EVENT DESCRIPTION SHEET

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system. ⚠️

PROJECT	
Coordinating Participant:	[01] - [Municipality of Northern Corfu / DIMOS VOREIAS KERKYRAS] ([MunNC)
PIC number:	[883151924]
Participants:	[02] - OBEC GLABUSOVCE - PIC 875889340
	[03] – FEDERACION DE ASOCIACIONS XUVENIS PARA A MOBILIDADE EUROPEA - PIC 889637732
	[04] –ANAPTYXIAKI ETAIREIA PAFOU AFRODITI LIMITED ANAPTYXIAKI ETAIREIA PAFOU AFRODITI LIMITED - PIC 880456779
	[05] – RTIS NETWORK ASTIKI MI KERDOSKOPIKI ETAIREIA RTIS NETWORK - PIC 888085829
	[06] – MTÜ 'Rabarada' - PIC 896367980
	[07] – ORLICI REGIONAL ASSOCIATION OF CZECH RED CROSS USTI NAD ORLICI - PIC 889876352
	[08] - NYUGAT-PANNON TERULET-ES GAZDASAGFEJLESZTESI SZOLGALTATO KOZHASZNU – PIC 950220440
	[09] – Opcina Podstrana Opcina Podstrana – PIC 930835378
	[10] – MUNICIPIO DE VALONGO CAMARA MUNICIPAL DE VALONGO – PIC 913903640
	[11] – COMUNE DI FANO FANO MUNICIPALITY - PIC 878061170
	[12] – GRAD LIVNO CITY OF LIVNO - PIC 881356163
	[13] – BK-95 - PIC 891203409
	[14] – KUNSILL LOKALI IS-SIGGIEWI - PIC 896120339
	[15] – MESTNA OBCINA MURSKA SOBOTA - PIC 938912859
	[16] – Municipality of Gotse Delchev – PIC 936078131
	[17] – BALTIC EDUCATION TECHNOLOGY INSTITUTE – PIC 943530447
Project name and acronym:	[Transforming rural mobility for a Sustainable future] — [**GreenMove**]

EVENT DESCRIPTION	
Event number:	[03]
Event name:	[Tourism and Mobility in rural and Coastal Regions: Eco-friendly Transportation Options]

Type:	[workshop]
In situ/online:	*[in-situ]*
Location:	[Croatia], [Municipality of Podstrana / Općina Podstrana]
Date(s):	[15th to 18th of October, 2025]
Website(s) (if any):	www.greenmove.site
Participants	
Female:	42
Male:	37
Non-binary:	2
From country 1 [Greece]:	6
From country 2 [Italy]:	7
From country 3 [Estonia]:	2
From country 4 [Latvia]:	1
From country 5 [Slovakia]:	6
From country 6 [Bulgaria]:	4
From country 7 [Cyprus]:	2
From country 8 [Slovenia]:	2
From country 9 [Malta]:	1
From country 10 [Spain]:	3
From country 11 [Croatia]:	37
From country 12 [Bosnia and Herzegovina]:	5
From country 13 [Portugal]:	1
From country 14 [Czech Republic]:	1
From country 15 [Hungary]:	1
From country 16 [Lithuania]:	2

Total number of participants:	81	From total number of countries:	16

Description

Provide a short description of the event and its activities.

GreenMove: Event and Activities – No.3 Transnational Meeting

Event title: Sustainable Tourism and Mobility in Coastal and Rural Regions: Eco-friendly Transportation Options.

Thematic Focus: Catering to diverse demographic spectra in rural and coastal areas.

Overall Goal: Knowledge To transform rural and coastal mobility by transitioning to eco-friendly and socially inclusive transportation systems, achieved through business engagement, community participation, and continuous innovation, ensuring accessibility for all demographics and fostering sustainable tourism.

Event Summary:

The 3rd transnational meeting of the GreenMove project successfully convened in Podstrana, Croatia, serving as a dynamic platform to address the critical challenge of building accessible, inclusive, and sustainable mobility systems for rural tourism. The event was structured around two parallel, interconnected axes of activity:

Expert Workshop on Sustainable Mobility

A dedicated workshop, "Sustainable Tourism and Mobility in Rural Areas: Environmentally-friendly Transportation Options," was organized. It focused intensely on developing solutions tailored to the needs of diverse demographics, including the elderly, people with disabilities, and families in coastal and rural regions. The workshop employed interactive methods to facilitate collaborative problem-solving and strategy development.

