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ArtMED

D.3.3.1: 2 Roundtable insight reports

INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT

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Document Information

Project id	**Euro-MED0200882**
Project Title	**Planning for autonomous mobility on demand in the Euro-MED area**
Project Acronym	**ArtMED**
Project Mission	Promoting green living areas
Programme Priority	Greener MED
Specific Objective	RSO2.4: Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system based approaches
Deliverable Number	D.3.3.1
Deliverable Title	2 Roundtable insight reports
Work Package Number	3
Work Package Title	Dissemination and effective rolling-out the AMOD impact assessment tool in the Euro-MED area
Activity Number	3.3
Name of Activity	Promoting the project results to high-level decision makers in Euro-MED to ensure political support to prioritize and allocate more resources to the planning for AMOD.

Partner in charge	Institute of Entrepreneurship Development
Partners involved	Postojna, ECL, CARNET, TMLisboa, ALOT, PF, iED
Date of production	December 2025

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Executive Summary

This deliverable presents the insight reports from the two high-level ArtMED roundtables organised under Work Package 3 to promote political dialogue, strengthen the visibility of project results, and support informed decision-making on Autonomous Mobility on Demand (AMOD) across the Euro-MED region. Taken together, the two roundtables offered a comprehensive exploration of AMOD from economic, operational, social, technological, and governance perspectives, reflecting the complexity of introducing autonomous mobility solutions in diverse Mediterranean territories.

The first roundtable (June 2025), held online to maximise participation, centred on the feasibility and strategic relevance of AMOD in rural, peri-urban, and tourist areas with persistent accessibility gaps. Speakers from Spain, Italy, Greece, and Slovenia presented insights from research, pilot deployments, and operational experience. Discussions emphasised the financial challenges of conventional demand-responsive transport with human drivers; the conditions under which autonomous shuttles or robotaxis may become viable; and the importance of user acceptance, stakeholder engagement, and regulatory preparedness. The roundtable highlighted the potential of the ArtMED AMOD impact assessment tool (.MOBI) to serve as a planning instrument that supports scenario testing, KPI calculation, and evidence-based arguments for investment. Practical lessons from pilots such as the "Sirmione Chiama Bus" illustrated both opportunities and barriers related to digital inclusion, operator acceptance, and service design.

The second roundtable (October 2025), held in hybrid format, expanded the discussion to examine AMOD as a socio-technical transition affecting safety, social behaviour, resilience, and long-term mobility planning. The event featured experts in urban transport engineering, social sciences, and maritime autonomous navigation. Presentations highlighted behavioural risks associated with removing drivers, the fragility of autonomous systems in complex environments, and the need for municipalities to adopt clear, realistic use cases supported by controlled pilots. The .MOBI tool demonstration showed how local authorities can analyse fleet sizing, CAPEX/OPEX, externalities, and financial viability. Cross-sector insights from maritime autonomy underscored that technological maturity alone is insufficient without supportive governance, user trust, and operational frameworks.

Across both events, participants stressed the need for responsible, data-driven, and context-sensitive approaches to autonomous mobility. AMOD has potential to enhance accessibility and sustainability, but deployment must be aligned with local needs, regulatory evolution, financial feasibility, and social acceptance. The roundtables confirmed that autonomous mobility should complement and not replace existing transport networks, and must be integrated into broader strategies that prioritise greener and more resilient living areas. These insights will guide the refinement of the .MOBI tool, support partner engagement with policymakers, and contribute to the long-term impact of ArtMED.

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Purpose of the Deliverable

The purpose of this deliverable is to summarise and analyse the insights generated through the two ArtMED roundtables organised under Work Package 3 in 2025. These events were designed to facilitate structured dialogue among high-level decision makers, technical experts, and mobility stakeholders on the current evaluation, perception, and future potential of Autonomous Mobility on Demand (AMOD) in the Euro-MED region. The deliverable aims to capture how AMOD is understood in terms of feasibility, operational challenges, societal implications, and regulatory readiness, while also examining how digital tools such as the AMOD impact assessment tool (.MOBI) support evidence-based decision-making. By consolidating perspectives from both roundtables, this report provides a comprehensive overview of the factors shaping public-sector attitudes towards AMOD and contributes to the project's broader policy engagement and knowledge dissemination objectives.

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Introduction

This deliverable summarises the insights generated through the two ArtMED roundtables conducted in 2025 as part of Activity 3.3 under Work Package 3, which aims to promote ArtMED results to high-level decision makers across the Euro-MED area. The roundtables were designed to serve as strategic platforms for political dialogue, knowledge exchange, and capacity building on the planning and assessment of Autonomous Mobility on Demand (AMOD). As the project contributes to the Greener MED mission of promoting green living areas, these events provided critical opportunities to examine how autonomous mobility can support climate resilience, accessibility, and sustainable transport transformation.

The roundtables addressed AMOD from complementary angles. The first roundtable explored AMOD's feasibility and relevance in low-density and tourist-dependent regions, where conventional public transport often struggles to provide reliable and cost-effective services. Held online, the event enabled participation from a geographically diverse audience and brought forward perspectives from academia, public transport authorities, innovation centres, and mobility specialists. It emphasised core barriers such as financial viability, legal uncertainties, and user acceptance, while demonstrating how structured assessment tools, specifically the ArtMED AMOD evaluation tool (.MOBI), can support municipal and regional decision-making.

The second roundtable, held at JOIST Innovation Park with hybrid participation, broadened the discussion from feasibility to long-term integration of autonomous systems within complex mobility ecosystems. It examined operational resiliency, behavioural change, social implications, safety perceptions, and cross-modal links; most notably through parallels with maritime autonomous navigation. The roundtable also provided participants with a live demonstration of the .MOBI tool and illustrated how data-driven planning can support municipalities in navigating uncertainty, costs, externalities, and service design.

Together, the two roundtables offered a structured, progressive inquiry into the challenges, opportunities, and governance needs associated with AMOD deployment in Mediterranean contexts. The insights generated underscore the importance of interdisciplinary approaches, cautious and evidence-led piloting, and strong political engagement to ensure that autonomous mobility contributes meaningfully to regional sustainability objectives. This report consolidates the results of both events, providing a coherent basis for future ArtMED activities, policy dialogue, and tool refinement.

Methodological Limitations

The insights presented in this deliverable are based on qualitative data collected during the two ArtMED roundtables, including expert presentations, open discussions, and participant interventions. As such, the findings reflect the perspectives, professional backgrounds, and experience of the individuals who contributed to the discussions, rather than constituting an exhaustive assessment of all dimensions of Autonomous Mobility on Demand (AMOD). The roundtables were not intended to produce statistical evidence or operational benchmarks but to capture informed reflections from high-level stakeholders and specialists. In addition, the insights depend on the maturity of the .MOBI tool at the time of the events, which continues to evolve throughout the project. While every effort has been made to ensure accuracy and representativeness, the conclusions should be interpreted within the context of this qualitative methodology and the exploratory nature of the policy dialogue supported by ArtMED.

