
Las Rozas brings together representatives from 16 countries participating in the European AMIGOS Project to improve urban mobility

- Las Rozas Innova hosts the annual meeting of the European R&D&I project, bringing together more than 40 representatives from cities, companies, and research organizations involved.
- Participants had the opportunity to see first-hand the actions carried out in the Safety Improvement Area of Las Matas, where AI has been applied to study pedestrian and cyclist flows.

May 22, 2025.– This week, Las Rozas hosted the annual meeting of the European Innovation Project [AMIGOS](#) (Active Mobility Innovations for Green and Safe Solutions). The initiative, in which Las Rozas participates through Las Rozas Innova, brings together cities, universities, research centers, and tech companies from 16 European countries. Its goal is to improve urban mobility through the application of advanced, sustainable, and inclusive technologies.

Following in the footsteps of Hamburg, which hosted the project's kick-off meeting in 2022, and Oslo in 2023, Las Rozas welcomed 50 representatives from the 28 European partners of the 16 countries in the consortium.

This mid-term meeting aims to review the progress of initiatives in the five “living labs” and the ten cities selected to implement a Safety Improvement Area (SIA), which include Las Rozas, Gabrovo (Bulgaria), Lappeenranta (Finland), Hamburg (Germany), Reykjavik (Iceland), Nazareth (Israel), Bologna (Italy), Jurmala (Latvia), and Ankara and Istanbul (Turkey).

During the two-day event, partners shared the progress and preliminary results of the technological projects that will be tested in the Safety Improvement Areas and Living Labs.

In the case of Las Rozas, the AMIGOS Project's Safety Improvement Area is the city's new Multimodal Mobility Area, which is set to open in the coming days. Members of the AMIGOS international delegation visited this site today to experience the innovation project's implementation in person.

This recently renovated area has served as the setting for an innovation study aimed at testing technology developed by project partner [Austrian Institute of Technology, which applies Artificial Intelligence \(AI\)](#) to data analysis to improve safety and coexistence between vehicle and pedestrian traffic in public spaces.

Citizen Participation

Las Rozas has also engaged its citizens in the AMIGOS Project by holding co-creation mobility solution workshops held at the [Hub Las Rozas Innova](#). Developed in collaboration with [Lappeenranta University of Technology \(LUT\)](#), these workshops involved school parent associations (AMPAs), the Local Police, and mobility companies. The goal: to collaboratively generate ideas and solutions to improve school mobility through innovative approaches.

The AMIGOS annual meeting is taking place over two working days at Hub232. In addition to technical sessions and collaborative workshops, participants from the various cities and organizations involved have identified new challenges and needs where emerging technologies can play a vital role.

Next Steps: Validation and Scaling

With the project having reached the halfway point of its four-year duration, the next few months will focus on launching the planned solutions, validating results, optimizing implementations, and scaling them up in other cities.

In the second phase of the project, the innovative solutions tested in the Safety Improvement Areas and demonstration cities will be implemented in five “twin cities” to validate and replicate the results. These cities are Laval (France), Frankfurt and Wiesbaden (Germany), Um-al Fahm (Israel), Gozo (Malta), and Madrid.

Las Rozas, a European Urban Living Lab

Las Rozas’ participation in this European consortium, led by the [European Projects Office of Las Rozas Innova](#), positions the city as an “urban living lab” of innovation. Through international collaboration, Las Rozas promotes sustainability, digitalization, and urban safety. This type of European project strengthens Las Rozas as an innovative ecosystem open to technological experimentation, aligned with its smart city strategy and the vision for greener, more sustainable, safer, connected, and citizen-centered mobility.

A Horizon Europe R&D&I Project

The four-year AMIGOS project is co-funded by the European Union under the Horizon Europe program. It aims to develop and integrate smart technologies

to enhance mobility, reduce emissions, increase road safety, and foster more accessible cities. The consortium includes cities, research centers, universities, and tech companies from across Europe.

AMIGOS is one of 14 innovation projects in which the city participates thanks to the European Funding and Projects Office of Las Rozas Innova, led by Cristina Álvarez-Requena, CEO of the Public Innovation and Technology Development Company. In addition to identifying European R&D&I opportunities and managing Las Rozas' participation, the office also applies for public funding to support municipal projects and foster continued city improvement through public resources. Since its creation, the office has secured over 24 million euros in public funding for Las Rozas.

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