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NEWSLETTER

#1

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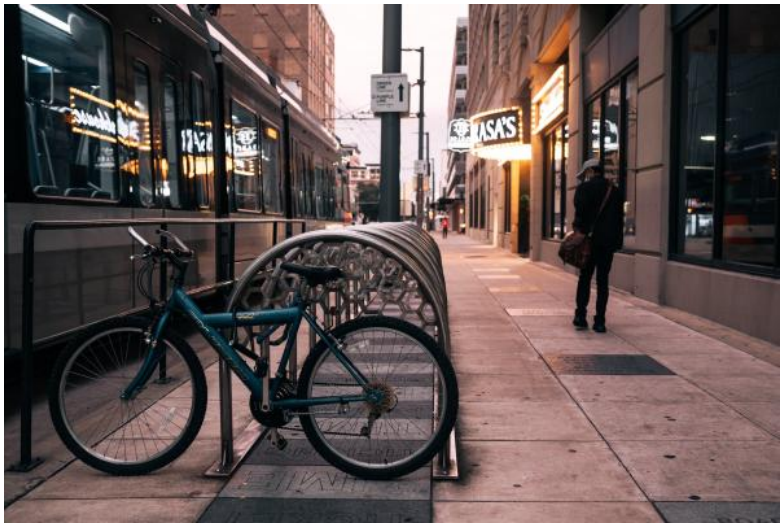

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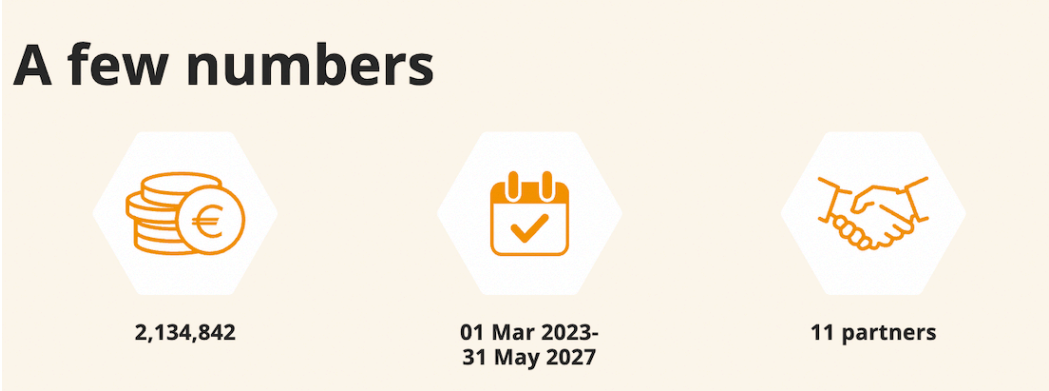
Newsletter #1 – EMBRACER

Welcome to the first newsletter of the EMBRACER project!

EMBRACER (interconnecting MoBility acRoss europeAn CitiEs and subuRbs) is a region-driven project where seven underserved regions have committed to integrate public transport with informal modes (cycling, ride-hailing, car/bike/scooter sharing, on-demand transport, autonomous shuttles) to enhance the interconnection with urban areas and achieve seamless intelligent climate-resilient regional and local intermodal mobility.

In this newsletter, you can find interesting initiatives, news about what we have been working on within the project's main subject, as well as relevant upcoming events.



Watch our EMBRACER video!
https://www.youtube.com/watch?v=9P3eelcKVnA&t=3s

Read our EMBRACER brochure!
https://drive.google.com/file/d/1KUJkKlKVv7y4kRVg-MxbBF1kFFBeFkAy/view?usp=sharing

The project

European regions need a radical transition toward seamless intermodal mobility to motivate people to choose sustainable forms of travelling; moreover, underserved communities in peripheral and rural areas face a diverse range of mobility challenges; limitations in digital connectivity, transport infrastructure and services can in fact have significant social and economic consequences for communities in terms of reducing travel horizons and hindering access to opportunities such as employment, education and social activities.