1. Roundtable #1, 26 June 2025

1.1 Objectives of the Roundtable

The roundtable was designed to create a robust forum for the exchange of expertise, perspectives, and policy considerations among influential stakeholders from across the Euro-MED region. The central aim was to examine AMOD not only as a technological innovation but also as a strategic solution to pressing mobility challenges in low-density territories. The discussion sought to uncover how political leadership, regulatory preparedness, and financial planning intersect in enabling AMOD adoption. Another key objective was to explore how the AMOD impact assessment tool can become an indispensable instrument for local and regional authorities, allowing them to forecast impacts, design tailored services, and build persuasive cases for investment. By fostering collaboration between political decision-makers, technical experts, and public transport operators, the roundtable was intended to lay the groundwork for long-term strategic alignment on AMOD.

1.2 Event Overview

The 60-minute online event brought together over 25 participants from diverse professional backgrounds, including representatives of municipalities, public transport authorities, technology providers, academic, and consulting organisations. Georgia Lalou (iED) opened the session by introducing ArtMED's objectives, contextualising the roundtable within the project's broader dissemination and policy engagement strategy, and underlining the urgency of finding adaptable, low-emission mobility solutions.

The four featured speakers each brought unique expertise and institutional perspectives:

- **Prof. Miquel Estrada** – *Professor at Universitat Politècnica de Catalunya (UPC), Spain.* Miquel Estrada Romeu is Contracted Full Professor at the Civil and Environmental Engineering Department, Universitat Politècnica de Catalunya, UPC (Spain). His research activity is divided into three disciplines, all of them centered in urban mobility: public transport systems, management of on-demand public transport, and design and operation of freight transport networks. Dr. Estrada has participated as a principal researcher or collaborator in 37 projects of competitive public calls (15 national, 21 European and 2 regional). Moreover, he took part in 19 R & D contracts with public or private companies.
- **Martina Carra** – *Architect at Agenzia TPL Brescia, Italy*. Martina Carra is an Assistant Professor (non-tenure-track position) in Transport planning at the University of Brescia (Italy). She holds a Ph.D. with honours in Civil Engineering and Architecture curriculum urban studies from the University of Parma in 2020. Her research focuses on the integration of urban planning and sustainable mobility planning, with particular interest in accessibility and public transport quality, supported by GIS tools and multi-criteria decision-making methods. Since 2025, she has also been collaborating as a researcher with the Public Transport Authority of the Province of Brescia. She presented the case of "Sirmione Chiama Bus," an active on-demand public transport service in a popular tourist area on Lake Garda, offering valuable lessons for local deployment and service design.
- **Viktoria Zorba** – *Sustainable Mobility Specialist at Rhoé Urban Technologies, Greece*. Victoria Zorba is a Mobility Specialist at Rhoe Urban Technologies, where she focuses on electric and autonomous mobility solutions. She is also a PhD student at the University of Florida, specializing in advanced algorithms for CAVs on freeways. With a background in mechanical engineering and extensive research experience in mixed-integer optimization from the University of Thessaly in Greece, she is passionate about developing cutting-edge algorithms

for real-life applications in CAVs. Her contribution focused on planning and investment challenges for AMOD services in rural and peri-urban areas, drawing from hands-on experience in transport consulting and innovation.

- **Blaž Vukelić** – *Co-founder of AV Living Lab, Slovenia*. Blaž Vukelić is the co-founder of AV Living Lab, a mobility innovation hub based in Ljubljana, Slovenia. Established in 2017, AV Living Lab functions as a dynamic real-world testing ecosystem where cutting-edge mobility concepts — such as autonomous vehicles and delivery robots — are developed, demonstrated, and validated. Blaž brings a multidisciplinary background in sociology and economics, combined with a deep commitment to shaping the future of safe, efficient, and socially responsible multimodal transport systems.

Participants Profile: Attendees represented a diverse mix of stakeholders from across the Euro-MED region, including municipal transport departments, regional and national ministries of transport, technology developers, mobility start-ups, research institutions, and consulting firms. Participants joined from multiple countries such as Greece, Italy, Spain, Slovenia, and beyond, ensuring a broad representation of both urban and rural contexts. This diversity enriched the dialogue, bringing in perspectives from policy, operations, technology, and academia.

The event combined structured presentations with interactive Q&A segments, culminating in a rich closing discussion that synthesised insights from both speakers and participants.

1.3 Methodology

Participants were invited through a multi-channel approach, including direct partner outreach, targeted emails to relevant transport authorities, and postings on the Interreg Euro-MED Basecamp platform. The agenda was developed collaboratively among project partners, with speakers selected based on their expertise and ability to address the economic, operational, and regulatory dimensions of AMOD. Insights presented in this report were drawn from speaker presentations, participant questions, and the moderated closing discussion.

1.4 Key Insights from Roundtable #1 discussion

Economic Viability: Prof. Miquel Estrada presented modelling work from UPC Barcelona, explaining that demand responsive transport (DRT) with human drivers is rarely financially sustainable. He pointed to real-world cases such as KutsuPlus in Helsinki, where costs reached €18 per passenger, and the recent closure of a service operated by TMB in Barcelona. He showed a Thessaloniki route analysis, calculating operating costs of €0.70 per vehicle-km and €34 per vehicle-hour. He demonstrated that when demand density is very low, taxis are the only feasible option, while autonomous minibuses (7–10 seats) can extend the viable range of DRT up to 90 passengers/km². He also highlighted the "vicious circle": as ridership grows, flexible DRT tends to revert back to conventional bus operations.

User Acceptance and Behavioural Change: Victoria Zorba stressed that planning AMOD requires both identifying mobility needs ("who travels, where, when, and why") and ensuring financial viability. She explained that acceptance is central to scaling: robotaxis are being deployed in large cities because they mimic existing successful ride-hailing models, whereas autonomous shuttles remain limited to controlled environments such as campuses, airports, or seaports. She underlined the importance of not creating unrealistic expectations during pilots, since low-speed AVs still rely on safety operators and are not yet capable of full autonomous operation.

Operational Lessons: Martina Cara presented the Sirmione "Chiama Bus" pilot in the Province of Brescia, Italy. She described the town of 8,000 residents hosting 30 million tourists annually, creating seasonal mobility pressure. The traditional commuter bus line had only ~6 passengers per trip (15%

occupancy). Replacing it with an on-demand service improved efficiency and user satisfaction. Key performance indicators included 94% on-time rides, 77.5% bookings via the app, and over 30% of users choosing the first available slot, showing trust in the system. Most trips were by residents rather than tourists. Challenges included digital exclusion of elderly users (requiring call-centre support), resistance from traditional operators, and the need for public authorities to retain control of the booking software. She also noted missed opportunities in early marketing and the importance of stronger outreach to tourists and residents.

