



MOBIL AIR

NEWSLETTER

03 03 / 2026

*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

WHAT YOU'LL FIND

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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.

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



*ICLEI
Municipality Of Thessaloniki*



MEET OUR PARTNERS

LEAD ORGANISATION

Hellenic Institute of Transport (CERTH/HIT)



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Transport

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.



LATEST NEWS & UPCOMING EVENTS

1

ICTR 2025 — International Congress on Transportation Research, Thessaloniki

October 18, 2025 • Thessaloniki

The Mobilair project actively participated in the 12th ICTR 2025 in Thessaloniki in three distinct ways:

①

Scientific Paper

"Fine-Scale Air Quality Estimation from Coarse Traffic-Based Forecasts: The Case of Thessaloniki"

②

MaaS Workshop

"Unlocking Mobility Innovation: Data Spaces and Open Research Platforms for Sustainable MaaS" — organized by HIT/CERTH

③

LEZ Workshop

Showcasing practical strategies to reduce urban pollution and enhance sustainable mobility through case studies from Greece and abroad

"Contributing to critical discussions on multiple fronts, advancing the dialogue on the future of smart, sustainable cities."

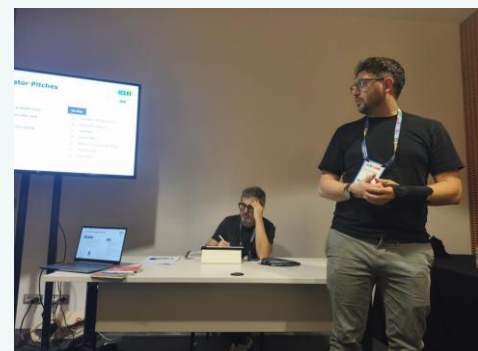


2

Smart City Expo World Congress 2025, Barcelona

November 4–6, 2025 • Barcelona, Spain

Mobilair participated in the Smart City Expo World Congress at Fira Barcelona Gran Via — the world's leading event on smart and sustainable urban development. The Mobilair team connected with international stakeholders, explored emerging solutions in smart mobility and air-quality monitoring, and presented the project's approach to advanced environmental sensing and data integration. This participation strengthened collaborations within the wider smart-city ecosystem.





LATEST NEWS & UPCOMING EVENTS

3

Contractual Project Meeting - Municipality of Thessaloniki

November 18, 2025 • Thessaloniki

①

Project Progress

CERTH/HIT and AUTH presented the project progress to public servants from relevant Municipal Units and Departments

②

Pilot Phase Planning

Next steps towards the pilot phase were discussed, including app testing timeline and stakeholder engagement

③

MDAT S.A. Briefing

MDAT S.A. was briefed on project objectives, expected outcomes and the institutional collaboration framework

A key step in aligning the project team with the Municipality ahead of the pilot phase.

4

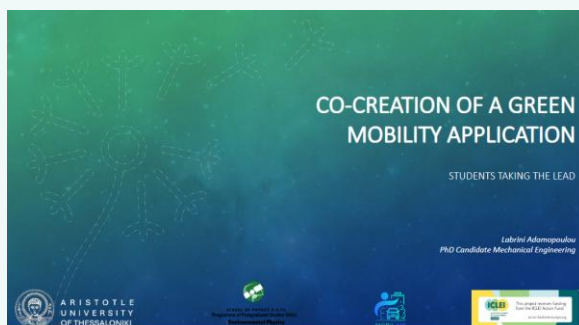
Co-Creation Sessions for a Green Mobility Application - AUTH

January 28, 2026 • Thessaloniki (Physical & Online)

Session 1 - Design Thinking & Mentimeter (January 28, 2026): A 2-hour session with 16 AUTH postgraduate students implementing 4 Design Thinking steps (Empathise → Define → Ideate → Prototype).

Students explored user needs and designed concepts for a Green Mobility Application. Session 2 — Collaborative Session (February 2, 2026): Online session with 16 students.

Groups presented their vision of a Green Mobility App, creating personas and proposing new features based on user needs.





LATEST NEWS & UPCOMING EVENTS

5

Sensemaking & Co-Creation Session - Anatolia College, CERTH/HIT Living Lab

March 13, 2026 • Thessaloniki

Students from Anatolia College visited the CERTH/HIT Living Lab for a hands-on sensemaking and co-creation session centred around the MOBILAIR application. Participants contributed ideas on navigation, air quality awareness and user experience, directly shaping the final version of the app.



6

1st Co-Creation Workshop on AI in Mobility - ITS Hellas, Athens

COMPLETED

March 31, 2026 • Athens, Greece

On 31 March 2026, MOBILAIR contributed to the 1st Co-Creation Workshop on AI in Mobility (ITS Hellas, Athens), presenting the project's AI-powered eco-routing, nudging and citizen engagement approach in the session on AI in Sustainable Mobility.



7

17th ITS Europe Congress 2026, Istanbul: Bridging Innovation: Integrated, safe and seamless mobility

UPCOMING

April 27–29, 2026 • Istanbul, Turkey

New publication accepted at 17th ITS European Congress 2026: "Operationalizing Climate-Neutral Mobility: The MOBILAIR Platform for Air Quality and Behavioral Change in Thessaloniki". The paper covers the full MOBILAIR platform architecture, AI models, and citizen engagement approach.