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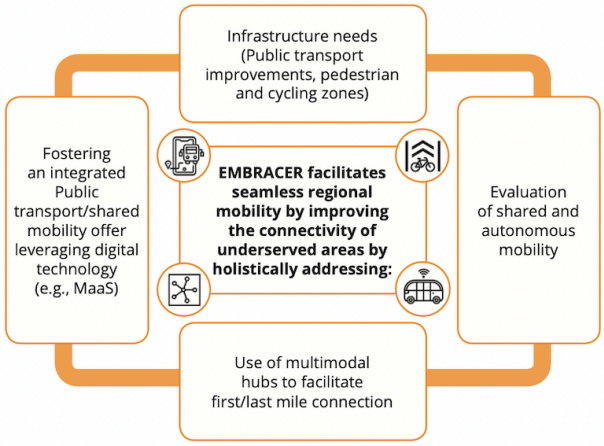

The Interregional learning within EMBRACER will be facilitated by a structured cooperation process that fosters a multi-stakeholder co-creation approach to the identification of innovative multimodal mobility solutions (relating to planning, policies, digital technologies), which is further enriched by a pilot testing the viability of an autonomous shuttle service to interconnect with Public Transport and enhance travel in remote areas.

The challenges

EMBRACER works towards Policy Instruments improvements and by 2026 the goal is to have new projects, improved management or structural change:

1 Integrated Strategy for Territorial Development of Coimbra Region 2021-2027
2 Strategic Territorial Plan of the Metropolitan City of Cagliari
3 Bucharest-Ilfov Regional Operational Programme Investment in Growth and Jobs ERDF 2021-2027
4 Sustainable Urban Mobility Plan of the Municipality of Ljutomer
5 Leipzig - City for Intelligent Mobility
6 Sustainable Urban Mobility Plan for Vilnius
7 Cork City Development Plan 2022-2028

Our partners

universidade de aveiro

CIM RC COMUNIDADE INTERMUNICIPAL REGIÃO DE COIMBRA

TTS ITALIA Italian ITS Association

CITTA' METROPOLITANA DI CAGLIARI

ADR

občina LJUTOMER

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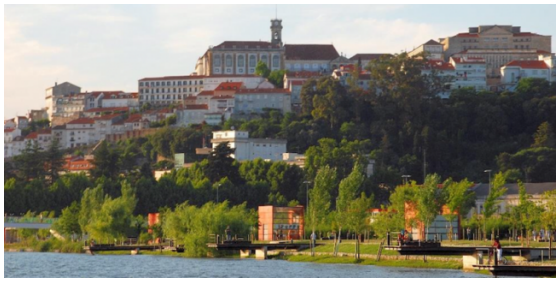
Exchange of Experience

EMBRACER: ensuring connectivity of underserved populations



During the first Exchange of Experience event under the EMBRACER Project, which was held in Coimbra and Aveiro in Portugal from the 31st of May to the 1st of June, 2023, project partners discussed the main mobility challenges within their regions, with a special focus on or people with different needs.The 2-day event gathered together more than 50 participants from different entities and it focused on discussing and building new mobility ecosystems to meet the mobility needs of the general population inclusively and equitably.
Read more

Local Stakeholders meetings

Stakeholder group meeting launched in Ljutomer!
Within EMBRACER, the Municipality of Ljutomer, Slovenia, organised its first stakeholder meeting on 21 June 2023. The meeting focused on SUMP, local challenges for the public transport as well as on improvements at policy level.
Read more

First Regional Stakeholder meeting in Italy!
TTS Italia and the Metropolitan City of Cagliari organised their first regional stakeholder meeting, online, on 21st of July. Around 20 participants were involved, including several representatives of multiple Sardinia's Municipalities, local public transport agencies and private companies. Focus on SUMP and best practices exchange, with potential cooperation among EMBRACER and other Interreg Europe project.
Read more

Project meetings

Kick off meeting
The EMBRACER kick off meeting was held online on 5 April 2023.
The meeting involved all the project partners and was the occasion to illustrate some key points such as: Project objectives; Project Management; Finances overview; Exchange of Experience; Communication guidelines.
Read more

Steering Group Committee
The first project partners' meeting was held in person and virtually during the Exchange of Experience organized in Aveiro. This first meeting was mainly an occasion for project objectives and expectations alignments.

What's next?

26 July, 1st Regional Stakeholder Meeting in Coimbra Region - Read more

1st August, 1st Regional Stakeholder Meeting in Cork – Read more

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