Regulatory Environment: Blaz Vykelits drew on the Slovenian experience, noting that demonstration and testing is highly restricted and fragmented compared to neighbouring countries. He emphasised that EU-level regulation would speed implementation and reduce costs. He also underlined the need for multi-stakeholder engagement: municipalities, ministries, police, elderly users, and children must all be involved from the start. As an example, in Postojna municipality, autonomous mobility concepts are being tested to help children travel to after-school activities. He recalled Slovenia's first AV demo in 2018, when scepticism quickly turned into enthusiasm once citizens experienced the vehicles firsthand.

Strategic Integration: In the final debate, participants discussed how AMOD should complement, not replace, existing transport networks. Catalonia pilots showed average occupancies of no more than three passengers per vehicle, underlining the difficulty of achieving economies of scale. Feeder services (e.g. one-to-many links from residential areas to railway stations) were identified as promising. Participants also considered hybrid models where AMOD could be combined with taxis to cap detour times. The AMOD tool was recognised as a valuable resource for modelling these scenarios, calculating KPIs, and strengthening political arguments for investment.

1.5 Dissemination Activities

Pre-event promotion included a targeted three-part LinkedIn campaign introducing the roundtable's theme, goals, and speakers, reaching policymakers, researchers, industry leaders, and public transport practitioners across the Euro-MED region. Additional strategies included disseminating the invitation through the GLA (Green Living Areas) community on Basecamp, aiming to attract participants from other Interreg Euro-MED projects and foster synergies between initiatives. We also reached out directly to municipalities within partner regions to encourage their participation, ensuring that local authorities with relevant mobility challenges could contribute to and benefit from the discussion.

Post-event dissemination featured a comprehensive highlights article on the ArtMED website[1] summarising presentations, discussion points, and policy takeaways, accompanied by a LinkedIn recap post[2] with visual excerpts and a link to the event recording. These materials extended the event's impact, ensuring that key insights reached stakeholders unable to attend live and providing an accessible reference for future policy and planning discussions.

The recorded roundtable is available and live on the ArtMED YouTube channel: https://www.youtube.com/watch?v=ePX9QkhlLNE

[1] https://artmed.interreg-euro-med.eu/%f0%9f%94%84-unlocking-amod-highlights-from-the-1st-artmed-online-roundtable/

[2] https://www.linkedin.com/posts/artmed-project_artmed-online-roundtable-unlocking-amod-activity-7346099156815351808-Eouf?utm_source=share&utm_medium=member_desktop&rcm=ACoAABW-544BPTVB5XVUWoLM2Ukx8f-smPuepF8

2. Roundtable #2, 7 October 2025

2.1 Objectives of the Roundtable

The second ArtMED roundtable was designed as a strategic continuation of the project's policy dialogue efforts, aiming to deepen the conversation around autonomous mobility by integrating technological, social, operational, and governance-oriented perspectives. Unlike the first roundtable, which primarily focused on the feasibility of Autonomous Mobility on Demand (AMOD) in low-density areas, this second session sought to explore how autonomous mobility fits within broader discussions of system resilience, user behaviour, safety, and long-term sustainability. The central objective was to create a high-level exchange among decision-makers, researchers, and practitioners on how emerging autonomous technologies could be responsibly introduced into vulnerable or complex transport environments, such as Mediterranean cities, rural peripheries, and coastal regions.

A key aim was to demonstrate how digital assessment tools such as .MOBI can support informed, transparent, and data-driven decisions on whether autonomous mobility solutions are appropriate, cost-effective, and socially acceptable. The roundtable also aimed to highlight the relationship between autonomy and resilience, examining whether autonomous systems strengthen or weaken a city's ability to withstand disruptions. Finally, it sought to facilitate a dialogue on social acceptance, behavioural change, maritime parallels, regulatory preparedness, and the extent to which municipalities should lead the early adoption of autonomous services. Through this multifaceted objective, the roundtable intended to equip policymakers with a clearer understanding of the conditions under which autonomous mobility can genuinely contribute to greener, more inclusive, and climate-resilient regions.

2.2 Event Overview

The second ArtMED roundtable took place on 7 October 2025 at JOIST Innovation Park in Larissa, following a hybrid format that enabled an inclusive experience for both the onsite audience and participants joining remotely from across Europe. In total, approximately 40 participants took part in the 90-minute session. Attendees represented a broad cross-section of the Euro-MED mobility ecosystem, including municipal and regional authorities, public transport operators, technology developers, research institutions, higher education organisations, and civil society actors. This diversity ensured a rich exchange of perspectives, particularly concerning the opportunities and challenges associated with the introduction of autonomous mobility solutions in Mediterranean territories.

The session was moderated by Professor **Nikolaos P. Ventikos**, National Technical University of Athens (NTUA), who opened the event by situating autonomous mobility within the broader landscape of sustainable transport innovation and European policy priorities. Professor Ventikos highlighted the need for realistic expectations around the current maturity of autonomous systems, while also underscoring their potential to contribute to greener and more resilient mobility models when deployed under appropriate conditions.

The programme began with a detailed presentation and live demonstration of the .MOBI decision-support tool, delivered jointly by Albert Borreguero Ruiz and Fabio Antonialli, who served as the first featured speakers of the event.

- **Albert Borreguero Ruiz.** *Innovation Project Manager at CARNET – UPC (Spain)***.** Albert is an industrial engineer and project manager at CARNET, Barcelona's mobility research hub supported by SEAT, Volkswagen Group Innovation, and Universitat Politècnica de Catalunya (UPC). His work focuses on sustainable mobility systems, mobility-on-demand solutions, and

data-driven planning tools. In ArtMED, he has contributed to the development of **.MOBI**, bringing substantial experience in transport modelling and user-oriented digital solutions. During the roundtable, he introduced the rationale behind the tool, explaining its structure, purpose, and applicability for local and regional authorities evaluating AMOD services.

- **Fabio Antonialli.** *Researcher at École Centrale Lyon & Associate Professor at PPA Business School (Paris).* Fabio is a researcher specialising in autonomous mobility systems, behavioural modelling, and sustainable transport innovation. He holds academic roles at École Centrale Lyon and PPA Business School and has participated in several European research projects focusing on connected and automated vehicles. His contribution to .MOBI includes methodological design and user guidance, ensuring that non-expert planners can model fleet needs, service quality, CAPEX/OPEX, and environmental externalities. During the session, Fabio presented the video teaser of .MOBI and led the hands-on demonstration, explaining how different inputs influence operational feasibility and financial outcomes.

