process and analysing the value, effectiveness and possible impact of joint solutions. The emphasis will be set on the learning experience and increase in the city's innovation capacity.

KNOWLEDGE PARTNERSHIPS

The partner groupings in GoAs 2.1 to 2.3 are adopted for the Knowledge Partnerships and will be accompanied and facilitated by PP5. This ensures an exchange between partners with similar experiences in the pilots and the input of an objective third party, so that in each pilot at least 3 partners from 3 different countries are involved in the evaluation and adjustment. Each project semester, during the partner meeting, the Knowledge Partnerships will reflect on the process in the evaluation sessions. The mid-term meeting will include a transnational workshop, also including mobility influencers from each pilot to introduce the evaluation results, validate lessons learned and to formulate adjustments for the further course of the project.

2,911 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

O 2.4

Title of the output

53 / 100 characters

Description of the output

EVALUATION FRAMEWORK AND TOOL PACKAGE

This guide consists of the process and impact evaluation methodology and framework that will be used in the MOBI project. It will provide guidance on how to use the evaluation tools piloted in the MOBI evaluation: bi-annual partner surveys, self-reflection tool. It will be published on the MOBI platform (GoA 3.1) and disseminated among target groups and be available for use by any interested party during or after the project lifetime.

MOBI EVALUATION REPORT

On transnational level the joint learning process will be communicated through this report. The report codifies the pilot results and lessons learned as well as makes them available on a wider scale to effective use and exploitation beyond the BSR. It will gather all results from the co-evaluation process and evaluate the Knowledge Partnership model. The report also includes a chapter on lessons learned (incl. conclusions on the applied tools and methods, especially focusing on the preparation process in WP1).

LOCAL EVALUATION SUMMARIES

Each pilot partner will compile local evaluation summaries highlighting especially the local value and possible replication of the mobility influencer cooperation models. The summaries will be part of the overall evaluation report.

The MOBI evaluation report and the local evaluation summaries will be published on the MOBI platform in English.

KNOWLEDGE PARTNERSHIP LOGBOOKS

To document the process in the Knowledge Partnerships, protocols (of at least 4 evaluation sessions) are drawn up on key questions, which in summary form a logbook of the process. The methodology and key questions will be worked out in the first evaluation session and prepared as a protocol template by PP5.

1,734 / 3,000 characters

Target groups and uptake of the solution presented in this output

Target groups	How will this target group apply the output in its daily work?
<p>Target group 1</p> <p>Local public authority</p> <p>Local public authorities in charge of planning of transport infrastructure and public transport. Other specialist departments: Management of Public Space, City Development, Monument Protection etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia - Riga, Eastern Lithuania - Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm.</p>	<p>The evaluation report and local summaries contain the operational knowledge on ways of cooperation among mobility influencers and their practical test on green mobility solutions within the pilots in a condensed form.</p> <p>Local authorities with similar challenges will benefit from this experience portfolio and use this as a guideline on how to build durable structures of cooperation among mobility influencers and use the evaluation tools to review and adjust the impact of the cooperations in practice.</p> <p>The project will therefore help local authorities to:</p> <ol style="list-style-type: none"> 1) establish partnerships and cooperation between different stakeholders; 2) co-create innovative green mobility initiatives and actions with mobility influencers and citizens 3) develop policies on smart and sustainable urban mobility development. <p style="text-align: right;">809 / 1,000 characters</p>
<p>Target group 2</p> <p>Infrastructure and public service provider</p> <p>Service providers of bike sharing systems (public+private), free floating and stationary car sharing, transport bike rental systems or on-demand shuttles, providers of IT-based solutions that enable sharing concepts.</p> <p>This target group is represented in cities and regions in the BSR where MOBI is active: Northern Germany -Hamburg, Northern Poland -Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>The evaluation report and the local summaries show which cooperations between public service providers and other actors in the city work to identify new locations for their services (e.g. bicycle sharing racks) and new approaches to interact with their user groups.</p> <p>The project will therefore help infrastructure & public service providers to:</p> <ol style="list-style-type: none"> 1) reach new user groups through cooperation with multipliers (e.g. housing associations) 2) implement communication measures to accompany new mobility solutions <p style="text-align: right;">508 / 1,000 characters</p>
<p>Target group 3</p> <p>NGO</p> <p>The target group of NGOs covers various initiatives like pedestrian or cycling initiatives, community centres, advisory centres for mobility, associations for people with reduced mobility etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>The local evaluation summaries capture how the cooperation of different NGOs and other partners (e.g. local public authorities or housing associations) makes access to green mobility solutions available to a wider range of urban residents (including more suburban areas).</p> <p>The project will therefore help NGOs to:</p> <ol style="list-style-type: none"> 1) identify new cooperation partners to finance and implement new mobility solutions; 2) build durable structures of cooperation with a network of mobility influencers with the same mission. <p style="text-align: right;">505 / 1,000 characters</p>
<p>Target group 4</p> <p>Education/training centre and school</p> <p>Education centres and schools are key actors to promote safe and green travel to school and to provide mobility education to enhance behaviour change towards green mobility as they have direct connections to teachers, students and their families.</p> <p>Three cities and regions are developing green mobility and sustainable education solutions for schools with younger pupils in their pilots: Vilnius-east of Lithuania, Tartu-southeast of Estonia, Riga -west of Latvia</p>	<p>The local evaluation summaries of the pilots in Tartu and Vilnius contain concrete programmes that can be used in other schools or educational institutions with concrete advice based on the field test within GoA 2.2.</p> <p>The project will therefore help educations centres to:</p> <ol style="list-style-type: none"> 1) use spatial interventions to test their impact prior to permanent infrastructure investment, involving relevant stakeholders; 2) deliver knowledge on sustainable travel in the form of school mobility education programmes for students; 3) ultimately to redesign infrastructure around educational institutions to support active mobility among students. <p style="text-align: right;">626 / 1,000 characters</p>

Target groups	How will this target group apply the output in its daily work?
<p>Target group 5</p> <p>Small and medium enterprise</p> <p>Enterprises that own or rent buildings and outdoor space and influence the mobility behaviour of the users through the design of these spaces and communicative measures. This includes housing associations, local businesses, community centres, commercial enterprises.</p> <p>These diverse types of mobility influencers are mainly involved in these regions through the pilot projects: Northern Germany - Hamburg, Northern Poland - Gdansk, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>For companies and organisations that are new to their role as mobility influencers such as housing associations or tourist companies, the evaluation report shows the range of possibilities for green mobility solutions and how they can be put into practice through cooperation.</p> <p>The project will therefore help interest groups to:</p> <ol style="list-style-type: none"> 1) identify new possibilities to influence the urban mobility landscape within their field of responsibility; 2) find new cooperation partners to maximise the impact of their efforts in transforming urban mobility patterns and reach new customer/user groups. <p style="text-align: right;">588 / 1,000 characters</p>

Durability of the output

The overall evaluation report and local summaries (GoA 2.4) will be published on the MOBI platform (GoA 3.1) to present the lessons learned in a transparent and comprehensible way for all actors who participated in the pilots or interested stakeholders that aim at replicating the processes. Here they are also presented after the end of the project. The pilot partners and their associated organisations will refer to the documents and their usability in their network built up through MOBI, so that local public authorities who want to establish cooperations among mobility influencers or other mobility influencers can build on the findings of the project in their future cooperations and mobility initiatives.

