

CIVITAS

Sustainable and smart mobility for all

2030



Inclusive Shared Mobility

A CIVINET Study Tour and Networking Event – 12–13 May 2026

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Shared mobility as a leadership challenge

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Perspectives from cities

Perspectives from cities



Elio Tomassetti
President, Rome District XII



Ana Agudo
Deputy Mayor, Granada

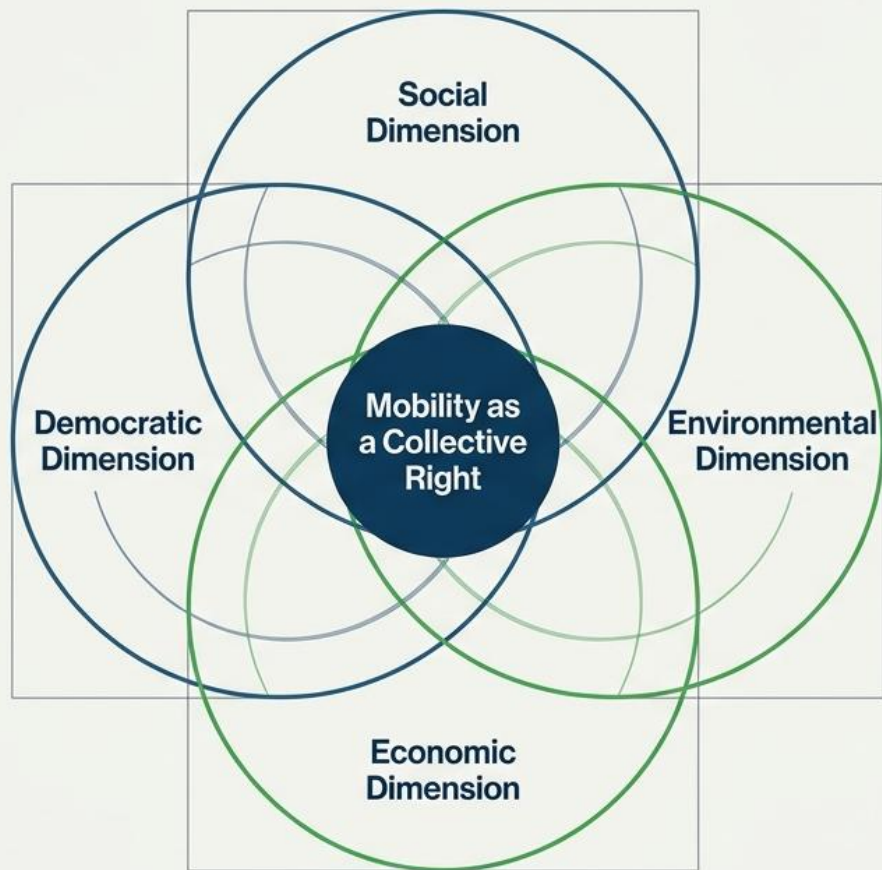


Mihai Tonciuc
Councillor, Ploiești



Inclusive Shared Mobility: The Granada Experience

Moving from Idealistic Ambition
to Diagnostic Realism



Beyond Transport

In modern European cities, mobility is no longer just a logistical challenge—it is the foundation of access to opportunities.

The Granada Approach

We learn not only from our implementation successes, but from the systemic friction points where innovation meets reality.

The Spanish Sustainable Mobility Law



Integration:
Merging diverse
transit modes.



Accessibility:
Ensuring universal
access.



Intermodality:
Seamless physical
transitions.



Territorial Coordination:
Governing across
borders.

This new national framework shifts mobility from a service commodity to a legally recognized collective right, demanding profound adaptation from mid-sized historical cities like Granada.

Lesson 1: Economic Sustainability

The Catalyst (Adoption)

Case: Shared electric scooters
(Superpedestrian)

- ✓ High local and tourist usage
- ✓ Strong compliance with municipal parking regulations
- ✓ Positive integration into urban patterns.

The Reality (Viability)

Outcome: Company bankruptcy and
market disappearance.

