

NEWSLETTER 01

03/2025



MOBILAIR DATA-DRIVEN & USER-CENTRIC MOBILITY FOR AIR IMPROVEMENT IN THE CITY OF THESSALONIKI

Introducing Mobilair

A new project funded by **ICLEI Local Governments for Sustainability**, with support from **Google.org**.

Mobilair aims to improve **air quality** and promote **sustainable mobility** choices in Thessaloniki through a state-of-the-art, AI-powered mobile application.



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WHAT YOU'LL FIND IN THIS NEWSLETTER

1. The Mobilair Project in a Nutshell: Our vision for a cleaner Thessaloniki.
2. Meet the partners driving the change.
3. How Mobilair Works?
4. Latest News & Upcoming Events: Join us on our journey.
5. Contact Us: Get in touch and follow our progress.



THE MOBILAIR PROJECT IN A NUTSHELL

The Challenge: Thessaloniki's vision for 2030 is to become a climate-neutral city by reducing CO₂ emissions by 80%. With transportation currently accounting for 23% of greenhouse gas emissions, changing how we travel is crucial.



Our Mission: The Mobilair project directly addresses this challenge by focusing on sustainable mobility. We are developing user-centric, data-driven measures to manage air quality and influence travel behavior towards more environmentally friendly choices.

Main Outcome: The heart of our project is an AI-powered mobile application that provides real-time information and nudges users toward greener travel habits.



Project Ambition: By achieving our goals, we will help transform Thessaloniki into a more sustainable, resilient, and attractive city with direct benefits for the health and well-being of its citizens.

MEET THE PARTNERS

Lead Organisation: Hellenic Institute of Transport (CERTH/HIT)

The Hellenic Institute of Transport is part of the Centre for Research and Technology Hellas. For Mobilair, CERTH/HIT leads the development of the AI recommendation engine, correlates air quality with traffic intensity, and manages the integration with the Thessaloniki Smart Mobility Living Lab.



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Partner: Aristotle University of Thessaloniki (AUTH)

The Aristotle University of Thessaloniki is represented by two teams: The Laboratory of Atmospheric Physics (LAP) and the Environmental Informatics Research Group (EIRG), which provide the scientific backbone for our air quality management. The team is responsible for processing data from monitoring sensors and delivering the detailed air quality heatmaps that power the app.



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Municipal Support: City of Thessaloniki

The project is officially supported by the Municipality of Thessaloniki. This crucial partnership ensures that Mobilair's goals are perfectly aligned with the city's strategic action plan for becoming a climate-neutral and smart city.



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HOW MOBILAIR WORKS?

Mobilair operates on a three-pillar system to turn data into meaningful action:

Air Quality Monitoring: It starts with data collection. Air quality sensors across the city gather data, which AUTH uses to model and define locally generated air quality levels, producing detailed AQ heatmaps.

Mobility Management: CERTH/ HIT correlates the air quality data with real-time traffic intensity. Based on the situation, a suite of tailored measures is triggered to manage mobility and reduce pollution hotspots.

Interaction with Citizens: The Mobilair app delivers these measures to you. This includes alerts, personalized travel recommendations, and gamified scenarios to assess future measures. An AI/ML model learns from user feedback to continuously improve and reinforce the most effective strategies.

AIR QUALITY MONITORING



MOBILITY MANAGEMENT



INTERACTION WITH CITIZENS



LATEST NEWS & UPCOMING EVENTS

- ICLEI Action Fund Kick-off Meeting: The Mobilair project participated in the ICLEI Action Fund Kick-off Meeting on June 12, 2024, at Athens City Hall. The event marked the official start for the winning projects and a significant step toward fostering sustainability in Thessaloniki.- <https://mobilair.gr/mobilair-project-at-iclei-action-fund-kick-off-meeting/>
- Official Project Kick-Off: The Mobilair project's official contractual kick-off meeting was held on March 20, 2025.- <https://mobilair.gr/mobilair-kick-off-meeting-thessaloniki-greece/>
- High-Level Workshop: We will be hosting a high-level workshop during the International Congress of Transportation Research (ICTR 2025) in Thessaloniki.- <https://www.ictr.gr/>
- Save the Date! An open public event to showcase the Mobilair application is being planned for November - December 2025. Stay tuned for more details!



CONTACT US



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The project receives funding from ICLEI Action Fund with the support from Google.org