Following the .MOBI presentation, the roundtable continued with three expert interventions representing social sciences, transport engineering, and maritime autonomy:

- **Cyrille Médard de Chardon,** *Researcher at LISER (Luxembourg Institute of Socio-Economic Research)*. Cyrille's contribution explored the social and behavioural implications of removing human drivers from public transport systems. Drawing on empirical observations from Luxembourg, he discussed the role of drivers as informal regulators of behaviour, providers of safety and assistance, and facilitators of social order. He raised concerns that autonomous buses may experience increased conflicts or exclusionary dynamics if these social functions are overlooked. His intervention emphasised that autonomous mobility must be evaluated not only for operational efficiency but also for its impact on inclusiveness, perceived safety, and social cohesion.
- **Theocharis Vlachopanagiotis,** *CEO & Co-founder of Rhoé (Greece)*. Theocharis provided an engineering and resilience perspective on the introduction of autonomous services in urban environments. He outlined the concepts of fragility, robustness, and antifragility, explaining that autonomous systems require controlled, predictable operating environments and can introduce new points of failure if deployed prematurely. He highlighted that resilience depends on infrastructure readiness, network redundancy, and user response time, noting that current AV technologies remain highly sensitive to disruptions. His intervention underscored the need for constrained routes, dedicated lanes, and clearly defined use cases during early pilots.
- **Vasilis Podimatas,** *Senior Researcher at the School of Naval Architecture and Marine Engineering, NTUA*. Vasilis brought forward insights from the maritime autonomous navigation domain, illustrating how technological maturity alone does not guarantee real-world deployment. He emphasised that in shipping, the primary barriers are socio-technical: business models, workforce adaptation, regulatory frameworks, and operational governance. Presenting examples from the EU-funded SEAMLESS project, he showcased how remote operations, autonomous mooring, and dynamic logistics management parallel many of the challenges faced in urban AMOD. His contribution demonstrated the relevance of cross-modal learning for cities evaluating autonomous mobility options.

Throughout the event, participants raised questions on municipal readiness, public acceptance, regulatory prerequisites, and the need for municipalities to adopt a use-case-driven approach rather than a technology-driven one. The discussion emphasised that cities like Larissa should begin with constrained pilots, well-demarcated corridors, and clearly defined operational objectives in order to minimise risk and build societal trust.

The session concluded with an engaging open discussion, integrating reflections from both onsite and online attendees. The hybrid format enabled fluid interaction, allowing participants to explore concerns related to safety, investment priorities, digital inclusion, and the long-term role of autonomy within multimodal transport networks. The conversation reinforced the importance of interdisciplinary dialogue and highlighted the value of ArtMED's efforts to support informed, evidence-based planning for autonomous mobility across the Euro-MED region.

2.3 Methodology

The methodology behind the organisation of the second roundtable combined structured planning, targeted stakeholder engagement, and a hybrid communication strategy to ensure both depth and accessibility. Preparations began with identifying thematic gaps and emerging questions from the first roundtable, enabling the consortium to design a programme that extended the conversation toward resilience, behavioural change, and cross-modal insights. Speakers were selected not only for their expertise but also for their complementary perspectives, ensuring a balanced representation of technical, social, and maritime viewpoints.

Participants were invited through coordinated outreach across partner networks, including invitations disseminated via email, the Interreg Euro-MED Basecamp platform, social media announcements, and direct communication with municipalities and mobility stakeholders. The hybrid format was deliberately chosen to maximise inclusivity, allowing those unable to travel to Larissa to contribute meaningfully to the dialogue. This inclusive methodology ensured geographical diversity and brought together institutions from Greece, Spain, France, Luxembourg, and Italy.

During the session itself, the methodology followed a three-phase structure. The first phase consisted of a practical demonstration of the .MOBI tool, grounding the conversation in a concrete example of how municipalities can evaluate autonomous mobility scenarios. The second phase introduced expert interventions that provided analytical depth, integrating perspectives from social research, engineering, and maritime automation. The third phase involved an open moderated discussion, which encouraged participants to synthesise the insights presented and reflect on their implications for local planning. Data for this report was gathered through the session transcript, speaker presentations, audience contributions, and observations by the organisers. The methodology therefore combined structured learning, interdisciplinary dialogue, and participatory engagement to produce a rich and multidimensional set of insights.

2.4 Key Insights from Roundtable #2 Discussion

Data-Driven Planning and Realistic Expectations: The roundtable opened with the demonstration of the .MOBI tool, which highlighted how the evaluation of autonomous mobility services must be grounded in transparent and evidence-based methodologies. Albert Borreguero Ruiz and Fabio Antonialli showed that variations in input parameters, such as regional characteristics, expected demand, and operational assumptions, can significantly alter fleet requirements, CAPEX/OPEX, environmental externalities, and system performance. Participants observed that scenario modelling helps avoid overly optimistic assumptions regarding autonomous vehicle capabilities and service delivery. The tool's ability to quantify long-term net present value and calculate environmental and safety impacts underscored the importance of financially realistic and socially responsible AMOD planning, enabling authorities to assess not only technological feasibility but also sustainability and policy alignment.

Social Behaviour, Safety Perception, and Inclusion: Cyrille Médard de Chardon's intervention from LISER brought a critical socio-behavioural lens to the discussion. He highlighted that the removal of

human drivers, while often seen as a cost-saving or efficiency-enhancing measure, can fundamentally alter the social dynamics within public transport vehicles. Drivers informally mediate conflicts, provide assistance to vulnerable passengers, and serve as authority figures whose presence can deter antisocial behaviour. Without them, autonomous services risk experiencing increased discomfort among passengers, heightened conflicts, and a decrease in perceived safety. Cyrille emphasised that autonomous mobility may unintentionally deepen inequalities if vulnerable groups avoid such services due to fear or mistrust. The insight reinforced that AMOD cannot be assessed solely through operational or technological metrics; its social implications must be integrated into design, piloting, and communication strategies.

Resilience, Fragility, and Controlled Deployment: The engineering perspective presented by Theocharis Vlachopanagiotis from Rhoé introduced essential considerations related to system robustness. He explained that autonomous systems, despite rapid advances, remain highly sensitive to unpredictable environmental conditions such as poor weather, irregular road markings, sudden obstacles, or infrastructure gaps. This sensitivity can undermine resilience if deployments are not carefully planned. Theocharis argued that early AMOD pilots must occur in controlled environments, such as clearly defined corridors, limited loops, or dedicated lanes, to minimise risk and avoid compromising system reliability. His intervention made clear that autonomous mobility should initially complement rather than replace existing networks, and that redundancy, real-time supervision, and infrastructure readiness are prerequisites for advancing from pilot to operational deployment.

Lessons from Maritime Autonomous Navigation: Drawing on his experience from the SEAMLESS project, Vasilis Podimatas from NTUA demonstrated the striking parallels between maritime and urban autonomous mobility. In the maritime sector, technological capability for autonomous navigation already exists, yet implementation remains limited due to socio-technical barriers, including regulatory uncertainty, liability and insurance complexities, workforce transformation, operational risks, and the need for new governance models. These barriers mirror those facing cities considering AMOD solutions. Vasilis highlighted that remote operation centres, automated docking systems, and digitally integrated logistics frameworks are essential for safe and scalable autonomy at sea, and similar structures may be required for urban autonomous systems. His insights served as a reminder that achieving technological readiness is only the first step; comprehensive organisational, economic, and regulatory frameworks must follow.

