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BOOK OF PROCEEDINGS

INTERNATIONAL CONFERENCE

SUSTAINABLE MOBILITY

5-6 MARCH

2026

The INTEC International Conference brings together academics, researchers, policymakers and industry experts to discuss innovative approaches and collaborative solutions for a sustainable future in engineering and mobility. The conference will be hosted by POLIS University in Tirana, Albania, and co-organized by partners from across the EU as part of the Erasmus+ CBHE Project 101081873-ERASMUS-EDU-2022-CBHE-STRAND-2.

INTEC International Engineering Competence Centres to push sustainable mobility development in Albania and Montenegro
Project Reference: 101081873-ERASMUS-EDU-2022-CBHE-STRAND-2

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BETWEEN RHETORIC AND REALITY: DISCURSIVE FRAMINGS, GREENWASHING AND OUTCOMES IN SUSTAINABLE MOBILITY

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Abstract

Sustainable mobility has emerged as a central strategy for addressing environmental challenges and rethinking urban movement. While technological innovation and infrastructure development are often presented as key drivers of this transition, their effectiveness is deeply conditioned by social, cultural, and political factors. This paper argues that an overreliance on moralized narratives of technological optimism can function as a form of discursive greenwashing, obscuring structural shortcomings and, in some cases, undermining the very goals of sustainable mobility. Drawing on critical social theory, the paper examines how ethical framings of "responsible mobility" shape subjectivities, public acceptance, and patterns of inclusion and exclusion, while also influencing which solutions are politically promoted, funded, and legitimized. The analysis is grounded in five comparative case studies. Three highly visible initiatives explicitly marketed as sustainable mobility solutions: SolaRoad (solar cycling infrastructure), hydrogen-powered urban bus fleets, and shared e-scooter systems are examined as cases in which strong symbolic and discursive appeal masked weak environmental performance, limited scalability, infrastructural unpreparedness, or problematic social outcomes. In contrast, two cases not originally framed as sustainability projects: the pedestrian-oriented transformation of Pontevedra and the long-term, organic development of cycling culture in Copenhagen demonstrate how substantial reductions in car dependency and emissions can emerge from structural, spatial, and institutional conditions rather than from moralized behavioral appeals or technological spectacle. Rather than rejecting ethical or cultural framings altogether, the paper highlights the risks of sustainability narratives that operate independently of material infrastructures, governance capacity, and everyday mobility practices. By contrasting projects that succeeded rhetorically but failed empirically with those that succeeded empirically without sustainability branding, the paper exposes a recurring gap between discourse and outcomes that challenges the credibility of contemporary sustainable mobility policies. By addressing the tensions between normative sustainability goals and lived mobility realities, this

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paper proposes a more reflexive approach to sustainable mobility that shifts emphasis from individualized moral responsibility and symbolic innovation toward structural change, institutional accountability, and socially embedded practices. This perspective contributes to current debates on greenwashing, infrastructure readiness, and the legitimacy of sustainability transitions in urban mobility.

Keywords*:* sustainable, moralized narrative, greenwashing, discourse

I. INTRODUCTION

Sustainable mobility has become one of the most prominent paradigms through which contemporary cities attempt to reconcile environmental imperatives with economic growth, social equity, and urban modernization. Over the past three decades, the language of sustainability has progressively permeated transport planning, urban design, and policy frameworks, positioning mobility as not merely a technical or logistical issue but a moral, political, and cultural one. Governments, municipalities, and private corporations increasingly present themselves as stewards of a greener urban future, promoting technological innovation, alternative fuels, and smart mobility solutions as evidence of commitment to climate action. However, beneath this apparent consensus lies a more complex and contested terrain in which sustainability functions as both a normative ideal and a rhetorical device.

Contemporary sustainable mobility narratives often emphasize technological optimism and the belief that high-visibility innovations (e.g., electric vehicles, micromobility services, renewable fuel fleets) will automatically yield environmental and social transformation. While rhetorically powerful, this optimism can obscure structural shortcomings and substitute symbolic change for substantive transformation, functioning as a form of discursive greenwashing.

