

Integrated mobility planning as a climate tool: the road to 2030

UBC TALKS: The Last Mile to 2030 | 29 September 2026

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Interreg
Baltic Sea Region



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SMART GREEN MOBILITY

SUMPs for BSR



Translating a global scale risks into urban context

A Global Risk Reports Overview: Estimating the likely impact (severity)

	2007	2011	2016	2022	2026	
1st	Asset price collapse	Fiscal crises	Failure of climate-change mitigation and adaptation	Climate action failure	Extreme weather events	Risk categories - Economic - Geopolitical - Technological - Environmental - Societal
2nd	Retrenchment from globalisation	Climate change	Weapons of mass destruction	Extreme weather	Biodiversity loss & ecosystem collapse	
3rd	Interstate and civil wars	Geopolitical conflict	Water crisis	Biodiversity loss	Critical change to Earth systems	
4th	Pandemics	Asset price collapse	Large-scale involuntary migration	Social cohesion erosion	Misinformation & disinformation	
5th	Oil price shock	Extreme energy price volatility	Severe energy price shock	Livelihood crises	Adverse outcomes of AI technologies	

Source: Self-study based on Global Risk Reports 2007, 2011, 2016, 2022 and 2026, World Economic Forum, Geneva

Urban Mobility

– a cornerstone of urban quality of life

European cities facing a major transition – influenced by **climate change**, demographic shifts, energy security, public health, and economic competitiveness.

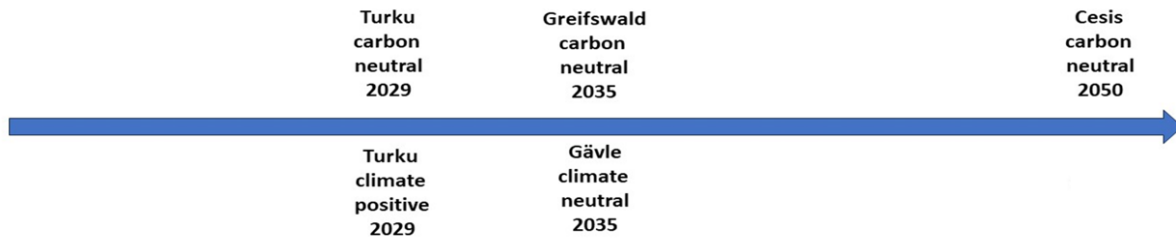
Therefore, **urban mobility** is far beyond transport efficiency. It is a **cross-cutting** city-development issue, taking into account transport, land use, economic, social and environmental aspects.

Walking and cycling are the key ingredient to more resilient, sustainable and livable cities.



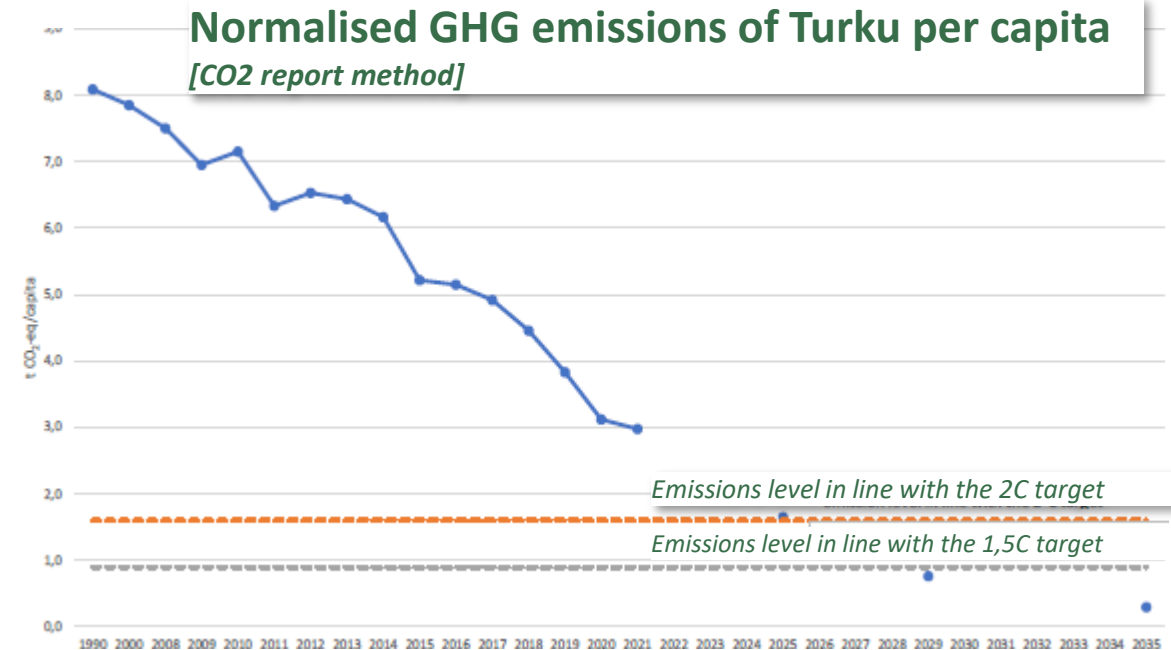
Translating a global scale risks into urban context