8

Research Publication — Details Coming Soon

International Conference "International Technical Meeting on Air Pollution Modelling and its Applications"

The Mobilair team has a new scientific publication in progress. Full details, including title, journal, and authors, will be announced shortly. Stay tuned!

 NEW PUBLICATION



LATEST NEWS & UPCOMING EVENTS

9

Validation Workshop with AUTH Postgraduate Students - School of Civil Engineering, AUTH

March 31, 2026 • Thessaloniki

An interactive validation workshop within the AUTH MSc 'Environmental Protection and Sustainable Development' programme. The session comprised: (a) app features presentation; (b) brainstorming on user needs and mobility profiles; (c) structured feedback and recommendations for the final app version.



10

CIVITAS FORUM 2026 - Preparatory Meeting, City Hall of Thessaloniki

UPCOMING

March 12, 2026 • City Hall of Thessaloniki

Meeting with Municipality of Thessaloniki, ClimaNet (6 Greek EU Mission cities + Limassol, Cyprus) and ICLEI. Resulted in a first outline of the CIVITAS FORUM 2026 workshop (September 2026, Thessaloniki), presenting MOBILAIR findings on digital behaviour change tools to cities across Europe.

11

CIVITAS FORUM 2026 Workshop - UPCOMING

UPCOMING

September 2026 • Thessaloniki, Greece

MOBILAIR will co-organise a workshop at CIVITAS FORUM 2026 together with ICLEI and ClimaNet, engaging city representatives from Greece and Europe in discussions on scaling data-driven mobility behaviour change solutions.



APP DEVELOPMENT UPDATE

NOW LIVE

The Mobilair Beta App is Here!



Real-Time Air Quality

Live AQ heatmaps across Thessaloniki powered by sensor data



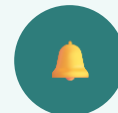
Smart Route Suggestions

AI-powered eco-friendly travel recommendations



Gamified Challenges

Earn points for choosing sustainable transport modes

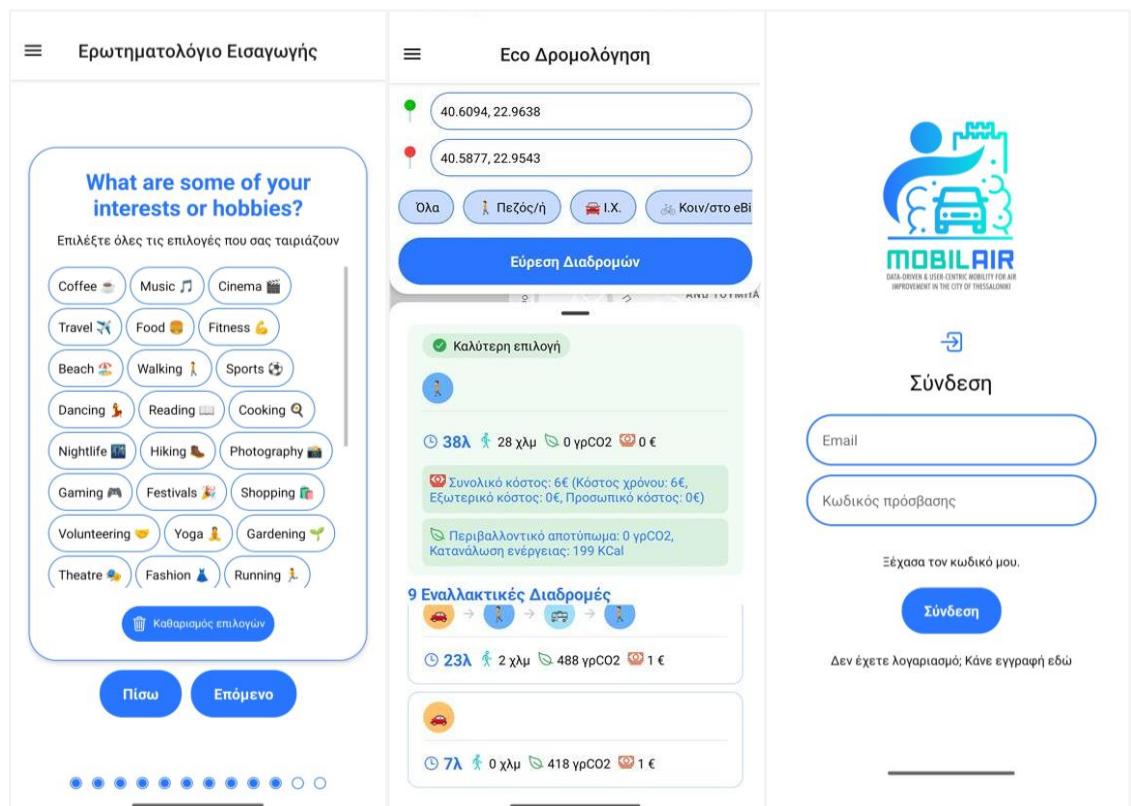


Pollution Alerts

Personalized notifications when AQ levels are critical

The Beta version marks a major milestone for the Mobilair project.

The app integrates real-time sensor data, AI-powered mobility recommendations, and gamified scenarios, all designed to encourage greener travel choices in the city.



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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