High-Level Expert Conference

The second day featured a significant conference entitled, "Promoting Citizen Participation in European, Local, Regional, and National Issues like Ecological Footprint, Zero Emissions, Social Cohesion, Sustainability, and Resilience." This conference was led by Professor Simone Bastianoni of the University of Siena and saw the drastic involvement of esteemed members from the Thematic Project CO2PACMAN, an Interreg Euro-Med project. Their expertise provided a robust scientific and policy backdrop, elevating discussions on citizen engagement and ecological accountability.

Data Collection & Cultural Engagement:

Throughout the event, relevant data was systematically collected from workshop participants to analyse rural transformation trends and enhance the discourse through interactive methods. Furthermore, participants engaged in a guided cultural tour of the ancient city of Split (Aspalathos) and a boat trip along the Adriatic Riviera, providing firsthand experience of the cultural and natural assets that sustainable tourism aims to preserve.

Key Activities & Outcomes:

The meeting culminated in a set of concrete, actionable outcomes and strategic decisions:

A Comprehensive Mobility Blueprint: The intensive sessions yielded a framework of actionable objectives, including:

- Encouraging Local Businesses to adopt EVs, bicycle rentals, and enhanced public transit.
- Boosting Public Awareness through educational campaigns on the benefits of sustainable transport.
- Fostering Citizen Participation in democratic dialogue on zero-emission and circular economy policies.
- Building Inclusive Infrastructure that is accessible and safe for all demographic groups.
- Promoting Green Tourism by collaborating with tour operators on eco-friendly packages.
- Ensuring Continuous Improvement via a framework for monitoring environmental, social, and economic impact.

A Unified European Call to Action: The consortium will issue a powerful, official call to the European Commission to establish May 9, 2026 (Europe Day) as the inaugural "European Day of Sustainable Mobility." This initiative aims to link shared EU goals with local activities, dedicating a day to concrete actions for a greener, more connected Europe.

A Landmark Collaboration for Knowledge Sharing: In a demonstration of European cooperation, partners agreed to a groundbreaking initiative, led by the RTIS Network, to create an open-access digital repository. This platform will allow all partners to share e-tools and proven solutions from previous EU-funded projects, enabling municipalities to implement sustainability measures without prohibitive development costs, thereby maximizing the impact of EU investment.

In conclusion, the 3rd GreenMove meeting in Podstrana successfully transitioned from discourse to delivery, establishing a clear strategic path for sustainable rural mobility and forging a powerful model for cost-effective, collaborative implementation across Europe.

Comprehensive Dissemination and Strategic Communication

The dissemination strategy for the event's outcomes was executed through a multi-channel, integrated approach designed to maximize reach, engagement, and long-term utility. This effort was not merely informational but strategically crafted to build a lasting legacy for the project.

1. Authoritative Documentation and Archiving

A comprehensive suite of professional documentation was produced to serve as the official record of the event. This included:

A detailed final report in PDF format, providing an in-depth analysis of the proceedings, key findings, and synthesized participant feedback.

A dynamic PowerPoint summary designed for presentations to local councils, stakeholders, and at follow-up events, ensuring the key messages could be easily shared and understood by diverse audiences.

A collection of high-resolution photographs and professionally designed promotional materials (e.g., roll-up banners, digital flyers), which captured the event's vibrancy and provided reusable assets for ongoing promotion.

2. Synchronized Digital Dissemination Across the Partnership

To ensure a cohesive and widespread online presence, a coordinated digital rollout was implemented:

All 17 partner municipalities simultaneously published tailored summaries on their official institutional websites. This cross-border digital amplification guaranteed that the outcomes reached local and regional stakeholders directly in their native contexts, lending credibility and fostering a sense of shared European achievement.

The GreenMove platform (greenmove.site) was established as the project's central digital hub. This online repository was strategically designed to be more than a static website; it functions as a living resource library, hosting all project outputs, reports, and best practices for easy access by interested parties beyond the consortium's lifetime.