Precise roads to climate neutrality at a local level:
project partner cities of the SUMPS for BSR project



Carbon neutrality means that any CO₂ released into the atmosphere from a company's/city's activities is balanced by an equivalent amount being removed.

Climate neutrality "refers to the idea of achieving net zero greenhouse gas emissions by balancing those emissions so they are equal (or less than) the emissions that get removed through the planet's natural absorption" [UN definition]



**Turku's way to climate neutrality: a need for
complex monitoring**

[normalised GHG emissions tonnes of CO₂ per capita]

Source: Turku Climate Plan 2029. The City of Turku Sustainable Energy and Climate Action Plan 2029. Turku City Council 16 May 2022, p. 65

TEN-T regulation

driving change in urban mobility

- **The revised TEN-T regulation** requires the city-regions listed as **urban nodes** to adopt & monitor Sustainable Urban Mobility Plans.
 - 431 urban nodes in total – 75 in Baltic Sea region
- Urban mobility is acknowledged essential to a **connected TEN-T network**, incl. commuting, first & last-mile connections, public transport, logistics, walking and cycling.

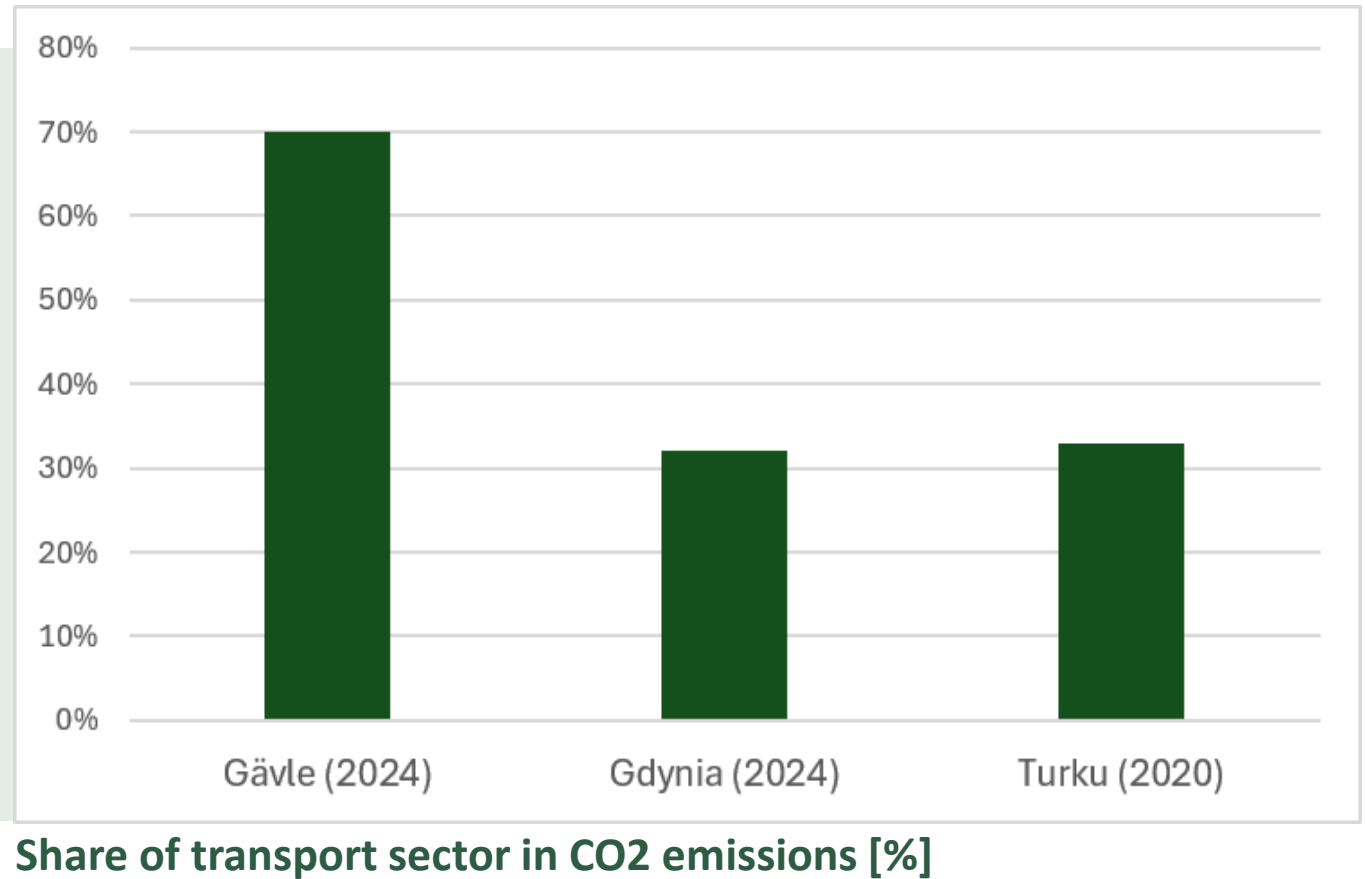


The last mile to 2030

3+

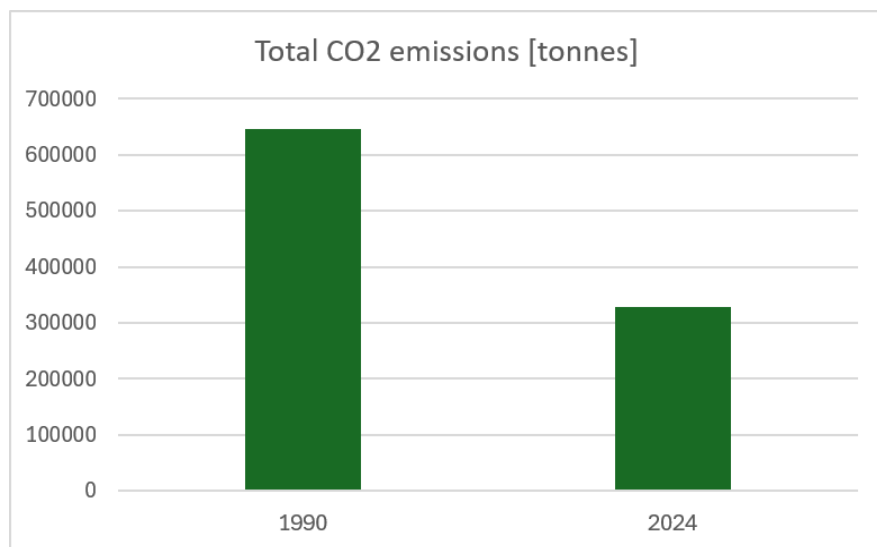
years left until 2030

The mobility decisions cities take now will shape what they can deliver by 2030 and beyond

