

Move smart: Investing in the future of mobility

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Sustainable mobility is not simply about greener vehicles or better infrastructure. It is fundamentally about how we connect people, safely, equitably, and intelligently and in the face of growing challenges. For Malta, a country with limited space but boundless ambition, sustainable urban mobility must mean one thing above all: that our systems of transport are inclusive, accessible, and resilient. And more importantly, that the next generation is not only part of the conversation, but driving it.

Transport Malta has long understood that lasting transformation cannot happen in isolation. It must be driven by collaboration and innovation. As part of its ongoing national campaign for sustainable mobility, the Authority has taken a bold step, one that goes beyond slogans and into the very heart of how public service can nurture real talent, creativity, and civic responsibility.

We opened the doors to the future.

Through a unique collaboration with MCAST students, Transport Malta gave a group of young creators the opportunity to lead and deliver a real-life campaign focused on sustainable mobility and road safety. This wasn't a simulation. It was a genuine public awareness initiative, with national exposure and real impact. The students were challenged not just to design content, but to engage, to inspire, and to communicate critical safety messages in their own language, in their own behaviour, and on their own terms.

This approach wasn't coincidental. It was a deliberate policy decision, even strategic in nature and inclusive in execution. We believed it was time to shift the narrative: to move away from top-down messaging and instead encourage a youth-to-youth



dialogue. A message by young people, for young people. A message that speaks directly to the realities, pressures, and behaviours of our roads today.

And the result was striking. With energy, vision, and authenticity, these students crafted compelling messages on safe behaviour, be it while

walking, cycling, or driving. They brought to life scenarios we see every day, but which, when viewed through their lens, felt urgent and relatable.

Their work wasn't just technical; it was emotional. It connected. It educated. And above all, it reminded us that road safety is a shared responsibility, one that begins with awareness but must end in action.

This initiative forms part of a broader strategy within Transport Malta to serve as a launchpad for future generations, not just in mobility, but in public service. By providing MCAST students with hands-on experience, the Authority has demonstrated its belief in applied learning and in giving space to young people to take ownership of national priorities. These young creatives didn't just support the campaign. They became part of its legacy.

We are proud of this collaboration. We are proud of the students who turned abstract concepts into real impact. But above all, we are proud to reaffirm our commitment: that sustainable mobility and safe roads are not temporary priorities. They are permanent responsibilities, and those who will lead them tomorrow must be part of building them today.

At Transport Malta, we do not speak of youth as the future; but we make them part of the present. We continue to push the message that sustainable mobility is not only a political goal but a cultural shift that must start early and must be owned by all.

Malta deserves connectivity that is safe, smart, and sustainable. But more importantly, it deserves young citizens who are informed, empowered, and ready to adapt, transform and lead. We believe in them, and this campaign proves they are more than ready.

Visit our website: futuremobility.gov.mt for updates, insights, and strategic developments shaping tomorrow's transport solutions.