713 / 1,000 characters

5.6.6 Timeline

Period:	1	2	3	4	5	6
WP.2: WP2 Piloting and evaluating solutions						
A.2.4: Knowledge partnerships and evaluation						
O.2.4: Evaluation reports and knowledge partnership logbooks						

5.6.7 This deliverable/output contains productive or infrastructure investment

Work package 3

5.1 WP3 Transferring solutions

5.2 Aim of the work package

In Work Package 3, communicate and transfer the ready solutions to your target groups. Plan at least one year for this work package to transfer your solutions to the target groups, considering their respective needs. Select suitable activities to encourage your target groups to use the solutions in their daily work. Organise your activities in up to five groups of activities. Describe the deliverables and outputs as well as present the timeline.

5.3 Work package leader

Work package leader 1	PP 1 - Free and Hanseatic City of Hamburg, District of Eimsbüttel
Work package leader 2	Please select

5.4 Work package budget

Work package budget	20%
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5.5 Target groups

	Target group	How do you plan to reach out to and engage the target group?
1	<p>Local public authority</p> <p>Local public authorities in charge of planning of transport infrastructure and public transport. Other specialist departments: Management of Public Space, City Development, Monument Protection etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia - Riga, Eastern Lithuania - Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm.</p> <p style="text-align: right;"><small>489 / 500 characters</small></p>	<p>MOBI targets local public authorities in two ways: firstly, through events that provide an opportunity for networking and exchange of experiences with other authorities and mobility influencers (GoA 3.2). Secondly, through knowledge materials provided on the MOBI platform (Good practice library, interactive mobility influencer map) or presented in the Empowerment Package. An empowerment package specifically for local public authorities on how to cooperate with mobility influencers will be developed (GoA 3.3).</p> <p style="text-align: right;"><small>515 / 1,000 characters</small></p>
2	<p>Infrastructure and public service provider</p> <p>Service providers of bike sharing systems (public+private), free floating and stationary car sharing, transport bike rental systems or on-demand shuttles, providers of IT-based solutions that enable sharing concepts.</p> <p>This target group is represented in cities and regions in the BSR where MOBI is active: Northern Germany -Hamburg, Northern Poland -Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;"><small>497 / 500 characters</small></p>	<p>The MOBI platform will be a networking tool that targets different actors in the mobility sector to display their projects (in the good practice library) or their organisation's profiles (in the interactive mobility influencer map) – or to introduce them to other projects and profiles. Service providers will therefore be targeted in online promotion from the overall project and communication activities during the pilot implementation. Furthermore, local and transnational forums for mobility influencers will provide an opportunity to network and transfer knowledge with other mobility influencers.</p> <p style="text-align: right;"><small>602 / 1,000 characters</small></p>
3	<p>NGO</p> <p>The target group of NGOs covers various initiatives like pedestrian or cycling initiatives, community centres, advisory centres for mobility, associations for people with reduced mobility etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;"><small>479 / 500 characters</small></p>	<p>By presenting their projects or institutions on the MOBI platform, NGOs can establish contacts in the BSR and benefit from the knowledge of other dedicated groups that are presented on the platform. Through the learning materials in the Empowerment Package, NGOs can learn about their mobility influencer role and get to know new cooperation models. Furthermore, local and transnational forums for mobility influencers will provide an opportunity to network and knowledge transfer with other mobility influencers.</p> <p style="text-align: right;"><small>513 / 1,000 characters</small></p>
4	<p>Education/training centre and school</p> <p>Education centres and schools are key actors to promote safe and green travel to school and to provide mobility education to enhance behaviour change towards green mobility as they have direct connections to teachers, students and their families.</p> <p>Three cities and regions are developing green mobility and sustainable education solutions for schools with younger pupils in their pilots: Vilnius-east of Lithuania, Tartu-southeast of Estonia, Riga -west of Latvia</p> <p style="text-align: right;"><small>466 / 500 characters</small></p>	<p>Schools are a specific target group for which not all cooperation models or green mobility solutions are suitable. Therefore, they are specifically addressed by the partners who take care of solutions for schools (PP04, PP06, PP07). The tested solutions are brought to other schools outside of the pilots through cooperation with supra-regional institutions (e.g. ministries of education).</p> <p style="text-align: right;"><small>389 / 1,000 characters</small></p>

	Target group	How do you plan to reach out to and engage the target group?
5	<p>Small and medium enterprise</p> <p>Enterprises that own or rent buildings and outdoor space and influence the mobility behaviour of the users through the design of these spaces and communicative measures. This includes housing associations, local businesses, community centres, commercial enterprises.</p> <p>These diverse types of mobility influencers are mainly involved in these regions through the pilot projects: Northern Germany - Hamburg, Northern Poland - Gdansk, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm</p> <p style="text-align: right;">496 / 500 characters</p>	<p>Through the learning materials in the Empowerment Package, the various mobility influencers can learn about their role and get to know new cooperation models. In addition, the experiences from the pilot projects from the good practice library provide inspiration for own actions and possible cooperation partners.</p> <p>Furthermore, local and transnational forums for mobility influencer will provide an opportunity to network and knowledge transfer with other mobility influencers.</p> <p style="text-align: right;">476 / 1,000 characters</p>

5.6 Activities, deliverables, outputs and timeline

No.	Name
3.1	Building a knowledge and network hub for mobility influencers
3.2	Forums to strengthen networks of mobility influencers
3.3	Development of digital training for mobility influencers in the BSR

WP 3 Group of activities 3.1

5.6.1 Group of activities leader

Group of activities leader PP 3 - The Polish Union of Active Mobility (PUMA)

A 3.1

5.6.2 Title of the group of activities

Building a knowledge and network hub for mobility influencers

61 / 100 characters

5.6.3 Description of the group of activities

To transfer the possibilities for actions by mobility influencers to speed up the green mobility shift and develop services to influence behaviour change throughout the Baltic Sea Region, the knowledge cumulated within the project will be provided on the MOBI digital platform. It will be a knowledge hub for mobility influencers and other relevant stakeholders in the BSR that aim to speed up the sustainable transformation of urban and suburban mobility offers by implementing measures in a coordinated and cooperative form. This means not only in limited fields of competence or responsibility but in close cooperation with public authorities in the transport sector and in collaboration with other mobility influencers.

The technical setup of the website falls under the responsibility of PP03. However, as it reflects all major project results, input from all partners as well as key mobility influencers is needed.

Supplementing the basic information on the MOBI project, the platform will be based on four main pillars:

1. INFLUENCERS – interactive visual map of mobility influencers. The mapping in GoA 1.3 will be visualised in this map. The map will contain a general description of the type of mobility influencer and exemplary profiles of influencers. At least 1 mobility influencer per pilot will be portrayed through a video interview (2-3 minutes in local languages with English subtitles).
2. GOOD PRACTICE – green mobility good practice library. An international database of experience in the implementation of pilot actions for green mobility around BSR cities. The library will contain information related to how mobility influencers are empowered in the implementation of pilot actions in cities and regions. In this section, the pilots and their newly developed and tested forms of cooperation with mobility influencers will be displayed in an in-depth presentation. Furthermore, other mobility actions done by mobility influencers that are presented during the local networking forums (GoA 3.2) or the mid-term meeting (GoA 2.4) can be highlighted here.
3. EMPOWERMENT PACKAGE – learning material on new mobility influencer cooperation models and how to become a green mobility influencer. The learning material is made of several thematic modules which are translated into the local partner languages and will be supported by training videos. (related to GoA 3.3)
4. NETWORKING – event space including announcements, registrations as well as recordings and conclusions of the local networking forums and transnational forum.

