



NEWSLETTER

04

08 / 2026

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

Action Fund Greece



CERTH
CENTRE
FOR RESEARCH
& TECHNOLOGY
HELLAS



CERTH/HIT
Hellenic
Institute of
Transport



ARISTOTLE
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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-neutral, smart mobility for a healthier Thessaloniki.



CLIMATE JUSTICE

Targeting pollution hotspots for a fair transition

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

Data-driven measures to shift travel behaviour

Mobilair evaluates user-centric, data-driven air quality management measures, aiming to influence travellers' behaviour towards environmentally friendly urban mobility choices, through real-time data, personalised nudges, and gamified scenarios.

COOPERATION

ICLEI · Municipality of Thessaloniki

The project's main outcome is 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.

MEET OUR 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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RESEARCH PARTNER

Aristotle University of Thessaloniki (AUTH)

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.



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MUNICIPAL SUPPORT

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.



CITY OF
THESSALONIKI

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 & EVENTS

RP4 · April 2026

1 International Technical Meeting on Air Pollution Modelling and its Applications

20-24 April 2026 · Physical · Air quality research community

MOBILAIR presented its AI-powered air-quality model and inverse-modelling approach to the international air-quality scientific community, contributing to discussions on data-driven methods for estimating urban pollution and integrating them into mobility management strategies.

2 MOBILAIR at the Vardaris Neighbourhood Festival: Digital Routes in Western Thessaloniki

25-26 April 2026 · Physical · Thessaloniki (Vardaris)

Organised together with the Municipality of Thessaloniki and Parallaxi Mag, this neighbourhood festival gave residents a hands-on demo of the app. Visitors traced their own everyday routes in real time and saw how air-quality data can guide greener, healthier mobility choices.



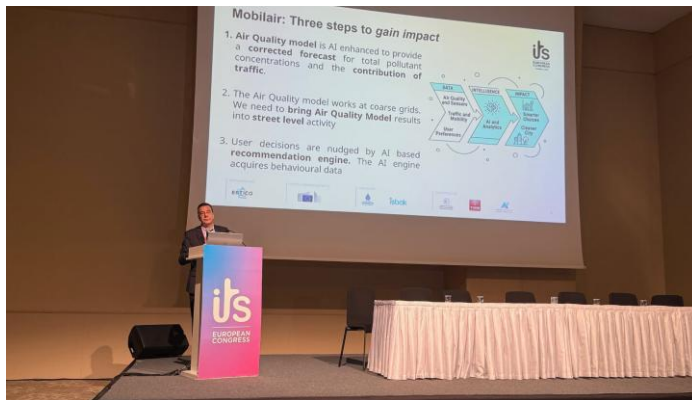
LATEST NEWS & EVENTS

RP4 · April-May 2026

3 17th ITS European Congress - Bridging Innovation: Integrated, Safe and Seamless Mobility

27–29 April 2026 · Istanbul, Turkey

MOBILAIR featured in two sessions at the European ITS community's flagship congress. Vassilis Mizaras presented “Integrating Air Quality and Mobility Data for Sustainable User Behavioural Choices in Thessaloniki”, while a second contribution addressed adapting cross-sector data for AI-powered mobility use cases, covering both the behavioural and technical dimensions of the project's research.



4 Mobilair Presents Sustainable Mobility to International Students - ACT American College of Thessaloniki

19 May 2026 · Physical · Thessaloniki

As part of the TIAS 2026 Smart Cities study trip, international students explored MOBILAIR's technical architecture and the role of citizen behaviour in urban air-quality outcomes, with Thessaloniki featured as a case study in data-driven, citizen-engaged mobility.



LATEST NEWS & EVENTS

RP4 · May-June 2026

5 China-Greece Online Workshop - Atmospheric Science, Environmental Modelling & Urban Air Quality

26 May 2026 · Online · with Shanghai University and Nanjing University

MOBILAIR presented its AI-based air-quality and inverse-modelling approach for estimating traffic-related contributions to urban pollution to researchers, academics and students from Greece and China. The workshop enabled valuable scientific exchange and increased the international visibility of the project's methodologies.

