

## Zadar. A meeting to propose smart mobility solutions

The Peer Review of the project OptiTrans - Optimisation of Public Transport Policies for Green Mobility took place in Zadar, Croatia, on May 15<sup>th</sup> and 16<sup>th</sup>, 2019 – the Abruzzo Region, Service of EU Project Management, Head of Service Ms. Paola Di Salvatore, is an active partner. The project is funded by the [Interreg Europe Programme](#) and has the general objective to improve **policies on promoting “green” mobility** e the development of **intermodal low-carbon public transportation** and alternative mobility.

The Peer Review, namely an on-the-field analysis session to encourage the profitable sharing of experiences among the partners, was a key opportunity for the Northern Dalmatia region to present its **Masterplan on functional mobility**. The experts from the partner countries discussed on “Intelligent Transportation System (ITS)” and “Zadar Urban Mobility 4.0 (ZUM)” – the latter is a project that the Croatian city of Zadar is implementing to foster smart mobility and to reduce CO2 emissions. During the 2-day meeting, the regional public transport agency outlined its future plan on strengthening the connections with the suburban areas and to encourage the citizens to use public transport.

Moreover, the work group visited the main local transport hotspots and highlighted criticalities and possible solutions. Participating in the sharing of experiences is an activity envisaged by the work plan for the Abruzzo region as a partner: the lessons learnt at transnational level are an added value to create **positive spillovers in its territory**.

The meeting concluded successfully and allowed to take a further step forward towards defining a common methodology on public transport policies and adopting an action plan by each partner with the support of the transport community as a whole. This with the aim to introduce innovative approaches and to contribute to changing the attitude and mentality on public mobility.