In the scholarly literature, greenwashing is understood not merely as isolated instances of misleading marketing, but as a systemic strategy through which organizations cultivate sustainable legitimacy without corresponding material outcomes in environmental performance. Originating with Jay Westerveld's seminal 1986 essay where he critiqued superficial environmental appeals in the hotel industry and coined "greenwash" to expose the gap between espoused environmental commitments and actual practice (Spaniol et al., 2024), greenwashing was subsequently taken up in academic research as a critical lens on corporate environmentalism. Greer and Bruno's influential 1996 work further entrenched the concept by systematically documenting how firms use rhetoric and imagery to manufacture an impression of environmental responsibility that obscures substantive ecological impacts (Greer et al., 1998).

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From a theoretical standpoint, greenwashing operates within legitimacy theory as a practice that produces perceived conformity with societal sustainability norms without achieving verifiable environmental outcomes. Greenwashing enables firms to secure stakeholder approval, mitigate reputational risk, and attract resources by signaling sustainability compliance, even when their environmental actions are limited, symbolic, or disconnected from substantive impacts (Bernini and La Rosa, 2023). This legitimacy-by-appearance is sustained through strategic disclosures and marketing often leveraging ambiguous terminology such as “eco-friendly” or “sustainable” which with absent standards or evidence, cultivates trust without accountability. As critics note, such practices ultimately erode consumer trust and can hinder genuine sustainability transitions by fostering skepticism toward all environmental claims, compounding the legitimacy gap that greenwashing purports to bridge.

The central tension explored in this paper lies between two distinct modes of sustainability. On one side is what can be called performative sustainability, characterized by highly visible, branded interventions that signal environmental virtue but are not necessarily transformative. On the other side is structural sustainability, which emerges from long-term institutional, spatial, and cultural arrangements that gradually reduce car dependency without necessarily framing themselves as explicitly “green” projects. The paper contends that the latter is often more effective, yet less politically spectacular and therefore less appealing to policymakers seeking immediate symbolic results.

Drawing on critical social theory, this study examines how ethical framings of “responsible mobility” shape subjectivities, public acceptance, and patterns of inclusion and exclusion. These framings tend to construct the ideal urban citizen as a rational, environmentally conscious individual who voluntarily chooses sustainable transport options. However, this perspective frequently ignores how mobility is structured by material infrastructures, spatial inequalities, labor conditions, and historical patterns of urban development. By focusing on personal behavior rather than systemic conditions, sustainability discourse risks blaming individuals for failures that are fundamentally structural.

II. METHODS

To explore this tension empirically, the paper analyzes five comparative case studies. Through this comparative approach, the paper seeks to move beyond simplistic celebrations of innovation and instead interrogate the political economy of sustainable mobility. Rather than rejecting ethical or cultural framings altogether, it argues for a more reflexive approach that integrates discourse with material reality, governance capacity, and lived mobility practices. Ultimately, the goal is to

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contribute to debates on greenwashing, infrastructure readiness, and the legitimacy of sustainability transitions in urban transport.

This study employs a qualitative, comparative case study methodology grounded in critical urban theory, political ecology, and mobility studies. Rather than measuring sustainability purely through quantitative indicators such as emissions reductions or modal share, the analysis examines how sustainability is constructed discursively, how it interacts with material infrastructures, and how it produces social and political effects. The research is based on secondary data including academic literature, policy documents, urban planning reports, media coverage, and existing empirical studies on each case.

The selection of cases follows a theoretical sampling strategy rather than a statistically representative one. The five cases were chosen to illustrate contrasting relationships between discourse and material outcomes in sustainable mobility. Three cases represent high-profile, innovation-driven projects that explicitly branded themselves as environmentally transformative. Two cases represent long-term urban transformations that were not initially framed primarily as sustainability initiatives but nonetheless produced significant ecological benefits.

The analysis proceeds in three steps. First, each case is examined in terms of its official objectives, public narrative, and political framing. This involves analyzing how sustainability was articulated, which actors were involved, and what forms of legitimacy were invoked. Second, the material and infrastructural dimensions of each case are assessed, including technological feasibility, urban integration, and scalability. Third, the social and political consequences are evaluated, focusing on issues of inclusion, accessibility, and power relations. This multi-layered approach allows for a nuanced assessment of how sustainable mobility is produced, contested, and experienced in different urban contexts.