ONLINE PROMOTION OF THE PLATFORM

To reach a wide target audience in addition to identified and involved mobility influencers, the use of the digital platform will be promoted via other online channels by PP03 (e.g. advertisements in internet such as: industry and local government portals, social media). All PPs and AOs will also disseminate the platform via their institutions' channels and the channels of their network and stakeholders.

2,998 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

O 3.1

Title of the output

MOBI digital platform

21 / 100 characters

Description of the output

The MOBI digital platform is the main tool for the dissemination of the new mobility influencer cooperation models developed and tested within the MOBI pilots. The main language of the platform is English. Selected core project results are translated into the local partner languages and made available on the platform.

The platform contains all information about the project:

- presentation of the project and its goals (visualised by a project video from the introductory module of the Empowerment Package, see GoA 3.3)
- presentation of the partners
- a section for the latest news about the project

This basic information is supplemented by the content of the deliverables and project outputs, which are displayed here in a graphically appealing, summarising and interactive way.

- GOOD PRACTICE LIBRARY - The library will contain information on implemented green mobility projects and highlight how mobility influencers were empowered in the pilot actions and which cooperation models have led to success. The piloted cooperation models will be displayed here in an in-depth presentation (incl. local evaluation summaries from GoA 2.4, visualised cooperation models from GoA 2.1 to GoA 2.3). Furthermore, other mobility actions that are presented during the local networking forums (GoA 3.2) or the mid-term meeting (GoA 2.4) can be presented here. The library is interconnected with the map of mobility influencers so that a pilot project profile may be linked to an appropriate mobility influencer type or even a mobility influencer profile and vice versa. A short summary of all good practices will be translated into all partner languages.

- INTERACTIVE VISUAL MAP OF MOBILITY INFLUENCERS: The map will contain a general description of the type of mobility influencer as well as exemplary profiles of influencers from the pilots or networking activities presenting their perspectives and implemented green mobility actions. At least 1 mobility influencer per pilot will be portrayed in their local environment and mobility context through video interviews (2-3 minutes in local languages with English subtitles) . The general description of the type of mobility influencers will be translated into all partner languages.

- EMPOWERMENT PACKAGE – including digital training material in English and partner languages (more on the content in GoA 3.3)

- Recordings of the highlight sessions and written conclusions of the transnational forum (GoA 3.2) will be available on the platform.

2,500 / 3,000 characters

Target groups and uptake of the solution presented in this output

Target groups	How will this target group apply the output in its daily work?
<p>Target group 1</p> <p>Local public authority</p> <p>Local public authorities in charge of planning of transport infrastructure and public transport. Other specialist departments: Management of Public Space, City Development, Monument Protection etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia - Riga, Eastern Lithuania - Vilnius, Southwest Finland - Turku, Sweden – Gothenburg, Malmö, Stockholm.</p>	<p>The MOBI platform can be used in the target group's daily work as a source of inspiration, database for practical examples and networking platform with contact details of many mobility influencers. The main outputs are presented in an interactive form to make the content interesting to read and easy to understand.</p> <p>On this platform, local public authorities can:</p> <ul style="list-style-type: none"> - educate themselves on how to enhance cooperation among mobility influencers to transform urban mobility with the digital training provided in the Empowerment Package, the mobility influencer map and good practices.

581 / 1,000 characters

Target groups	How will this target group apply the output in its daily work?
<p>Target group 2</p> <p>Infrastructure and public service provider</p> <p>Service providers of bike sharing systems (public+private), free floating and stationary car sharing, transport bike rental systems or on-demand shuttles, providers of IT-based solutions that enable sharing concepts.</p> <p>This target group is represented in cities and regions in the BSR where MOBI is active: Northern Germany -Hamburg, Northern Poland -Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>Through the platform, infrastructure and public service providers can:</p> <ul style="list-style-type: none"> - find inspiration and guidance on the cooperative conceptualization and implementation of green mobility offers; - educate themselves on how to become a green mobility influencer with digital training and good practice examples - get to know mobility influencers around the BSR through the profiles in the interactive map with the possibility to engage in a cooperation. <p style="text-align: right;">442 / 1,000 characters</p>
<p>Target group 3</p> <p>NGO</p> <p>The target group of NGOs covers various initiatives like pedestrian or cycling initiatives, community centres, advisory centres for mobility, associations for people with reduced mobility etc.</p> <p>This target group is represented in all cities and regions in the BSR where MOBI is active: Northern Germany - Hamburg, Northern Poland - Gdansk, Eastern Estonia -Tartu, Western Latvia -Riga, Eastern Lithuania -Vilnius, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>The platform helps NGOs to:</p> <ul style="list-style-type: none"> - find inspiration and guidance on the cooperative conceptualization and implementation of green mobility offers; - broaden their network of with mobility influencers around the BSR through the profiles in the interactive map with the possibility to engage in a cooperation; - build their knowledge on how to become a green mobility influencer with digital trainings compiled in the Empowerment Package. <p style="text-align: right;">431 / 1,000 characters</p>
<p>Target group 4</p> <p>Education/training centre and school</p> <p>Education centres and schools are key actors to promote safe and green travel to school and to provide mobility education to enhance behaviour change towards green mobility as they have direct connections to teachers, students and their families.</p> <p>Three cities and regions are developing green mobility and sustainable education solutions for schools with younger pupils in their pilots: Vilnius-east of Lithuania, Tartu-southeast of Estonia, Riga -west of Latvia</p>	<p>Through the platform, education centres & schools can:</p> <ul style="list-style-type: none"> - use the developed teaching material and replicate the School Mobility Education Programme developed in Vilnius by PP07; - educate themselves on how to become a green mobility influencer with the digital training provided in the Empowerment Package. <p style="text-align: right;">305 / 1,000 characters</p>
<p>Target group 5</p> <p>Small and medium enterprise</p> <p>Enterprises that own or rent buildings and outdoor space and influence the mobility behaviour of the users through the design of these spaces and communicative measures. This includes housing associations, local businesses, community centres, commercial enterprises.</p> <p>These diverse types of mobility influencers are mainly involved in these regions through the pilot projects: Northern Germany - Hamburg, Northern Poland - Gdansk, Southwest Finland -Turku, Sweden – Gothenburg, Malmö, Stockholm</p>	<p>Through the platform, SMEs can:</p> <ul style="list-style-type: none"> - find inspiration and guidance on the cooperative conceptualization and implementation of green mobility offers via good practice examples and evaluation summaries of the pilot projects; - connect with mobility influencers around the BSR through the profiles in the interactive map with the possibility to engage in a cooperation; - learn about activities that have an impact on urban mobility in the role of mobility influencer ('how to become a green mobility influencer') <p style="text-align: right;">508 / 1,000 characters</p>

Durability of the output

The MOBI platform is a knowledge platform that can be used by many stakeholders in the BSR and beyond to find out about existing the landscape of actors and cooperation in the field of sustainable mobility. As the knowledge collected here provides an overview about material to use on a daily basis and is also relevant beyond the project period, the website will be kept online by PP03 for another 5 years after the project ends. As some main outputs (such as the empowerment package and the transnational forum recordings) will be published at the end of the project, a high number of visitors to the platform is predicted even after the project ends. By providing contact details for the pilots, mobility influencer profiles and good practice projects, the platform can continue to be used as a networking tool.