Strategic Integration and Long-Term Value: The concluding discussion among participants reinforced that autonomous mobility should be integrated thoughtfully into wider mobility strategies rather than pursued as a stand-alone innovation. Stakeholders underlined that AMOD has the potential to support accessibility and sustainability objectives, but only if it enhances, not destabilises, existing networks. This requires cautious piloting, clarity around use cases, strong policy support, and realistic communication with citizens. The collective insights stressed that AMOD's success depends on aligning technology with social acceptance, infrastructure resilience, financial feasibility, and long-term sustainability goals. The roundtable ultimately affirmed that autonomous mobility must be embedded within a holistic vision of greener, more inclusive, and more resilient living areas across the Euro-MED region.

2.5 Dissemination Activities

Dissemination activities for the second roundtable followed a comprehensive approach that aimed to maximise visibility, engagement, and cross-regional participation. Prior to the event, the organising team launched a series of announcements through LinkedIn, partner newsletters, and the communication channels of JOIST Innovation Park. The invitation was also shared within the Green

Living Areas (GLA) Mission community, encouraging participation from other Interreg Euro-MED projects and fostering synergies beyond the immediate ArtMED network. This multi-platform strategy helped reach policymakers, mobility planners, researchers, and technology providers across several countries.

During the event, the hybrid format served as an important dissemination mechanism on its own. By enabling simultaneous on-site and online participation, the session broadened its audience and ensured accessibility for stakeholders who could not travel. The presence of high-profile speakers from multiple European institutions further enhanced the roundtable's visibility and encouraged participants to share the event within their own networks.

After the roundtable, dissemination continued through the publication of a detailed article on the ArtMED website summarising the key insights, complemented by a LinkedIn post that highlighted the main takeaways and acknowledged the contribution of speakers. The full event recording was uploaded to the ArtMED YouTube channel, ensuring that the knowledge generated remains available for future reference and can be integrated into subsequent outreach, training, and policy engagement activities. Partners were also encouraged to distribute the highlights within their regional and national mobility ecosystems, reinforcing ArtMED's role as a contributor to high-level dialogue on autonomous mobility in the Euro-MED area.

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Conclusions

The two ArtMED roundtables collectively demonstrated that the deployment of autonomous mobility in the Euro-MED region requires a balanced, multi-dimensional, and strategically phased approach. Across both events, a core message emerged: AMOD holds real promise for addressing accessibility gaps, improving service efficiency, and supporting low-emission mobility transitions; but only when supported by robust governance, realistic expectations, and targeted use cases aligned with local needs.

The discussions highlighted several recurring themes. First, financial and operational feasibility remain central barriers. Human-driven demand-responsive services in low-density areas are often unsustainable, while autonomous options require careful scenario modelling, adequate digital and physical infrastructure, and long-term investment strategies. In this regard, the ArtMED .MOBI tool has already proven valuable as a planning instrument that supports evidence-based policymaking by enabling authorities to analyse costs, externalities, fleet needs, and operational performance.

Second, user acceptance and behavioural response are just as important as technical readiness. The removal of drivers alters the social dynamics of public transport, potentially affecting safety perceptions, conflict management, and inclusivity. Without deliberate planning and engagement, AMOD may fail to meet citizen expectations or could inadvertently exacerbate inequalities in mobility access.

Third, AMOD must be deployed within a resilient, multimodal mobility system, not as a stand-alone innovation. Experts stressed that autonomous vehicles remain sensitive to environmental unpredictability, infrastructural limitations, and unexpected disruptions. Controlled pilots, dedicated corridors, constrained environments, and redundancy mechanisms are essential to ensure operational reliability. Lessons from maritime autonomy reaffirmed that socio-technical barriers, organisational structures, regulatory frameworks, liability questions, and workforce adaptation, often pose greater challenges than the technology itself.

Finally, the roundtables reinforced the essential role of municipal and regional authorities in shaping the future of autonomous mobility. Local governments must lead the definition of use cases, evaluate technological solutions based on territorial realities, and ensure that autonomous mobility supports broader sustainability and resilience objectives. AMOD should complement existing networks, enhance accessibility, and strengthen the transition toward greener living areas.

Overall, the insights from both roundtables contribute significantly to ArtMED's mission and will inform continued refinement of the .MOBI assessment tool, upcoming dissemination activities, and future engagement with policymakers. By fostering interdisciplinary dialogue and generating practical, actionable knowledge, the roundtables strengthen the Euro-MED region's capacity to evaluate, pilot, and integrate autonomous mobility solutions responsibly and effectively.

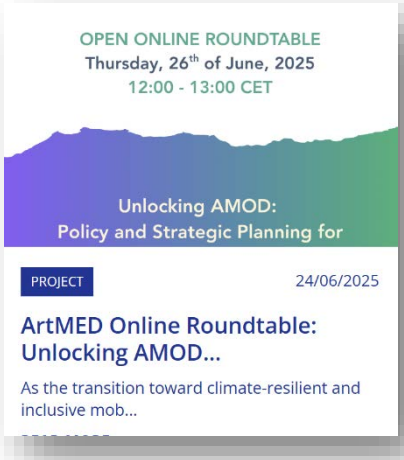
ANNEXES

ANNEX 1 – Roundtable #1 Promotional Materials

ArtMED Website Announcements

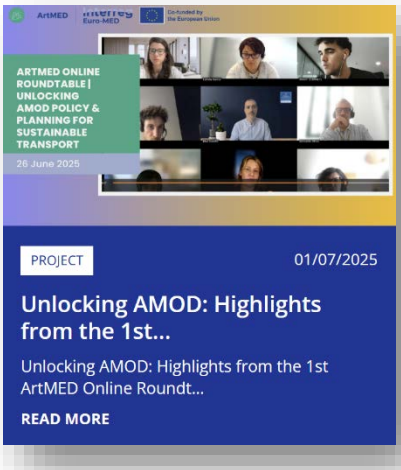
Pre-event Announcement

Title: ArtMED Online Roundtable: Unlocking AMOD - Policy & Strategic Planning for Sustainable Transport in the Euro-MED
URL: https://artmed.interreg-euro-med.eu/artmed-online-roundtable-unlocking-amod-policy-planning-for-sustainable-transport-in-the-euro-med/
Description:
This page announced the objectives, speakers, agenda, and registration details for the first roundtable. It provided the thematic framing and invited stakeholders across the Euro-MED area to participate in the online session.



Post-event Highlight Article

Title: Unlocking AMOD: Highlights from the 1st ArtMED Online Roundtable
URL: https://artmed.interreg-euro-med.eu/%f0%9f%94%84-unlocking-amod-highlights-from-the-1st-artmed-online-roundtable/
Description:
This article summarised the key insights, discussion points, and outcomes from the roundtable and served as a dissemination output following the event.

