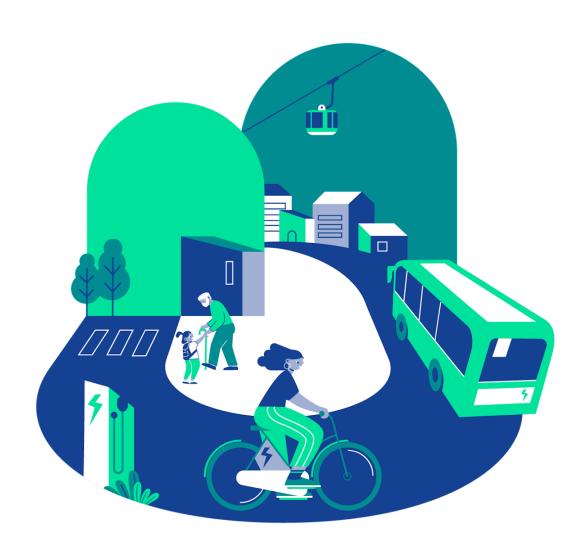
Network Journal QJ#4

Quarterly Network Report

Beyond the Urban - October to December 2024 summed up







CONTENTS

RODUCTION	.4
ARTNERS' HIGHLIGHTS	
IRADEC KRÁLOVÉ	
Extending bike-sharing beyond the municipality limits	
ZABOLCS 05	
Irregular school lessons on sustainable transport in Mátészalka	7
SONA	. 8
Transforming R3 Stations into Mobility Hubs	. 8
REVISO	.9
Bringing the SUMP to the Square	. 9
UCHAREST - ILFOV	10
Enhancing regional connectivity and overcoming barriers	10
IACHICO	11
Activities that give us numbers	11
ARTU	12
"Jupike Jala": reducing school traffic through community creativity	
OČANI	
Building a sustainable mobility future: a workshop recap	
RAM	
Bram's Bike Bus: a sustainable mobility solution	
ANTA MARIA DA FEIRA	
Key insights from community involvement: building trust in public transportation	
TWORK UPDATE	
EAD EXPERT REPORT: MID-TERM REVIEW INSIGHTS	
Positive Network Experience and Progress	
Key Priorities for the Next Phase	
Bridging Knowledge Gaps	
Enhancing Stakeholder Engagement and Governance	
Looking Ahead: Future TNMs and Continued Support	
Our initial goals	
What still needs to be addressed	
OOKING AHEAD: FUTURE TNM's AND CONTINUED SUPPORT	
Webinar on Nudging: An Introduction	
Opportunities in the Upcoming TNM Event	
Building on Past Learnings and Looking Ahead	

INTRODUCTION

As we conclude 2024, this edition of the Quarterly Network Journal highlights our partners' progress in advancing sustainable mobility beyond urban centers. From bike-sharing expansions in Hradec Králové (CZ) to innovative school mobility projects in Tartu (EE), each initiative demonstrates the power of collaboration in transforming transport solutions.

This quarter's focus has been on bridging gaps—whether in infrastructure, policy, or behavior. The Mid-Term Review provided key insights into our achievements and challenges, reinforcing the need for stronger funding strategies, integrated planning, and deeper community engagement.

Looking ahead, our commitment to sustainable, inclusive mobility remains strong. As we prepare for upcoming Transnational Network Meetings, the emphasis will shift to cultural change, citizen participation, and behavioral nudging—key to making sustainable mobility the norm.

Thank you to all our partners for your contributions to this Journal, your dedication, and your innovation. Let's continue moving forward—beyond the urban—toward a more connected, sustainable future.



Mònica Carrera Ahis

Lead Partner coordinator

1. Partners' highlights

What was going on in our partner's cities and territories?