III. RESULTS

The three case studies implemented: SolaRoad (solar cycling infrastructure), hydrogen-powered urban bus fleets, and shared e-scooter systems represent highly publicized sustainability initiatives that gained international attention due to their technological novelty. Despite their symbolic appeal, these projects reveal significant gaps between rhetoric and outcomes. The remaining two cases: the pedestrian transformation of Pontevedra and the gradual development of cycling culture in Copenhagen illustrate how meaningful reductions in car dependency can emerge from non-spectacular, incremental processes rooted in governance, urban design, and everyday practices rather than technological spectacle.

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1. SolaRoad

The SolaRoad initiative in the Netherlands has often been invoked in both popular and specialist literatures as an exemplar of innovative sustainable infrastructure (Figure 1); however, closer scrutiny reveals that its material performance diverged significantly from its initial promise, underscoring the limitations of visionary technology when divorced from systemic viability. Conceived as the world's first solar-integrated bike path in 2014 (Oltermann, 2014), SolaRoad generated international attention for embedding photovoltaics within everyday infrastructure as a dual-use solution for renewable energy and active mobility. While early press releases highlighted energy production (e.g., ~9,800 kWh in the first year) (Crouse, 2015) and technical resilience beyond laboratory expectations, subsequent assessments exposed enduring technical inefficiencies such as low photovoltaic yield due to horizontal orientation, shading from users, and coating delamination that limited energy output relative to conventional solar installations and inflated lifecycle costs and maintenance burdens far beyond metastructural forecasts. By 2020, pervasive surface damage led to the removal of the original path, with independent records noting a pronounced discrepancy between anticipated scalability and realized efficiency (e.g., rooftop photovoltaics routinely producing 2× the per-area output of SolaRoad's panels and a payback horizon exceeding practical benchmarks).

From a theoretical standpoint, SolaRoad's trajectory problematizes conventional logics of sustainable infrastructure by illustrating how innovative prototypes can accrue symbolic legitimacy without delivering commensurate ecological or social returns. In infrastructure and sustainability studies, this resonates with critiques of technological spectacle in which high-profile experiments function more powerfully as boundary objects for political and corporate branding than as catalysts for systemic transformation (Kustova et al, 2024). SolaRoad's emphasis on novelty over measurable impact diverted attention from alternative investments (e.g., distributed rooftop solar or broader active-transport networks) that demonstrably yield greater emissions reductions per euro invested. Moreover, the project's limited engagement with questions of accessibility, equity, and mobility justice further circumscribed its contribution to sustainable urbanism, positioning the path as a technological emblem rather than a substantive vector of environmental or social benefit. In this sense, SolaRoad exemplifies how sustainability narratives are mobilized to signify progress while eliding rigorous outcome evaluation, a dynamic that echoes broader concerns in the literature about greenwashed or performative infrastructure experiments that generate visibility without systemic gains.

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Figure 1. Solar powered bike road in Blauwestad, NL.

2. Hydrogen buses

Despite early enthusiasm for hydrogen-powered buses as a zero-emission alternative to diesel, empirical and lifecycle assessments reveal that their environmental benefits are highly contingent on hydrogen production pathways and system boundaries, complicating claims of singular sustainability gains. Life-cycle analyses indicate that while fuel cell buses can eliminate tailpipe emissions, their well-to-wheel greenhouse gas (GHG) advantages diminish or even disappear when hydrogen is produced from fossil-based sources. Comparative modeling suggests battery electric buses often achieve lower lifecycle emissions and total cost of ownership, especially in contexts with decarbonized electricity grids, underscoring that hydrogen's potential is not intrinsic but contingent on broader energy transitions (e.g., lifecycle and techno-economic comparisons revealing BEVs outperforming FCEBs across key metrics under prevailing energy mixes) (Douadi et al., 2025). Moreover, systematic literature reviews consistently note that fuel cell buses are not yet cost-competitive and that infrastructure costs (refueling stations, storage, and maintenance) remain significant barriers, frequently supported by public subsidies with limited private cost-recovery, a finding that problematizes narratives portraying hydrogen as an immediately scalable solution for public transport decarbonization. (Danielis et al., 2024)

From a political and sociotechnical perspective, hydrogen bus initiatives have often functioned more as symbolic commitments to innovation than as drivers of deeper mobility transformation. Urban policymakers have leveraged hydrogen fleets to signal alignment with climate targets while maintaining existing transport paradigms without necessarily catalyzing modal shifts toward reduced private automobile dependency or expanded active mobility networks. This framing aligns with broader critiques in sustainability transitions literature that highlight the risk of technological

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lock-in and policy capture, where high-visibility innovations attract disproportionate attention and funding at the expense of systemic solutions with higher net environmental returns.

