# ADOPTING CCAM 2ZERO THROUGH ADRION PROGRAMMED PARTNERSHIPS

Interreg

Co-funded by the European Union

IPA ADRION

ADCCAM2ZERO


**Start – End Date**
**09/2024– 08/2027**

**Project duration**
**36 months**


*The map shows all 11 partners from 9 countries in the Adriatic-Ionian region.*

## PROJECT PARTNERS

1. University of Patras - Electrical and Computer Engineering Department (Greece)
2. Zadar County Development Agency, ZADRA NOVA (Croatia)
3. University of Maribor (Slovenia)
4. Faculty of technical sciences Cacak, University of Kragujevac (Serbia)
5. University of East Sarajevo (Bosnia and Herzegovina)
6. Faculty for Information systems and technologies, University of Donja Gorica (Montenegro)
7. Polis University (Albania)
8. Municipality of Dropull (Albania)
9. Municipality of Resen (North Macedonia)
10. Italian-Eastern Chamber of Commerce (Italy)
11. Development Agency of Epirus SA – Organization for Local Development (Greece)





# Presentation of the project

***Our project, "Adopting CCAM 2ZERO through ADRION Programmed Partnerships", ADCCAM2ZERO, commenced in the fall of 2024 and has a three-year duration. Its main objectives focus on reducing traffic congestion and air pollution caused by transport, improving public transport and promoting sustainable transport choices.***

To that end, ADCCAM2ZERO introduces two digital tools that aspire to drive improvements aligned with the project's objectives. The first tool is a Digital Twin Platform, which will enable its users to simulate and evaluate passenger and freight mobility scenarios on various configurations of real-world road networks. The second tool is the Rewards Mechanism, which incentivizes sustainable mobility choices by rewarding users who actively contribute to emission reductions and adhere to local transport policy goals. Built with scalability at its core to enable seamless transferability to other cities, both tools will be deployed and evaluated in designated pilot areas, namely Bari, Dropull, Ioannina, Resen and Zadar.

Commencing the project, each partner reached out to their local stakeholders engaging them to participate in surveys regarding the status of sustainable urban mobility in each area. Responses received identified the challenges and needs of each area and set the baseline for the design of Sustainable Urban Mobility Plans. Furthermore, in conjunction with the first plenary project meeting held in Jahorina, BiH, the "1st ADCCAM2ZERO Stakeholder Workshop" was organized, disseminating project's concepts and approaches to participating stakeholders (mobility providers and SMEs, policy makers, academia).

Additional workshops and stakeholder consultations are planned as the consortium advances the development of the Transnational Cluster and the Living Labs, alongside the delivery of the Transnational Action Plan and the Monitoring and Evaluation framework.

Stay tuned!

## MAIN PROJECT GOALS

1. Promote sustainable development in the Adriatic-Ionian region.
2. Encourage innovation and new technologies supporting green initiatives.
3. Enhance the quality of life for residents and foster economic development.

## INFORMATION ABOUT THE PROJECT

| | |
|---|---|
| START – END DATE | 09/2024 – 08/2027 |
| LEAD PARTNER | University of Patras (UPAT) - Electrical and Computer Engineering Department |
| CONTACT | gialelis@ece.upatras.gr |