HRADEC KRÁLOVÉ

Extending bike-sharing beyond the municipality limits

The pilot project of our partners in Hradec Králové aims to introduce shared bikes in two nearby villages, Vysoká nad Labem (CZ) and Běleč nad Orlicí (CZ), to promote territorial integration. This initiative recognizes that mobility challenges often arise from functional dynamics that don't align with political boundaries. The pilot, which involves these two municipalities, also plays a crucial role in supporting the municipality's tendering process for expanding the bike-sharing system beyond city limits. By testing this model, the municipality aims to gather data that will demonstrate the feasibility and value of extending the system to surrounding areas.

In June 2024, the municipality signed a three-year agreement with Nextbike, marking the beginning of this pilot project. One of its main objectives is to assess the potential of expanding the city's bike-sharing system to neighboring municipalities. In September, representatives from Vysoká nad Labem and Běleč nad Orlicí met with Nextbike to discuss the project's goals, particularly using rental data to evaluate the feasibility of implementing shared bikes over longer distances.

To support these efforts, users will receive a bonus package offering 30 minutes of free bike usage (15 minutes in urban areas) at designated stations in the municipalities. Additionally, the city has requested that these 30 minutes be available to holders of annual public transport tickets, specifically those from DPmHK, the city's public transport company.

The city also sought the integration of shared bikes for public transport annual coupon holders to encourage a shift away from individual car use. Each DPmHK client with a valid annual ticket will receive a bonus package of 30 minutes of free bike usage within the city's shared bike network, while other users will receive 15 minutes of free riding. This initiative is currently in the implementation phase.

The experience was reflected in an extended article that the AUTOMAT Magazin published about mobility in Hradec Králové. You have an extract of the section Shared Bikes Go, here:

There is an increase in the number of nextbike shared bike rentals, the operation of which is strongly supported by the city. "The city, but also the Hradec Králové Region and the Škoda Auto Foundation support 15 minutes of free riding for mechanical bicycles. We are currently preparing an integration with public transport, where holders of the City Card with an annual timed fare will have 30 minutes for free," says Schiller. With a new visual identity and new 250 bikes (including 30 e-bikes) in the city's colors, shared bikes have become a local "cool trend". "The quality of the service, including a modern and top-notch visual, is essential for the



perception of this natural transport and also the handling of bicycles," continues Mr. Deputy. The next step in this area is now to introduce shared bike stations in the surrounding municipalities as part of the URBACT - Beyond the Urban project. The first can be expected in the villages of Vysoká nad Labem and Běleč nad Orlicí.

AUTOMAT Magazin

04/10/2024, Cycling to work, LAB

You can read the entire article here:

https://shorturl.at/W7Rvh

SZABOLCS 05

Irregular school lessons on sustainable transport in Mátészalka

In the framework of the Beyond the Urban project, the Szabolcs 05 Regional Development Association of Municipalities (HU) and the Mátészalka City Government (HU) organized awareness-raising events as pilot actions in Autumn of 2024. They are convinced that the greatest and long-term effects can be achieved through the younger generations, which is why they focused on schools and children aged 14-17 in the pilot actions.

For the first time, on the occasion of the European Mobility Week, they invited young residents to an event at Lake Gólyakerti to promote cycling on 18 September 2024. For the second time, a sustainable mobility e-learning material was developed, which they tested in the framework of extraordinary class teacher classes at the Esze Tamás High School in Mátészalka on 21 October 2024.

The training material introducing the Beyond the Urban project, sustainable mobility in general and mobility challenges in Mátészalka was presented and tested with 9th and 11th grade classes of Esze Tamás Gymnasium of Mátészalka. After the interactive presentation and the questions, students' the children completed a mobility quiz, which will be evaluated and reported in our partners Integrated Action Plan. In cooperation with the schools in Mátészalka, the training material will be sent to all local primary and secondary schools, where it will be presented by teachers and discussed with students in environment, geography or science classes in the coming school years.





The aim of the cycling awareness-raising event and the unusual class teacher classes is to encourage the population to prefer sustainable forms of transport over car use, in line with the Mátészalka Sustainable Urban Mobility Plan, from which the city has already implemented numerous project ideas.