3. Shared E-Scooters

Shared e-scooters have often been touted as flexible, low-emission alternatives for short urban trips, yet critical research indicates that their sustainability benefits are highly contingent on operational realities and modal substitution patterns rather than intrinsic environmental superiority. Life-cycle assessments (LCA) and empirical analyses show that shared e-scooters frequently emit comparable or greater greenhouse gases per passenger-kilometre than the transport modes they replace when the full lifecycle including manufacturing, collection, charging, redistribution, and short scooter lifespans is accounted for (Calan, 2024; Reck et al., 2021). Moreover, studies of travel behaviour consistently find that a substantial share of e-scooter trips replace walking or cycling rather than car journeys, limiting net emissions reductions and, in some contexts, increasing total urban carbon footprints (Felipe-Falgas et al., 2022). These findings problematize narratives that cast shared e-scooters as inherently green, underscoring that without longer lifespans, more efficient logistics, and mode substitution toward high-emission vehicles, their contribution to decarbonizing urban transport remains inconclusive at best.

Beyond environmental impacts, the deployment of shared e-scooters also illustrates broader issues of mobility equity and the commodification of sustainability. While e-scooters can increase mobility options in central or affluent neighbourhoods, research suggests they often contribute to uneven spatial distribution of services, privileging areas with established demand and leaving lower-income or peripheral communities with limited access (OECD/ITF, 2021). This uneven distribution aligns with broader critiques in transportation scholarship that technological fixes can reinforce existing inequalities in urban mobility rather than rectify them unless integrated within comprehensive planning frameworks. Discursively, the marketing of shared e-scooters foregrounds individual convenience and eco-friendly lifestyles, which risks framing sustainability as a consumer choice distinct from collective investment in equitable, systemic shifts toward active and public modes of transport.

4. Pontevedra

In contrast to high-tech sustainability experiments, the transformation of Pontevedra's urban mobility was rooted not in explicit environmental framing but in efforts to enhance quality of life through spatial reorganization and prioritization of walking, yielding profound environmental and social effects. Beginning in the late 1990s, the historic centre was progressively pedestrianised,

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motorised through-traffic was redirected, speed limits were lowered, and public space was reallocated to pedestrians and cyclists, resulting in dramatic reductions in car traffic (over 90 % in the core area) and associated declines in emissions and urban pollution (Figure 2). These structural interventions made walking more practical, pleasant, and central to everyday mobility without resorting to techno-moral appeals to "green" behaviour, aligning with broader urban planning research showing that active mobility increases when city form is reconfigured to favour pedestrians over vehicles (Brownrigg-Gleeson et al., 2023).

Unlike symbolic techno-solutions, Pontevedra's results emerged from institutional commitment and sustained urban design change, demonstrating that environmental outcomes can be produced organically when mobility priorities are restructured. The city's Metrominuto walking map exemplifies strategic interventions aimed at supporting walkability as an everyday practice, complementing the built environment changes that underlie mode shift toward walking and cycling. These outcomes reinforce theoretical critiques that sustainability embedded in urban form through public space reuse, traffic reduction, and pedestrian prioritization can reshape behaviours more effectively than ephemeral or high-visibility technological fixes, illustrating how spatial restructuring can yield systemic environmental and social benefits without needing to be framed as 'green' in rhetorical terms.

Figure 2. Pontevedra: A city without cars.

5. Copenhagen cycling culture

Copenhagen's cycling transformation did not occur overnight but evolved over decades through consistent planning, infrastructure investment, and political continuity. Rather than relying on experimental technologies, the city built a dense network of safe bike lanes, prioritized cyclists in traffic planning, and integrated cycling into everyday life.

