



Transport Systems Research Group @ AUTh

User-centered mobility research for safer, cleaner, and more inclusive transport since 1998

CORE EXPERTISE

01

Sustainable urban mobility

Planning, public transport, and integrated mobility systems

02

Accessibility & inclusion

Mobility needs of older people and persons with disabilities

03

Travel behavior & acceptance

Conjoint analysis, choice modeling, and stakeholder research

04

Automation, safety & simulation

Autonomous mobility, human factors, VR and pilot evaluation



WHAT WE BRING TO CONSORTIA From user needs and service design to real-world pilots, evaluation, and European collaboration.

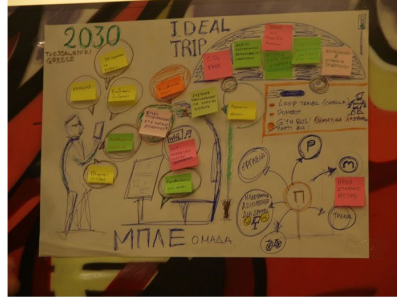
Dimitrios Nalmpantis · dnalba@civil.auth.gr · <https://tsrg.gr/>

Why TSRG / AUTH

A transport research group combining user research, accessibility, and European project experience.



CIPTEC



- **CIPTEC:** Collective Innovation for Public Transport in European Cities [Horizon 2020]
- **SUNRISE:** Cohesion sociale dans les zones urbaines / rurales basee sur services collectifs de mobilite innovateurs et durables [INTERREG IVC]
- **FLIPPER:** Flexible Transport Services and ICT Platform for Eco-Mobility in urban and rural Europe [INTERREG IVC]
- **SmartMove:** Active mobility consultancy focusing on feeder systems to increase awareness and use of public transport [Intelligent Energy Europe Programme]
- **PROSPELASIS:** Accessible Monuments and Archaeological Sites of Thessaloniki [EEA]



1998

Transport Systems
Research Group
established at AUTH

EU

Horizon, Interreg, EEA and
cross-border cooperation
experience

USER

Conjoint / DCE / MaxDiff /
MAMCA / stakeholder
research

PILOT

simulation, accessibility,
road safety and evaluation
capacity

The mobility questions we address

Smart mobility will fail if it is not inclusive, trusted and usable.



Cities are investing in digital mobility, electrification and shared services — but many pilots still miss everyday barriers.



Accessibility & integration

Physical, digital and public transport integration



User acceptance & behavior

Trust, adoption, and choice of new mobility services



From pilots to implementation

Evaluation, transferability and scale-up

Our focus: Connecting mobility technologies with real user needs and measurable transport outcomes.

How we work

From user evidence to design, pilots and evaluation



1 Diagnose

Mobility gaps,
accessibility barriers,
user needs, and local
policy priorities



2 Co-design

Service scenarios
with citizens,
operators, and
municipalities



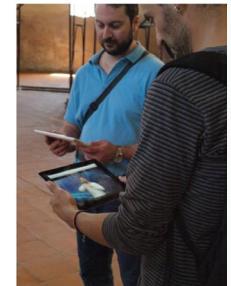
3 Pilot

Mobility packages:
DRT/e-shuttles,
stops, information,
walking links



4 Evaluate & scale

Acceptance,
behavior, emissions,
accessibility, safety
and transferability



Target outcome: replicable, evidence-based mobility solutions

Collaboration opportunities

Where TSRG / AUTh can contribute — and who we would like to connect with



TSRG / AUTh can lead or contribute to:

- User needs, accessibility requirements and service design
- Behavioral research: acceptance, choice modeling and stakeholder analysis
- Mobility pilots: evaluation framework, KPIs and transferability
- Policy learning, dissemination, and replication across cities

We are looking for:

- Cities and transport authorities with real pilot needs
- Operators and technology providers for shared / on-demand / electric services
- ICT, data and AI partners for service integration and decision support
- Accessibility organisations and living-lab communities

3 Revolutions of Urban Mobility: Electrification · Automation · Sharing

Let's collaborate

Inclusive & smart mobility is not only a technical question — it is a service design, accessibility, and behavior challenge.

Open to collaboration on:

European research projects · mobility pilots ·
user & stakeholder research · evaluation &
transferability

Thank you

Dimitrios Nalmpantis
Aristotle University of Thessaloniki
dnalba@civil.auth.gr
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