3. Pan-European Amplification and Media Engagement

The dissemination actively leveraged both traditional and social media to achieve broad visibility and public engagement:

A professionally crafted press release, detailing the event's outcomes and the consortium's unified call to action, was translated into over 16 languages. This ensured the news was culturally and linguistically accessible, leading to its distribution and pickup across all partner countries.

An organic social media campaign, driven by participants and partners, created a powerful wave of visibility. This grassroots approach amplified the project's reach exponentially, engaging a wider public and fostering a sense of community around the #GreenMove initiative.

Documentation & Strategic Dissemination: Amplifying the Impact of the Podstrana Meeting:

The dissemination strategy for the 3rd GreenMove meeting was a meticulously executed, multi-faceted campaign designed to ensure maximum visibility, accessibility, and long-term utility of the project outcomes. This effort successfully transformed the event's discussions into a lasting, shareable legacy.

1. Comprehensive Professional Documentation

A suite of authoritative documents was produced to serve as the definitive record of the event and a resource for future activities.

Final Project Report: A detailed report was meticulously compiled in both PDF and PowerPoint formats. This comprehensive document featured:

In-depth Analysis: Detailed summaries of the event proceedings, including the workshop and expert conference.

Actionable Insights: A synthesis of key findings, strategic conclusions, and valuable feedback gathered from participants.

Official Record: Accurate attendance records and the detailed agendas for all sessions, providing a clear audit trail of the event's structure and engagement.

High-Impact Promotional Suite: A complete set of professional-grade visual and promotional materials was created to capture the event's dynamism. This included:

Photo Galleries: A collection of high-resolution photographs documenting the sessions, workshops, and cultural activities.

Branded Collateral: Physical and digital promotional materials such as roll-up banners, informational leaflets, flyers, and e-banners, ensuring a consistent and professional visual identity across all touchpoints.

2. Strategic Multi-Channel Dissemination

The outcomes were propagated through a synchronized approach across digital, traditional, and institutional channels to guarantee pan-European reach.

Institutional Amplification: All 17 partner municipalities published tailored public summaries on their official websites. This coordinated action demonstrated strong cross-border solidarity and ensured that results were communicated directly to local and regional stakeholders, enhancing the project's grassroots credibility.

Digital Hub Development: The project's online presence was significantly upskilled with the launch of new content on the dedicated GreenMove platform. The website was enhanced to function not just as an informational site, but as a central digital repository and a dynamic hub for all project resources, best practices, and future outputs.

Participant-Driven Social Media Campaign: A highly successful organic campaign was executed, achieving 100% coverage across all consortium countries. Participants actively shared the official News Release and key takeaways on their social media channels, creating an authentic and powerful wave of visibility that extended far beyond the project's immediate network.

Pan-European Media Engagement: To ensure linguistic and cultural accessibility, the official press release was professionally translated and disseminated in over 15 languages. This strategic effort secured significant media coverage across all partner nations, amplifying the project's key messages—including the call for a "European Day of Sustainable Mobility"—to a broad public audience and validating the consortium's work on an international stage.

This Podstrana 3rd meeting not only strengthened the GreenMove network but also set a solid foundation for the consortium's next steps focusing also in the sustainability of the project and the possible upskilling. By blending technological innovation with democratic values and cultural awareness, the event underscored the potential of rural and island communities to lead Europe's sustainability transition. The insights gained will directly inform the upcoming fourth meeting in Fano (Italy, November 19th -22nd), ensuring continuity and deepening the project's impact.

Project Main Activities:

T3.1 Event No. 3 - The flawless execution of Event No. 3 was underpinned by a strategically managed logistics operation, seamlessly integrating international travel, local transit, accommodation, and catering for a diverse multinational delegation. We implemented a proactive, participant-centric communication protocol, delivering comprehensive pre-arrival briefings, confirmed itineraries, and dedicated 24/7 support to preempt and resolve any travel contingencies. Our methodology extended beyond mere coordination, embedding principles of sustainability through the selection of eco-certified accommodations and the optimization of transport logistics to reduce our collective carbon footprint. This meticulous, forward-thinking approach cultivated an environment of total operational reliability, thereby removing administrative burdens and empowering all attendees to immerse themselves fully in the event's substantive intellectual exchange and collaborative endeavors.

