

The Interreg IPA ADRION TERRAIN explores integrated and multimodal mobility in its third webinar

Bologna, July 15, 2025

As part of the Interreg IPA ADRION TERRAIN project's ongoing capacity-building initiatives, the third webinar in the series was held online and hosted by the Municipality of Bologna. Titled *"Integrated Public Transport and Multi-Modal Solutions"*, the event focused on how integrated and inclusive transport systems can support sustainable urban mobility and the transition to climate neutrality. Around 60 people attended the webinar.

TERRAIN – Twinning and Engagement in net-zero tRansport tRAnsltiON

This webinar series is designed to foster dialogue between experts, institutions and local authorities across the ADRION region, offering practical tools and strategies to plan and implement low-emission and resilient mobility solutions. The Bologna session brought together transport professionals, urban planners, public authorities and researchers to share knowledge and best practices.

Key topics and presentations of the webinar

The session opened with welcoming remarks by **Ms Silvia Bartoloni**, from the Europe and International Division of the [City of Bologna](#). She introduced the theme of the day and emphasized the role of multi-modal transport in



TERRAIN

Twinning and Engagement in net-zero tRansport tRAnsltiON

achieving sustainable urban development goals.

Ms Glykeria Myrovali, from the Centre for Research and Technology Hellas ([CERTH/HIT](#)), then presented the TERRAIN project's vision and methodology, underlining the importance of twinning activities and shared learning to accelerate the adoption of net-zero transport strategies across the ADRION area.

Five main sessions followed, each showcasing concrete examples of innovation in the field:

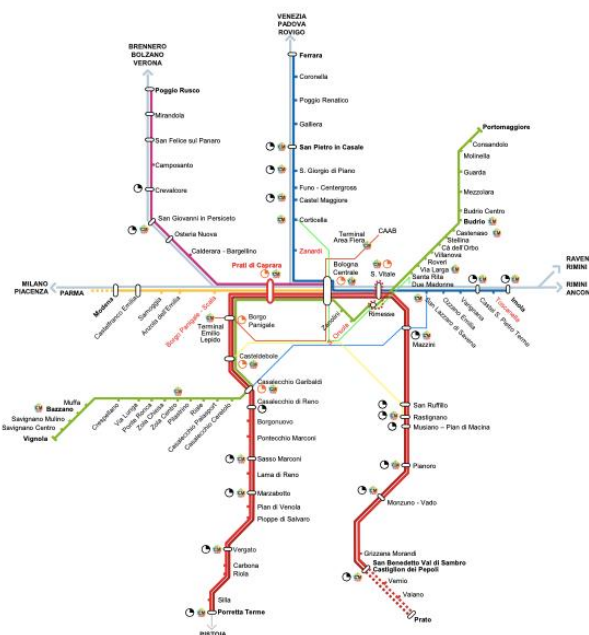
- **Smart Hubs in Antwerp:**

Mr Tom Vinck, Project Leader from the City of Antwerp, presented the city's strategy to establish 130 Smart Hubs as part of the Flemish "Hoppin" network. These hubs are designed as multimodal mobility nodes promoting accessibility, clarity and sustainability, especially in peripheral areas. The session emphasized the importance of site-specific analysis, user-centered design and regional coordination.



- **The Bologna Metropolitan Railway Service (SFM):**

Ms Tatiana Brusco, expert in mobility planning from the Metropolitan City of Bologna, discussed the SFM project and its evolution over two decades. She highlighted the new *Urban Railway Crossing Service* and the role of the recently signed Memorandum of Understanding (2023) in revitalizing the network. The SFM is now a cornerstone of Bologna's Sustainable Urban Mobility Plan (SUMP), integrating regional trains, buses, and park-and-ride facilities into a cohesive metropolitan system.