814 / 1,000 characters

5.6.6 Timeline

	Period: 1	2	3	4	5	6
WP.3: WP3 Transferring solutions						
A.3.1: Building a knowledge and network hub for mobility influencers						
O.3.1: MOBI digital platform						

5.6.7 This deliverable/output contains productive or infrastructure investment

WP 3 Group of activities 3.2

5.6.1 Group of activities leader

Group of activities leader

A 3.2

5.6.2 Title of the group of activities

54 / 100 characters

5.6.3 Description of the group of activities

While working with a selected group of mobility influencers in the preparation and implementation phase of the pilots, the overall idea of the transformational power of mobility influencers for a green mobility shift will be strengthened throughout the Baltic Sea Region. For this purpose, several local and one transnational forum will be organised.

LOCAL NETWORKING FORUMS

After the mapping of the mobility influencers has been completed in GoA 1.2, eight local network forums will be organised by all pilot partners. The forums will showcase mobility projects in the cities and regions where the pilot solutions are implemented and emphasise the variety of actions possible when mobility influencers cooperate. Another focus of the forums is networking and the exchange between the mobility influencers, for which particular time slots are allotted in the forums. The partners may choose the fitting format of the forum to best reach their target audience: it can be live or digital forums, as long as there is a possibility for a personal exchange among the participants. The local forum can also be integrated into the local co-creation processes or existing networking formats in the city or region focused on green mobility. The target group of the forums is oriented towards the types of mobility influencers addressed in the pilots, so that a fruitful exchange can take place among participants working in the same sector.

TRANSNATIONAL FORUM "MOBILITY INFLUENCER AROUND THE BALTIC SEA"

One transnational forum will be held as the final event of the MOBI project inviting members of the different target groups from the BSR and beyond (experts on mobility, sustainability and cooperation approaches). The results of the discussion from the local forums and the transnational mid-term meeting (GoA 2.4) will be incorporated into the conception of the final forum. The forum will focus on the cooperation approaches between different mobility influencers that were tested in the pilots. How these can contribute to an acceleration of the green mobility shift will be highlighted. In this forum, too, the focus is on networking, which is why sessions are reserved for participants to exchange ideas and existing practices.

2,234 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 3.2

Title of the deliverable

70 / 100 characters

Description of the deliverable

The presented projects and discussion of the forums will be processed through materials in order to pass on the findings to other actors that are involved in the green mobility shift in the BSR:

- Project profiles for the good practice library of the presented projects from each of the local forums.
- Short report (3-5 pages) on local forums to summarise the discussion results and learnings
- Recordings of the highlight sessions of the transnational forum to publish on the MOBI platform.
- A written essay of the findings on the transformational power of mobility influencers to be published on the MOBI platform. This summary essay contains the conclusions from the discussion during the transnational forum as well as the key results from WP 1 and WP 2 and thus forms a final project summary. A synopsis of the mobility influencer mapping and pilot roadmaps as well as the quintessence from the evaluation process form the basis on which the discussion in the transnational forum can be based.

1,002 / 2,000 characters

Which output does this deliverable contribute to?

28 / 100 characters

5.6.6 Timeline

	Period: 1	2	3	4	5	6
WP.3: WP3 Transferring solutions						
A.3.2: Forums to strengthen networks of mobility influencers						
D.3.2: Documentation of forums to strengthen networks of mobility influencers						

5.6.7 This deliverable/output contains productive or infrastructure investment

WP 3 Group of activities 3.3

5.6.1 Group of activities leader

Group of activities leader PP 3 - The Polish Union of Active Mobility (PUMA)

A 3.3

5.6.2 Title of the group of activities

Development of digital training for mobility influencers in the BSR

67 / 100 characters

5.6.3 Description of the group of activities

The Empowerment Packages consist of digital training materials specifically aimed at two target groups: The first target group is local public authorities, which are particularly interested in new forms of cooperation to activate and empower the mobility influencers in their region. The second target group is already active and future mobility influencers that want to learn about green mobility solutions and communication approaches. It allows them to educate themselves on the role that they can play in the green mobility shift and how to be active within their field of responsibility. Furthermore, it will allow them to get in contact with other mobility influencers throughout the BSR to exchange on their already existing mobility measures.

The technical setup of the digital training falls under the responsibility of PP03. However, as it is a tool to present the insights from the cooperation among mobility influencers tested in the pilot activities, input from all partners as well as key mobility influencers is needed. To provide tailor-made learning materials for both target groups, the Empowerment Packages have a modular structure. The following topics are covered in the modules:

INTRODUCTION: Introduction on the aim of the MOBI project and the topic of green mobility. The introductory module video serves two purposes and therefore will be produced at the beginning of the project: On the one hand, it presents the objectives of the project, the partners and the resources that will be created in the project to disseminate the project during the project period. On the other hand, it serves as an introduction to the topic of the Empowerment Package that will be published at the end of the project.

MOBILITY INFLUENCER: Presentation of the different influencer types and their transformative possibilities in the mobility landscape. The topic will be closely linked to the interactive mobility influencer map to delve deeper into the topic.

MOBILITY ACTIONS: In two study visits (back-to-back with partner meetings) innovative projects of mobility influencers are recorded in videos by PP03. Other projects that are presented in the good practice library may be included here too.

MOBI MODELS OF COOPERATION: the eight new approaches to cooperation among mobility influencers developed and tested in the MOBI pilots are presented here. The visual presentations are created by the partners with content assistance from PP03 to ensure a harmonious coherence for the package.

All digital training material will be translated into the languages of the partner countries (videos via subtitle). Once the Empowerment Packages are published, all partners will promote them in their network (personal e-mails to the AO, news articles on their institutions websites, newsletters or posts on social media).

2,831 / 3,000 characters

5.6.4 This group of activities leads to the development of a deliverable

D 3.3

Title of the deliverable

Empowerment Packages: "How to become a mobility influencer and how to enhance cooperation"

90 / 100 characters

Description of the deliverable

This deliverable consists of two Empowerment Packages with individual digital training materials:

- (1) Empowerment Package "How to enhance cooperation among mobility influencers to transform urban mobility" for the target group of local public authorities
- (2) Empowerment Package "How to become a green mobility influencer" for the target group of already active and upcoming mobility influencers.

The Empowerment Packages contain different learning modules that can be studied independently or in a predefined order. Depending on the target group, the modules (INTRODUCTION, MOBILITY INFLUENCER, MOBILITY ACTIONS, MOBI MODELS OF COOPERATION and other topics that emerge as relevant in the course of the project) are compiled differently. Several modules, such as the introduction and the two video documented study visits presenting innovative projects of mobility influencers and explaining the collaborations behind the project can be used for both Empowerment Packages.

The modules are visualised with a mix of text, graphics, pictures, videos etc. to provide an interactive and game-based learning experience.

1,117 / 2,000 characters

Which output does this deliverable contribute to?

