

**Local Green Deal – Integrated Mobility Solutions**

* Municipality of Szombathely City with County Rights
* Blaguss Agora Hungary Ltd.
* Lime Technology Ltd.

## LOCAL GREEN DEAL in Szombathely

**PREMISE**

The Municipality of Szombathely City with County Rights (hereafter Szombathely) uses Local Green Deals (LGDs) as a **strategic governance approach** to accelerate sustainability action at the local level, in line with the goals of the European Green Deal.

Szombathely seeks to sign **individual LGDs** to implement its sustainability strategies, that define the framework for the local green deal actions, namely:

the Sustainable Urban Mobility Plan of Szombathely (SUMP);

its complex economic and urban development strategy, the Szombathely2030;

and the Sustainable Energy and Climate Action Plan of Szombathely (SECAP).

The present LGD is designed with the following role of Szombathely and will define each signatories’ contributions accordingly in the subsequent sections.

* **City as contributor (e.g. City-to-Business)**
i.e. The local government is an active contributor to measures committed to by one or more businesses, NGOs, municipal companies, or business intermediaries, like Chamber of Commerce, business associations, etc..
* **City as facilitator (e.g. Business-to-Business; Business-to-NGO; etc.)**
i.e. the local government will facilitate actions agreed between at least two businesses
* **City as broker (City-to-City)**i.e. An internal agreement between different local government units or organisations, such as the administration, the city council, or a municipal company.

**Local Green Deal between the Lime Technology Ltd., the Blaguss Agora Hungary Ltd. and Local Government of Szombathely City**

1. **Scope of the Local Green Deal**

Szombathely is committed to leveraging Local Green Deals (LGDs) to accelerate sustainable urban mobility, aligning with the European Green Deal's goals. The city aims to enhance public transport and promote greener last-mile solutions to foster a more sustainable, efficient, and inclusive transportation network.

Through this LGD, the city collaborates with Lime Technology Kft. and Blaguss Agora Hungary Kft. to integrate public bus services with Lime e-scooters, improving connectivity, reducing environmental impact, and increasing the adoption of sustainable transport options.

This LGD focuses on the **transport and mobility** sector, aiming to:

1. Introduce integrated solutions between public bus transport and Lime e-scooters.
2. Address and green the "last-mile" challenge post-bus travel.
3. Increase the number of users of both systems.
4. Promote sustainable urban mobility through targeted initiatives.

**Ambition for Impact**:

* Reduction in urban carbon emissions.
* Enhanced public awareness and adoption of green transportation.
* Increased competitiveness and usability of Szombathely’s mobility ecosystem.

**Benefits for Partners**:

* Lime Technology Ltd.: Expanded user base and visibility in Szombathely.
* Blaguss Agora Hungary Ltd.: Enhanced public transport appeal and user satisfaction.
* City of Szombathely: Progress towards environmental and mobility goals.
1. **Partners to the Local Green Deal**

**Partner 1: Lime Technology Ltd.**

* Organization type:

[x]  Private company

[ ]  Publicly owned company

[ ]  NGO, non-profit

[ ]  Financial institution

[ ]  Academic institution

[ ]  Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sustainability goals**: Promotion of micromobility solutions to reduce urban carbon footprints.

**Relevance**: Expertise in e-scooter services and last-mile solutions.

Lime, as the world's largest shared electric vehicle company, is focused on transforming urban mobility with a vision of shared, affordable, and carbon-free transportation. Operating in over 200 cities across nearly 30 countries, including Hungary, Lime offers convenient access to electric bikes and scooters. Their service significantly contributes to improving urban transportation by providing a sustainable and efficient alternative to traditional vehicles. Lime's mission aligns with global initiatives to reduce carbon emissions and enhance city life, emphasising affordability and environmental responsibility. Since September 2022, Lime's service has also been launched in Szombathely, becoming the **first and only micro-mobility service in the city**. Thanks to this, more than **200 e-scooters** have become available for use. Further reference: <https://www.li.me/hu-hu/about>

**Partner 2: Blaguss Agora Hungary Ltd.**

* Organization type:

[x]  Private company

[ ]  Publicly owned company

[ ]  NGO, non-profit

[ ]  Financial institution

[ ]  Academic institution

[ ]  Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sustainability goals**: Increasing public transport efficiency and green service integration.

**Relevance**: Provider of bus transport services and innovator in ticketing systems.

Blaguss Agora Hungary Ltd., a member of the family-owned BLAGUSS group established in 1929, has evolved significantly since its inception in the late 1920s. Starting as a transport service for producers in Burgenland to Austrian markets, the company has expanded to become an important player in Hungary's transportation sector. With a commitment to offering the latest in fleet technology and customer service, Blaguss Agora Hungary has a modern bus depot and one of Hungary's youngest fleets, with nearly 120 buses. The company, headquartered in Sopron, emphasises safety, comfort, and environmental responsibility, reflected in their recent initiatives like the introduction of quality and environmental management systems. In 2022, they marked a milestone by **securing the responsibility for Szombathely city’s public transportation**, maintaining their high standard of service, with a fleet on brand new EURO6 Mercedes buses.

