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EMBRACER

# Project presentation

Last update on: **01 September 2024**



# EMBRACER objective

How to facilitate **seamless intermodal mobility** in cities?

Enhance the **interconnection** with urban areas by integrating **public transport** with **informal modes** like cycling, ride-hailing, car/ bike/ scooter sharing, on-demand transport, or autonomous shuttles.



Mar 2023  
May 2027

MEUR  
1.77  
EU Funding



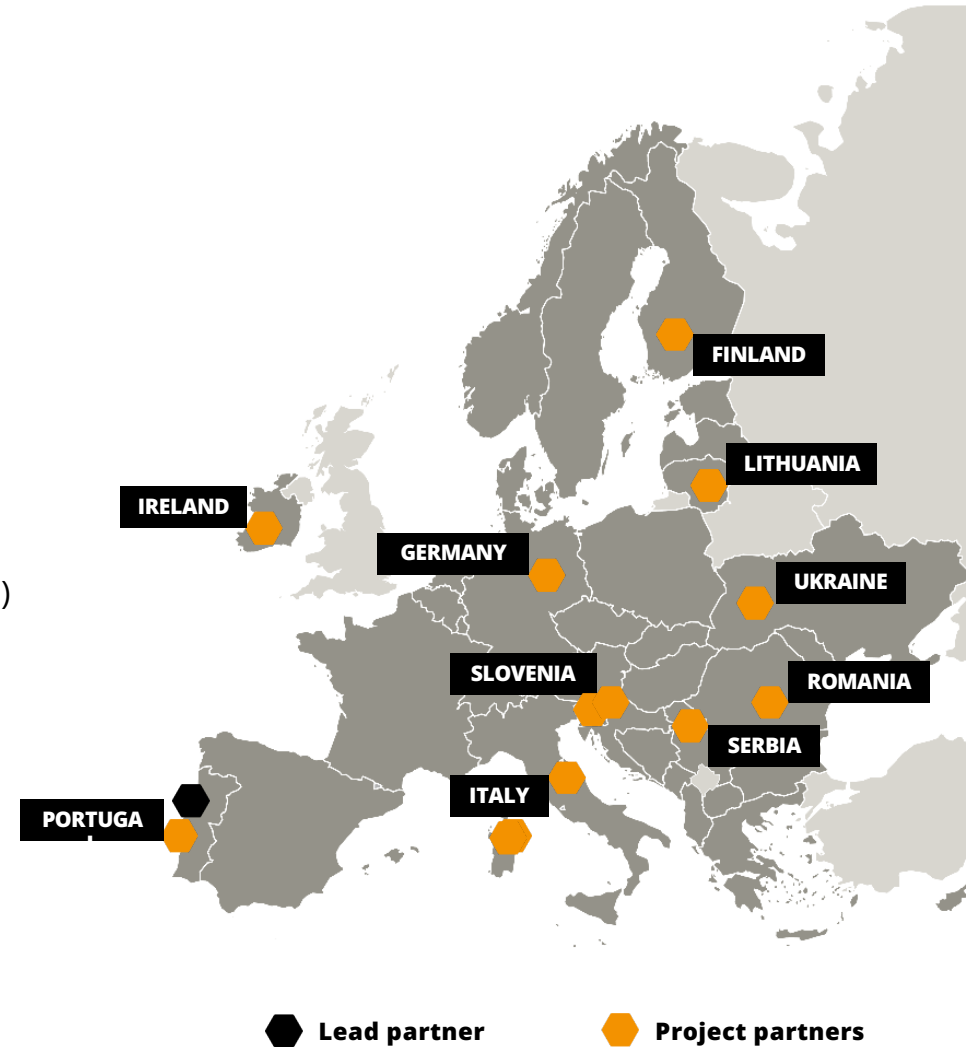
[www.interregeurope.eu/embracer](http://www.interregeurope.eu/embracer)



# EMBRACER partnership

## 13 project partners from 10 regions working together:

- **University of Aveiro (Portugal) – lead partner**
- Coimbra Region Intermunicipal Community (Portugal)
- TTS Italy (Italy)
- Metropolitan City of Cagliari (Italy)
- Bucharest – Ilfov Regional Development Agency (BI-RDA) (Romania)
- Municipality of Ljutomer (Slovenia)
- Development Agency Sinergija (Slovenia)
- Aufbauwerk Region Leipzig GmbH (Germany)
- Municipal Enterprise “Susisiekimo paslaugos” (Lithuania)
- Tampere University (Finland)
- Cork Environmental Forum (Ireland)
- Regional Development Agency of Sandzak SEDA (Serbia)
- Association “Lviv Agglomeration” (Ukraine)



