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EMBRACER

Project presentation

Last update on: **28 February 2025**



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

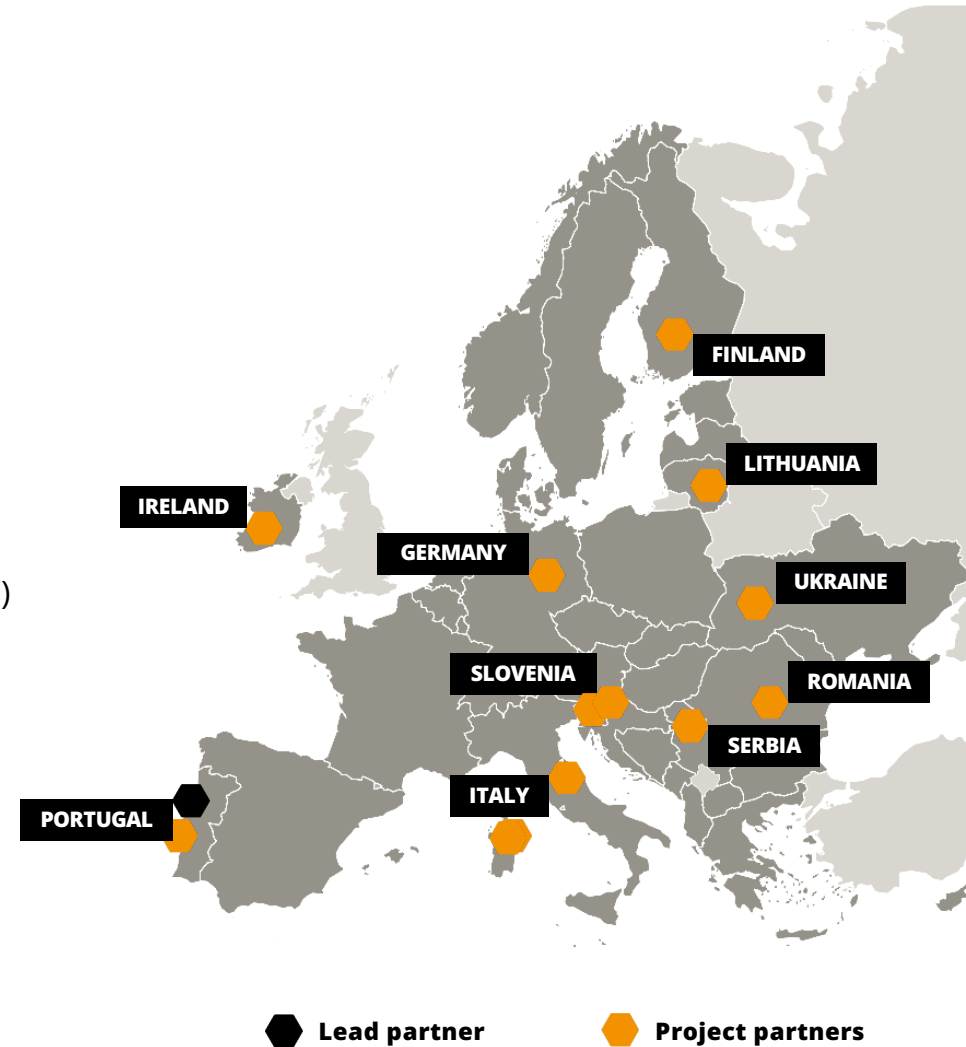


www.interregeurope.eu/embracer

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)