O.3.1: MOBI digital platform

28 / 100 characters

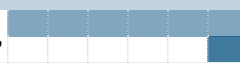
5.6.6 Timeline

Period: 1 2 3 4 5 6

WP.3: WP3 Transferring solutions

A.3.3: Development of digital training for mobility influencers in the BSR

D.3.3: Empowerment Packages: "How to become a mobility influencer and how to enhance cooperation"



5.6.7 This deliverable/output contains productive or infrastructure investment

6. Indicators

Indicators

Output indicators				Result indicators		
Output indicators	Total target value in number	Project outputs	Please explain how the solution presented in this output serves the target group(s).	Result indicator	Total target value in number	Please explain how organisations in the target groups within or outside the partnership will take up or upscale each solution.
RCO 84 – Pilot actions developed jointly and implemented in projects	8	N/A	N/A			
RCO 116 – Jointly developed solutions	3	O.1.4: Roadmap for cooperation of mobility influencers in mobility planning	<p>The roadmap (GoA 1.4) increases the understanding and knowledge about the necessity of bringing a variety of actors such as local public authorities, infrastructure and transport providers, NGOs, educational centres/trainings centres and schools as well as SMEs, involved in mobility planning together. It uses existing mobility data and strategies in the cities in the BSR to identify the relevant mobility influencers for the respective planned projects in the cities and initiates workshops to bring them together. Having this framework allows the target group to initiate inclusive green urban mobility planning between local actors and to incorporate their and citizens needs into these planning processes.</p> <p style="text-align: right; font-size: small;">714 / 1,000 characters</p>			
		O.2.4: Evaluation reports and knowledge partnership logbooks	<p>The evaluation report and local evaluation summaries contain the operational knowledge on forms of cooperation among mobility influencers and their practical test on green mobility solutions within the pilots in a condensed form. Target groups that face similar challenges will benefit from this experience portfolio and use it as a guideline on how to build durable structures of cooperation among mobility influencers and use the evaluation tools to review and adjust the impact of these cooperations in practice. Furthermore, the material is valuable for the target group to co-create innovative green mobility initiatives and actions with mobility influencers and citizens. It also helps to reach new user groups through cooperation with multipliers by implementing joint communication measures to accompany green mobility solutions.</p> <p style="text-align: right; font-size: small;">838 / 1,000 characters</p>			

Output indicators	Total target value in number	Project outputs	Please explain how the solution presented in this output serves the target group(s).	Result indicator	Total target value in number	Please explain how organisations in the target groups within or outside the partnership will take up or upscale each solution.
		O.3.1: MOBI digital platform	<p>The MOBI platform can be used in the target groups daily work as a source of inspiration, database for practical examples and networking platform with contact details of many mobility influencers. The main outputs are presented in an interactive form to make the content interesting to read and easy to understand. The platform grows throughout the project, not only with the input of the full partners and associated partners but also “external” mobility influencers who can present themselves in the interactive visual map of mobility influencers or present projects in the good practice library. The contact details under these influencer profiles and good practice examples, the platform can be used as a networking tool for mobility influencers. Overall, the platform helps the target group to connect with mobility influencers around the BSR and possibly to engage in a cooperation.</p> <p style="text-align: right; font-size: small;">890 / 1,000 characters</p>	<p>RCR 104 - Solutions taken up or up-scaled by organisations</p>	3	<p>The solutions of the MOBI project are reflected in the three outputs and show how new models of cooperation and durable structures of collaboration between mobility influencers can work: (1) to implement low-emission zones in inner cities, (2) to make school mobility sustainable through new programmes to adapt infrastructure and education for active mobility (3) to implement new mobility services and infrastructure in suburban areas to make mobility behaviour greener.</p> <p>All three outputs are developed and applied by the full partners and associated organisations during the project. In this way, the proposed solutions are tested and improved directly in the process before being published for other organisations on the MOBI platform. The institutions of the partner consortium will continue to apply the methods used after the project and thus implement further mobility projects with other mobility influencers - thereby spreading the mobility influencer cooperation approach. The cooperations formed during the pilot activities will stabilise through shared investments and successes, and will grow through other actors and new activities. As role models, they will inspire similar collaborations in their countries.</p> <p>After the project, other organisations will use the outputs and thus the solutions to build or strengthen their own cooperations. The local networking forums and the transnational forum are an initial trigger for stakeholders/mobility influencers in the BSR to think about new cooperations to maximize the impact of their mobility planning efforts. The developed solutions can be used in a modified form depending on the local context and actors and thus bring about change in many places in the BSR.</p> <p style="text-align: right; font-size: small;">1,732 / 2,000 characters</p>

Output indicators		Result indicators		
Output indicator	Total target value in number	Result indicator	Total target value in number	Please describe what types of organisations are planned to actively participate in the project. Explain how this participation will increase their institutional capacity. These types of organisations should be in line with the target groups you have defined for your project.
RCO 87 - Organisations cooperating across borders	31	PSR 1 - Organisations with increased institutional capacity due to their participation in cooperation activities across borders		<p>Project partners and associated organisations</p> <p>In the MOBI project, local public authorities, infrastructure and service provider, NGOs, schools and SMEs such as housing associations will participate as project partners and associated organisations. All of these actors are mobility influencers because of the power they have in bringing a green shift to mobility planning and their role in making behavioural changes of the user groups of green mobility modes possible. These organisations are both the target and user group of the MOBI project. Because of their involvement in MOBI, the participating organisations increase their institutional capacity (1) by developing new knowledge on the cooperative conceptualization and implementation of green mobility offers (2) by adopting new tools in their daily work such as the roadmap (O1.4) and material from the MOBI platform (O 3.1) (3) by building new networks of cooperation with other mobility influencers to jointly implement mobility services and infrastructure.</p> <p style="text-align: right;">974 / 1,500 characters</p>
			111	<p>Other organisations</p> <p>Throughout the MOBI project, a variety of new mobility influencers such as local public authorities, infrastructure and service provider, NGOs, schools and SMEs like housing associations will be identified which makes it difficult to estimate the total target value. Activities that include the identification of new mobility influencers are: the roadmap workshops in WP1, local workshops as part of the pilot activities in WP2, the digital trainings offered on the MOBI platform as well as local networking forums and the transnational forum.</p> <p>Thus, participating in MOBI allows other organisations outside of the project :</p> <ul style="list-style-type: none"> - to learn from the experiences made by the MOBI project partners and connect with other mobility influencers directly to discuss a possible adaption of activities to their needs - to educate themselves by using the training material available on the MOBI platform - to learn about frameworks for durable cooperation between mobility influencers in mobility planning <p>The pilot partners will include at least 10 new mobility influencers each in their activities, bringing the total target value number to 111.</p> <p style="text-align: right;">1,155 / 1,500 characters</p>

7. Budget

7.0 Preparation costs

Preparation Costs

Would you like to apply for reimbursement of the preparation costs?

Yes

Other EU support of preparatory cost

Did you receive any other EU funds specifically designated to the development of this project application?

No

7.1 Breakdown of planned project expenditure per cost category & per partner

No. & role	Partner name	Partner status	CAT0 - Preparation costs	CAT1 - Staff	CAT2 - Office & administration
1 - LP	Free and Hanseatic City of Hamburg, District of Eimsbüttel	Active 22/09/2022	24,000.00	282,080.00	42,312.00
2 - PP	City of Gdansk	Active 22/09/2022	0.00	154,800.00	23,220.00
3 - PP	The Polish Union of Active Mobility (PUMA)	Active 22/09/2022	0.00	182,400.00	27,360.00
4 - PP	City of Tartu	Active 22/09/2022	0.00	95,000.00	14,250.00
5 - PP	The Institute of Baltic Studies	Active 22/09/2022	0.00	149,640.00	22,446.00
6 - PP	City of Riga	Active 22/09/2022	0.00	108,000.00	16,200.00
7 - PP	Municipal Enterprise "Susisiekimo paslaugos"	Active 22/09/2022	0.00	145,305.00	21,795.75
8 - PP	Valonia / Regional Council of Southwest Finland	Active 22/09/2022	0.00	122,544.00	18,381.60
9 - PP	Turku University of Applied Sciences	Active 22/09/2022	0.00	175,000.00	26,250.00
10 - PP	City of Stockholm	Active 22/09/2022	0.00	349,499.00	52,424.85
11 - PP	Swedish national cycling advocacy organisation	Active 22/09/2022	0.00	123,674.00	18,551.10
Total			24,000.00	1,887,942.00	283,191.30