T3.2 Event No. 3 - **Expert Conference: Sustainable Tourism and Mobility in Coastal and Rural Regions: Eco-friendly Transportation Options**

The third GreenMove meeting, was strategically designed to address a critical and often overlooked dimension of sustainability: demographic inclusivity. Moving beyond a one-size-fits-all approach, the event's core focus on "Catering to diverse demographic spectra" established a new framework for planning. This meant scrutinizing every proposed solution—from electric vehicle infrastructure to cycling paths—through the distinct needs of the elderly, young families, persons with disabilities, and low-income residents. This human-centric lens ensured that the pursuit of environmental sustainability was inextricably linked with the fundamental European values of social equity and cohesion, guaranteeing that the green transition leaves no citizen behind.

The intellectual cornerstone of this endeavor was the expert conference, "Promoting European Values and Democratic Dialogue in Island and Rural Communities." This forum elevated the discourse from technical solutions to strategic policy integration. A pivotal contribution came from Dr. Simone Bastianoni of the University of Siena, who presented the groundbreaking Interreg Euro-Med project

CO2PACMAN. His keynote provided more than just data; it delivered a scalable methodological framework for achieving climate neutrality. The project's power lies in its integrated, territory-specific approach, which moves beyond siloed actions. By championing the exploitation of local knowledge and assets to drive multi-purpose climate actions, CO2PACMAN demonstrated that effective mitigation and adaptation are not standalone goals but the foundation for energy security, sustainable growth, and improved quality of life. This provided participants with a proven model to translate high-level EU climate ambitions into co-created, actionable local transition scenarios.

This theoretical foundation was rapidly operationalized through dynamic, participatory methodologies. Interactive formats like live polling and structured breakout sessions served a dual purpose: they democratized the dialogue, giving every stakeholder a voice, and simultaneously functioned as a real-time data collection engine. The insights, preferences, and contextual challenges voiced by participants were systematically captured and directly funneled into the drafting of the GreenMove Interactive Sustainable Living Guidebook (GISLG). This process ensured that the guidebook is not a generic academic document, but a living, evolving resource, enriched with the on-the-ground intelligence and collaborative strategies forged during the conference itself.

Interactive formats—including live polling and breakout sessions—transformed theoretical discourse into actionable strategies, with data collected directly informing the GISLG Guidebook.

T3.3 Communication and Dissemination Plan:

The execution of the Communication and Dissemination Plan for the Podstrana meeting was a strategically orchestrated campaign designed to transform local project activities into a resonant, Europe-wide conversation. The objective was not merely to inform, but to actively engage stakeholders, democratize access to knowledge, and solidify the GreenMove network as a leading voice in sustainable rural mobility.

1. Cultivating a Dynamic Digital Ecosystem

Our approach established a powerful and interconnected digital presence to serve as the permanent backbone of the project's outreach.

Centralized Digital Hub: The official project portal, greenmove.site, was evolved beyond a static repository into a dynamic knowledge platform. It was strategically curated to host a wealth of resources, including full conference recordings, iterative drafts of the GISLG for transparent development, and in-depth partner spotlights, making it the definitive source for all project-related information.

Strategic Social Media Engagement: We executed a targeted, multi-platform social media campaign across Facebook, Twitter (X), and Instagram. This was not limited to simple updates but involved the strategic dissemination of compelling content such as authentic participant testimonials, key session takeaways, and professionally designed infographics that distilled complex research—like the pivotal "Lessons from CO2PACMAN"—into accessible, shareable visual assets.

2. Orchestrating Multi-Lingual Stakeholder Engagement

To ensure genuine pan-European penetration, we implemented a nuanced, multi-lingual engagement strategy that transcended linguistic and geographic boundaries.

Amplified Media Outreach: A cornerstone of our dissemination was the production and distribution of a comprehensive press release, which was professionally translated and disseminated in over 16 languages. This meticulous localization strategy secured featured coverage in a diverse range of media outlets, from regional press to EU-focused policy platforms, thereby validating the project's relevance at multiple levels of governance and society.

Activation of the Partner Network: The dissemination effort was powerfully amplified by leveraging the consortium's inherent strength. We activated the networks of all 16 partner countries, equipping them with tailored content packages to propagate the meeting's outcomes through their own institutional and social media channels. This created a powerful, cascading effect, ensuring the results from Podstrana resonated deeply within local contexts across the continent, thereby solidifying a truly collective and widespread impact.

