

## **IPA ADRION 215 – ADCCAM2ZERO**

### **FULL NAME: Adopting CCAM 2ZERO through ADRION Programmed Partnerships**

**LEAD PARTNER:** “University of Patras – Research Committee (Eidikos Logariasmos Kondiliwn kai Ereunas)” (EL) (Codice Fiscale/Partita IVA: EL998219694)

**DURATION:** 36 months

**PROJECT BUDGET:** 1.304.663,90

### **PROJECT SUMMARY:**

ADCCAM2ZERO represents a transnational effort to advance sustainable urban mobility, contributing to the broader goals of the European Union's strategies for a greener, more efficient transportation future redefining urban mobility within the Adriatic-Ionian region by embracing smart, sustainable transportation solutions. Positioned under the Specific Objective 2.4 of supporting sustainable multimodal urban mobility, this project directly addresses the increasing challenges of traffic congestion, air pollution, and the underutilization of public transportation systems exacerbated by private vehicle ownership. At the heart of ADCCAM2ZERO lies the use of Digital Twins technology, enabling a comprehensive, data-driven examination of urban mobility ecosystems. This approach allows for the comparative analysis of various transportation modes, ranging from ride-sharing and public transit enhancements to biking, thereby providing urban planners with actionable insights on optimizing infrastructure investments for maximal societal benefit. The project focuses on leveraging the potential of the sharing economy by integrating services such as ridesharing platforms, car-sharing programs, and bike-sharing systems, to reduce car dependency, alleviate congestion, and promote environmental sustainability. Moreover, ADCCAM2ZERO introduces a carbon-trading marketplace model, scalable across cities, by incentivizing sustainable mobility choices by rewarding users and mobility providers who actively contribute to emission reductions and adhere to local policy goals. In addition, the project aims to foster partnerships between mobility service providers and urban planners to jointly address the challenges and opportunities of the evolving urban mobility landscape and to implement Sustainable Urban Mobility Plans (SUMPS) that not only improve the quality of life of citizens in the Adriatic-Ionian region, but also serve as a model for sustainable urban mobility.