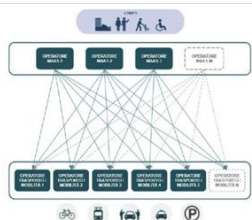
TERRAIN

Twinning and Engagement in net-zero tRansport tRAnslItion

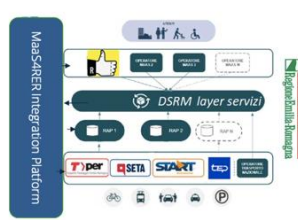
- **MaaS4RER – Mobility as a Service for Emilia-Romagna:**

Prof. Claudio Lantieri (University of Bologna) and Mr Lorenzo Fabbriatore (Director of Software and Platforms Department at Lepida) introduced the MaaS4RER pilot project, part of the national “*MaaS for Italy*” initiative. This platform will allow users to plan, book and pay for multimodal trips through a single app, enhancing user experience and fostering interoperability. The testing phase is involving at the moment over 2,800 active users and nearly 8,000 trips, supported by incentives and extensive data collection efforts.

Pre-MaaS4Italy



MaaS4Italy 4RER

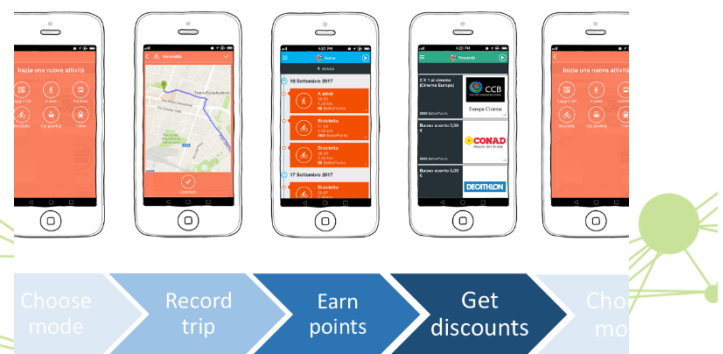


- **Bella Mossa – Behavioural Change through Gamification:**

Mr Marco Amadori, transport engineer at SRM (Public Transport Authority of Bologna), presented the “Bella Mossa” campaign, a 2017 - 2018 initiative which promoted sustainable travel choices through a reward-based

mobile app. The initiative combined gamification and mobility tracking to engage citizens and collect valuable data on transport behavior. Variants of the campaign also targeted workplaces and schools, promoting a culture of sustainable commuting.

Basic ‘loop’



- **Inclusive and Participatory Design – The SPINE Project in Bologna:**

Ms Noemí Julián, project manager at Fondazione IU Rusconi Ghigi, shared insights into the participatory processes developed in the Horizon Europe SPINE project to foster inclusive mobility. Activities included co-design workshops with schoolchildren, associations and local communities, leading to creative proposals for wayfinding systems, playful urban interventions and artistic

installations to enhance the user experience at mobility hubs.



Towards Smarter, More Inclusive Mobility

The Bologna webinar demonstrated how cities can combine infrastructure development, digital innovation, policy coordination and civic participation to build effective and inclusive transport systems. The presentations highlighted the

importance of long-term political commitment, stakeholder collaboration and adaptability in addressing mobility challenges.

Looking ahead

The TERRAIN project will continue its webinar series with the final session scheduled for September 2025, focusing on electromobility and the green transition and hosted by the City of Ioannina.

For more information about the TERRAIN project and the upcoming events, please visit the official website or follow the project on social media, as from the links below:

[TERRAIN IPA Adrion website](#)

[TERRAIN IPA Adrion Facebook page](#)

[TERRAIN IPA Adrion LinkedIn page](#)

Led by



Partners



Associated partners



This press release has been produced as part of the TERRAIN project with the financial assistance of the European Union through the Interreg IPA ADRION Programme under SO 2.4: Supporting sustainable multimodal urban mobility in the Adriatic - Ionian region. The content of this document is the sole responsibility of TERRAIN Partnership and can under no circumstances be regarded as reflecting the position of the European Union and/or IPA ADRION Programme authorities.