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Crucially, Copenhagen did not frame cycling primarily as an environmental obligation but as a practical, efficient, and enjoyable mode of transport. This normalized cycling across social classes rather than positioning it as a moral virtue of the urban elite.

The result has been one of the most successful examples of sustainable mobility in the world, with cycling accounting for a substantial share of daily trips. Unlike SolaRoad or hydrogen buses, Copenhagen's success lies in governance, spatial design, and cultural adaptation rather than technological novelty.

This case illustrates that sustainability can be achieved through institutional stability and long-term commitment rather than through disruptive innovation.

Figure 3. Copenhagen cycling infrastructure.

IV. CONCLUSION

The comparative analysis reveals a recurring gap between the rhetoric and reality of sustainable mobility. Technologically driven projects such as SolaRoad, hydrogen buses, and e-scooters demonstrate how sustainability can become a spectacle that prioritizes visibility over effectiveness. These initiatives often serve political and corporate interests by projecting environmental virtue while leaving underlying systems of mobility largely unchanged.

In contrast, Pontevedra and Copenhagen show that meaningful sustainability arises not from moralized narratives or technological hype but from structural transformation. By reshaping urban space, governance, and everyday practices, these cities achieved substantial reductions in car dependency without relying on branding or symbolic innovation.

This does not mean that technology or ethics are irrelevant to sustainable mobility. Rather, it suggests that they must be embedded within broader material and institutional frameworks. Ethical

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appeals to individual responsibility are insufficient if cities continue to be designed around cars. Similarly, technological solutions are limited if they do not address issues of accessibility, equity, and spatial organization.

Symbolic innovation without material integration can limit sustainability impacts. Projects such as SolaRoad, hydrogen bus pilots, and shared e-scooters generated discourse of progress but delivered limited measurable environmental and systemic impact due to infrastructural, lifecycle, and behavioral substitution issues.

Discursive framing matters, but only when integrated with empirical evidence and material conditions. Ethical appeals to individual responsibility should not replace commitments to transform urban form and service provision. A reflexive approach to sustainable mobility acknowledges the political, infrastructural, and social conditions that enable or constrain mobility transitions.

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International conference on sustainable mobility

Agenda

Project title: International Engineering Competence Centres to push Sustainable Mobility Development in Albania and Montenegro
Acronym: INTEC

Work package	
WP11	**International conference**
TASK	
11.4	Coummunity Building Events

Dates	05.03.-06.03.2026
City	Tirana
Meeting venue	POLIS University Entrance Hall
Address	Rr. Bylis 12, Kodi Postar 1051, Kutia Postare 2995, Tirana, Albania

05.03.2026	
Entrance Hall, POLIS University	
8:30 – 9:00	**Registration**
9:00 – 9:30	**Opening Performance**
Welcome session – Auditorium A5 (Ground floor)	
9:30 – 10:00	**Opening Remarks** **Dr. Elona Karafili** (Vice Rector, POLIS University) **Dr. Flora Krasniqi** (Head of Office of Projects and Internationalization, POLIS University) **DI Daniela Wenzl** (INTEC Project Coordinator)
Auditorium A5 (Ground floor)	
10:00 –11:00	**Keynote speakers** **DI Horst Pflügl AVL** Collaborative Research for sustainable Mobility **DPSHTRR Representative** – (General Directorate of Road Transport Services in Albania)
11:15 – 11:30	**Coffee break (Moving into parallel sessions)**

