

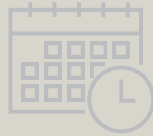
ARTIST

Elevating Sustainable Mobility through Branding, Design and Art

Project Duration:

51 months

(from 1/5/2025 to 31/7/2029)



Project Budget:

~1,29 million

(ERDF contribution:1,03 million and national contribution:258 thousand)



Financing programme

Interregional cooperation project (Interreg Europe) 2021 - 2027

The ARTIST project is part of the Interreg Europe 2021–2027 programme, under the Interregional Cooperation strand of the EU Cohesion Policy, which supports policy learning and cooperation across European regions. It funds Interregional Cooperation Projects, where partners from different countries collaborate for four years to exchange experience on shared policy challenges, and the Policy Learning Platform, which offers ongoing expert support for policy improvement.



Project Beneficiaries:



Lead Beneficiary
Municipality of Arta



Project Beneficiary 4
South-East Regional Development Agency (SE RDA)



Project Beneficiary 2
Aristotle University of Thessaloniki



Project Beneficiary 5
LAB University of Applied Sciences



Project Beneficiary 3
Vas County Government



Project Beneficiary 6
Innovation Center of the Faculty of Mechanical Engineering Belgrade

Aristotle University of Thessaloniki

Kick - off meeting

“The first official meeting of the project partners, where roles and responsibilities”

Date and Location: 08th – 09th October 2025

Hosted by the Municipality of Arta, the event gathered partners from Greece, Hungary, Romania, Finland, and Serbia to collaborate on "Elevating sustainable mobility through the use of branding, design and art".

Throughout the two-day session, the consortium engaged in expert discussions on "Art and Mobility" and "Extended Reality (XR)", while also finalizing strategies for "Good Practices," report progress, and future study visits. Beyond the boardroom, participants took part in field visits to the Archaeological Metro-Museum at Venizelou and the "Cultural route" No.50 bus-line, concluding the meeting with a clear roadmap and action list for the project's first semester.



Stakeholder meeting with representatives of the city of in Kruševac

“ARTIST First Stakeholder Meeting with partners from the City of Kruševac”

Date and Location: 13 June 2025, online

The first stakeholder meeting within the ARTIST project was organised by PP6 (ICMF) in cooperation with the City of Kruševac, aiming to introduce the project and initiate local stakeholder engagement. Representatives from the City of Kruševac and the project partner discussed the objectives of ARTIST and the role of art, design, and branding in promoting sustainable mobility.

The stakeholder survey and upcoming engagement activities were presented, followed by an initial exchange on relevant local stakeholders and engagement approaches. The City of Kruševac confirmed its support for stakeholder mapping, survey dissemination, and future project activities, including contributions to dissemination and the status quo analysis.

The meeting marked the starting point for structured stakeholder involvement in the ARTIST project at the local level.

Stakeholder meeting in South-East Romania

“South-East Romania advances sustainable mobility through ARTIST first working meeting”

Date and Location: 2 October 2025, Constanta, Romania

The South-East Regional Development Agency (SE RDA) organised the first ARTIST working meeting in Constanta, bringing together over 20 stakeholders from local authorities, the Constanta Metropolitan Area Intercommunity Development Association, academia, and NGOs. The workshop introduced the ARTIST project and presented the preliminary analysis of the South-East Region, focusing on the role of design, branding, and art in mobility and transport.

Participants discussed key strengths and weaknesses of local mobility systems and infrastructure, as well as funding opportunities for sustainable mobility. Examples of European good practices showed how art, branding, and design can encourage the use of public transport.



Stakeholder meeting in Päijät-Häme

“Identifying good practices through stakeholder engagement”

Date and Location: 27 October 2025, Finland

A stakeholder meeting was held within the ARTIST project to introduce the Status Quo Report questionnaire and initiate the identification of relevant good practices. Stakeholders contributed their perspectives, supporting a collaborative approach to refining initial findings.

Through stakeholder input and internal discussions within LAB University, one national and one regional good practice were identified and validated. In parallel, further data collection for the report was launched.

Two key examples were highlighted: the Art Tram of Tampere and the Public Art Committee of Päijät-Häme, demonstrating how art can be integrated into mobility and public space planning



Stakeholder meeting in Vas County

“Vas County hosted first ARTIST Stakeholder Group meeting

Date and Location: 3 December 2025, Szombathely, Hungary

The 1st ARTIST Stakeholder Group meeting in Hungary was held in Szombathely, hosted by the Vas County Government Office, with 36 participants from public authorities, academia, research and civil organizations. The event was organized jointly with the SMOOTY and MaaSolutions projects, fostering exchange on sustainable mobility.