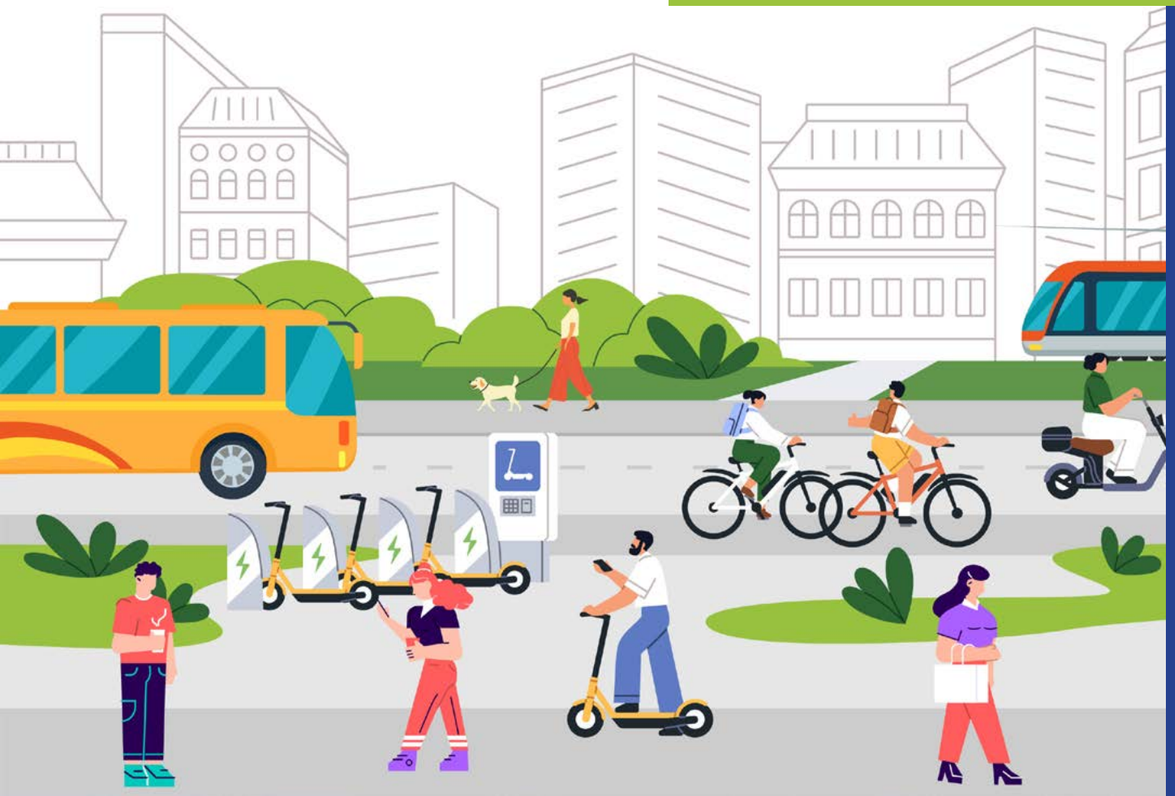
# Sustainable Urban Mobility in the Adriatic–Ionian Region

***Sustainable Urban Mobility is more than a trend—it's a critical strategy for shaping resilient, inclusive, and climate-friendly cities. In the Adriatic–Ionian region, it plays a vital role in the quality of life and sustainability of its cities. Despite national differences, cities across the macro-region face common challenges: traffic congestion, air pollution, and limited infrastructure for pedestrians and cyclists.***

However, the region holds strong potential for a sustainable transition. Improving public transport, promoting micromobility, and expanding electromobility can enhance accessibility and reduce emissions. The adoption of electric buses, vehicles, and scooters provides cleaner alternatives, while smart mobility applications support the use of greener modes of transport. Additionally, Digital Twinning technology will establish a virtual counterpart of physical systems for the testing and optimization of different strategies related to passenger mobility, transportation planning, logistics, and active and micro-mobility solutions.

Transnational cooperation clusters play a key role in this transformation by promoting knowledge exchange, innovation, and joint projects. ADCCAM2ZERO actively supports regional collaboration and mobility innovation.

*Through coordinated efforts and shared strategies, the Adriatic–Ionian region can become a model for sustainable urban mobility in Southeast Europe—creating cleaner, more efficient, and inclusive cities for the future.*



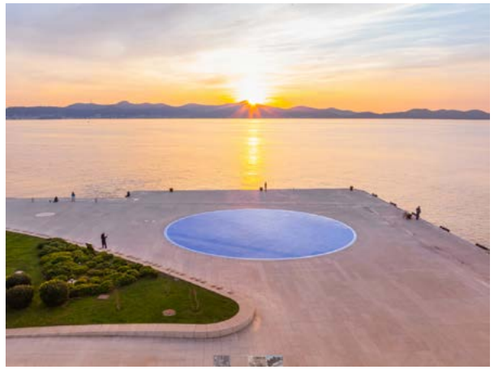


# Zadar: A Resilient Green City Committed to Sustainable Development

***The City of Zadar, being the administrative, economic, cultural, and political center of Zadar County, has very nicely positioned itself as a frontrunner for sustainable urban development and climate resilience. With approximately 70,779 inhabitants, Zadar thus remains a vibrant metropolis, yet it is a community embracing sustainability and green initiatives throughout its territory, including the four neighboring settlements and the eight islands.***