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11:30	SESSION 1: POLITICAL AND REGULATORY FRAMEWORK AULA B1	SESSION 2: TECHNOLOGICAL INNOVATION AULA B4
11:30 – 11:45	**Opening Session:** Prof. Emeritus dr Nataša Gospić (FSKL)	**Opening Session:** Associate Prof. Ivan Tolj (US)
11:45 – 12:00	**Integrating Event Data Recorder (EDR) Technology into Sustainable Road Safety Frameworks within the European Green Deal** Eriselda Alimeti, Parid Milo, Mentor Çejku, Anis Sulejmani, Odhisea Koça	**Empirical Comparative Study of Structural CFRP Sandwich Structure Inserts for Out-of-Plane loads** Imre Kovács
12:00 – 12:15	**Infrastructure Readiness for Sustainable Mobility: EU Frameworks and the Case of Albania** Ervin Kalemaj, Parid Milo, Mentor Çejku, Anis Sulejmani, Odhisea Koça	**The Role of Intermodal Transportation for the Sustainable Mobility** Márton Kovács
12:15 – 12:30	**Review of the Evolution of International Ship Energy Efficiency Regulations and the Albanian context** Dr. Blenard Xhaferaj, Doklejda Hodaj	**Impact of Heat Pump Systems on Winter Energy Use and Driving Range in Battery Electric Vehicles** Luis Henrique Pereira Martins
12:30 – 12:45	**Renewable Energy Procurement (CPPA) and Transport Electrification: European Perspectives and Albanian Challenge** Antonio Ndoci, Anis Sulejmani, Odhisea Koça, Mentor Çejku, Parid Milo	**Liquid Cooling Systems for Electric Vehicle Batteries: Improving Safety, Performance and Sustainability** João Miguel de Almeida Ribeiro Silva
12:45 – 13:00	**The Current Status of Autonomous Vehicle**	**Analysis of Battery Charging and Discharging Behavior for Electric Vehicle Applications** Leona Markic, Luka Filipović

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	Technology Adoption in the Balkan Region Darjana Lopičić, Oliver Popović, Miloš Ilić, Bojan Kocić	
13:00 – 14:00	**Lunch**	
14:00 – 14:15	**Reviewing the European Green Deal in Energy, Mobility and Industry** Veselinka Calasan, Ivana Ognjanovic	**Automotive Cooling Systems Sustainability: A Focus on the Expansion Tank** Ana Inês Barbeiro Casimiro
14:15 – 14:30	**The European Green Deal and its National Implementation: From Strategy to Practice** Blerina Bektashi, Andi Bektashi	**Design and Development of a Constant-Volume Combustion Chamber for Optical Investigation of Hydrogen and Water Injection Under Engine-like Conditions** Julius Hollerith, Prof. Dr. Bhavin Kapadia
14:30 – 14:45	**From Prediction to Regulation: Evidence Production Approaches in Autonomous Mobility Research and Their Policy Implications** Sadmira Malaj	**Emission Reduction of Marine Propulsion Systems in SECA Zones Through the Integration of Hydrogen Technologies** Motalleb Miri, Ivan Radaš, Marija Mandić, Ivan Tolj
14:45 – 15:00	**Questions and Discussion**	**A Comprehensive Analysis of Ventilation System for Enhanced Energy Efficiency in Marine Propulsion Applications** Sara Blašković, Gojmir Radica, Jakov Šimunović

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15:00 – 15:15		**Design and Topology Optimization of a Lightweight Chain Sprocket for Electric Motorcycle Applications** Teo Čolović, Ivo Marinić-Kragić
15:15 – 15:30	**SESSION 3: ECONOMIC AND BUSINESS PRESPECTIVES + CASE STUDIES AND GOOD PRACTICES** Aula B1	**Questions and Discussion**
	Opening Session: Dr. Anis Sulejmani (PUT)	
15:30 – 15:45	**Managing Renewable Energy Resources as a Foundation for Sustainable Mobility Transitions** Deivi Sinanaliaj, Martin Bektashi	
15:45 – 16:00	**Feasibility of Electric Bus deployment in Montenegro: A Case Study of Budva (Erasmus+ INTEC / IECC Context)** Anastasija Mrkajic, Vinko Nikic.	
16:00 -16:15	**Children Paths as an Urban Regeneration Strategy: Naim Frasheri Study Case** Dejvi Dauti	
16:15 – 16:45	**Questions and Discussion**	

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International conference on sustainable mobility

Agenda

Project title: International Engineering Competence Centres to push Sustainable Mobility Development in Albania and Montenegro
Acronym: INTEC

Work package	
WP11	International conference
TASK	
11.4	Coummunity Building Events

Dates	05.03.-06.03.2026
City	Tirana
Meeting venue	POLIS University Entrance Hall
Address	Rr. Bylis 12, Kodi Postar 1051, Kutia Postare 2995, Tirana, Albania

