



# Municipality of Novo mesto

## Partner Profile and Capacity Statement

*Focus: Sustainable Mobility and Digitalisation of Mobility*

### 1. Executive Summary

The Municipality of Novo mesto (MONM) is a local public authority and the regional urban centre of Southeast Slovenia. The municipality has a strong record of implementing integrated urban development initiatives and is recognised as a capable ‘smart regional hub’ that combines urban renewal, energy efficiency and sustainable mobility measures. MONM offers a credible real-life demonstration environment for sustainable mobility innovations with a particular strength in digitalisation of mobility: (i) an operational city card and mobility service ecosystem (SITIUM) integrating public transport and parking; (ii) an IoT smart-city data platform enabling multi-domain data collection and analytics; and (iii) an active pipeline for investments in electrification, active mobility and intelligent transport systems (ITS).

MONM’s experience spans research and innovation actions (e.g., Horizon 2020 VARCITIES) and investment-oriented programmes (e.g., EIB ELENA ‘Sustainable Mobility Programme in Slovenia’, where MONM acts as lead partner). This combination enables MONM to support projects from early-stage piloting and evaluation through to mainstreaming, procurement and scaling.

Key strengths MONM offers:

- Operational digital mobility system (SITIUM) enabling integrated services, user engagement and usage analytics.
- IoT-based monitoring and evaluation capability (mobility flows, environmental context, dashboards, KPIs).
- Proven multi-partner programme leadership (ELENA) and EU project delivery as a pilot city (VARCITIES).
- Strong strategic alignment through Integrated Mobility Strategy, SECAP 2030 and ITI Sustainable Urban Strategy 2030.
- Ability to scale pilots into investment pipelines and procurement-ready specifications.

## 2. Organisation Overview

### 2.1 Legal status and mandate

MONM is a local public authority in SE Slovenia responsible for local development, mobility and municipal services, spatial planning, infrastructure delivery and implementation of public policies. The municipality actively cooperates internationally and positions EU projects as key instruments for modernising services and addressing sustainability challenges.

### 2.2 Basic facts and socio-economic context

**Official name:** Municipality of Novo mesto      **Short name:** MONM

**PIC:** 936751311

**Organisation type:** Local public authority

**Address:** Seidlova cesta 1, 8000 Novo mesto, Slovenia

**Website:** [www.novomesto.si](http://www.novomesto.si)

Novo mesto is a regional centre of Southeast Slovenia and an important hub for services and employment. The municipality covers approximately 236 km<sup>2</sup> and has around 38,189 inhabitants (2023). The local economy is characterised by strong employment and a high concentration of enterprises, supporting daily commuting and mobility demand with turnover of enterprises: ~€4.99bn.

European advisory work (EIB/JASPERS) completed for Novo mesto notes the challenge of serving a relatively low-density territory while maintaining efficient infrastructure and services, and highlights MONM's ambition to integrate projects across sectors through cohesive strategies and performance indicators.

### 2.3 Governance structure and EU project coordination

EU project development and implementation are coordinated within the municipal administration, primarily through the Office for Digital and Sustainable Transition. This office provides capacity for strategic project design, consortium management, procurement coordination, stakeholder engagement, financial management and reporting.

### 2.4 Contact point for proposals and project coordination

**Contact person:** Peter Geršič

**Position:** Head of Office for Digital and Sustainable Transition

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**Phone:** +386 7 39 39 350; +386 40 72 72 70

**MONM confirms the existence of a Gender Equality Plan (GEP) aligned with EC requirements.**

### **3. Sustainable Mobility Vision and Strategic Framework**

MONM's mobility transition is guided by a set of mutually reinforcing strategies that link mobility, climate action and urban development. This framework is essential for EU funded projects that require credible pathways from experimentation to policy uptake and replication.

#### **3.1 Integrated Mobility Strategy (IMS)**

The Integrated Mobility Strategy sets a balanced planning approach across modes, prioritising sustainable mobility and improved quality of public space. It targets increased use of public transport, walking and cycling, and explores alternative car use such as car sharing. The IMS was renewed in 2025 and updated with contemporary sustainable mobility approaches.