## ENERGY COMMITMENT

Zadar started its way toward sustainability by signing the Energy Charter in 2008, designated to define and promote responsible energy management and environmental protection. This pledge was further reaffirmed in 2012 when the city signed the Covenant of Mayors for Climate and Energy, underlining the EU climate goals. Commitments under the agreement oblige Zadar to reduce $CO_2$ emissions by at least 40 percent by 2030 while simultaneously increasing climate resilience through dedicated adaptation measures.



In its projects and development planning, the City of Zadar cooperates closely with the Zadar County Development Agency ZADRA NOVA.

Through the years, many projects in Zadar have had an impact. CB-GREEN promoted energy efficiency in cooperation with neighboring regions; IRENE focused on the management of natural resources and their sustainable use.

## SMART INFRASTRUCTURE

The City of Zadar views green spaces as significant elements that must be incorporated into the setting of its parks, green areas, and skate parks, functioning as rain gardens to enhance urban biodiversity and climate adaptation.

Regarding sustainable mobility, the city developed a complete bicycle network and launched a successful public bike-sharing system as an alternative to

traditional transport. On the other hand, Zadar's Intelligent Transport System (ITS) linked traffic management with intelligent systems, AI-supported real-time traffic monitoring, and adaptive traffic control to minimize congestion and road accidents. The impact of the city, in particular, has been seen in the road renovations carried out under the Integrated Territorial Investments (ITU) mechanism, which includes sustainable mobility measures as well as traffic surveillance enhancements through ITS solutions. This means a safe, efficient, and environmentally friendly transportation network.

## URBAN SUSTAINABILITY

Through the STREAM project, a new smart urban drainage solution in the urban area of Zadar was implemented. Rain gardens are a sustainable drainage system that works in conjunction with the landscape.

Furthermore, Zadar's sustainable vision extends to the APOLLO project, which aims to boost energy efficiency and promote renewable energy use. A new green park project along Kažimir Zanki Road further illustrates the city's dedication to enhancing biodiversity and improving the quality of life for its residents.

*With its clear vision and unwavering dedication, Zadar stands as a model of sustainable urban development and climate resilience in the Adriatic region. Its ongoing efforts inspire other cities to pursue green transformation, ensuring a sustainable future for generations to come.*



# Sustainable mobility in Slovenia

***Sustainable mobility is a key priority in Slovenia, aimed at reducing the carbon footprint and providing sustainable transportation for all citizens. Through initiatives like expanding electric vehicle infrastructure, enhancing public transport, and investing in cycling and pedestrian paths, Slovenia stands out as a model of sustainable development in Central Europe.***

## PUBLIC TRANSPORT

Slovenia has a well-established public bus system connecting urban and regional destinations, providing an efficient and sustainable transportation option for all. Major cities promote the use of electric vehicles with rental programs and subsidies for purchasing electric cars. Subsidized passes for students, pensioners, and other vulnerable groups further encourage public transport use, making sustainable options more accessible across the country.

## DIGITAL MOBILITY

Smart city systems optimize traffic flow and improve transportation efficiency, reducing the carbon footprint. Cities like Ljubljana, Maribor, and Kranj are developing Mobility as a Service (MaaS) applications to integrate various transport modes, such as public transport, bicycles, and car-sharing, allowing for easy route planning, reservations, and payments.

## CYCLISTS & PEDESTRIANS

Slovenia features over 1,200 km of cycling paths, supporting both urban and rural cycling. Cycling tourism is thriving, with numerous dedicated routes. Cities have extensive bike lanes and well-marked paths for cyclists and pedestrians, ensuring a safe and sustainable environment.