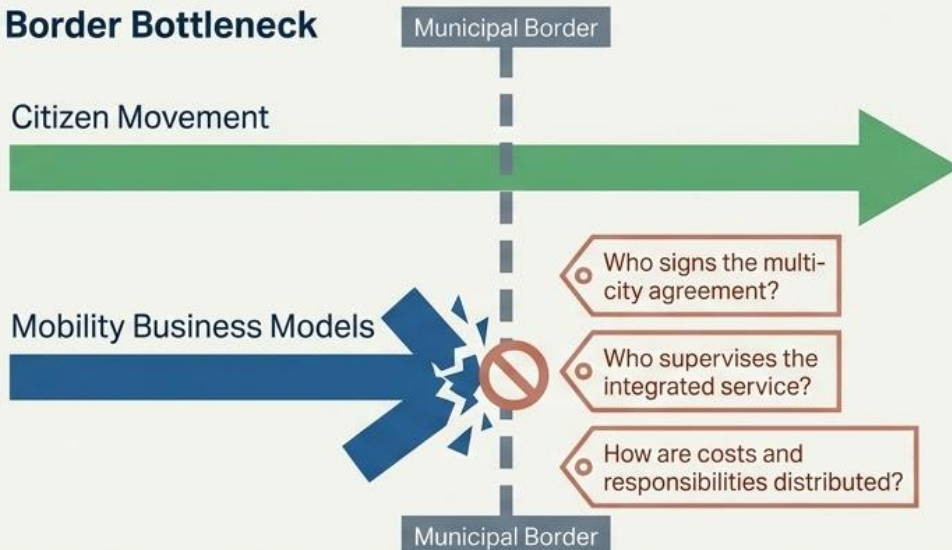
- ⚠ Friction Point: Mid-sized historic cities (dense, complex geography) demand long-term economic models, not just rapid tech deployment.

Innovation without a sustainable business model cannot form the stable foundation of an urban transport ecosystem.

Lesson 2: Metropolitan Governance & The LEZ Challenge

The Acciona LEZ Case:
Strong environmental justification for shared electric cars/motorcycles, yet the pilot stalled. Why? Lack of single-municipality scale.

The Border Bottleneck



Mobility realities are metropolitan. Administrative structures are municipal.

Lesson 3: The Public Sector as Facilitator

The Subsidizer Reflex (Traditional)

Action: Direct financial support to private operators.

Constraint: Highly limited municipal resources.

Speed: Slow procurement cycles.

The Facilitator Model (Agile)

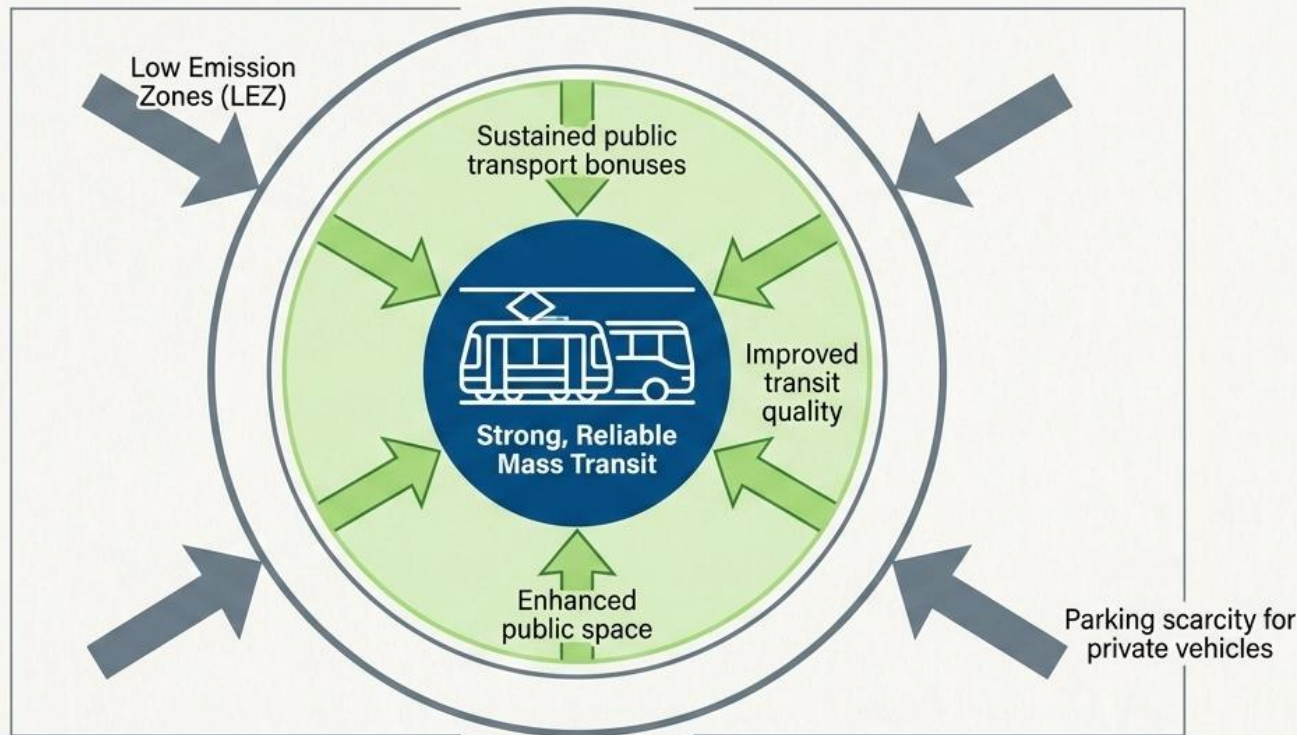
Action: Governing innovation through non-financial levers.