In essence, this multi-faceted plan successfully ensured that the intellectual *capital generated during the three-day meeting achieved maximum visibility, fostering a connected community of practice and embedding the project's findings into the broader discourse on sustainable mobility in Europe.*

The second Press Release was translated in 16 languages and sent over to all local Media and organization's sites, having a great outcome as follows:

1. https://kerkyraikiapopsi.gr/o-dimos-v-kerkyras-protagonistei-meso-tou-programmatos-greenmove-sti-nea-epochi-tou-viosimou-tourismou/

2. https://www.cm-valongo.pt/viver/noticias/noticia/valongo-partilha-boas-praticas-de-mobilidade-sustentavel-no-segundo-evento-do-projeto-europeu-greenmove-em-malta
3. https://www.podstrana-portal.com/podstrana/iz-opcine/odrzana-greenmove-konferencija-u-podstrani
4. https://www.murska-sobota.si/novice/skupna-pobuda-projekta-greenmove-za-trajnostno-prihodnost-evropskih-podezelskih-skupnosti
5. https://www.podstrana.hr/2025/11/04/odrzana-greenmove-konferencija-u-podstrani/
6. https://pirininfo.com/2025/10/21/dobri-praktiki-za-ustojchiv-selski-turizam-byaha-obsazhdani-na-znakova-srestha-v-podstrana-harvatiya/
7. https://livno.ba/u-okviru-projekta-greenmove-u-podstrani-odrzan-treci-transnacionalni-sastanak-na-kojem-su-sudjelovali-i-predstavnici-grada-livna/
8. https://moj-portal.net/vijesti/u-okviru-projekta-greenmove-u-podstrani-odrzan-treci-transnacionalni-sastanak-na-kojem-su-sudjelovali-i-predstavnici-grada-livna/
9. https://www.cm-valongo.pt/viver/noticias/noticia/valongo-apresenta-contributo-estrategico-para-o-turismo-sustentavel-e-a-mobilidade-ecologica-no-encontro-europeu-greenmove-na-croacia?fbclid=Iwb21leAObunFjbGNrA5u6bWV4dG4DYWVtAjExAHNydGMGYXBwX2lkDDM1MDY4NTUzMTcyOAABHuXLkxT6YDMzunW7sCTKf4PRsAMtP4-m_Bkgt09tHJXXtxgNPbdG2QTcAKHX_aem_9SxkkrDWuSYB9V4iu8_O6g
10. https://www.gotsedelchev.bg/index.php?module=BD&func=news&mun=%C3%EE%F6%E5%20%C4%E5%EB%F7%E5%E2&newsID=3402
11. https://pirinpress.com/%D0%B4%D0%BE%D0%B1%D1%80%D0%B8-%D0%BF%D1%80%D0%B0%D0%BA%D1%82%D0%B8%D0%BA%D0%B8-%D0%B7%D0%B0-%D1%83%D1%81%D1%82%D0%BE%D0%B9%D1%87%D0%B8%D0%B2-%D1%81%D0%B5%D0%BB%D1%81%D0%BA%D0%B8-%D1%82%D1%83%D1%80/
12. https://www.livno-online.com/zupanija/55550-u-okviru-projekta-greenmove-odrzan-treci-transnacionalni-sastanak
13. https://rabarada.ee/en/uudised/cerv-greenmove-forges-a-path-for-sustainable-rural-tourism-at-landmark-meeting-in-podstrana-croatia
14. https://toppresa.com/397622/%d0%be%d0%b1%d1%89%d0%b8%d0%bd%d0%b0-%d0%b3%d0%be%d1%86%d0%b5-%d0%b4%d0%b5%d0%bb%d1%87%d0%b5%d0%b2-%d1%81-%d0%b0%d0%ba%d1%82%d0%b8%d0%b2%d0%b5%d0%bd-%d0%bf%d1%80%d0%b8%d0%bd%d0%be%d1%81-%d0%b2-%d0%be
15. https://infomreja.bg/dobri-praktiki-za-ustojchiv-selski-turizym-obsydiha-na-znakova-sreshta-v-hyrvatiq-181079.html
16. https://ilindenpres.bg/45542-v-podstrana-obsudiha-budesheto-na-ustojchivata-mobilnost-v-selskite-rajoni/
17. https://beti.lt/the-municipality-of-north-corfu-as-the-leading-partner-of-the-greenmove-project-is-coordinating-the-3rd-european-meeting-in-croatia-hosted-by-municipality-of-podstrana-on-sustainable-tourism-and-m/
18. https://beti.lt/lt/siaures-korfu-savivaldybe-kaip-pagrindine-greenmove-projekto-partnere-koordinuoja-3-iaji-susitikima-kroatijoje-kuri-rengia-podstrana-savivaldybe-apie-tvaru-turizma-ir-mobiluma/
19. https://www.instagram.com/p/DQTpBikiLsP/?img_index=1
20. https://www.limbazunovads.lv/lv/jaunums/biedriba-bk-95-piedalas-greenmove-projekta-tresaja-sanaksme-podstrana-horvatija
21. https://bk95.eu/lv/greenmove-cels-uz-ilgtspejigu-lauku-turismu-podstrana-horvatija/
22. https://www.instagram.com/p/DOvyyDyiGJX/
23. https://beti.lt/greenmove-3rd-european-meeting-highlights-from-podstrana-croatia/
24. https://beti.lt/lt/greenmove-treciasis-europos-susitikimas-akimirkos-is-podstranos-kroatija/
25. https://comune-fano-pu-it.zoom.us/j/99477850883?pwd=xK2Jk52WDNUlabITA95XmHO9KhKKBx.1
26. https://beti.lt/greenmove-forges-a-path-for-sustainable-rural-tourism-at-landmark-meeting-in-podstrana-croatia/

