



MOBIL AIR

NEWSLETTER

02 09 / 2025

*Data-Driven & User-Centric Mobility
for Air Improvement in Thessaloniki*



CERTH
CENTRE
FOR RESEARCH
& TECHNOLOGY
HELLAS



CERTH/HIT
Hellenic
Institute of
Transport



ARISTOTLE
UNIVERSITY OF
THESSALONIKI



CITY OF
THESSALONIKI

mobilair.gr

Action Fund Greece

MOBILAIR

PROJECT

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THE MOBILAIR PROJECT

Mobilair is a collaborative initiative funded by ICLEI – Local Governments for Sustainability, with support from Google.org. It brings together research, technology, and municipal action to tackle air pollution and transform how people move around Thessaloniki.

Climate Justice: Mobilair focuses on climate justice in Thessaloniki, targeting areas with severe air quality issues to ensure a fair transition. The project pinpoints pollution hotspots and builds an aggregated data infrastructure for long-term air quality management.

Evaluation: Mobilair evaluates user-centric, data-driven Air Quality management measures, aiming to influence travelers' behavior towards environmentally friendly urban mobility choices, through real-time data, personalized nudges, and gamified scenarios.

Cooperation: Mobilair leverages Google's Environmental Insights Explorer (EIE) to correlate traffic, emissions, and air quality data - providing the analytical backbone for the app's AI recommendation engine.

Main Outcome: An AI-powered mobile app providing real-time air quality and traffic data - encouraging citizens of Thessaloniki to choose sustainable transport modes and reduce their environmental footprint.

CLIMATE JUSTICE



Targeting pollution hotspots for a fair transition

EVALUATION



Data-driven measures to shift travel behavior

COOPERATION



- Google EIE
- ICLEI
- Municipality

MEET OUR PARTNERS

LEAD ORGANISATION

Hellenic Institute of Transport (CERTH/HIT)



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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.

RESEARCH PARTNER

Aristotle University of Thessaloniki (AUTH)



ARISTOTLE
UNIVERSITY OF
THESSALONIKI



ENVIRONMENTAL INFORMATICS
RESEARCH GROUP



UNIVERSITY OF THESSALONIKI LABORATORY OF ATMOSPHERIC PHYSICS

AUTH is represented by two teams: the Laboratory of Atmospheric Physics (LAP) and the Environmental Informatics Research Group (EIRG). They provide the scientific backbone for air quality management - processing sensor data and delivering the detailed AQ heatmaps that power the app.

MUNICIPAL SUPPORT

City of Thessaloniki



CITY OF
THESSALONIKI

The project is officially supported by the Municipality of Thessaloniki. This partnership ensures that Mobilair's goals are aligned with the city's strategic action plan for becoming a climate-neutral and smart city by 2030.

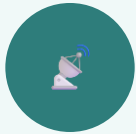
FUNDING

ICLEI – Local Governments for Sustainability

Mobilair is funded by the ICLEI Action Fund, with support from Google.org. ICLEI connects local governments worldwide to drive sustainability action, and through this fund, supports innovative projects tackling urban climate challenges.

OUR FOCUS THIS PERIOD

Since the project's kick-off in March 2025, the Mobilair team has been working across three key areas - building the technical foundation, engaging with citizens, and connecting with the international research community.



Building the Tech Foundation

Development of the AI-powered engine, air quality sensor integration, and heatmap generation is actively underway - laying the groundwork for the Mobilair app.



Engaging Citizens

Through workshops, design sprints, and public events, we are co-creating the app with the citizens of Thessaloniki, ensuring it truly meets their needs.



Growing Our Network

The team has participated in 6 international and national events since April 2025, sharing findings and connecting with experts across Europe.

APP DEVELOPMENT SNAPSHOT

Development Status

Air Quality Heatmaps

In Development

User Interface Design

In Development

Citizen Engagement

In Progress

Public Beta Launch

Nov – Dec 2025

EVENTS & HIGHLIGHTS

1/2

1

10th ITS Hellas Conference 2025

May 7, 2025 • Athens, Greece

The Mobilair project was presented at the 10th ITS Hellas Conference 2025. An important opportunity to showcase the project's progress to the Intelligent Transport Systems community in Greece.

<https://mobilair.gr/mobilair-project-at-its-hellas-conference-2025/>



2

First Low Emission Zones (LEZ) Training Course

May 7, 2025 • Athens, Greece

Mobilair participated in the first Low Emission Zones (LEZ) Training Course, contributing to discussions on sustainable urban mobility policies and emission reduction strategies.

<https://mobilair.gr/mobilair-project-and-the-first-low-emission-zones-lez-training-course/>



3

16th ITS European Congress 2025, Seville

May 19, 2025 • Seville, Spain

The Mobilair project was represented at one of Europe's premier ITS events, connecting with international experts and showcasing our AI-driven approach to urban mobility.

<https://mobilair.gr/mobilair-project-at-16th-its-european-congress-2025-seville/>



EVENTS & HIGHLIGHTS

2/2

4

CityMinds Summer School 2025, Thessaloniki

July 4, 2025 • Thessaloniki, Greece

Mobilair engaged with the next generation of urban planners and researchers at the CityMinds Summer School 2025, promoting sustainable mobility and air quality management.

<https://mobilair.gr/mobilair-project-at-the-cityminds-summer-school-2025-thessaloniki-greece/>



5

International Symposium: "Navigating the Future of Traffic Management" (TMSymposium2025)

July 3, 2025 • Athens Greece

The project was represented by a detailed presentation that showcased its forward-thinking approach to urban mobility. The presentation detailed Mobilair's vision for smarter, more responsive urban transport, centered on its unique mobile application. The system uses "digital nudging" to encourage users towards more efficient and sustainable travel choices.

<https://mobilair.gr/mobilair-project-at-the-international-symposium-navigating-the-future-of-traffic-management/>



6

Citizens' Engagement: Student-Led Design Sprint

September 16, 2025 • Thessaloniki, Greece

Mobilair organized a Student-Led Design Sprint where students co-created the Green Urban Mobility App, providing valuable user-centric insights for the Mobilair application's development.

<https://mobilair.gr/mobilair-citizens-engagement-co-creating-a-green-urban-mobility-app-a-student-led-design-sprint/>



CONTACT US



Website

<https://mobilair.gr/>



LinkedIn

Mobilair Project



Instagram

[mobilair.project](https://www.instagram.com/mobilair.project)



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



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