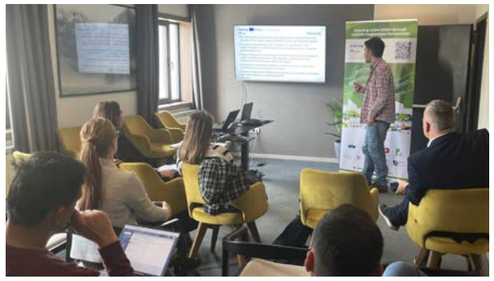
*Slovenia is advancing sustainable mobility through green technologies, infrastructure expansion, and promoting eco-friendly transportation. Individuals can contribute by using public transport, cycling, or transitioning to electric vehicles.*

# First Plenary meeting in Jahorina – March 20–21, 2025

***The first plenary meeting of the ADCCAM2ZERO consortium was held on March 20–21, 2025, in Jahorina, Bosnia and Herzegovina. It was hosted by the University of East Sarajevo and brought together consortium partners to discuss project progress and coordinate next steps.***

## IDENTIFYING REGIONAL CHALLENGES AND NEEDS

A session assessing regional challenges and needs in implementing urban mobility solutions across the Adriatic-Ionian region was led by Zadra Nova. Key issues included infrastructure readiness, policy gaps, and limited public engagement.

## TRANSNATIONAL ACTION & SUSTAINABILITY PLANS

University of Patras presented the upcoming Transnational Action and Sustainability plans, aiming to unify regional sustainable urban mobility Action Plans into a common strategy while ensuring long-term continuity of project outputs.

## MONITORING AND EVALUATION FRAMEWORK

University of East Sarajevo presented its plan for the Monitoring and Evaluation for the Transnational Action Plan. They addressed core indicators pertaining to air pollution in the Adriatic-Ionian region specifically focusing on particulate matter (PM) and its health and environmental impacts.

## STRENGTHENING COMMUNICATION

The University of Maribor unveiled the finalized Communication and Dissemination Plan, designed to ensure effective stakeholder engagement through targeted messaging and setting the framework for the establishment of Living Labs in six partner universities.

## TRANSNATIONAL COOPERATION

Development Agency of Epirus introduced the ADCCAM2ZERO Transnational Cluster, an ecosystem for regional cooperation and knowledge exchange in sustainable transport and urban planning.

## 1st ADCCAM2ZERO STAKEHOLDER WORKSHOP

The workshop took place on Friday, March 21, 2025, and was attended by all partners and eight (8) stakeholders. It was organized by UES within the framework of the IEEE International Symposium INFOTEH-JAHORINA and featured the following agenda:

1. *ADCCAM2ZERO outcomes, including SUMPs, living labs, digital twins platform, rewards mechanism, and data*
2. *Sustainable urban development in the city of Zadar*
3. *Developing the concept of "mobility islands" in the city of Sarajevo*
4. *Engagement principles in UI/UX design*

## INTRODUCING THE SARAJEVO LIVING LAB

Professor Osman Lindov presented the concept of mobility islands in the city of Sarajevo developed under the Sarajevo Sustainable Urban Mobility Living Lab.

This initiative represents a collaborative, real-world testing ground for sustainable transport solutions, grounded in three pillars: active public participation, data-driven planning, and promotion of eco-friendly practices. Mobility islands are designated areas in cities where different mobility options converge, combining infrastructure and services in one location.

## VIDEO RECAP NOW AVAILABLE!

A short video summary capturing key highlights from the in-person meeting in Jahorina is available here.






# Mark your calendars!

We are excited to inform you that the next in-person Meeting will be held on:

**14–15 July 2025**
**TIRANA, ALBANIA**

The meeting, hosted by Polis University, will include regular project updates, discussions, and a dedicated workshop focused on practical aspects of the project.

Further information, including the detailed agenda and workshop content, will be shared in due course. Participation will be possible both on site and online.

## OUR WEBSITE

adccam2zero.
interreg-ipa-adrion.eu

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