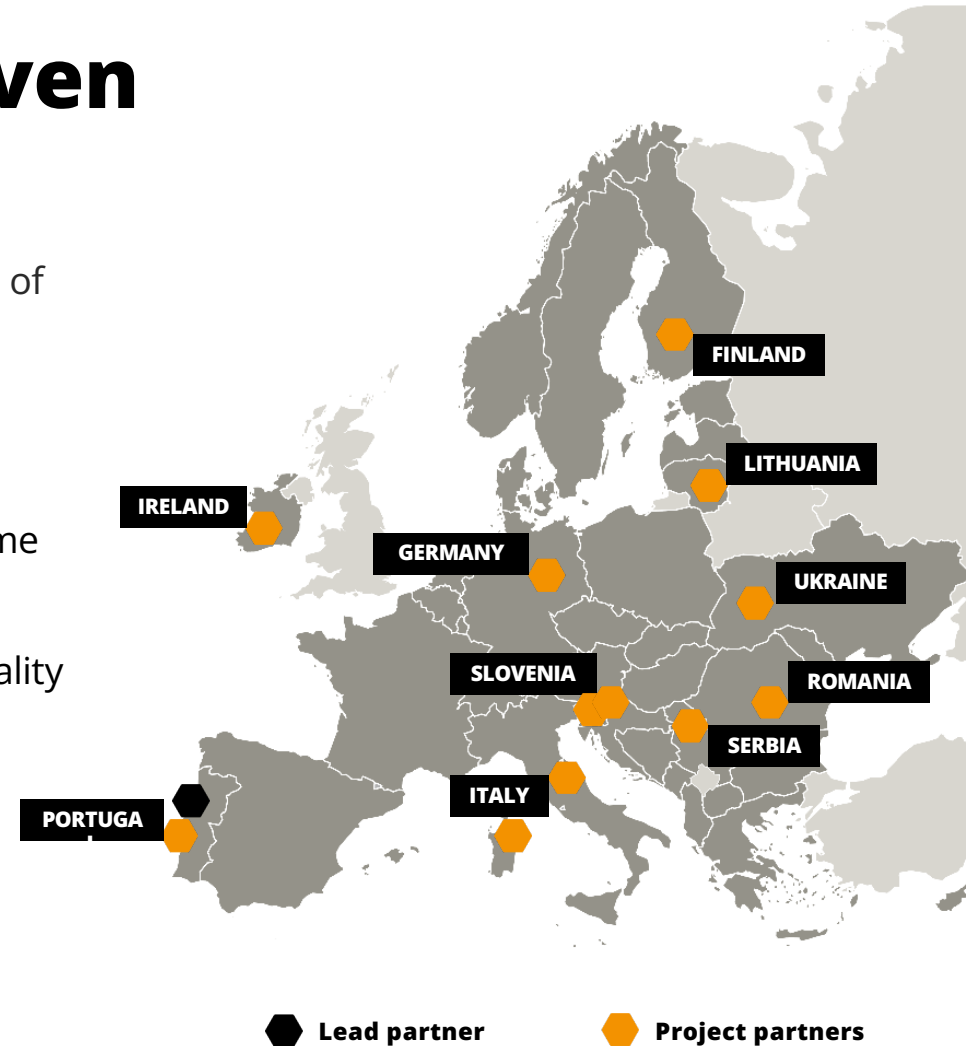
## EMBRACER Associated Policy Authorities

- City of Leipzig - Germany
- Vilnius City Municipality - Lithuania
- Cork City Council - Ireland



# EMBRACER addressing seven policies instruments:

- **Portugal:** Integrated Strategy for Territorial Development of Coimbra Region 2021-2027
- **Italy:** Strategic Territorial Plan of the Metropolitan City of Cagliari
- **Romania:** Bucharest-Ilfov Regional Operational Programme Investment in Growth and Jobs ERDF 2021 – 2027
- **Slovenia:** Sustainable Urban Mobility Plan of the Municipality of Ljutomer
- **Germany:** Leipzig - City for Intelligent Mobility
- **Lithuania:** Sustainable Urban Mobility Plan for Vilnius
- **Ireland:** Cork City Development Plan 2022–2028