1. **Specific measures and monitoring**

The Municipality of Szombathely City with County Rights commits to:

|  |  |
| --- | --- |
| Scope/sector | Transport & Mobility |
| Action | Implementing integrated mobility solutions in the city of Szombathely |
| Target | Facilitating infrastructure for Lime parking points and supporting integration of public bus and micromobility services: - Set up 20 Lime parking points near high-traffic bus stops and in the city center by Q1 2026.- Include Lime services in Blaguss Agora Hungary's e-ticket app by Q4 2025. |
| Impact[[1]](#footnote-2)  | Expected reduction in urban CO2 emissions by 5% by 2026.Increased adoption of public and micromobility services by 20% over two years.Improved air quality and reduced noise pollution in central areas. |
| Contribution by third party/ stakeholders (optional) | SZOVA Nonprofit Ltd. in connection with constructing new Lime parking points |
| Cost estimation  | EUR 200,000 |
| Funding source  | [ ]  Private [x]  Public [x] EU Funding [ ]  Other (please specify) |
| Timeline/ Deadline | Initial deployment by Q4 2025; full implementation by Q1 2026. |

Blaguss Agora Hungary Ltd. commits to:

|  |  |
| --- | --- |
| Scope/sector | Transport & Mobility |
| Action | Implementing integrated mobility solutions in the city of Szombathely |
| Target | Developing app functionality for integrated ticketing and offering analog combined ticket packages:- Launch app functionality by introducing linked integration to Lime purchases by Q4 2025. - Sell 500 combined analog packages (bus passes + Lime vouchers) within six months of launch. |
| Impact  | Improved user convenience and increased service adoption by 15%.Enhanced public transport ridership and micromobility uptake. |
| Contribution by third party/ stakeholders (optional) | SZOVA Nonprofit Ltd. in connection with constructing new Lime parking points |
| Cost estimation  | EUR 200,000 |
| Funding source  | [x]  Private [ ]  Public [x] EU Funding [ ]  Other (please specify) |
| Timeline/ Deadline | Integration completed by Q3 2025; package sales starting Q4 2025. |

Lime Technology Ltd. commits to:

|  |  |
| --- | --- |
| Scope/sector | Transport & Mobility |
| Action | Implementing integrated mobility solutions in the city of Szombathely |
| Target | Expanding fleet deployment, ensuring e-scooter availability at identified locations, and enhancing app visibility:- Deploy 50 additional e-scooters in key Szombathely locations by Q1 2026.- Integrate Lime scooter data into the Blaguss Real City app by Q3 2025. This linked integration would redirect the user only, therefore the transactions/financial movements are not integrated.  |
| Impact  | Reduced dependency on personal vehicles for short-distance trips.Growth in Lime ridership by 15% within one year of implementation. |
| Contribution by third party/ stakeholders (optional) | SZOVA Nonprofit Ltd. in connection with constructing new Lime parking points |
| Cost estimation  | EUR 200,000 |
| Funding source  | [x]  Private [ ]  Public [x] EU Funding [ ]  Other (please specify) |
| Timeline/ Deadline | Full deployment by Q1 2026. |

1. **Milestones and outlook**

Q1 2022: Launch new bus service in Szombathely with Blaguss and a fleet of brand new EURO6 buses.

Q2 2022: Implement the digital ticketing system and real-time vehicle tracking application of Blaguss,

Q3 2022: Lime's e-mobility service has been launched in Szombathely.

Q4 2024: Initiate project planning and app integration development between Lime and Blaguss.

Q4 2025: Launch Lime integration in the Blaguss app and Real City platform.

Q4 2025: Begin selling analog packages and monitoring user uptake.

Q1 2026: Deploy new Lime parking points and additional e-scooters.

Q2 2026: Complete full implementation and assess initial performance metrics.

1. **Funding and resource allocation**

Funding sources can include EU grants and public funds for the infrastructural elements of the project. Blaguss Agora Hungary Ltd. and Lime Technology Ltd. would like to use EU grants for technological innovations and integrated analog and digital solutions.

The local government will be responsible for infrastructure and promotional activities and monitoring the overall implementation of the LGD. Blaguss can be responsible for app enhancements and analog package campaigns, while Lime for scooter

deployment, maintenance, parking point infrastructure and app updates. This resource allocation will ensure timely implementation and alignment with the LGD’s strategic goals.

1. **Reservations**

The cooperating parties expressly state that by signing this agreement, they declare their intention to strive to achieve the objectives defined in the agreement. However, by signing this agreement, they do not assume any financial or legal obligations for the realization of these objectives, and the potential failure to achieve the objectives shall not result in any payment obligation for either party. The contracting parties commit solely to the implementation of the goals set forth in the LGD, subject to the relevant European Union funding calls.

**Partner 1.**

Operations Manager of Lime Technology Ltd.

Krisztián Irmai

Szombathely, 2025. ……………….

**Partner 2.**

Managing director of Blaguss Agora Hungary Ltd.

Gábor Szlávik

Szombathely, 2025. ……………….

**Partner 3.**

Mayor of Szombathely City with County Rights

dr. András Nemény

Szombathely, 2025. ……………….

1. Please quantify the impact to the greatest extent possible. You may want to use the Input-Output-Outcome-Impact model or similar for impact measurement. [↑](#footnote-ref-2)