

# The Interreg IPA ADRION TERRAIN project launches a series of webinars on sustainable and digital mobility.

## Smart and Digital Mobility.

Ljubljana, March 26, 2025 – The Interreg [IPA ADRION TERRAIN project](#) has officially launched a series of four capacity-building webinars aimed at promoting the exchange of knowledge and good practices in the field of sustainable mobility. The first session, held on March 26, 2025, and hosted by the [Regional Development Agency of Ljubljana Urban Region](#) (RRA LUR), focused on Smart and Digital Mobility, highlighting innovative solutions for urban and regional mobility.



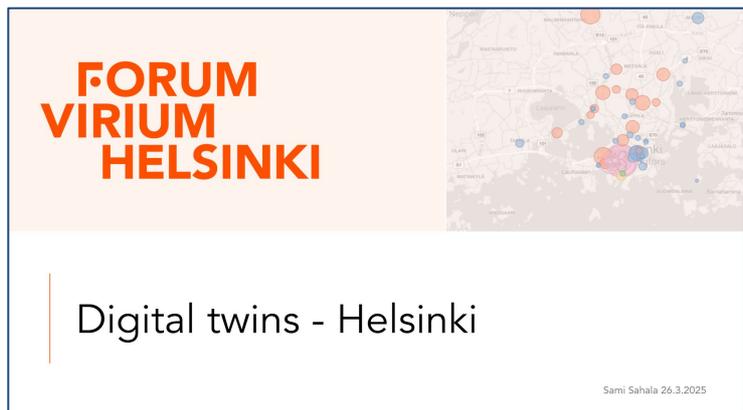
The goal of this series of events is to provide participants with practical tools to improve sustainable urban mobility planning in their communities, encouraging dialogue between experts and local administrators. The event saw the participation of more than 60 mobility experts, representatives of public institutions and accessibility advocates from across the Adriatic-Ionian (ADRION) area. Participants were able to discuss cutting-edge technologies and innovative strategies for urban mobility, facilitating the exchange of experiences among the cities involved in the project. The webinar emphasized the crucial role of digitalization and new technologies in managing urban mobility, providing practical examples of successful applications in various European cities.

### Key topics and presentations of the webinar

The event was moderated by Ms Petra Kurinčič, project manager at RRA LUR – Ljubljana, who introduced the webinar and outlined the agenda for the day. Ms Glykeria Myrovali, researcher from [Centre for Research and Technology Hellas / Hellenic Institute of Transport](#) (CERTH/HIT) and project coordinator, introduced the TERRAIN project, outlining its mission and objectives in alignment with the IPA ADRION programme. The presentation remarked that the TERRAIN initiative aims to extend the impact of zero-carbon-emission mobility across the entire ADRION area, promoting innovative and sustainable solutions. To achieve this, a key element of the project and the basis for organizing the webinars is the concept of mentorship, structured around various thematic areas related to sustainable mobility.

The session then highlighted some of the most significant developments in digital and sustainable mobility, with contributions from international experts who shared concrete experiences and innovative strategies.

- **Digital Twin for Urban Mobility:** The webinar opened with an in-depth analysis of digital twin technologies. Mr. Sami Sahala, senior advisor from [Forum Virium Helsinki](#) explained how the city of Helsinki is integrating various data sources to create advanced digital models. These digital twins go beyond traffic simulation and support a wide range of applications, from urban mobility planning to real-time traffic forecasting. Sahala described these digital twins as a “system of systems,”



where different platforms interact through common standards for data exchange. Several key standards regarding mobility, geographic data and infrastructure were discussed, emphasizing the importance of interoperability - the ability to integrate and communicate different data sources to create coherent and functional digital models. Currently, Helsinki’s mobility digital twins are in the early stages of development, with the main goal being to better understand and utilize available data. Examples of initiatives presented included road sign recognition through computer vision, plans for urban air mobility and traffic simulations. Another mentioned initiative uses drone videos to analyze vehicle trajectories. Finally, a practical example discussed was the testing of robots for last-mile deliveries (Horizon Europe URBANE project). The presentation then highlighted the potential benefits of digital twins, including greater efficiency, productivity, optimized planning, advanced monitoring, transparency and more effective city management.

- **Ljubljana's Urban Digital Platform:** Ms Sabina Popit, senior consultant at [City of Ljubljana](#), provided an overview of the city's digital development in the last few years. Ljubljana adopted a digital strategy in 2023, divided into five pillars, with the aim of modernizing the city through technology. The strategy was developed through active citizen participation, including surveys, interviews and consultations with experts. The initiative focuses on various aspects, including creating a collaborative digital ecosystem,



improving citizens’ digital skills, reducing the digital divide and transforming neighborhoods. A key element of the strategy is the development of an [urban digital platform](#) that utilizes advanced technologies such as sensors, the Internet of Things (IoT) and a digital twin to improve the quality of life and work in the city. In short, Ljubljana is transforming into a smarter, more inclusive and technologically advanced city, with a strong commitment to digital inclusion and the strategic use of technology.