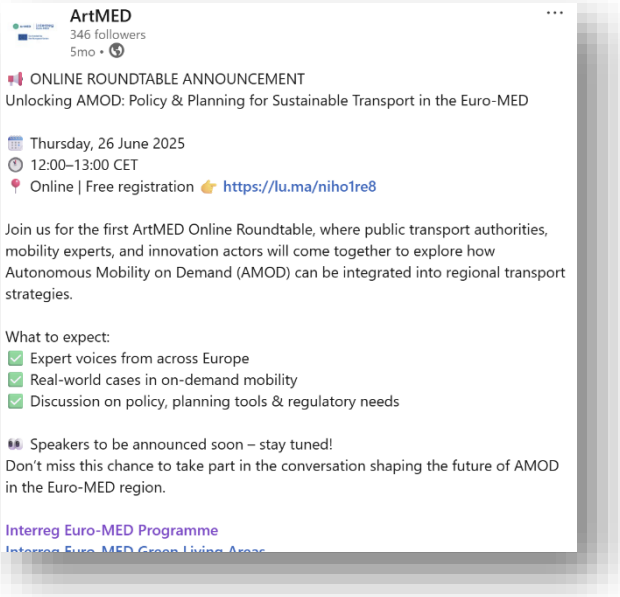


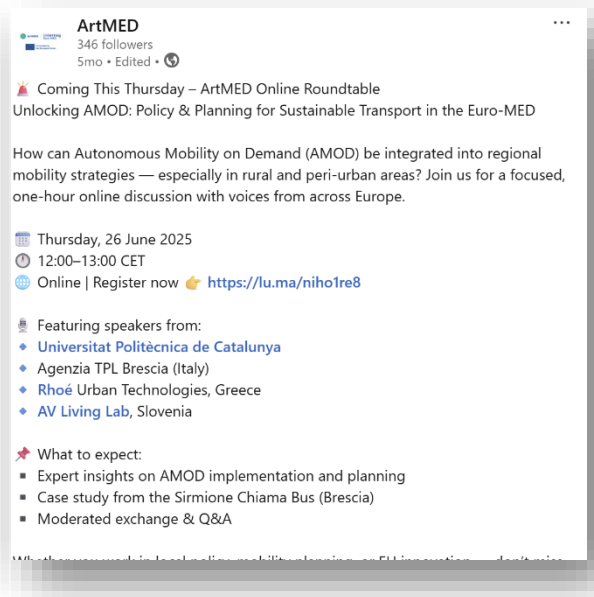
LinkedIn Promotional Posts

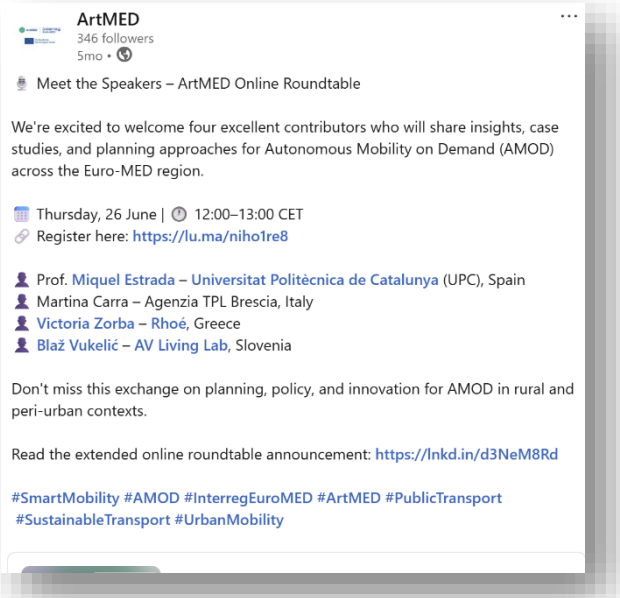
The ArtMED LinkedIn channel shared a sequence of coordinated posts to promote the roundtable, introduce the speakers, and increase visibility. The following posts were part of that campaign:

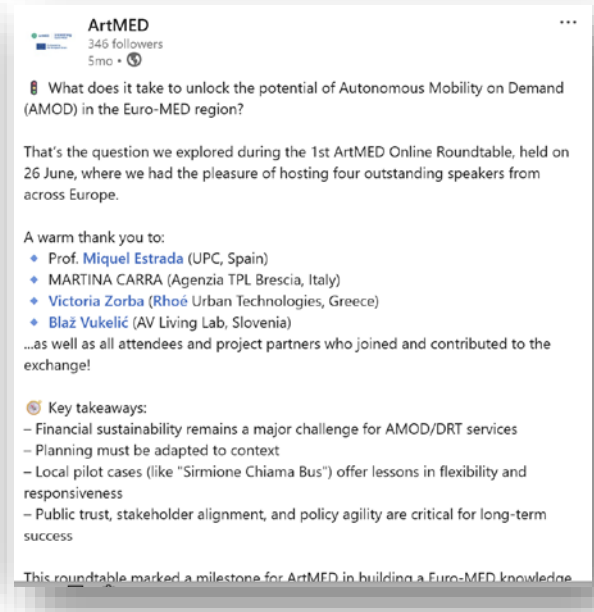
- https://www.linkedin.com/posts/artmed-project_unlocking-amod-policy-and-strategic-planning-activity-7340352604385751041-OPgY
- https://www.linkedin.com/posts/artmed-project_unlocking-amod-policy-and-strategic-planning-activity-7342895650121879552-EwO6
- https://www.linkedin.com/posts/artmed-project_unlocking-amod-policy-and-strategic-planning-activity-7343537341313003520-CaSl
- https://www.linkedin.com/posts/artmed-project_artmed-online-roundtable-unlocking-amod-activity-7346099156815351808-Eouf

Description:
These posts served multiple purposes: introducing the theme of AMOD, announcing the event date, presenting the speakers, and encouraging registration. The campaign helped drive participation and visibility across multiple Euro-MED countries.









Luma Event Page

Official Event Registration Page

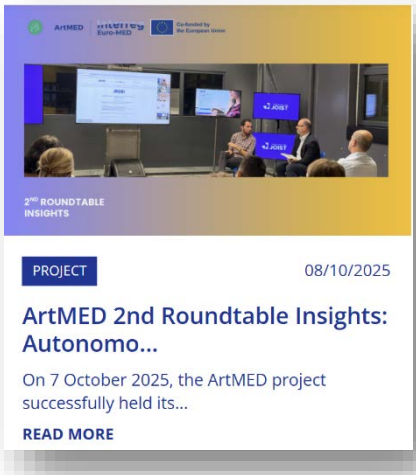
URL: https://luma.com/niho1re8
Description:
The Luma page served as the central hub for participant registration and event access. It included the agenda, speaker list, connection details, and automated reminders, facilitating the smooth organisation and attendance of the online roundtable.

ANNEX 2 – Roundtable #2 Promotional Materials

This annex compiles the communication and outreach materials used to promote the second ArtMED roundtable, *"Autonomous Mobility & Smart Transport: Technology, Safety and Social Inclusion."* The materials include website announcements published before and after the event, LinkedIn promotional posts, and the external registration page hosted by JOIST Innovation Park. These artefacts document the dissemination actions carried out under WP3 and demonstrate the visibility and engagement efforts deployed to reach stakeholders across the Euro-MED region.