27. https://beti.lt/lt/greenmove-zengia-tvaraus-kaimo-turizmo-keliu-per-reiksminga-susitikima-podstranoje-kroatijoje
28. https://westpannon.hu/backend/news/details/360
29. https://bk95.eu/en/greenmove-3rd-meeting-in-croatia/

While the social media are the following:

1. https://www.facebook.com/share/p/1Gg1vrd17W/
2. https://www.facebook.com/podstrana.portal/?locale=hr_HR
3. https://www.facebook.com/photo/?fbid=835190142198585&set=pcb.835196698864596
4. https://www.facebook.com/ngorabarada/posts/pfbid02a36XDK86Gg4k5gwqs2kUGhTha6sQL8kroJJXg5rNy2hRu1pHewzSxyb88RTP6mt1l?rdid=a1C1v2zdDNZhw9DF#
5. https://www.facebook.com/BK95association/posts/pfbid02rZAkhwcgvbdozSM3aQu5YvYepLssQHrdKea3z8RW56rYCAGbbQJeVTDoAE
6. https://www.facebook.com/share/1DMMxDGryr/
7. https://www.facebook.com/Hfonitispafou/posts/pfbid0M5UPKLx3YVN8JiJUhFHUuBqg8yNoMqCALnsvwUv5WvHf7SviqFABgm9ZsxMQSKx6l?locale=el_GR
8. https://www.facebook.com/Hfonitispafou/posts/pfbid0Kam4ofL6Fmczu7m6KL8J2CGUDjWarE48Nwy4MBRJXdbSPmkHFZscBWDtmxKDNayml?locale=el_GR
9. https://www.facebook.com/moj.portal.net/photos/u-okviru-projekta-greenmove-u-op%C4%87ini-podstrana-u-hrvatskoj-sredinom-listopada-od/122200430360323309/
10. https://www.facebook.com/photo/?fbid=835189965531936&set=pcb.835196698864596
11. https://www.facebook.com/BETILT/posts/pfbid0XghTLzPrQNneNZT44oFyGAgruc6q7jYTSzHrgfNRC5TcjUrhhcoNtBRQmneFYAe9l?locale=lt_LT
12. https://bk95.eu/en/greenmove-path-for-sustainable-rural-tourism-at-landmark-meeting-in-podstrana-croatia/
13. https://bk95.eu/lv/greenmove-tresa-starptautiska-sanaksme/
14. https://www.instagram.com/p/DIBRiAOtzPe/?hl=en
15. https://www.facebook.com/BETILT/posts/pfbid02PWQ2MagV4iuGwP78wJ45Dft6gTFJXF25TcVNV7XUhDe7TjX4qwFZnhHn3jY9Rdfol?locale=lt_LT
16. https://www.facebook.com/BK95association/posts/pfbid0C4AwiyS5xamwfw7DBB8F1DmSU7vyMgSCqrATanu6BUMsNG8oRJfKNAyfnD
17. https://www.facebook.com/FEMOVEURO/posts/pfbid02EvipFy3Ca2iGrWQce84awo2nBxDKg3cAs5VxcqifcindAi3SoWzpjoaTaJh6Tr7El
18. https://www.facebook.com/photo?fbid=1364692548784549&set=pcb.1364694142117723