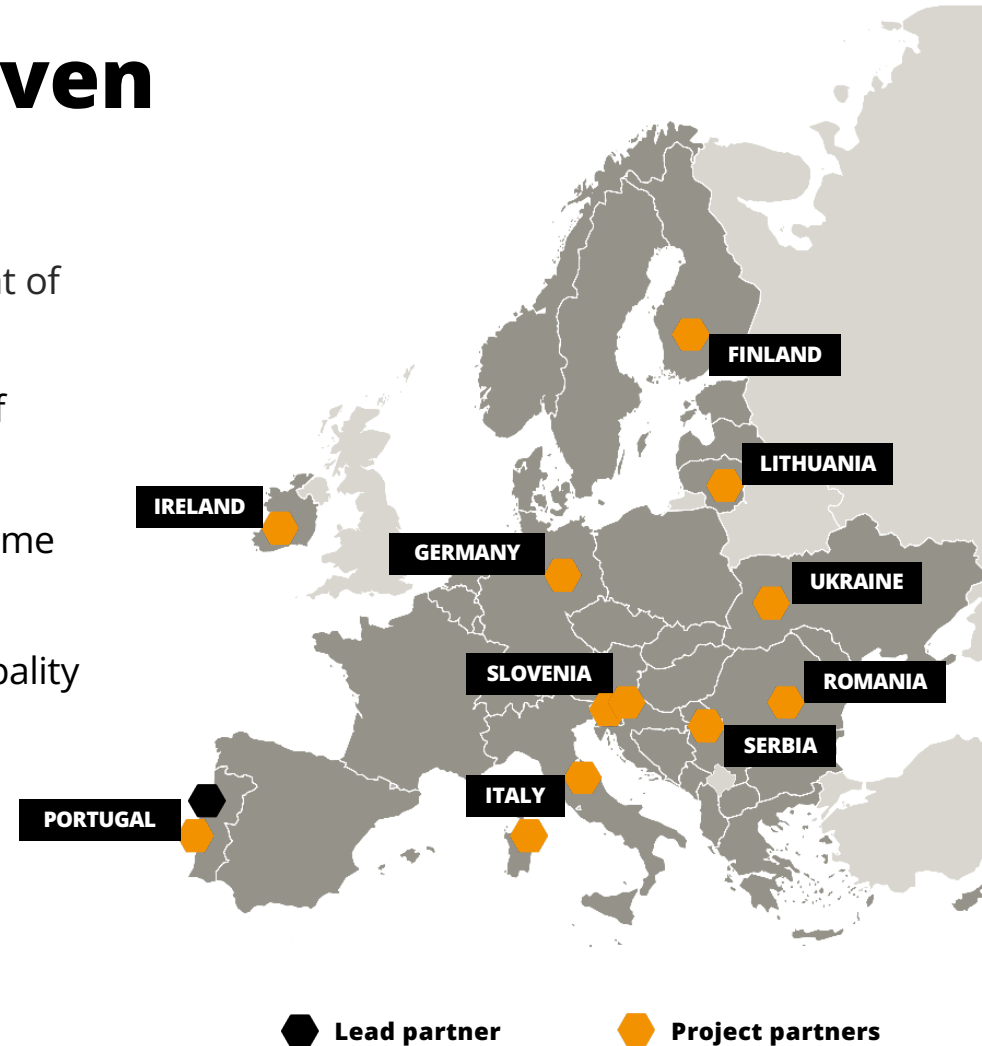
EMBRACER Associated Policy Authorities

- 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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 **2** in Good practice database



54 %
of initially
planned



67%
of initially
planned

Vilnius pilot action - 1

SLIDE 7

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

After two months of testing, the JUDU-led pilot of an autonomously guided shuttle in Vilnius wrapped up in November, marking an exciting milestone for smart mobility in Vilnius! Operating fully electric on weekdays from 7 a.m. to 7 p.m on a 4 km route with 13 stops, the shuttle provided free rides and valuable insights into its potential for future urban. The route duration was approximately 50 minutes.

During the test, data were collected and analyzed regarding passenger flows, the quality and suitability of the infrastructure for autonomous transport, as well as the potential effectiveness of the autonomous bus as a form of public transport and its potential integration into the city's transportation system in the future. In an exciting leap toward the future of mobility, the electric autonomous bus operated in a district near the Old Town, offering a free and futuristic mode of transport.




Vilnius pilot action - 2

SLIDE 8

 The pilot by the Numbers:

- 1,022 passengers transported
- 1,000 km covered
- 91% autonomous operation
- 127 surveyed passengers - 80% ready to embrace self-driving public transport!



 The trial shed light on infrastructure challenges, traffic intensity, and illegal street parking, providing crucial insights for future deployments. Despite these hurdles, passenger feedback was overwhelmingly positive, proving that Vilnius is ready to embrace autonomous mobility! Find out more about the pilot [here](#). Now, JUDU is analyzing key data on passenger flows, infrastructure suitability, and efficiency. You can jump in into our experience with the pilot in Vilnius: hop on for one last virtual ride with a video by the Ministry of Transport and Communications of Lithuania! [Watch the video!](#)

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.

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Mobility focus in Lithuania

Exchange of Experience in Vilnius

The event focused on how rethinking modal integration between Public Transport and shared, connected autonomous mobility.

The EoE was a great opportunity for a Joint Pilot Action Session discussing challenges, barriers and opportunities for implementing a pilot action: from regulation and procurement to integration with existing public transportation and people acceptance. Also representatives from the Vilnius community were involved, listening to a different point of view: the citizen's one!

And EMBRACER partners were able to experience first-hand the self-driving bus that JUDU was testing within the project in the area of Užupis, discussing technical aspects and enjoying a nice ride!



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Mobility focus in Germany

Exchange of Experience in Leipzig



The focus of the event was on innovative approaches to intermodal mobility and improving public transportation in urban and rural areas. Representatives from various European cities and regions exchanged experiences and best practices and discussed solutions for more sustainable and accessible mobility.

A thematic seminar on "Regional Gaps in Infrastructure & the Design of an Intermodal Mobility Strategy" and a seminar on "Smart Regional Public Transport Ecosystems," gave the opportunity to discuss the future of public transport putting the user more and more at the centre, considering real needs and demand.

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

- **Project video**

Introduction: <https://www.youtube.com/watch?v=CPDA5m199C0&t=24s>



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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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