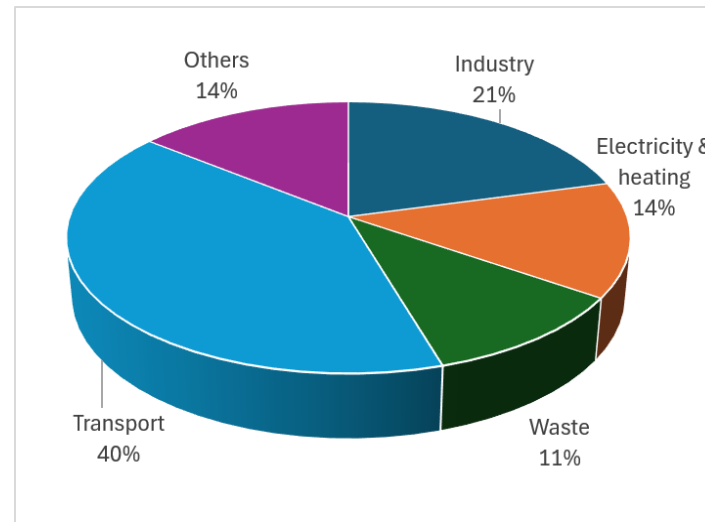


Cities are successful in decreasing emissions in most of sectors

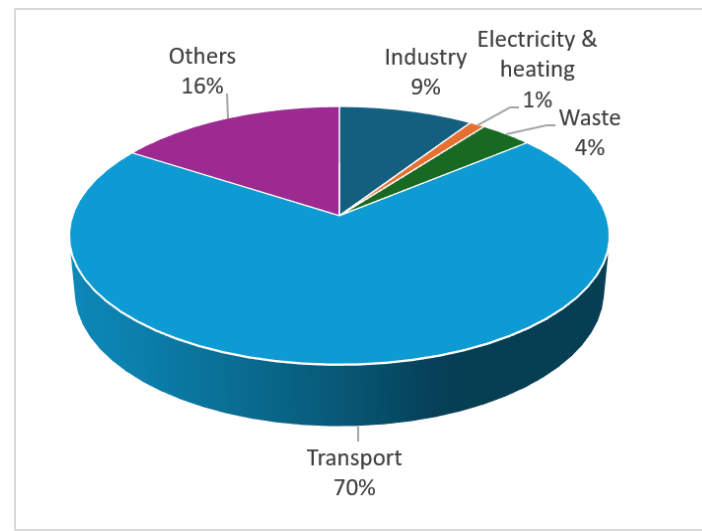
Case study of Gävle (Sweden)



1990



2024



Integrated mobility planning – a strategic-level tool integrating different areas across the city: Case study of Malmö (Sweden)

Selected strategic statements and goals in Malmö's strategic documents and programmes

Statement/Goal	Document
Malmö as a regional engine for green growth and employment A close-knit, dense, green, and mixed-use city	Comprehensive Plan
Malmö has a sustainable mobility system	
Greenhouse gas emissions within Malmö's geographical area have decreased by 70% since 1990	Environmental Programme
The supply of and access to green and blue environments have increased in Malmö	2021-2030
Exposure to health hazards has decreased significantly in Malmö (air pollution, noise)	
Fossil energy use for transport within Malmö's geographical area has decreased by 80% compared with 2010	Energy Strategy
	2022-2030
To reduce the negative impact of noise on human health and create a good living environment	Action Programme against Environmental Noise 2024–2033



Two kinds of pilots, six cities

City	Population	Data collection pilot	Small-scale pilot
Cēsis, Latvia	~15 000	AI-based mobility data collection	Temporary cycling lanes & roofed bicycle sheds
Greifswald, Germany	~60 000	Traffic counting with sensors, observation & surveys	Mobile vs. fixed bicycle parking solutions
Panevėžys, Lithuania	~85 000	Open data sources, surveys among school-communities & real-life laboratory and instrumental research	Bicycle and scooter racks at 10 schools to promote active mobility
Gävle, Sweden	~104 000	Data collection with mobile application	Digital campaign to promote cycling for short-distance commuting
Turku, Finland	~209 000	Citizen panel & new measuring tools focusing on cyclists and pedestrians	Neighbourhood mobility hub to support everyday commute
Gdynia, Poland	~245 000	Surveys, educational campaign, manual counts & camera observations (ITS) focusing on school travel	Digital tools to support public space redesign

What makes mobility planning a climate tool

Across sectors

Mobility planned together with land use, environmental and social policies — not alongside them.

Across borders

Planned where people travel: the functional urban area, not the municipal boundary.

Across the cycle

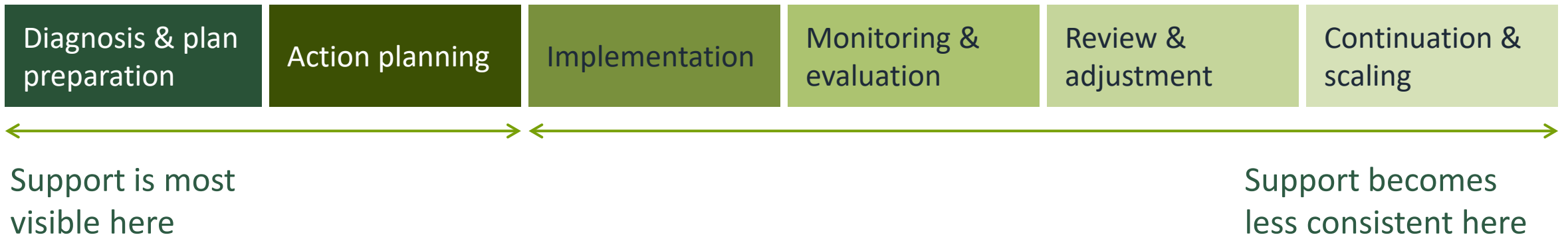
Long-term objectives linked with implementation, monitoring and evaluation, continuity after projects.