06.03.2026		
First Floor Hall, POLIS University		
8:30 – 9:00	Registration	
9:00– 9:15	**SESSION 4: SOCIAL AND ENVIRONMENTAL IMPACT** AULA B1	**SESSION 5: FUTURE SCENARIOS** AULA B4
9:00 – 9:15	**Opening Session:** Prof. Dr. Bhavin Kapadia (FHF)	**Opening Session:** MA Adrian Millward-Sadler (FHJ)
9:15 – 9:30	**Comparison of Lifecycle Emissions of a SUV with Fuel Cell and Battery Electric Powertrains** - Bhavin Kapadia, Alper Sayin, Sandra Eisenträger	**GENAI Literacy as a Transversal Skill for Emerging Professionals: Implications for Sustainability-Critical Knowledge Work** – Adrian Millward-Sadler
9:30 – 9:45	**Smart Mobility Technologies and their Impact on Urban Sustainability: Insights from**	**Effects of Technical Traffic Calming Measures** – Filip Perović

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	European and Western Balkan Cities – Alma Gjonaj, Vjola Ziu	
9:45 – 10:00	**The Disappearing Squares: Social and Environmental Impacts of Urban Mobility Planning in Durres –** Arjola Sava	**Cybersecurity Vulnerabilities in Electric Vehicle Operating Systems: A Global Awareness Analysis -** Aleksa Radević
10:00 – 10:15	**The City that Demands Continuous Movement: The Disappearance of the Right not to Move within the Framework of Sustainable Mobility –** Avrili Meshi	**Development of a risk assessment model for the transport of hazardous materials using ALOHA and GIS software tools –** Marko Radetić
10:15 – 10:30	**Between Rhetoric and Reality: Discursive Framings, Greenwashing and Outcomes in Sustainable Mobility –** Kejsi Veselagu	**Mapping Distance and Time Leveraging Isochrone Intelligence in Emerging Cities** - Andia Vllamasi, Erjon Cobani
10:30 – 10:45	**Reimagining the City Through Green Mobility Strategies: The Case of Tirana** - Vjola Ziu, Alma Gjonaj	**Can AI develop its Own "Taste" Automotive Design?** - Gregor Andoni, Kristjana Meço
	Coffee Break	
11:00 – 11:15	**Linking Morphology, Perceived Safety, and Sustainable Mobility in Post-Socialist Urban Contexts-** Sindi Doce	**Optimizing Public Transport Corridors Using AI-Based Scenario Modelling: A case Study on Tirana's Ring Road** - Erjon Çobani, Julian Beqiri, Merita Guri
11:15 – 11:30	**Towards Sustainable Transport: A Comparative Analysis of Electric Vehicle Adoption in Montenegro and Albania -** Radmila Milić	**Threat Landscape and Multi-Layered Protection Mechanisms for Autonomous and Electric Vehicle Systems** - Marko Asanovic, Oliver Popović, Zoran Avramović, Nataša Gospić

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11:30 – 11:45	Questions and Discussion	**Cybersecurity Challenges in Modern Vehicular Communication Networks** - Aleksandar Grgurević, Nataša Gospić, Oliver Popović
11:45 – 12:00		**Green Transition in Albania: Challenges and Future Actions** - Erik Kushta, Andi Hyka, Enea Nasto
12:00 – 12:15	**SESSION 6: CONTROVERSIES AND CHALLENGES** Aula B1 **Opening Session:** Prof. Kristofor Lapa (UV)	**Use of AI in the Process of Green Transformation and Impact on Public Health** - Esmeralda Hamiti, Federika Alliaj, Kristi Metushi
12:15-12:30	**The Adoption of Electric Vehicles in Albania: A Comparative Study with Other Western Balkan Countries** - Doklejda Hodaj, Andrea Lapa	**Development of an Automatic Traffic Sign Detection System Using YOLOv8** - Valentina Vojinović, Luka Filipović
12:30-12:45	**Application of Quality Tools in the Analysis of Factors Influencing the Development of Electromobility in Montenegro** - Jelena Šaković Jovanović, Draško Jovanović, Mirjana Grdinić Rakonjac, Marko Lučić, Miloš Perović, Aleksandar Vujović, Gordana Radulović	**The Historical Development of Artificial Intelligence and Its Influence on the job market in Automotive Engineering** - David Josef Pilgram
12:45 – 13:45	**Questions and Discussion**	**Questions and Discussion**
13:45	**Lunch**	

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