

ICONIC Newsletter #1

Welcome to the first edition of the ICONIC project newsletter! We are excited to share with you the latest updates and key developments from across our partner regions. The project is off to a strong start, with our first major interregional meeting in Slovenia, workshops on inclusive mobility, and a growing network of stakeholders all working towards a shared goal: making mobility systems in Europe more sustainable, accessible, and inclusive for everyone.

Stay tuned as we dive into our project highlights, regional activities, and upcoming events. Thank you for being part of the ICONIC journey!



Project Highlights

A Productive Meeting in Slovenia

This spring, the ICONIC partners gathered for an inspiring two-day meeting in Slovenia. From Beltinci to Moravske Toplice, the event was a valuable opportunity for sharing insights and learning from each other's experiences in advancing sustainable mobility. The meeting focused on Sustainable Urban Mobility Plans (SUMP), inclusive mobility, and intermodal transport solutions.



[Further reading.](#)

ICONIC Project Video Released

We are thrilled to announce the release of our first project video, which showcases the goals, activities, and progress of the ICONIC project. This video provides an overview of our work and highlights the importance of

sustainable and inclusive mobility solutions across Europe.

Watch the video [here](#).

Regional Highlights

Saarland



Our lead partner has made great strides in advancing the development of a car-sharing strategy for the region. Over the past months, we successfully held two stakeholder workshops, where key partners discussed ideas, challenges, and opportunities. These workshops have been instrumental in moving the car-sharing strategy forward, and we are now well on our way to shaping a plan that will meet the needs of the region.

In addition, our collaboration with the University of Saarland is progressing smoothly. The details of the partnership have been



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finalized, and we are excited to announce that the first seminars, where we will present the ICONIC project, will begin in just a few weeks. This collaboration will help us engage with students and researchers, fostering knowledge exchange and new perspectives on mobility planning.

Castelo Branco



The ICONIC project was presented to various stakeholders, and a description was provided of the presential meetings that have already taken place. During this presentation, some of the main activities carried out so far were shared, along with the objectives and planned next steps. During the discussion, the idea arose to reach out a group of people with disabilities located in Castelo

Branco. The goal of this outreach is to gather relevant information about the difficulties and barriers these individuals face within the existing mobility system in the city and the region. Through this dialogue, we hope to better understand their needs and identify possible improvements that would make transportation and travel more accessible and inclusive. Subsequently, we were sent a video related to this topic, which includes audio and sign language interpretation, enabling more accessible communication.

Podkarpackie



On October 15, 2025, the Marshal's Office in Rzeszów hosted the inaugural meeting of the ICONIC project's Regional Stakeholder Group (Interreg Europe 2021-2027). The event brought together regional transport authorities (ZTM Rzeszów, PKS), railway operators



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(Polregio, PKP PLK), municipal leaders (Czarna, Strzyżów, Świlcza), and project staff.

Key highlights of the meeting:

- **Mobility Policy:** Discussions centered on regional policy changes and a new support team for the "European Funds for Podkarpackie 2021-2027" program. Its focus includes intercommunal transport, intermodality, and accessibility.
- **Project Framework:** Speakers detailed the ICONIC timeline, stakeholder expectations, and insights from the previous partners' meeting in Saarbrücken.
- **Tools & Cooperation:** Participants were introduced to the Interreg Europe Policy Learning Platform and communication channels designed for knowledge exchange.

The meeting concluded with a lively discussion on good practices and international cooperation. Attendees agreed that ICONIC is a vital step toward sustainable, inclusive mobility in the Podkarpackie region

Sakana



During the initial stakeholder meeting in Sakana, several key issues related to sustainable mobility were discussed. A central point was the need to address mobility from a comprehensive, regional perspective, as daily mobility flows occur between municipalities and require coordinated responses at this level.

Participants also highlighted the importance of integrating a gender perspective, recognising that mobility is not socially or gender neutral and that different needs must be considered in planning processes. Another key challenge identified was the need to strengthen cooperation between administrations at different levels, given their shared



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but distinct competences in mobility.

These contributions will be incorporated into the development of the Sakana Mobility Plan, ensuring that the process reflects local realities and stakeholder perspectives while promoting a more integrated and inclusive approach to mobility in the region.

Sharing Insights: Mobility Innovations Across Regions

An exciting example shared during the recent Exchange of Experience Meeting is Slovenia's Pesbus, a creative and cost-effective solution developed by iPop to improve school journeys and reduce the need for parent taxis.

The Pesbus operates similarly to a regular bus, with designated stops and fixed times. However, instead of driving students, the focus is on walking together, making it not only environmentally friendly but also beneficial to the students' health and social skills.

This initiative is easy to implement and the benefits are significant:

- **Health:** Regular walking increases physical activity and improves concentration in school.
- **Social Benefits:** Walking together encourages teamwork and strengthens social behavior among students.
- **Cost-Effective:** The system is affordable, relying on only basic infrastructure (signs and adult supervision).

The Pesbus is an excellent example of how sustainable mobility solutions can be both simple and effective, creating positive impacts for both the environment and the community.



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Upcoming Activities

Next Interregional Meeting in Sakana, Spain: We will meet again in late summer to conduct a more in-depth analysis of mobility plans and planning processes.

Project Information

Project Name: ICONIC - Intermodal, Inclusive, and Accessible Mobility
Programme: Interreg Europe
Duration: May 1, 2025 – July 31, 2029

Project Partners:

- Saarland (Germany)
- Podkarpackie (Poland)
- Sinergija (Slovenia)
- SERDA (Bosnia and Herzegovina)
- Development Agency of Sakana (Spain)
- Municipality of Castelo Branco (Portugal)
- North-East RDA (Romania)

For more information, visit our [website](#) and [LinkedIn](#).

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ICONIC in Slovenia

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Stakeholder Meeting Castelo Branco

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Image 4:

1st Meeting of the RSG in Rzeszów

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Stakeholder Meeting Sakana

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Image 6:

Pesbus Sign

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