ArtMED Website Announcements

Pre-event Announcement



Title: 2nd ArtMED Roundtable: Autonomous Mobility & Smart Transport
URL: https://artmed.interreg-euro-med.eu/artmed-2nd-roundtable-autonomous-mobility-smart-transport/
Description:
This announcement presented the thematic scope, objectives, confirmed speakers, and registration information for the second roundtable. It positioned the event as part of ArtMED's ongoing policy dialogue activities and invited public transport authorities, municipalities, researchers, and practitioners to join the discussion.

2. Post-event Highlight Article

Title: ArtMED 2nd Roundtable Insights: Autonomous Mobility & Smart Transport: Technology, Safety and Social Inclusion
URL: https://artmed.interreg-euro-med.eu/artmed-2nd-roundtable-insights-autonomous-mobility-smart-transport-technology-safety-and-social-inclusion/
Description:
This article summarised the key messages, expert interventions, and discussion highlights from the event. It served as a formal dissemination output, recapping the insights generated and linking them to the objectives of the ArtMED project.

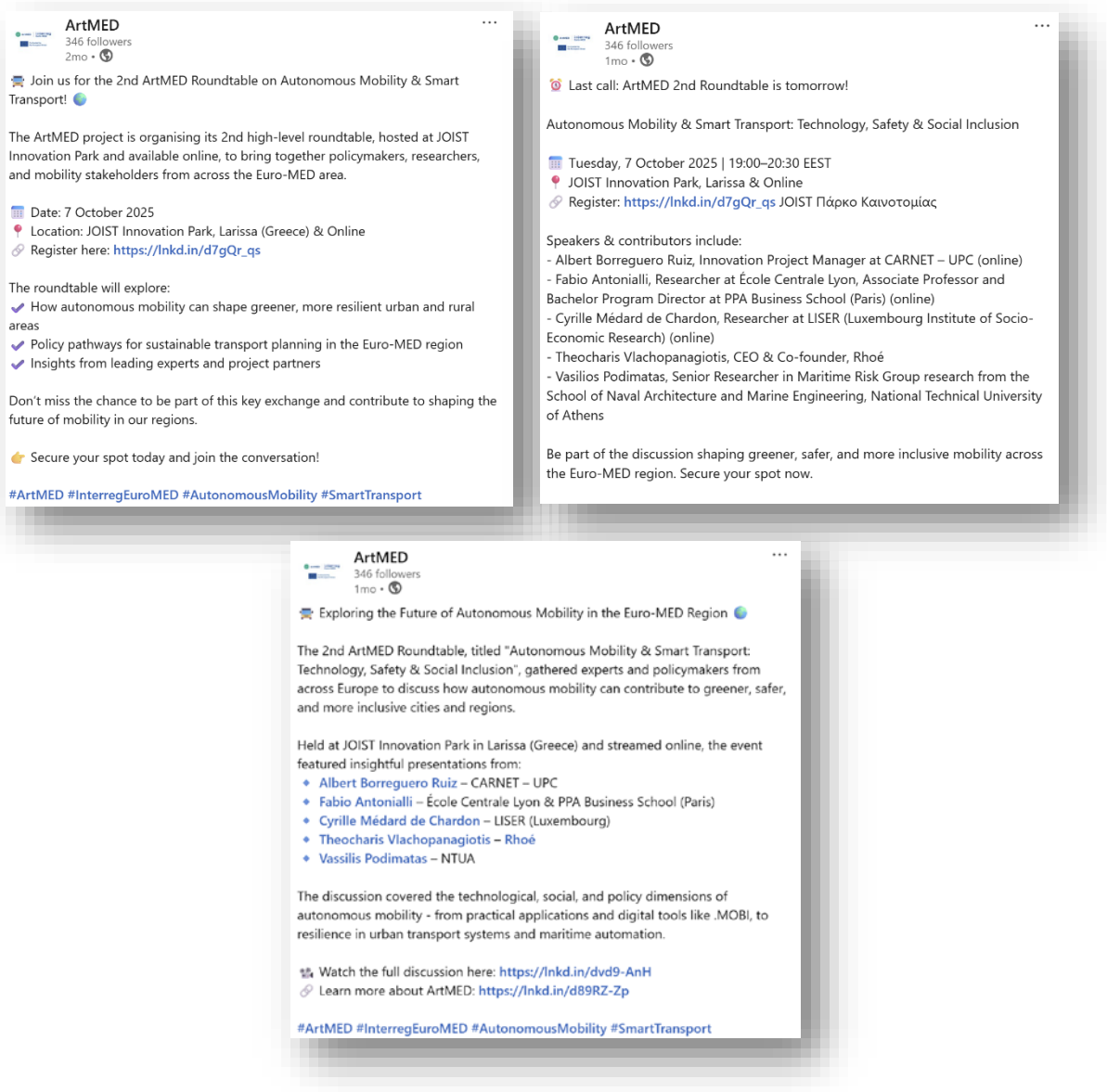
LinkedIn Promotional Posts

A series of LinkedIn posts were shared through the official ArtMED project account to promote the event and introduce the speakers. These posts supported stakeholder engagement and ensured visibility among relevant networks in the mobility, innovation, and public sector communities.

1. https://www.linkedin.com/posts/artmed-project_autonomous-mobility-smart-transport-technology-activity-7379110967651057664-vjo7
2. https://www.linkedin.com/posts/artmed-project_autonomous-mobility-smart-transport-technology-activity-7380906644269985792-YCth

3. https://www.linkedin.com/posts/artmed-project_artmed-2nd-roundtable-autonomous-mobility-activity-7382310991864344576-l4L7

Description:
These posts introduced the event topic, announced the date and speakers, and highlighted the thematic focus on autonomy, safety, and social inclusion. They functioned as a coordinated outreach campaign to support participation and increase awareness of ArtMED's policy dialogue activities.



Event Page (JOIST Innovation Park)

Official Event Page & Registration Form

URL: https://joistpark.eu/en/events/autonomous-mobility-smart-transport/

Description:
The JOIST event page served as the main registration hub for the hybrid roundtable. It included the event description, speaker list, venue information, and embedded registration form, supporting both on-site and online participation. The page also amplified dissemination through JOIST's local and international networks.