No. & role	Partner name	CAT3 - Travel & accommodation	CAT4 - External expertise & services	CAT5 - Equipment	CAT6 - Infrastructure & works
1 - LP	Free and Hanseatic City	42,312.00	343,000.00	19,000.00	20,000.00
2 - PP	City of Gdansk	23,220.00	96,000.00	8,000.00	20,000.00
3 - PP	The Polish Union of Activ	27,360.00	51,500.00	11,000.00	0.00
4 - PP	City of Tartu	14,250.00	39,500.00	10,000.00	0.00
5 - PP	The Institute of Baltic Stu	22,446.00	9,500.00	0.00	0.00
6 - PP	City of Riga	16,200.00	41,400.00	276,000.00	12,000.00
7 - PP	Municipal Enterprise "Sus	21,795.75	31,500.00	4,000.00	0.00
8 - PP	Valonia / Regional Council	18,381.60	35,000.00	0.00	0.00
9 - PP	Turku University of Applied	26,250.00	43,500.00	0.00	0.00
10 - PP	City of Stockholm	52,424.85	136,500.00	1,800.00	0.00
11 - PP	Swedish national cycling	18,551.10	9,500.00	14,700.00	0.00
Total		283,191.30	836,900.00	344,500.00	52,000.00

No. & role	Partner name	Total partner budget
1 - LP	Free and Hanseatic City of Hamburg, District of E	772,704.00
2 - PP	City of Gdansk	325,240.00
3 - PP	The Polish Union of Activ	299,620.00
4 - PP	e Mobility (PUMA) City of Tartu	173,000.00
5 - PP	The Institute of Baltic Stu	204,032.00
6 - PP	dies City of Riga	469,800.00
7 - PP	Municipal Enterprise "Sus	224,396.50
8 - PP	isiekimo paslaugas" Valonia / Regional Council	194,307.20
9 - PP	l of Southwest Finland Turku University of Applied	271,000.00
10 - PP	Sciences City of Stockholm	592,648.70
11 - PP	Swedish national cycling	184,976.20
Total	advocacy organisation	3,711,724.60