Case Study: MuBE Carpooling - A local startup deployed without municipal funding.

City's Role: Creating regulatory certainty, promoting services to municipal employees, and establishing sustainable commuting patterns.

The role of the city is to govern and coordinate innovation, not exclusively to finance it.

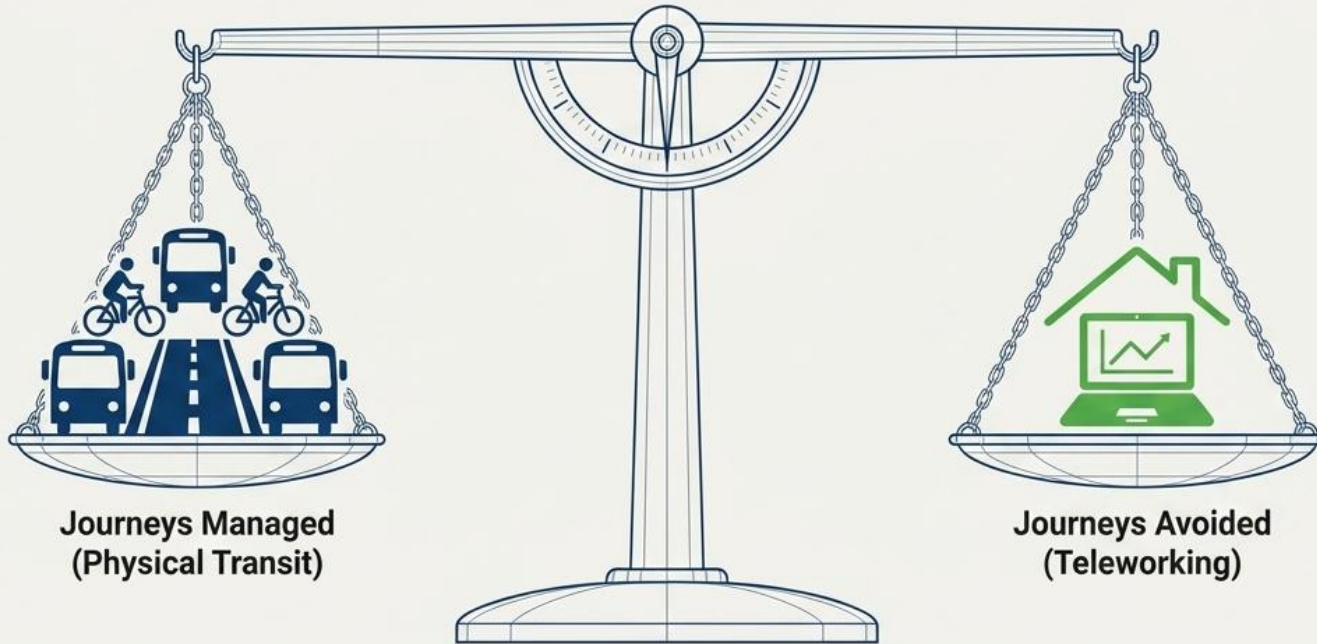
Lesson 4: The Centrality of Public Transport



Shared micromobility is supplementary. The true transition to collective efficiency—reducing private dependence and reclaiming public space—is entirely anchored by the mass transit core.