OSONA

Transforming R3 Stations into Mobility Hubs

In November, the Osona (ES) 5th ULG Meeting convened for a pivotal meeting aimed at reimagining the R3 train line stations as effective mobility hubs. This session drew inspiration from key learnings shared during the 3rd Beyond the Urban TNM in Bucharest-Ilfov in October, where the focus on multimodal hubs provided valuable insights for improving regional connectivity.



During the meeting, participants were divided into discussion groups, each tasked with analyzing specific stations along the R3 line. The collaborative effort centered on assessing the current state of the stations and brainstorming actionable proposals for improvement.

The discussions highlighted several critical needs: enhanced lighting and security measures at the stations, the inclusion of bus and taxi connection information, and the provision of tourist information to better serve visitors.



Additionally, participants underscored the importance of developing cycle paths leading to the stations and installing secure, enclosed bicycle parking.

Furthermore, a consensus emerged that most stations required significant maintenance upgrades to improve functionality and user experience.

This session marked a significant step in Osona's ongoing commitment to sustainable mobility. By incorporating insights from Bucharest-Ilfov and prioritizing multimodal accessibility, the region aims to create more connected, efficient, and user-friendly transit hubs that meet the needs of its communities.

TREVISO

Bringing the SUMP to the Square

On October 13th, Treviso (IT) launched the "AmbientiAMOci" event as part of the city's ongoing commitment to sustainability. The event was held in Piazza dei Signori during the first "ecological Sunday" of the 2024/2025 season. It featured various environmental education workshops for families, including activities such as creating biospheres, building insect hotels, and other hands-on eco-projects. Additionally, environmental-themed notebooks, brochures, and sustainability materials were provided to visitors.



The event was an important part of the "Mettiamo il PUMS in Piazza" initiative, which brought the city's Sustainable Urban Mobility Plan (SUMP) directly to the public. This initiative aimed to raise awareness of sustainable mobility practices and gather input from citizens to shape a more sustainable future for Treviso.

The event also offered valuable information about the municipality's sustainability programs, such as the 2024 "Bike to Work" initiative, animal welfare, green spaces, and air quality protection.

As part of the European "Beyond the Urban" project, Treviso is working to strengthen its sustainable mobility efforts. On October 18th, Piazza Duomo became a pedestrian zone, showcasing the city's sustainable mobility options. The event included demonstrations on active transport, bike safety, and discussions on the benefits of using alternative transport. This initiative, supported by the URBACT program, aims to connect local actions with broader European strategies for green mobility.

Read the entire article in URBACT.eu



BUCHAREST - ILFOV

Enhancing regional connectivity and overcoming barriers

Focus for the upcoming months

Based on the success of our Bucharest partners' pilot action that took place during EMW, TPBI is conducting a thorough analysis of the survey results. Based on these findings, TPBI will compile a detailed report evaluating the feasibility of making at least one of the "Green Lines" a permanent service.

This report will include key insights such as operational costs, optimal frequency of services, and the most effective stop locations. Their main goal is to use this data to support informed decision- making and ensure the long-term sustainability of the initiative.

Legislative barriers in implementing regional projects

One of the main issues affecting the Bucharest-Ilfov (RO) region is the fragmented governance structure. Bucharest is divided into six separate sectors, each with its own mayor and local council, while Ilfov County consists of 40 independent towns and communes, each with its own administration. This lack of unified governance results in inefficient decision-making, delays in major infrastructure projects, and inconsistent policies between the capital and its surrounding areas.

Furthermore, bureaucratic complexities and legislative restrictions create additional challenges. Public procurement procedures are often lengthy and subject to frequent revisions, delaying essential projects such as road expansions and public transport improvements. The division of responsibilities among municipal, county, and national authorities further complicates project implementation, leading to bottlenecks that slow the region's modernization. Without a clear and coordinated legislative framework, addressing the region's infrastructure and economic needs remains a slow and complicated process.