6 Poster Presentation - 15th International Conference on Air Quality

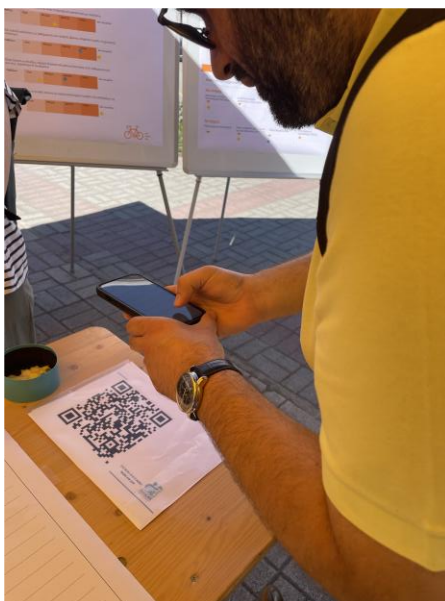
1-5 June 2026 · Prague, Czech Republic · Session 8: Air Quality Information Services

MOBILAIR presented a poster on the collaborative development of urban air-quality and mobility information services, based on the co-creation workshops held with AUTH postgraduate students, a strong recognition of the students' own contribution to the project.

7 MOBILAIR Street Event in the NRS Area: Citizens Try the App First-Hand

20 June 2026 · Physical · Western Thessaloniki (NRS area)

Organised with the Municipality of Thessaloniki, this hands-on co-creation event let citizens try the MOBILAIR app directly and share real feedback on how it could better support their everyday mobility choices, input that now feeds into the next steps of app development. It followed the collaborative, citizen-first approach that has shaped MOBILAIR from its earliest co-creation sessions, and the feedback gathered here fed directly into the online forum that followed in July.



LATEST NEWS & EVENTS

RP4 · July 2026

8 Building Partnerships for Upscaling

1-2 July 2026 · Physical · Thessaloniki

In a busy two days, the MOBILAIR team met with four key stakeholders to plan the next stage of the project - from co-organising CIVITAS FORUM 2026 to exploring the app's upscaling across the city's transport network.

1 CLIMANET

Association of Greek & Cypriot Smart Cities and Mission

Continued organisation of the CIVITAS FORUM 2026 workshop and discussed upscaling MOBILAIR to other Greek and Cypriot cities.

2 Municipality of Thessaloniki

Strategic Planning & Digitalisation Departments

Discussed how the Municipality's official communication channels could support wider promotion and adoption of the app.

3 TheTa / OSETH

Thessaloniki Public Transport Authority

Kick-off meeting on the potential upscaling of MOBILAIR within OSETH's digital infrastructure, a first step for the wider transport network.

4 Municipality of Pylaia-Hortiatis

Local government partner

Planning session for an open citizen event promoting sustainable mobility, to take place in September 2026.