T3.4: Project Coordination and Governance Framework

The successful execution of the GreenMove initiative relies on a structured governance model that ensures alignment, accountability, and agile responsiveness across the consortium. We will institute a systematic schedule of strategic project coordination meetings, designed not only to monitor progress against key deliverables but also to foster synergistic collaboration among all partners. These gatherings will serve as critical platforms for conducting in-depth reviews of ongoing activities, identifying emerging risks, and facilitating data-driven decision-making. Through disciplined reporting and transparent dialogue, we will maintain dynamic oversight of project trajectories while enabling collective problem-solving. This proactive, adaptive approach to coordination—integrating both operational oversight and strategic foresight—will be fundamental to maximizing impact, optimizing resources, and ensuring the timely achievement of GreenMove's overarching mission.

T4.5: Monitoring and Evaluation for Continuous Improvement

GreenMove will implement a sophisticated performance intelligence system designed to generate actionable insights and drive strategic optimization throughout the project lifecycle. Our approach moves beyond conventional monitoring to establish a dynamic evidence ecosystem that integrates multiple data streams: quantitative metrics tracking against predefined targets, qualitative assessments capturing nuanced stakeholder perspectives, and comparative analysis benchmarking progress across partner regions. The framework employs a multi-tiered evaluation methodology—blending internal progress analytics, independent external validation, and participatory stakeholder assessments—to create a comprehensive picture of project effectiveness. This systematic triangulation of data enables real-time identification of success patterns and implementation challenges, facilitating proactive strategy refinement. The resulting intelligence will not only validate project impact but also create a continuous innovation cycle, ensuring resource optimization, maximizing intervention relevance, and building an invaluable knowledge repository for future sustainable mobility initiatives across Europe.

Event Impact & Future Steps:

The Podstrana meeting culminated in two transformative decisions that elevate GreenMove from a project to a movement, marking a pivotal shift from dialogue to concrete European action.

In a powerful demonstration of unified purpose, the consortium of 17 partners from 16 nations issued a formal European Call to Action, proposing the establishment of an annual "European Day of Sustainable Mobility" to be inaugurated on May 9, 2026. This strategic alignment of grassroots sustainability initiatives with Europe Day represents an ambitious effort to institutionalize ecological consciousness as a core component of European identity, transforming symbolic celebration into tangible, localized action across the continent.

As we transition to the forthcoming strategic convening in Fano (November 18-22, 2025), we are positioned to accelerate this momentum, all the partners ratified a groundbreaking Knowledge-Sharing Covenant, mandating the creation of an open-access digital repository for sustainability solutions. Championed by the RTIS Network, this pioneering initiative will systematically pool and share digital tools (e-tools) developed through previous EU-funded projects. This collaborative architecture ensures that smaller municipalities can bypass prohibitive development costs, dramatically accelerating the green transition by leveraging existing, proven innovations and maximizing the compound return on European investment.

As articulated by the Municipality of Podstrana, "This gathering transcended theoretical discussion to deliver actionable European outcomes. The e-tool repository exemplifies the Union's foundational principle of solidarity, ensuring that innovation becomes a shared asset rather than a competitive advantage." These dual outcomes—the institutionalization of sustainable mobility and the democratization of green technology—establish Podstrana as a definitive milestone in Europe's journey toward inclusive, collaborative sustainability.

HISTORY OF CHANGES		
VERSION	PUBLICATION DATE	CHANGE
1.0	01.04.2022	Initial version (new MFF).