#### **3.2 SECAP 2030 (Sustainable Energy and Climate Action Plan)**

SECAP Novo mesto 2030 is MONM's key climate mitigation and adaptation document. It provides a monitoring structure enabling systematic data collection, analysis and progress tracking—an important basis for evidence-based mobility measures and decarbonisation actions.

#### **3.3 Sustainable Urban Strategy Novo mesto 2030**

The Sustainable Urban Strategy and its Implementation Plan define comprehensive measures for economic, environmental, climatic, demographic and social challenges. The strategy supports integrated territorial development and offers a structured implementation pipeline for deploying and scaling sustainable mobility interventions in coordination with other urban systems.

#### **3.4 Data-driven and integrated planning culture**

MONM emphasises integrated planning across sectors and uses digitalisation as an enabler of efficient and transparent governance. In practice, this means combining infrastructure interventions with digital services, IoT monitoring and KPI-based evaluation, enabling learning loops and adaptive policymaking.

### **4. Digital Mobility Ecosystem and Smart City Data Infrastructure**

Digitalisation of mobility is a core area where MONM can contribute strongly to EU funded projects. The municipality already operates integrated digital service systems and data infrastructure that can be extended or connected to new innovations within projects.

#### **4.1 SITIUM – city card and mobility service integration**

SITIUM is a smart system developed by MONM with partners to enable easier and faster use of public services. It operates via a physical NFC/contactless city card and a mobile application. For mobility, SITIUM currently supports payment for parking at public parking locations and payment/validation for city bus services. The system can also integrate other public services

(e.g., pool, library), supporting a 'one account – multiple services' model that is highly relevant for MaaS and citizen-centric mobility concepts.

Relevance for EC funded mobility digitalisation:

- Integrated ticketing and payment pilots across mobility services (public transport, parking, micromobility integration).
- User-facing behavioural interventions (incentives, nudges, mobility challenges) delivered through an established platform.
- Mobility analytics through aggregated usage patterns (e.g., temporal demand, spatial hotspots, service uptake).
- Foundation for scaling to multimodal journey planning, traveller information and integrated subscriptions.

#### **4.2 IoT Smart City platform (ThingsBoard-based) and data integration**

MONM operates a Smart City IoT platform that collects and analyses data from IoT devices across domains, including mobility, air quality, climate and water. The platform is designed on ThingsBoard open-source infrastructure and supports integration of heterogeneous devices and other platforms, enabling modular expansion and interoperability.

Capabilities relevant to sustainable and digital mobility projects:

- Collection and visualisation of mobility-related sensor data (counts, flows, occupancy, movement patterns).
- Contextual linkage of mobility to environmental data (air quality, microclimate), supporting impact evaluation.
- Dashboards and KPI frameworks enabling before/after evaluation of measures and transparent reporting.
- Integration potential with existing municipal systems and external project platforms/data spaces.

#### **4.3 Mobility measurement: sensors and machine vision**

MONM has tested mobility flow measurement using machine-vision devices (e.g., Telraam-type counters) and identifies this as paramount for real-time data collection and modelling for mobility optimisation. Sensor-based evidence is planned to support intersection-level analysis, corridor optimisation, and safety assessments.

#### **4.4 Public transport optimisation and on-demand readiness**

MONM has prepared analytical groundwork for modernising public transport, including studies supporting on-demand mobility. Local transport information channels highlight the municipality's direction towards on-demand public transport with electric vehicles and long-term electrification of city transport, which aligns well with EU priorities in decarbonisation and digitalisation.

## **5. Track Record: Relevant Projects, Studies and Investments**

MONM has a proven portfolio of EU-funded projects, technical assistance programmes and investment preparations that are directly relevant to sustainable mobility, digital mobility services and ITS.