National and regional policy directions were presented, including cycling strategies, TOP Plus funding and the Vas County cycling network plan, highlighting priorities for safer and more integrated mobility systems.

The ARTIST project was introduced as an initiative combining branding, design and art to enhance sustainable mobility. Survey results indicated that visual identity and design can increase the attractiveness of public transport and active mobility.

The meeting concluded by stressing the importance of cooperation among stakeholders to support innovative and user-friendly mobility solutions.



Stakeholder meeting in South-East Romania

“2nd Stakeholder Meeting: South-East Romania identifies local good practices on urban branding & policy innovation”

Date and Location: 19 January 2026, Online meeting (videoconference) & 31st March 2026, Buzău, Romania

The South-East Regional Development Agency (SE RDA) organized two meetings with representatives of the Municipality of Buzău within the ARTIST project, during which key good practices and experiences related to urban branding, local identity, and sustainable mobility were presented and explored, in order to promote them in the project's partner regions.

The discussion highlighted strategic approaches to city branding, emphasizing a participatory process centered on local identity and the involvement of cultural, institutional, and economic stakeholders. City branding was recognized as a key tool for strengthening urban identity and fostering creativity at local level.



A concrete example presented was the “Buzău Open City” initiative, which transforms city branding into a practical communication and promotion instrument through a dedicated platform (<https://buzauopen.ro/>).

This initiative was highlighted as a transferable good practice that can be adapted in other territories. The good practices demonstrated how urban branding and art can be effectively integrated into public policies, in line with the objectives of the ARTIST project. By supporting knowledge exchange and policy learning, SE RDA contributes to strengthening sustainable mobility approaches and enhancing regional development strategies.



Stakeholder meeting in Arta

“Stakeholder meeting in Arta fosters exchange of good practices and active involvement”

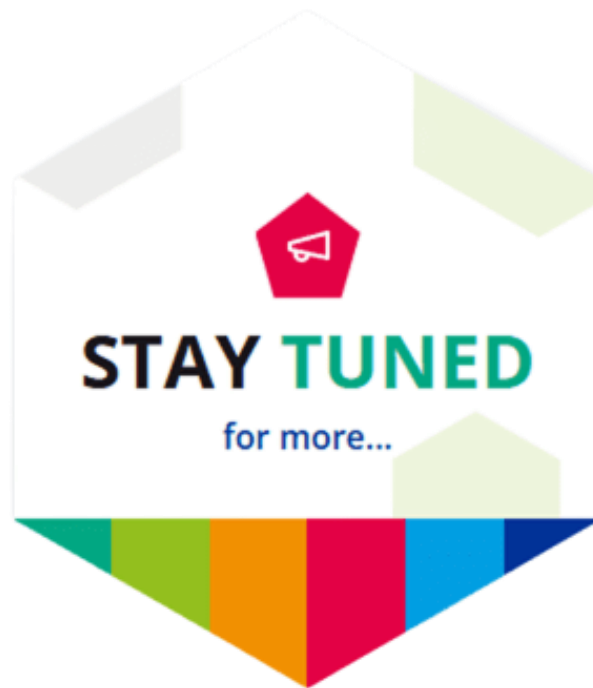
Date and Location: 22 April 2026, Arta, Greece

A stakeholder meeting was held in the Municipality of Arta within the framework of the ARTIST project, bringing together representatives of local stakeholders who had previously participated in interviews on the current situation in the Municipality of Arta regarding transport, branding, and the aesthetics of public space.

During the meeting, the ARTIST project was presented in its overall scope, allowing participants to become familiar with its objectives, approach, and potential impact. The discussion highlighted the project’s dynamic approach to promoting sustainable mobility through branding, design, and art, as well as the importance of active citizen participation.

Selected good practices, based on the partners’ approach and the context of Arta, were presented and discussed, focusing on possible ways and actions for their integration into the Sustainable Urban Mobility Plan (SUMP). The meeting reinforced the value of stakeholder engagement in shaping more attractive, functional, and people-centered urban environments.





Municipality of Arta: <https://www.arta.gr/>

Aristotle University of Thessaloniki:
<https://www.auth.gr/en/homepage/>

Vas County Government Office:
<https://www.vasmegye.hu/discovering-vas-country/>

South-East Regional Development Agency (SE RDA):
<https://www.adrse.ro/>

LAB University of Applied Sciences:
<https://lab.fi/en>

Innovation Center of the Faculty of Mechanical Engineering in Belgrade:
<https://www.inovacionicentar.rs/>

More information at the following email: artist@arta.gr

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