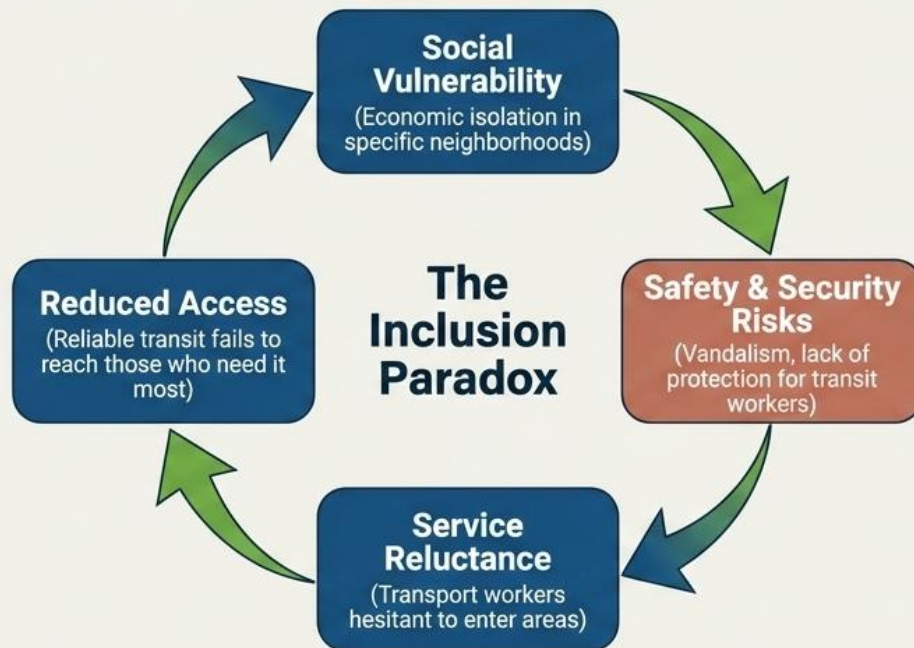
Lesson 5: Workplace Mobility & Teleworking

Under the new Sustainable Mobility Law, major workplaces must develop Sustainable Mobility Plans. **Mobility is dictated by employers, urban planning, and work culture—not just transit agencies.**



Every unnecessary journey avoided through remote work is a zero-cost, high-impact mobility policy that instantly reduces peak congestion and emissions.

Lesson 6: Inclusion, Safety, and Social Cohesion



A mobility system fails if it only serves those with resources or favorable living conditions. Accessibility is not just physical—it is the guarantee of safe, reliable transit to daily opportunities for both users and municipal workers.

Conclusion: The Granada Balance



Ultimately, sustainable mobility is not about vehicles—it is about people. The overarching purpose of policy is ensuring that all citizens, regardless of income, age, or neighborhood, can access community life with dignity.

Thank You.

Let's continue the conversation.



The Municipality of Ploiești



Using behavioral economics science to improve mobility

Local Councillor: Mihai Tonsciuc



Students and the usage of public transport

Students can get to school via...

Free:

- **Public transport**
- **Walking**
- **Cycling**

Costly:

- **Personal car**
- **Taxi**
- **Driving**

How many students request their
free transport card?

Students who use public transport

**Aproximatly
33.000 students**

**Only
15.000 use it**

(less than half)

Then versus now

First stage:

Every month you have to go to the company headquarters and ask for your free transport card.

Second stage:

You have to go each year and ask for the transport card.

Final stage:

The company send the transport cards each year straight to school and ask for your acceptance.

Opt-in versus opt-out

Libertarian paternalism

Rule for public peace:

**-No one is forced to
“do it the right way”**

Rule for the public good:

**-Using choice architecture
leads people to chose the
path of least resistance.**

Homo economicus is a myth

If the people would always choose what's the best price/quality option there would hardly be any students without a free public transportation card.

Results (out of 33.000)



**October 2024:
15.000 students**

**October 2025:
32.000 students**



Thank you!

Local councillor from Ploiesti, Romania: Mihai Tonsciuc

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**Plenary political
discussion**

Navigating key governance dilemmas



Regulation vs.
flexibility



Access, equity and
public acceptance



Multimodal
integration and
connectivity

Navigating key governance dilemmas



How far should political decision-makers go in regulating shared mobility services to protect public space, safety and inclusiveness—without discouraging innovation or investment?

Regulation vs.
flexibility

Navigating key governance dilemmas



Which political levers are most effective to ensure shared mobility benefits citizens with reduced mobility, limited digital access or lower incomes, while maintaining broad public support?

Access, equity and public acceptance

Navigating key governance dilemmas



What political decisions help move shared mobility from a leisure and occasional mode to full integration into the public transport system and support first and last-mile connectivity with peri urban areas?

Multimodal
integration and
connectivity

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Wrap up

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