### **5.1 EIB ELENA – Sustainable Mobility Programme in Slovenia (Lead partner)**

MONM acted as lead partner in the ELENA ‘Sustainable Mobility Programme in Slovenia’. The programme is co-financed through the European Investment Bank and provides technical assistance to develop and implement an investment pipeline for sustainable mobility across multiple Slovenian municipalities and partners. The programme scope explicitly includes electrification of transport, active mobility measures and multiple ITS components.

Key parameters (programme information):

- ELENA technical assistance: €2.388 million; lead partner: Municipality of Novo mesto; start: January 2021; end: June 2025.
- Planned investments include EV charging infrastructure, purchase of EVs (including buses), active mobility infrastructure, and ITS services such as smart traffic lights, IoT-based traffic management, smart parking and a central information system integrating sustainable mobility into a single app/city card.

### **5.2 VARCITIES (H2020) – Pilot city implementing ICT/IoT-enabled monitoring and interventions**

VARCITIES is an EU-funded Horizon 2020 innovation action focused on visionary, human-centred solutions that combine nature-based solutions with digital approaches to improve health, well-being and resilience in cities. Novo mesto is one of the pilot cities. The pilot activities include deployment of sensors and development/testing of ICT and IoT platforms to monitor occupancy, usage patterns, visitor movement and mobility patterns, and environmental parameters such as air and water quality.

The project’s emphasis on advanced KPIs and monitoring aligns closely with digital mobility projects that require robust evaluation methodologies, evidence-based decision support and transferable frameworks.

### **5.3 Sustainable On-demand Intelligent Transport System Study (public transport optimisation)**

MONM developed a ‘Sustainable On-demand Intelligent Transport System’ study as a starting point for improving public transport through sustainable on-demand mobility solutions. The study collected datasets on public transport usage and provides the basis for investment projects focused on optimisation and modernisation of public transport services.

## 5.4 Electrification and e-mobility hub development (with ELES)

MONM collaborates with ELES (combined electricity transmission and distribution system operator of the Republic of Slovenia) on development of large-scale EV charging infrastructure near the highway corridor Ljubljana–Zagreb. Publicly available descriptions of ELES’ charging park concept at the Novo mesto highway interchange outline a phased development with dedicated charging capacity for passenger cars and heavy-duty vehicles, as well as integration of renewable energy elements (e.g., PV canopies) and user services—creating a strong foundation for electrified mobility corridors and public transport electrification support.

## 5.5 Sustainable mobility infrastructure projects

MONM implements a continuous portfolio of walking and cycling infrastructure projects (e.g., bridges, paths, pedestrian areas) and integrates these investments into a broader mobility mix. These measures support modal shift and are complemented by digital monitoring and service innovations.

# 6. Infrastructure, Data Assets and Technical Equipment

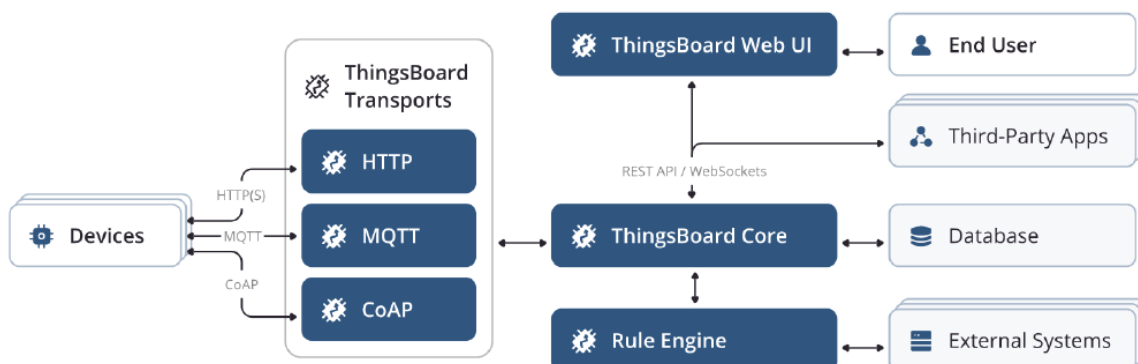
MONM provides a strong technical basis for demonstration and evaluation in mobility projects, combining user-facing systems, IoT platforms and sensor networks.