7.1.1 External expertise and services

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
1. Free and Hansea	Project management	CAT4-PP1-D-0	External project and communication management <small>45 / 100 characters</small>	No	N/A	230,000.00
1. Free and Hansea	Project management	CAT4-PP1-D-0	Travel Cost external management, external experts (Mobility influencer) <small>73 / 100 characters</small>	No	N/A	10,000.00
1. Free and Hansea	Specialist support	CAT4-PP1-E-0	External facilitator and organisation of co-creation process <small>62 / 100 characters</small>	No	2.3 3.2	35,000.00
1. Free and Hansea	Specialist support	CAT4-PP1-E-0	(Technical) support/implementation of output (roadmap / platform et.al) <small>72 / 100 characters</small>	No	3.1 3.3	14,000.00
1. Free and Hansea	Communication	CAT4-PP1-C-0	Print, video <small>13 / 100 characters</small>	No	2.3	14,000.00
1. Free and Hansea	National control	CAT4-PP1-F-0	FLC (national and progress report) <small>35 / 100 characters</small>	No	N/A	18,000.00
1. Free and Hansea	Events/meetings	CAT4-PP1-A-0	Final Forum / Network event <small>28 / 100 characters</small>	No	3.2	20,000.00
1. Free and Hansea	Specialist support	CAT4-PP1-E-0	Translations <small>13 / 100 characters</small>	No	3.1 3.3	2,000.00
2. City of Gdansk	Specialist support	CAT4-PP2-E-0	Pilot Action - Concept of the infrastructure and traffic organisation change <small>77 / 100 characters</small>	No	2.1	7,000.00
2. City of Gdansk	Specialist support	CAT4-PP2-E-1	Pilot Action - events promoting advantages of closing streets for car traffic <small>77 / 100 characters</small>	No	2.1	7,000.00
2. City of Gdansk	Specialist support	CAT4-PP2-E-1	Pilot Action - Evaluation of the citizens acceptance <small>54 / 100 characters</small>	No	2.1 2.4	5,000.00
Total						836,900.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
2. City of Gdansk	Specialist support	CAT4-PP2-E-1	<p>Pedestrian accessibility audit of the centre of Gdansk, using external experts</p> <p>79 / 100 characters</p>	No	2.1	15,000.00
2. City of Gdansk	Events/meetings	CAT4-PP2-A-1	<p>Workshops for the improvement and development of pedestrian mobility in the centre of Gdansk</p> <p>92 / 100 characters</p>	No	2.1	30,000.00
2. City of Gdansk	Events/meetings	CAT4-PP2-A-1	<p>Participation of the Mobility Influencer in an transnational workshop</p> <p>69 / 100 characters</p>	No	2.4	2,000.00
2. City of Gdansk	Events/meetings	CAT4-PP2-A-1	<p>Partner Meeting, cohosted by PUMA in 4th period</p> <p>47 / 100 characters</p>	No	N/A	10,000.00
2. City of Gdansk	Events/meetings	CAT4-PP2-A-1	<p>Study visit for the project mobility influencers in one of the project partner city</p> <p>83 / 100 characters</p>	No	N/A	10,000.00
2. City of Gdansk	Specialist support	CAT4-PP2-E-1	<p>Short videos presenting your mobility influencers in local language with English subtitles</p> <p>90 / 100 characters</p>	No	2.1	5,000.00
2. City of Gdansk	Specialist support	CAT4-PP2-E-1	<p>Translation on the MOBI website in each partner language; summary of all good practices;E-Learning</p> <p>99 / 100 characters</p>	No	3.1 3.3	5,000.00
3. The Polish Union	Communication	CAT4-PP3-C-1	<p>Cost of E-learnig - digital traning platform for mobility infuecner, translation, graphic design</p> <p>98 / 100 characters</p>	No	3.1 3.3	7,000.00
3. The Polish Union	IT	CAT4-PP3-B-2	<p>Cost of external service of creation MOBI digital platform</p> <p>58 / 100 characters</p>	No	3.1	10,000.00
3. The Polish Union	Communication	CAT4-PP3-C-2	<p>Costs of promotion MOBI digital platform: promotion materials, advertisements in internet media</p> <p>97 / 100 characters</p>	No	3.1	24,500.00
Total						836,900.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
3. The Polish Union	Events/meetings	CAT4-PP3-A-2	Cost of participation mobility influencers in study visit and other events <small>74 / 100 characters</small>	No	N/A	10,000.00
4. City of Tartu	Events/meetings	CAT4-PP4-A-2	Partner Meeting <small>16 / 100 characters</small>	No	N/A	3,000.00
4. City of Tartu	Specialist support	CAT4-PP4-E-2	Translation costs <small>18 / 100 characters</small>	No	3.1 3.3	5,000.00
4. City of Tartu	Specialist support	CAT4-PP4-E-2	Video <small>6 / 100 characters</small>	No	2.2 3.3	2,500.00
4. City of Tartu	Other	CAT4-PP4-G-2	external travel costs (mobility influencers) <small>45 / 100 characters</small>	No	2.4	1,000.00
4. City of Tartu	Events/meetings	CAT4-PP4-A-2	Workshops with mobility influencers; 4x <small>40 / 100 characters</small>	No	2.2	8,000.00
4. City of Tartu	Project management	CAT4-PP4-D-2	Consultancy services <small>21 / 100 characters</small>	No	2.2	20,000.00
5. The Institute of B	Events/meetings	CAT4-PP5-A-2	Foresight workshop with project partners in WP1 (room rent, catering) <small>70 / 100 characters</small>	No	1.3	2,500.00
5. The Institute of B	Events/meetings	CAT4-PP5-A-3	Co-evaluation workshops x 2 (room rent, catering) <small>50 / 100 characters</small>	No	2.4	5,000.00
5. The Institute of B	Events/meetings	CAT4-PP5-A-3	Partner Meeting <small>16 / 100 characters</small>	No	N/A	2,000.00
6. City of Riga	Events/meetings	CAT4-PP6-A-3	Hosting international project meeting in Riga: facilities, catering <small>69 / 100 characters</small>	No	N/A	5,000.00
Total						836,900.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
6. City of Riga	Events/meetings	CAT4-PP6-A-3	Hosting international project meeting in Riga: local transportation to site visits <small>83 / 100 characters</small>	No	N/A	500.00
6. City of Riga	Communication	CAT4-PP6-C-3	Promotional video <small>19 / 100 characters</small>	No	2.1	2,500.00
6. City of Riga	Communication	CAT4-PP6-C-3	Translation services <small>21 / 100 characters</small>	No	3.1 3.3	1,000.00
6. City of Riga	Events/meetings	CAT4-PP6-A-3	Hosting 3 co-creation events in Riga (catering) <small>48 / 100 characters</small>	No	2.1	3,600.00
6. City of Riga	Specialist support	CAT4-PP6-E-3	Hosting 3 co-creation events in Riga (moderator) <small>49 / 100 characters</small>	No	2.1	4,800.00
6. City of Riga	Specialist support	CAT4-PP6-E-3	External expertise related to the development of the municipal e-bus service <small>77 / 100 characters</small>	No	2.1	15,000.00
6. City of Riga	IT	CAT4-PP6-B-3	Development of school bus tracking app <small>39 / 100 characters</small>	No	2.1	9,000.00
7. Municipal Enteror	National control	CAT4-PP7-F-4	FLC/project auditing <small>21 / 100 characters</small>	No	N/A	4,000.00
7. Municipal Enteror	Events/meetings	CAT4-PP7-A-4	Catering, rent of premisses, etc. for stakeholder group meetings, 1x partner meeting in Vilnus <small>95 / 100 characters</small>	No	2.2	12,400.00
7. Municipal Enteror	Other	CAT4-PP7-G-4	Travel and accommodation expenses for stakeholder representatives, translation services <small>88 / 100 characters</small>	No	3.1 3.3	9,800.00
Total						836,900.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
7. Municipal Enterpr	Specialist support	CAT4-PP7-E-4	Consultancy services for programme development methodology, moderating, lecuring 81 / 100 characters	No	2.2	4,000.00
7. Municipal Enterpr	Communication	CAT4-PP7-C-4	Articles, banner, leaflets, press releases 43 / 100 characters	No	2.2	1,300.00
8. Valonia / Reaion	Communication	CAT4-PP8-C-4	Communication materials for the encouragement of city bike use and training, e.g. flyers, brochures 100 / 100 characters	No	2.3	5,000.00
8. Valonia / Reaion	Events/meetings	CAT4-PP8-A-4	Workshops/events: local kick-off event, foresight and co-creation workshops 76 / 100 characters	No	1.2 1.3 N/A	3,000.00
8. Valonia / Reaion	Specialist support	CAT4-PP8-E-4	Training of user groups/mobility influencers on city bikes and cycling 71 / 100 characters	No	2.3	2,000.00
8. Valonia / Reaion	Other	CAT4-PP8-G-4	Communications of green mobility experiments after co-creation in social hackathon, Runosmäki 95 / 100 characters	No	2.3	10,000.00
8. Valonia / Reaion	Other	CAT4-PP8-G-4	Communications of green mobility experiments after co-creation in social hackathon, Halinen 93 / 100 characters	No	2.3	10,000.00
8. Valonia / Reaion	Communication	CAT4-PP8-C-5	Dissemination of project outcomes, e.g. video or other materials 65 / 100 characters	No	3.1 3.2 3.3	1,500.00
8. Valonia / Reaion	Communication	CAT4-PP8-C-5	Translations of materials 26 / 100 characters	No	3.1 3.2	1,500.00
8. Valonia / Reaion	Events/meetings	CAT4-PP8-A-5	Kick-off and partner meeting in Turku 38 / 100 characters	No	N/A	2,000.00
Total						836,900.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
9. Turku University	Specialist support	CAT4-PP9-E-5	Facilitation of hackathons <small>27 / 100 characters</small>	No	2.3	9,000.00
9. Turku University	Events/meetings	CAT4-PP9-A-5	Venue & catering costs (project kick-off and partner meeting, workshops, hackathons) <small>84 / 100 characters</small>	No	1.2 1.3 2.3 N/A	19,000.00
9. Turku University	Communication	CAT4-PP9-C-5	Marketing and dissemination <small>28 / 100 characters</small>	No	1.4 3.1 3.3	1,000.00
9. Turku University	Specialist support	CAT4-PP9-E-5	Visualization of outputs e.g. Road Map <small>39 / 100 characters</small>	No	1.4 3.1 3.3	10,000.00
9. Turku University	Events/meetings	CAT4-PP9-A-5	Workshop materials <small>19 / 100 characters</small>	No	1.1 1.3	500.00
9. Turku University	Specialist support	CAT4-PP9-E-5	Translations <small>13 / 100 characters</small>	No	3.1 3.3	4,000.00
10. City of Stockholm	IT	CAT4-PP10-B-	Website/webpage maintenance costs <small>35 / 100 characters</small>	No	2.3	90,000.00
10. City of Stockholm	Events/meetings	CAT4-PP10-A-	Organize 8 educational workshops (rent, catering etc) <small>54 / 100 characters</small>	No	2.3	40,000.00
10. City of Stockholm	Communication	CAT4-PP10-C-	Translation costs <small>18 / 100 characters</small>	No	3.1 3.3	2,500.00
10. City of Stockholm	Events/meetings	CAT4-PP10-A-	Partner Meeting <small>16 / 100 characters</small>	No	N/A	4,000.00
11. Swedish nation	Communication	CAT4-PP11-C-	Flyers, posters, digital communication about the project <small>57 / 100 characters</small>	No	2.3 3.1	1,500.00
Total						836,900.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
11. Swedish nation	Events/meetings	CAT4-PP11-A-	Food and drinks for workshops, social hackathons, partner meetings <small>67 / 100 characters</small>	No	1.2 1.3 2.3	4,000.00
11. Swedish nation	Specialist support	CAT4-PP11-E-	Translation, video <small>20 / 100 characters</small>	No	3.1 3.3	2,000.00
11. Swedish nation	Events/meetings	CAT4-PP11-A-	Workshops and material for coaching programme <small>46 / 100 characters</small>	No	2.3	2,000.00
Total						836,900.00