# EMBRACER key outputs

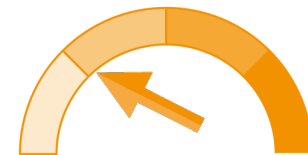


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# Vilnius pilot action

SLIDE 7

## Autonomous shuttle service to improve transport connectivity of underserved areas in Vilnius

A joint pilot action would test on the ground an 8-seat L3 autonomous electric shuttle (AES) service for improving the transport connectivity of suburban areas in Vilnius and for accessing public transport stops to enable users traveling further afield. Following a preliminary analysis of this new practice supported by local stakeholders, partners found that roads in three pre-selected suburban areas of Vilnius were too narrow to accommodate conventional buses and that local residents usually relied on private car use to drop off children at local schools or to travel to their workplaces, due to the large distance between their place of living and the nearest bus stop. This JPA aims to test the viability of an AES service to escort children to/from local schools and connect adults to/from bus stops located outside of their walking reach.

AES would be tested on 3-4 km closed-loop segregated routes operating between 7am-7pm; cruising would be regular, e.g., three-times per hour in the first half of the day (during school time), and four-times after-school extra-curricular activities. The AES would also benefit adults by connecting them to local public transport stops, both during peak and off-peak hours to enable them to commute to workplaces/education establishments, to run errands and visit healthcare and leisure destinations). Cruising routes would be designed to best connect with at least two public transport stops.

Vilnius will test the relevance of the AES service for its permanent inclusion, in a scaled-up version, within the partner's Policy Instrument, by exploring, during the preparatory, design and evaluation phases, aspects such as the vehicle model selection criteria; the impact of adverse weather conditions, poor visibility, and street layout on route selection; infrastructure requirements; testing optimal charging/routes; operational costs; residents' attitude and safety implications towards using AES; time-saving to reach the destination; evaluation of societal benefits for different user groups such as vulnerable users (disabled, elderly, etc.).

In mid-August 2024, Vilnius signed an AES renting and service contract with a Finnish company. The testing opening has been planned on 23 September. Passenger driving service will be carried in Užupis district of the city of Vilnius.



# Mobility focus in Portugal

## Exchange of Experience in Aveiro



It was highlighted the need for rethinking mobility solutions and some key actions and factors were referred to as fundamental:

The importance to build trust between stakeholders in both urban and suburban areas, along with the communities and stakeholders empowering to work together from design to implementation and evaluation of development.

The identification of the real needs of the area using co-creation/co-design methods, so that the best solutions maximising the use of existing resources can be identified.

The understanding of the potential of innovative mobility solutions, such as dynamic demand-responsive transport, along with the identification of funding streams and cost price model for service to be provided (fares or charges).

Finally, the ongoing evaluation of service performance by stakeholders to support the decision-making process for continuous improvement.



# Mobility focus in Italy

## Exchange of Experience in Rome



The event provided a forum to share local experiences, showcase emerging technology-related solutions and pilot actions, and discuss community engagement in achieving sustainable transport goals.

Efficient mobility systems between functional areas are essential, as well as the integration of different modes of transport to generate economic, environmental, and social benefits. To address mobility in peri-urban and rural areas, it was demonstrated the importance of promoting permeability, density, and mixed-use communities for sustainable and active travel.

The event highlighted the collaborative efforts needed between public and private sectors to address transport challenges and create sustainable, inclusive, and innovative mobility solutions.

# EMBRACER benefits regions



***“The project is highlighting the importance of multi-stakeholder involvement in the success of specific mobility solutions connecting underserved populations and opening up or improving access to less densely populated areas through flexible transport, in many cases as a complement to existing transport modes. MaaS integrations can be the basis for providing a better travel experience, as well as promoting and facilitating the adoption of more environmentally friendly behaviors with more sustainable transport choices.”***

Jorge Bandeira  
University of Aveiro  
**Portugal**

# Learn more about EMBRACER

## Key links

- **Project website**

[www.interregeurope.eu/embracer](http://www.interregeurope.eu/embracer)

- **Project video**

Introduction: [www.youtube.com/watch?v=9P3eelcKVnA](http://www.youtube.com/watch?v=9P3eelcKVnA)

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This project is implemented in the framework of the **Interreg Europe** programme and co-financed by the **European Union**.

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