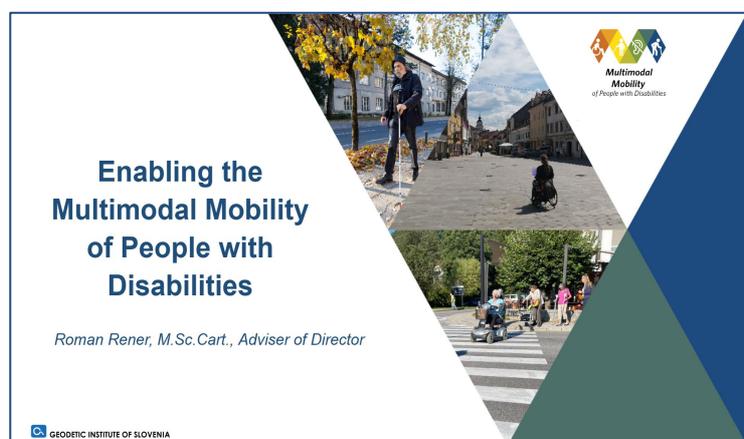
- **Integrated Traffic Control System in Bologna:** Mr Luigi Russi (Mobility Systems Unit, [City of Bologna](#)) presented the city’s integrated traffic control system, focusing on optimization, monitoring and planning of urban mobility aimed at creating shared public space for cars, public transport and active mobility. The system manages 385 intersections, of which 87% have adaptive control, 68 priority signals for public transport and 1,263 vehicle detection loops, aiming to improve traffic efficiency. For private transport, improvements in travel time and reduced congestion were achieved through constant monitoring of vehicle flow. For public transport, delays were minimized by integrating sensors and AVM systems that anticipate priority requests for PT vehicles. Additionally, active mobility was explored with a simulation of the impact of reducing the speed limit to 30 km/h, in line with the “City 30” strategy.

Another central aspect is Bologna's Digital Twin, which uses data from the Traffic Control Centre to analyze mobility efficiency and create microsimulation models. These models, calibrated for comparative analysis, allow the identification of emerging trends and the prediction of future scenarios. Results from the traffic control system include a reduction in travel time of up to 15%, increased efficiency in the use of space for pedestrians, bicycles and cars, and the creation of predictive models to simulate and anticipate congestion scenarios.



The slide features the Interreg IPA ADRION logo, the European Union flag with 'Co-funded by the European Union', and the TERRAIN logo. The main title is 'TERRAIN Twinning and Engagement in net-zero tRansport tRAnstition'. Below this is the subtitle 'SMART AND DIGITAL MOBILITY WEBINAR'. The speaker information is 'SESSION 3 - Bologna integrated traffic control system: optimization, monitoring and planning towards shared public space for cars, PT and active mobility' by Luigi Russi, Mobility Systems Unit, City of Bologna (Italy). A green circular icon with a traffic light and a person is on the right.

• **Inclusive Mobility and Accessibility:** Mr Roman Renner, adviser at the [Geodetic Institute of Slovenia](#) presented the project "[Enabling the Multimodal Mobility of People with Disabilities](#)," a nine-year initiative involving 104 municipalities and over 1.6 million residents, gathering digital data on accessibility from people with disabilities themselves. A fundamental aspect of the project was the close collaboration with disability organizations, adopting the principle "Nothing about disabled people without disabled people." Thanks to the data collected, a standardized national data layer was created, leading to the development of a free web tool, also available through maps, to provide detailed information on accessible facilities. The database includes over 50,000 structures, such as disabled parking, public transport stops, public restrooms, acoustic traffic signals and physical barriers. Free workshops and training courses were organized for municipalities to transfer the acquired knowledge. The project also included pilot initiatives, such as on-demand public transport for people with disabilities in Ljubljana and Maribor. Another significant initiative mentioned was the "Accessible Spaces for All" project, which aims to stimulate accessible tourism in Central Europe. This project represents a significant example with a relevant social impact, improving mobility and accessibility for people with disabilities.



The slide features a collage of images showing people with disabilities using various modes of transport. The title is 'Enabling the Multimodal Mobility of People with Disabilities'. The speaker information is 'Roman Renner, M.Sc.Cart., Adviser of Director'. The Geodetic Institute of Slovenia logo is in the bottom left corner.

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### Towards More Sustainable and Inclusive Mobility

The webinars of the TERRAIN project represent an important opportunity for learning and exchange, allowing participants to acquire useful tools to implement sustainable mobility solutions in their territories. The approach adopted places particular emphasis on cooperation between cities, experts and stakeholders, fostering the development of shared strategies and innovative solutions based on real data. This series of events will continue in the coming months with three more webinars, focusing on additional key aspects of sustainable mobility. The upcoming sessions, scheduled for May, June, and September 2025, will address topics such as shared mobility, multimodal mobility and the transition to electromobility.

For more information about the project and upcoming webinar sessions, you can visit the official TERRAIN website or follow the social media pages: [IPA Adrion TERRAIN website](#)

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