INNOVATION PARK JOIST

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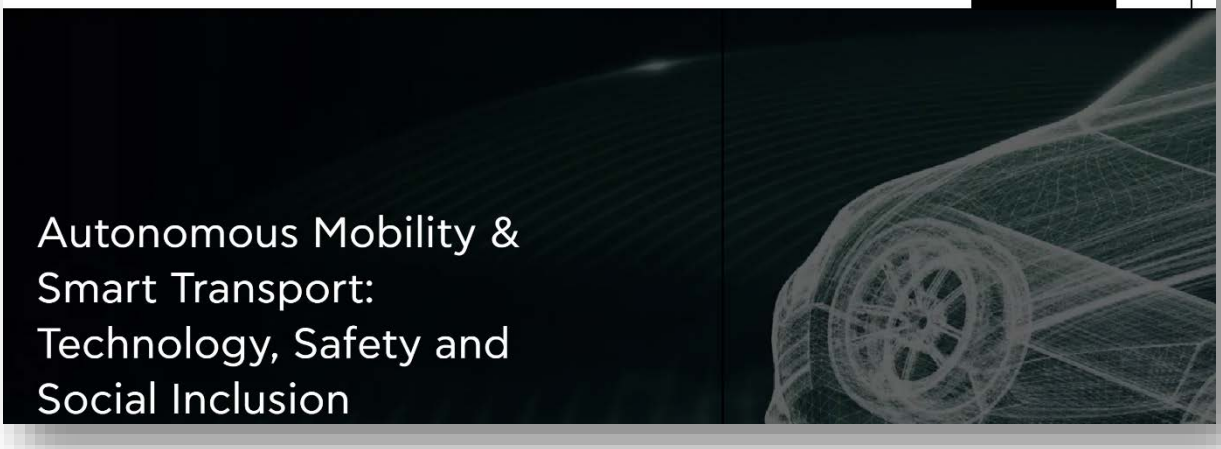
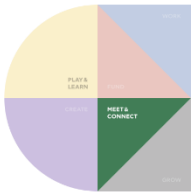


Autonomous Mobility & Smart Transport: Technology, Safety and Social Inclusion

DATE	ADMISSION	PARTICIPATION
October 7 2025	FREE	On-site + Online



Larissa

JOIST Innovation Park
Valtetsiou & Tripoleos Street, 41336, Larissa

ADMISSION FREE

DESCRIPTION

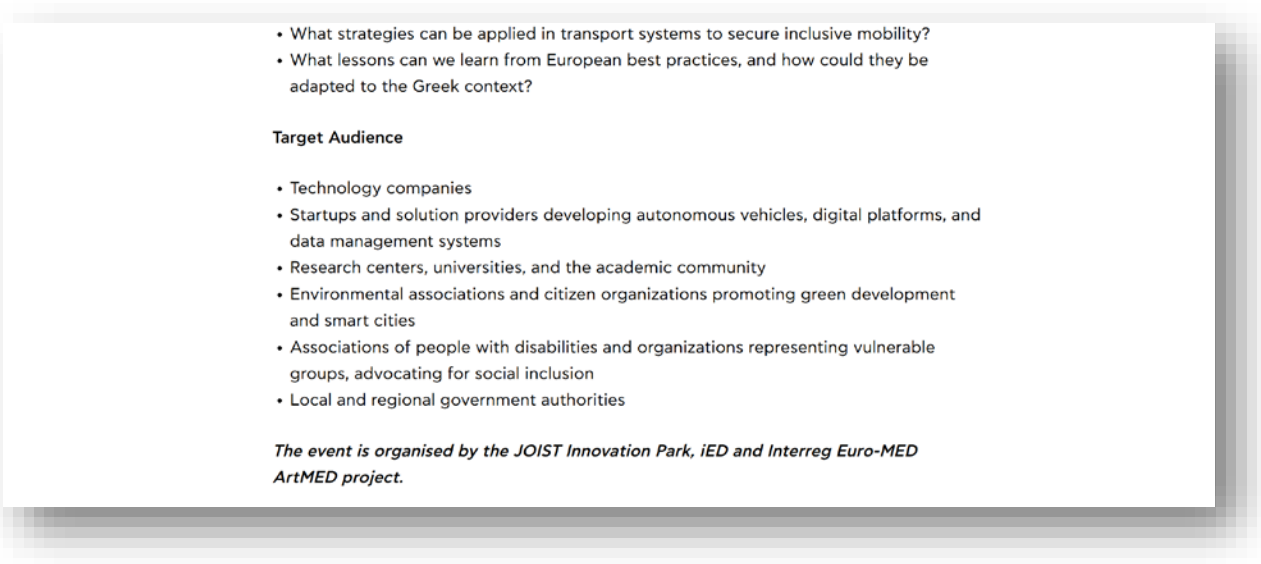
In today's world, the need for sustainable and smart mobility has become a central priority for Europe. Cities and regions face pressing challenges such as climate change, urban congestion, and the reduction of emissions. Against this backdrop, **technological advancements open new possibilities for efficient, safe, and environmentally friendly transport solutions**.

This event focuses on the role of **Autonomous Mobility** and **Digital Infrastructures** in shaping modern transport networks that serve both densely populated urban areas and remote communities. The aim is to promote **sustainability, accessibility, and inclusion**, ensuring that no one is left behind in terms of the green and digital transition.

A key priority is the development of inclusive transport systems, designed to address the needs of people with disabilities and vulnerable groups, while improving everyday life for citizens.

Χρειάζεστε κάποια βοήθεια?

ArtMED | Interreg Euro-MED | Co-funded by the European Union



- What strategies can be applied in transport systems to secure inclusive mobility?
- What lessons can we learn from European best practices, and how could they be adapted to the Greek context?

Target Audience

- Technology companies
- Startups and solution providers developing autonomous vehicles, digital platforms, and data management systems
- Research centers, universities, and the academic community
- Environmental associations and citizen organizations promoting green development and smart cities
- Associations of people with disabilities and organizations representing vulnerable groups, advocating for social inclusion
- Local and regional government authorities

The event is organised by the JOIST Innovation Park, iED and Interreg Euro-MED ArtMED project.

ANNEX 3 - Recording & Supporting Material

This annex compiles the video recordings and supporting digital materials for the two ArtMED roundtables held in 2025. The recordings ensure transparency, facilitate wider dissemination, and allow stakeholders and policymakers to revisit the full content of each session. All materials are publicly accessible through the ArtMED YouTube channel.

Roundtable #1 Recording

Title: Unlocking AMOD: Policy & Strategic Planning for Sustainable Transport in the Euro-MED Region

Date: 26 June 2025 (online event)

Recording URL: https://www.youtube.com/watch?v=ePX9QkhlLNE

Description:

The full recording includes all speaker presentations, demonstrations, and the moderated discussion. It captures the insights shared by high-level decision makers, researchers, and mobility experts during ArtMED's first policy dialogue event. The recording supports ongoing dissemination and provides a reference for stakeholders evaluating the feasibility and policy implications of Autonomous Mobility on Demand (AMOD).

Roundtable #2 Recording

Title: ArtMED 2nd Roundtable – Autonomous Mobility & Smart Transport: Technology, Safety & Social Inclusion

Date: 7 October 2025 (Hybrid event at JOIST Innovation Park, Larissa)

Recording URL: https://www.youtube.com/watch?v=2bBcz7cuPn4

Description: The video captures the full hybrid session, including the .MOBI tool demonstration, expert interventions from the fields of social innovation, transport engineering, and maritime autonomy, and the concluding interactive discussion. The recording serves as a key output for the dissemination of ArtMED results and supports the transparency of the project's policy engagement activities.

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