



# KReATIVE

## KRANJ, SLOVENIA

Emissions domains addressed by the ECT Activity



All vehicles & transport (mobile energy)



### Key Terms

Sustainable Mobility | Digital Platforms | Participatory Governance | Behavioral Change | Data-Driven Planning | Inclusive Design

### Levers of Change

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

### Context & Challenges

Kranj is committed to achieving climate neutrality by 2030 but faces persistent challenges: high car dependency, siloed municipal governance, and limited digital infrastructure for sustainable mobility. KReATIVE addresses these by using data-driven mobility solutions such as MaaS application (Mobility as a Service) and its integrated step tracker and peer-to-peer rides exchange app, fostering cross-departmental collaboration, and engaging citizens in co-creating change. The project transforms urban mobility through real-world experimentation and participatory governance, while building a replicable model for smaller European cities to drive inclusive, measurable climate action.

#### Objectives

- Breaking down institutional silos to align city departments around climate-neutral mobility
- Deploying flexible, user-centric digital mobility platforms (MaaS, ride-sharing)
- Promoting behavioural change through gamification and citizen incentives
- Piloting and evaluating car-restrictive measures (e.g. School Streets) as "living labs"
- Building a scalable impact framework and sharing policy recommendations across cities

### Expected Impact & Outcomes

- Reducing private car use and shifting modal split toward sustainable transport
- Improving coordination and capacity across city departments
- Increasing citizen participation and ownership of climate action
- Generating actionable insights and scalable models for other EU cities
- Fostering a culture of innovation, inclusivity, and climate resilience in local governance
- Ensuring accessibility and equity in mobility solutions, especially for women, rural residents, and vulnerable groups.

### Activities & Innovations

- Launching a Digital Mobility Marketplace integrating ridesharing and step tracker, and upgraded MaaS app
- Piloting car-restrictive interventions to test and refine urban mobility strategies
- Co-creating mobility solutions with city departments, public institutions, and citizens
- Deploying a gamified step-tracking platform to incentivize walking and cycling
- Using machine learning to segment users, model travel behaviour, and optimize services
- Communicating widely through media campaigns, influencer-led events, and public workshops