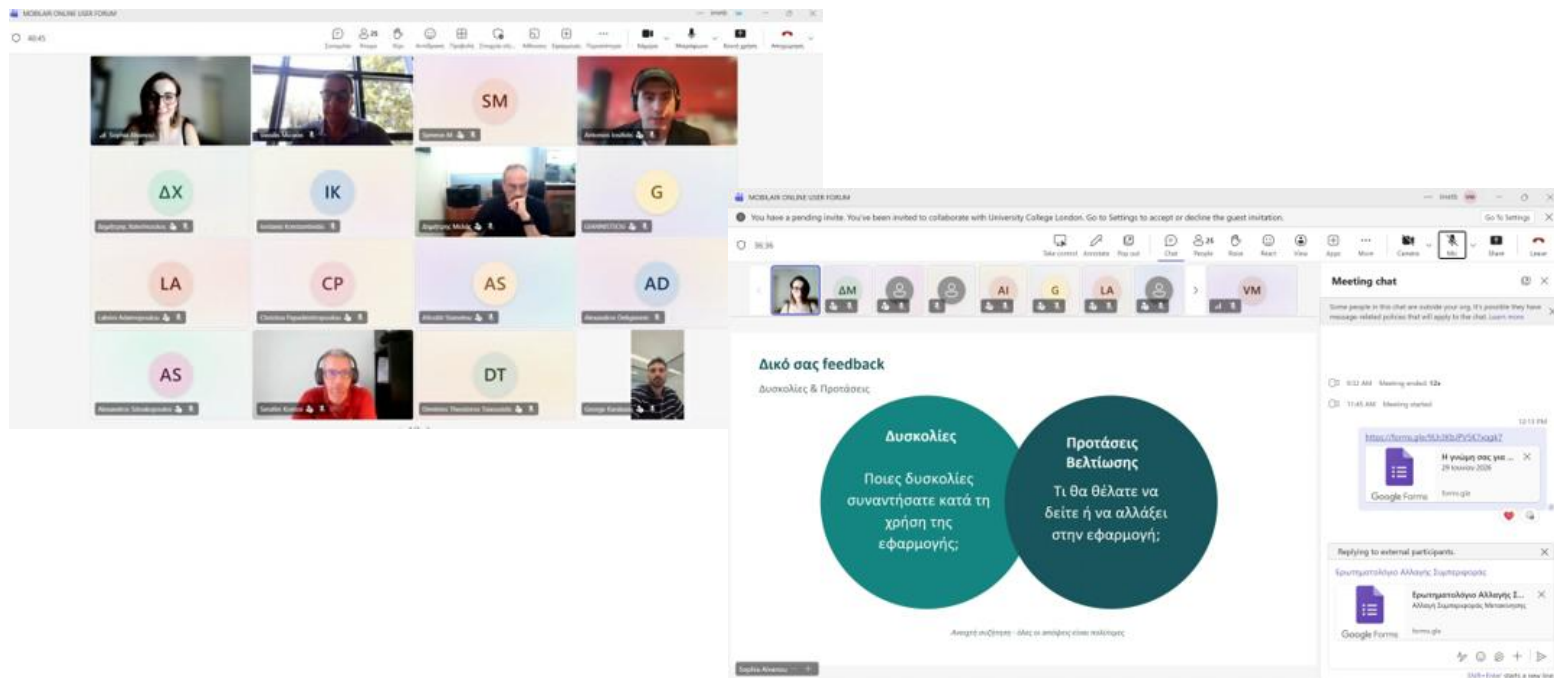
LATEST NEWS & EVENTS

RP4 · July 2026 & beyond

9 MOBILAIR Online User Forum

29 July 2026 · Online · Pilot app users

Pilot users joined an online forum to share their experience of using the app, the difficulties they encountered, and their ideas for future versions and features, valuable input feeding directly into the next stages of development.



CIVITAS FORUM 2026 Workshop

15-17 September 2026 · Thessaloniki

MOBILAIR co-organises a workshop with ICLEI and ClimaNet, presenting findings on data-driven mobility behaviour change to cities across Europe.

UPCOMING

Open Citizen Event - Pylaia-Hortiatis

September 2026 · Municipality of Pylaia-Hortiatis

An open event introducing the MOBILAIR app and sustainable mobility to local residents.

2nd ESXSA Scientific Conference

5-6 October 2026 · Spatial Planning & Development: Resilience of Cities and Regions

MOBILAIR's abstract has been accepted for this academic conference on urban development and resilience.

APP & PILOT UPDATE

Beta App - Growing With Our Users

Since its launch, the MOBILAIR Beta App has kept growing steadily. Real-time air quality data, smart route suggestions, and gamified challenges continue to encourage citizens of Thessaloniki towards greener, healthier travel choices.

Feedback shaping what's next

The June street event and the July online forum gave pilot users a direct voice in the app's evolution, from everyday usability to new feature ideas, shaping the next stages of development.