## 6.1 SITIUM – operational data source and citizen-facing platform

SITIUM is one of the municipality’s main sources of data on public transport and parking usage. The platform can support anonymised analytics for pilots and evaluation, subject to GDPR compliance and project-specific data governance agreements.

## 6.2 IoT platform and environmental context sensors

The IoT platform supports collection, analysis and visualisation of sensor data. Contextual sensors for air quality and climate data enable evaluation of mobility impacts beyond transport KPIs, such as improvements in local air quality or public space comfort.

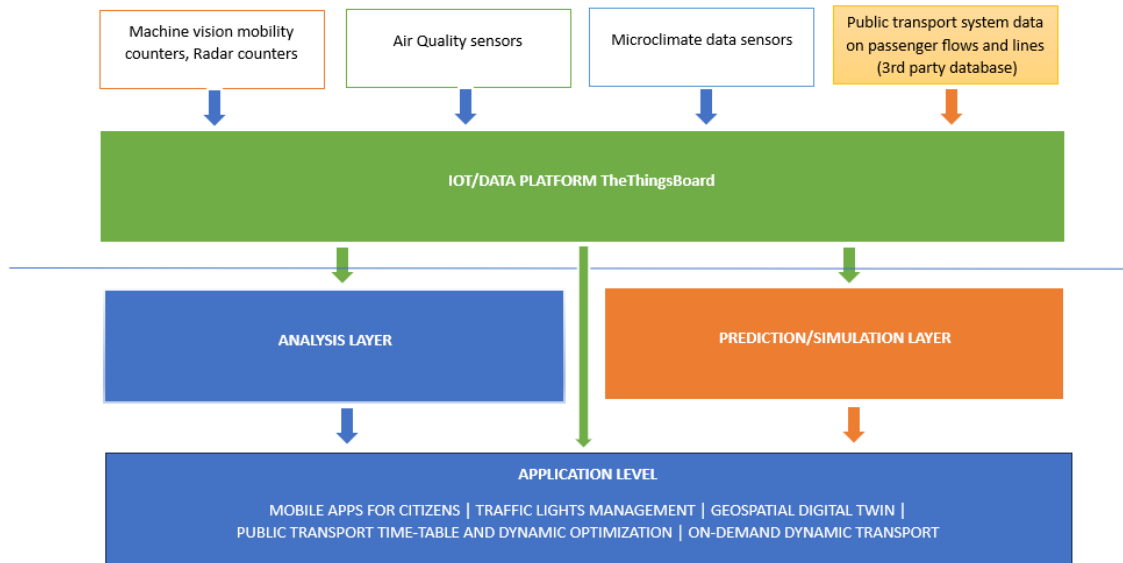


### 6.3 Mobility measurement sensors

Machine-vision traffic and mobility counters can be deployed at intersections and key corridors to provide granular flow data. This supports modelling for traffic optimisation, safety interventions, and validation of behaviour-change measures.

### 6.4 Interoperability and scalability

MONM’s approach is oriented towards scalable, interoperable solutions. Using open-source-based components (e.g., ThingsBoard) and modular integration enables replicability and facilitates alignment with emerging European concepts such as common data spaces and city digital twins.



## 7. Organisational Capacity and Delivery Capability

MONM combines municipal implementation competence with digital innovation capacity. This is demonstrated through project leadership roles, operational digital platforms, and the ability to link R&I pilots with investment preparation.

### 7.1 Project management and coordination (EU-funded projects)

The Office for Digital and Sustainable Transition leads project development and management functions, including governance, stakeholder coordination, risk management and reporting. Experience as lead partner in ELENA demonstrates the municipality’s ability to coordinate multi-partner programmes and manage complex technical assistance scopes. Experience as a pilot city in Horizon 2020 demonstrates capability to deliver innovation pilots, integrate technology providers and maintain monitoring infrastructures.

## **7.2 Procurement and implementation**

As a public authority, MONM can procure and implement both civil works and digital services. This includes procurement of infrastructure, sensors, platform services and integration work. MONM's investment pipeline and technical assistance experience support effective translation of pilot outcomes into procurement-ready specifications and implementation plans.