7.1.2 Equipment

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
Total						344,500.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
1. Free and Hansea	IT hardware and soft	CAT5-PP1-B-0	Laptop for project manager <small>27 / 100 characters</small>	No	N/A	1,000.00
1. Free and Hansea	Vehicles	CAT5-PP1-G-0	Cargo Bike for communication & testing <small>39 / 100 characters</small>	No	2.3	8,000.00
1. Free and Hansea	Furniture and fittings	CAT5-PP1-C-0	Equipment for courses and/or mobility hubs in public space <small>59 / 100 characters</small>	No	2.3	10,000.00
2. City of Gdansk	IT hardware and soft	CAT5-PP2-B-0	photo/video grabbing equipment <small>31 / 100 characters</small>	No	2.1	3,500.00
2. City of Gdansk	IT hardware and soft	CAT5-PP2-B-0	3 laptops <small>10 / 100 characters</small>	No	N/A	4,500.00
3. The Polish Union	IT hardware and soft	CAT5-PP3-B-0	Big data collecting and analysing hardware and software devices with other accessories <small>87 / 100 characters</small>	No	3.1	6,000.00
3. The Polish Union	Tools or devices	CAT5-PP3-F-0	Communication management accessories <small>37 / 100 characters</small>	No	3.1	1,000.00
3. The Polish Union	Tools or devices	CAT5-PP3-F-0	Digital training equipment and soft <small>35 / 100 characters</small>	No	3.1 3.3	3,000.00
3. The Polish Union	IT hardware and soft	CAT5-PP3-B-0	Digital data storage with equipment <small>36 / 100 characters</small>	No	3.1 3.3	1,000.00
6. City of Riga	Vehicles	CAT5-PP6-G-1	2 e-busses (minibusses) <small>24 / 100 characters</small>	No	2.1	180,000.00
6. City of Riga	Other specific equip	CAT5-PP6-H-1	8 bus stops (shelters, benches, trash bins, wireless internet connection) <small>74 / 100 characters</small>	No	2.1	96,000.00
7. Municipal Enterpr	Tools or devices	CAT5-PP7-F-1	Equipment: self-service bike repair stand. <small>44 / 100 characters</small>	No	2.2	4,000.00
Total						344,500.00

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
10. City of Stockhol	IT hardware and soft	CAT5-PP10-B-	Full cost, low value asset, iphone <small>35 / 100 characters</small>	No	2.3	800.00
10. City of Stockhol	Other specific equip	CAT5-PP10-H-	Full cost, low value asset, bicycle rack <small>41 / 100 characters</small>	No	2.3	1,000.00
4. City of Tartu	Furniture and fittings	CAT5-PP4-C-1	Items for road closure; Car free road in front of schools <small>58 / 100 characters</small>	No	2.2	10,000.00
11. Swedish nation	Vehicles	CAT5-PP11-G-	Bicycles/cargo bikes <small>21 / 100 characters</small>	No	2.3	12,000.00
11. Swedish nation	Other specific equip	CAT5-PP11-H-	Children seat, 3 @ 100 euro <small>28 / 100 characters</small>	No	2.3	300.00
11. Swedish nation	Other specific equip	CAT5-PP11-H-	Cycle trolley, 2 @ 300 euro <small>28 / 100 characters</small>	No	2.3	600.00
11. Swedish nation	Other specific equip	CAT5-PP11-H-	Helmets <small>8 / 100 characters</small>	No	2.3	1,000.00
11. Swedish nation	Other specific equip	CAT5-PP11-H-	Locks <small>6 / 100 characters</small>	No	2.3	800.00
Total						344,500.00

7.1.3 Infrastructure and works

Contracting partner	Group of expenditure	Item no.	Specification	Investment item?	Group of activities no.	Planned contract value
1. Free and Hansea	Specialised interventi	CAT6-PP1-E-0	Implementation of exemplary infrastructural solutions at demonstration site(s) (material and labour) <small>100 / 100 characters</small>	Yes	I2.3_1	20,000.00
2. City of Gdansk	Specialised interventi	CAT6-PP2-E-0	Pilot Action - Purchase and installation of the city furniture and other necessary equipment <small>95 / 100 characters</small>	Yes	I2.1_1	20,000.00
6. City of Riga	Labour (related to co	CAT6-PP6-D-0	Setting up 8 bus stops <small>23 / 100 characters</small>	Yes	I2.1_2	12,000.00
Total						52,000.00

7.1.4 Investment summary

Investment item no.	Investment title	Total planned value
I2.1_1	Pilot Action - Purchase and installation of the city furniture and other necessary equipment	20,000.00
I2.1_2	Pilot Action - Setting up 8 bus stops	12,000.00
I2.3_1	Pilot Action - exemplary infrastructural solutions at demonstration site(s)	20,000.00

Investment no. I2.1_1 - Pilot Action - Purchase and installation of the city furniture and other necessary equipment

Contracting partner	Planned contract value
2. City of Gdansk	20,000.00

Investment no. I2.1_2 - Pilot Action - Setting up 8 bus stops

Contracting partner	Planned contract value
6. City of Riga	12,000.00

Investment no. I2.3_1 - Pilot Action - exemplary infrastructural solutions at demonstration site(s)

Contracting partner	Planned contract value
1. Free and Hanseatic City of Hamburg, District of Eimsbüttel	20,000.00

7.2 Planned project budget per funding source & per partner

No. & role	Partner name	Partner status	Country	Funding source	Co-financing rate [in %]	Total [in EUR]	Programme co-financing [in EUR]	Own contribution [in EUR]	State aid instrument
1-LP	Free and Hanseatic City of Hamburg, District of Eimsbüttel	Active 22/09/2022	DE	ERDF	80.00 %	772,704.00	618,163.20	154,540.80	For each partner, the State aid relevance and applied aid measure are defined in the State aid section
2-PP	City of Gdansk	Active 22/09/2022	PL	ERDF	80.00 %	325,240.00	260,192.00	65,048.00	
3-PP	The Polish Union of Active Mobility (PUMA)	Active 22/09/2022	PL	ERDF	80.00 %	299,620.00	239,696.00	59,924.00	
4-PP	City of Tartu	Active 22/09/2022	EE	ERDF	80.00 %	173,000.00	138,400.00	34,600.00	
5-PP	The Institute of Baltic Studies	Active 22/09/2022	EE	ERDF	80.00 %	204,032.00	163,225.60	40,806.40	
6-PP	City of Riga	Active 22/09/2022	LV	ERDF	80.00 %	469,800.00	375,840.00	93,960.00	
7-PP	Municipal Enterprise "Susisiekimo paslaugos"	Active 22/09/2022	LT	ERDF	80.00 %	224,396.50	179,517.20	44,879.30	
8-PP	Valonia / Regional Council of Southwest Finland	Active 22/09/2022	FI	ERDF	80.00 %	194,307.20	155,445.76	38,861.44	
9-PP	Turku University of Applied Sciences	Active 22/09/2022	FI	ERDF	80.00 %	271,000.00	216,800.00	54,200.00	
10-PP	City of Stockholm	Active 22/09/2022	SE	ERDF	80.00 %	592,648.70	474,118.96	118,529.74	
11-PP	Swedish national cycling advocacy organisation	Active 22/09/2022	SE	ERDF	80.00 %	184,976.20	147,980.96	36,995.24	
Total ERDF						3,711,724.60	2,969,379.68	742,344.92	
Total						3,711,724.60	2,969,379.68	742,344.92	

7.3 Spending plan per reporting period

	EU partners (ERDF)		Total	
	Total	Programme co-financing	Total	Programme co-financing
Preparation costs	24,000.00	19,200.00	24,000.00	19,200.00
Period 1	454,140.45	363,312.37	454,140.45	363,312.37
Period 2	624,598.79	499,679.03	624,598.79	499,679.03
Period 3	799,014.79	639,211.83	799,014.79	639,211.83
Period 4	690,664.79	552,531.83	690,664.79	552,531.83
Period 5	614,516.45	491,613.16	614,516.45	491,613.16
Period 6	504,789.33	403,831.46	504,789.33	403,831.46
Total	3,711,724.60	2,969,379.68	3,711,724.60	2,969,379.68