Real-Time Air Quality

Live AQ heatmaps across Thessaloniki powered by sensor data

Gamified Challenges

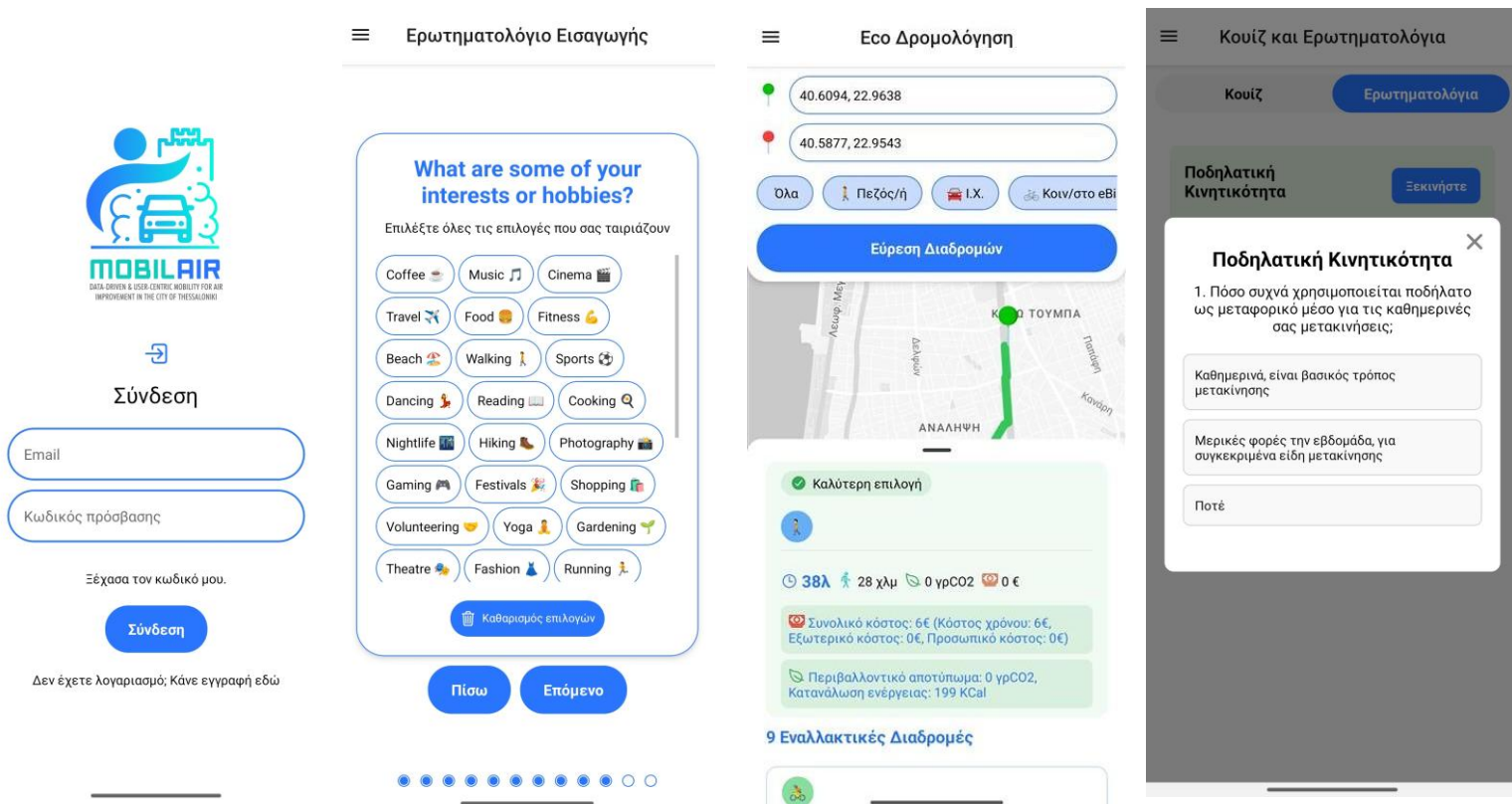
Earn points for choosing sustainable transport modes

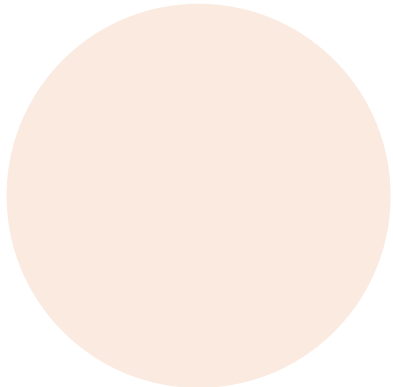
Smart Route Suggestions

AI-powered eco-friendly travel recommendations

Pollution Alerts

Personalised notifications when AQ levels are critical





COME AND JOIN US!

Be part of Thessaloniki's mobility transformation

Download the MOBILAIR app, track real-time air quality across the city, and choose smarter, greener ways to move. Every route you take and every bit of feedback you share helps shape a healthier Thessaloniki , for everyone.

01

Download the app

Get the MOBILAIR Beta App and set up your profile in minutes

02

Track & choose

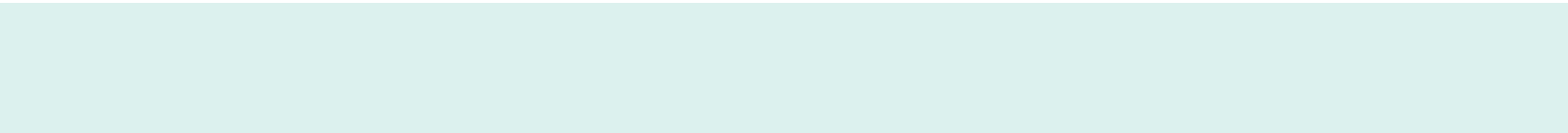
See live air-quality data and pick greener routes across the city

03

Share your voice

Tell us what works and what to improve — you shape what's next

70+ Thessaloniki residents have already joined - your route could be next.



CONTACT US



Website

<https://mobilair.gr/>



LinkedIn

Mobilair Project



Instagram

[mobilair.project](#)

Thank you for following the MOBILAIR journey and for helping shape a cleaner, smarter Thessaloniki.



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