## **7.3 Data governance and GDPR readiness**

MONM recognises the importance of responsible data governance in mobility digitalisation projects. Operational systems such as SITIUM and IoT platforms can support anonymised or aggregated datasets, and data sharing can be structured via project data management plans, access control mechanisms and GDPR-compliant procedures.

## **7.4 Stakeholder ecosystem and engagement capacity**

MONM cooperates with utilities, transport operators and ICT providers, and has practical experience in setting up cross-sector collaboration. Partnership examples include collaboration with ELES on electrification infrastructure, and ICT partnership for IoT platform deployments as part of EU-funded pilots. Municipal channels and city service platforms provide an effective interface to citizens and local organisations for co-creation and pilot participation.

## **7.5 Communication and dissemination**

MONM has experience in dissemination within EU projects and can support communication activities such as stakeholder workshops, co-creation frameworks, living lab sessions, local dissemination events, demonstrations and replication dialogues with peer cities.

## **8. Expected Roles and Added Value in EU funded Consortia**

MONM is well-positioned for calls addressing sustainable mobility, climate-neutral cities, urban digitalisation, ITS, multimodal integration, mobility management, and mobility data innovation.

### **8.1 Typical roles MONM can take**

- Pilot City / Living Lab host: real-world validation of digital mobility services and behaviour-change measures.
- Demonstration and evaluation partner: deployment of sensors, dashboards and KPI monitoring for robust impact evaluation.
- Replication and policy uptake leader: embedding results into local strategies and sharing practices with peer municipalities.
- Scaling partner: translating project outputs into investment programmes and procurement-ready plans, building on ELENA experience.
- Work package co-leadership: local demonstration, stakeholder engagement, exploitation and sustainability planning.

## 8.2 Concrete contributions to a project (examples)

Depending on the call topic and consortium design, MONM can contribute:

- **SITIUM-enabled pilots:** integrated ticketing, incentives, new user journeys and service bundling.
- **Public transport modernisation pilots: on-demand service design, demand analysis, and integration with electrification plans.**
- **Smart parking and access management pilots:** data-driven demand management, user information and policy testing.
- **IoT and sensor deployments for mobility flow monitoring and environmental impact evaluation.**
- **Replication actions:** policy briefs, implementation roadmaps, peer learning and scaling plans linked to SECAP/IMS/SUS.

## 8.3 Why MONM is a strong partner

MONM's differentiating value lies in combining integrated municipal strategies with operational digital mobility systems and demonstrable experience in both innovation projects and investment-oriented programmes. This enables strong credibility in impact pathways, from pilot validation through governance and procurement to scaling and replication.

## 9. References

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- [R3] Municipality of Novo mesto – “V številkah” (municipal statistical communication): <https://ks.novomesto.si/o-novem-mestu/v-stevilkah/>
- [R4] Municipality of Novo mesto – SITIUM smart system: <https://www.novomesto.si/sitium/>
- [R5] Nomago – City transport Novo mesto (mentions Sitium and future on-demand electrification direction): <https://www.nomago.si/avtobusni-prevozi/mestni-promet/novo-mesto>
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- [R8] CORDIS – VARCITIES project factsheet (GA 869505): <https://cordis.europa.eu/project/id/869505>
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- [R10] Telekom Slovenije – “Novo mesto improving the quality of life of its citizens” (IoT platform for mobility/environment monitoring): <https://www.telekom.si/en/about-us/press-releases/novo-mesto-improving-the-quality-of-life-of-its-citizens>
- [R11] EIB/JASPERS – “Novo mesto – a smart regional hub”: <https://jaspers.eib.org/stories/novo-mesto-a-smart-regional-hub>
- [R12] ELES – “Polnilni parki: prihodnost polnjenja e-vozil” (Novo mesto charging park concept): <https://www.eles.si/novice/ArticleID/21902/Polnilni-parki-prihodnost-polnjenja-e-vozil>