HUPMOBILE Project introduction

Follower City role

Tero Haahtela, Project Manager
Aalto University

HUPMOBILE

Holistic urban and peri-urban mobility

A project in the Interreg Baltic Sea Region's third call for proposals in innovation, natural resources and sustainable transport.

Duration: 1.1.2019 – 30.6.2021

Total budget: MEUR 2.0 of which European Regional Development Funding MEUR 1.5

Interreg Baltic Sea Region

EUROPEAN UNION

EUROPEAN REGIONAL DEVELOPMENT FUND

HUPMOBILE

HUPMOBILE: learning together, transferring knowledge, and increasing capabilities in the theme of sustainable holistic urban mobility by cooperation of the Baltic cities

TURKU

Hamburg | Bezirksamt Altona

Tallinn

REA Riga Energy Agency

Aalto University

KTH VETENSKAP OCH KONST

UBC UNION OF THE BALTIC CITIES
SUSTAINABLE CITIES COMMISSION

ITL ESTONIA

Interreg Baltic Sea Region

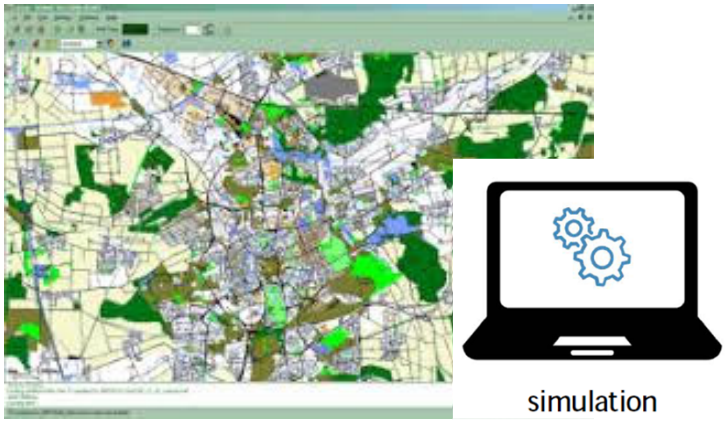
EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

HUPMOBILE

HUPMOBILE goals

- HUPMOBILE's objective is to provide **a holistic approach to the planning, implementation, optimisation and management of integrated, sustainable mobility solutions** in Baltic Sea port cities.
- Mobility in this context includes **both people and goods** (i.e. freight, cargo logistics and delivery).
- Concrete examples of innovations addressed are
  - greener urban logistics
  - combinations of goods and passenger traffic
  - intelligent traffic systems -based services
  - tools for stakeholder participation and improving stakeholder processes
  - new tools for transportation mobility management
  - Mobility-as-a-Service (MaaS).

HUPMOBILE activities and outcomes 1/2



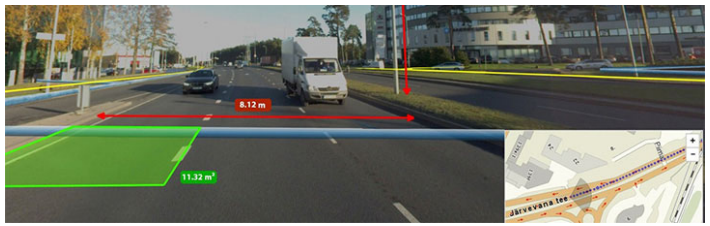
Improving production logistics and urban logistics

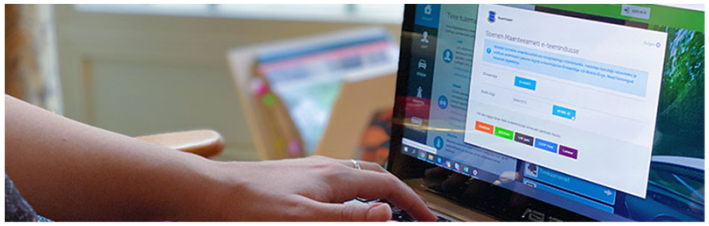
- To develop a planning approach and tools focusing on the flow of goods in the urban areas.
- The participatory simulation tools will analyse the inbound and outbound transport flows and their inter-action and impact on other transportation flows.
- Outcomes:
  - Practical simulation models
  - Multi-actor based SUMP scenario model

Mobility Management and the needs of residents

- To understand the overall situation in passenger traffic in and around ports by looking everyday mobility of the residents living close to ports, traffic flows from passenger ports, and commuting to companies in the port area.
- Outcomes:
  - Mobility management guidebook for port areas
  - Report on co-creation with residents

HUPMOBILE activities and outcomes 2/2





Potential of Intelligent Transport System (ITS) solutions and supporting mini-pilots

- Matching public sector challenges with private sector competencies in the field of ITS
- Supporting the development of international competence networks of smart mobility in the Baltic Sea Region.
- Experimental policy-making via mini-pilots: ITS mini-pilots with a real policy roadmap how and why to develop it into a real pilot or service.

Multimodality in Urban Transport

- To support multimodal transportation, increase the utilization of the existing infrastructure and thereby reduce private car dependency, especially in areas connected to ports with different periodical transport needs.
- Impact assessment of new transport solutions and tools for estimating their transferability to other regions.

Benefits of becoming a follower city

As a follower city, you can:

1. **give input** to the project process, by **adding your views** on the activities.
2. **give feedback** from the point of view, **under which conditions you would be able to take up** a certain measure/activity.
3. **give input** to the **policy recommendations** as well as in **the validation process of the different outcomes.**

Benefits of becoming a follower city:

- A **unique opportunity** to **exchange information** and **discuss how to improve urban mobility** from different perspectives with other cities dealing with similar problems.
- Opportunity to learn about the **tools** and **models** developed in the project by participating in the **uptake workshops** resulting in **reduced implementation efforts**.
- Follower cities will be invited to all HUPMOBILE uptake webinars.
- Your feedback on the HUPMOBILE activities ensures that different conditions of application are included in the final result.

Tero Haahtela
Aalto University
Tero.haahtela@aalto.fi
+358 50 577 1690