



# ZERO-MOVE

## Zero Emission Mobility Initiatives

### HUNGARY, ROMANIA, SLOVENIA: PÉCS, CLUJ-NAPOCA, & VELENJE

Emissions domains addressed by the ECT Activity



All vehicles &  
transport  
(mobile energy)

#### Key Terms

Smart Sensors | Sustainable Mobility |  
Transport Coalition | Policy Lab | Green  
Freight | Carbon Calculator

#### Levers of Change

Data and Digitalisation | Democracy and  
participation | Governance and policy |  
Learning and capabilities | Social innovation |  
Technology/infrastructure

#### Context & Challenges

ZERO-MOVE addresses the urgent challenge of transport-related emissions in Central European cities by integrating advanced technologies with inclusive governance. The project responds to high car dependency, fragmented stakeholder coordination, and limited data-driven traffic management. It introduces smart sensor networks for real-time traffic and freight monitoring, enabling proactive urban mobility planning. Simultaneously, it establishes Transport Coalitions and Policy Labs to co-create sustainable transport policies and formalize emission reduction commitments. By linking behavioural change, infrastructure upgrades, and stakeholder collaboration, the project builds a replicable model for low-emission urban mobility.

#### Objectives

- Deploy smart traffic and freight monitoring systems
- Establish Transport Coalitions and Policy Labs
- Promote citizen engagement through carbon tracking tools
- Support green freight and logistics accreditation
- Raise awareness via city-wide campaigns and educational programmes

#### Activities & Innovations

- Real-time traffic and freight data collection via smart sensors
- Emission reduction agreements with transport stakeholders
- Policy Labs for collaborative governance and logistics reform
- Green Freight and Logistics Accreditation Programme
- Public awareness campaigns and youth education
- Web-based carbon calculators integrated into Climate City Contract (CCC) platforms

#### Expected Impact & Outcomes

- Quantifiable reductions in transport-related GHG emissions
- Improved traffic flow and logistics efficiency
- Institutionalized, cross-sectoral governance for sustainable mobility
- Increased citizen and stakeholder engagement
- Scalable, tech-enabled models for climate-neutral urban transport