Across evidence

Shared indicators, compatible datasets and the skills to turn monitoring results into decisions.

Our evidence from seven BSR countries shows where this integration breaks down.

Where it breaks: the implementation gradient



Objectives are not always linked to responsible actors, realistic resources, financing and implementation timelines.

A measure without an owner and a budget line cuts no tonnes.

Six gaps between what exists and what cities need

1. Planning-to-implementation gap

Resources, organisational ownership, implementation support, monitoring and continuity after projects remain less consistently supported.

2. Capacity and proportionality gap

Support is not always sufficiently adapted to municipality size, staff capacity, SUMP maturity or rural/urban context.

3. Data-to-decision gap

Municipalities still struggle with interoperability, indicator selection, analytical expertise and turning monitoring results into management decisions.

4. Governance and FUA gap

Responsibilities, joint decision-making, financing, data sharing and implementation across municipal boundaries remain difficult in practice.

5. Political and behavioural implementation gap

Municipalities need more practical support for political communication, behavioural change, conflict management and maintaining public acceptance.

6. Knowledge-transfer and scaling gap

Learning remains fragmented and often project-dependent; successful solutions are not systematically transferred or integrated into permanent practice.

Gaps that climate budgeting can help to address

Support is available, but not always usable.

Essential for achieving ambitious climate-related goals in urban mobility: Monitoring and Evaluation

Turning Data into Better Mobility Decisions

- **Monitor & evaluate:** Track progress, scale successful measures and identify ineffective interventions.
- **Evidence-based decisions:** Reliable data reduces reliance on assumptions and supports better investment choices.
- **Measure impact:** Determine whether investments actually change travel behaviour and improve outcomes.
- **Understand equity:** Identify who benefits from mobility measures — and who may be left behind.
- **More than reporting:** Monitoring and evaluation are management tools that strengthen accountability, transparency and political decision-making.
- **Take local specificity into account:** Cities differ in size, location, spatial structure, socio-economic potential...



Accessibility for active modes in Greifswald city, Germany (60k inhab)

What is measured can be managed: Indicator Selector Tool

<https://bsr-sump.eu/tool/>

- A database of selected indicators to support cities;
- Developed with SUMPS for BSR Project (input from Partners and Crossborder Advisory Group);
- Validated through the importance and data availability categories;
- Clustered into several thematic topics;
- Extended with input from the BATS project;
- The possibility of preselecting indicators based on various criteria.

 [Read the details about the tool and learn how to use it.](#)

City size : 	Importance : 	Level of Indicator : 	Type of mobility :	Theme : 	Data collection effort : 	EU alignment : 
☐ Very small	☐ Complementary	☐ Impact	☐ Horizontal	☐ Accessibility	☐ Easy	☐ Core
☐ Small	☐ Critical	☐ Output	☐ Walking	☐ Economy	☐ Hard	☐ Core (TEN-T mandatory)
☐ Medium	☐ High	☐ Result	☐ Cycling and micromobility	☐ Environment	☐ Medium	☐ Optional
	☐ Moderate		☐ Public transport	☐ Governance		☐ Recommended
			☐ Shared mobility	☐ Health		
			☐ Cars	☐ Public Transport		
			☐ City Logistics (local) light freight transport - first and last-mile logistics	☐ Safety		
			☐ Heavy Freight Transport			

Summary

- Integrated mobility planning can become a powerful climate tool — but only when cities move from planning to implementation;
- Mobility planning develops the framework for various stakeholders, strengthening the need for climate-oriented activities;
- Use pilots to reduce risk, gather evidence and experience and build acceptance
- To translate specific climate goals into political decisions, a monitoring scheme is needed;
- Add environmental-impact indicators, e.g. CO₂ avoided annually through zero-emission buses;
- In a more specific way, review all existing documents to find alignment with climate-related goals and indicators.

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BSR SUMP Competence Centre



SUMPs for BSR project info:

interreg-baltic.eu/project/sumpsforbsr

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Thank you!