Infrastructure in Ilfov County

Unlike the capital, which benefits from an extensive network of buses, trams, and a metro system, public transport in Ilfov relies on buses. Although the service coverage and frequencies are fairly good, the main issues are determined by the poor quality of public transport stations and delays caused by congestion, usually at intersections with the Capital's ring road.

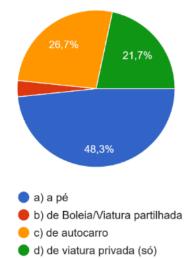
Another major issue is the lack of railway transport infrastructure. While Bucharest continues to expand and modernize its metro and tram networks, Ilfov County has no metro connections and only a few underutilized railway routes. As a result, the roads connecting Ilfov to the capital are frequently congested, with daily traffic jams becoming a major issue for commuters. This situation not only increases travel times but also contributes to higher pollution levels and a lower quality of life for residents.

MACHICO

Activities that give us numbers

At the last meeting of the ULG from our Machico (PT) partners, in November of 2024, the results of surveys carried out over 3 months were presented in the municipality's schools. Around 1291 students were then questioned, from 3 schools, in three different parishes. In short, although with different realities, around 83% know how to ride a bicycle, 68% have a bicycle or scooter, but in 61% of situations the guardian would not authorize their students to travel by bicycle, even if there were cycle paths, although 66% of guardians want the students' autonomy in their travel.





The results of the questionnaires carried out with City Council employees who were contacted so that, during European Mobility Week, they could travel to and from work in more sustainable ways were also published. Thus, 40% of employees contacted responded to the questionnaire, of which 48.3% walked, 26.7% by bus, but 21.7% continued to travel by private vehicle due to the incompatibility of distances and schedules with public transport. Fortunately, they are asking for more of these campaigns.





Our Portuguese partners believe that not only the younger groups will play a fundamental role in the change, but also the more adult groups, of working age, and thus, they will continue to work so that everyone is on the same page in combating road insecurity, which is the main conclusion of the ULG members.

TARTU

"Jupike Jala": reducing school traffic through community creativity

Since our partners from Tartu understand that changing behavioural patterns and attitudes should start at an early age, they decided to involve a school in the implementation of one SSA. The challenge itself was already clear: every morning, a traffic jam forms at the recently completed Kõrveküla Basic School due to the large number of cars arriving simultaneously and children rushing to school.

To help reduce congestion during peak hours, they also involved parents, who came up with the idea of launching a program called "Jupike Jala" ("A Bit by Foot"). The concept is to designate safe kiss-and-go



stops in Kõrveküla, from which children would walk the final part of their journey to school. This solution not only helps ease traffic congestion near the school but also encourages physical activity among students.

We decided that these "Jupike Jala" stops should be clearly, conspicuously, and effectively marked. The school's art teacher immediately embraced the idea, and basic school students were given an assignment to design the "Jupike Jala" logo. Out of 120 submitted designs, 58 were selected for further evaluation, and a winning design was chosen.

Currently, they have engaged a professional graphic designer who is working with the winning student to refine the logo for both print and digital media use. Additionally, we have partnered with a metalworking company to explore ways to incorporate the logo into physical objects—such as a park bench, a sculpture, or another small urban design element. Once the

best solutions are identified, the Tartu municipality will conduct the necessary procurements and establish the "Jupike Jala" stops in Kõrveküla. In addition, they are preparing a map and informational materials, which are planned to be distributed to all school children in the fall. They hope to later implement this concept at other schools in the municipality as well.

An additional activity related to the "Jupike Jala" program is conducting a GIS-based survey. This survey aims to identify the directions from which students approach the school, their modes of transportation, and any potential hazards along their routes. The insights gained will allow them to strategically place "Jupike Jala" stops in optimal locations, ensuring that traffic flows are redirected further away from the school. While planning this study, they have also realized that winter and summer journeys differ significantly.

This study is not beneficial only for one side. While GIS solutions are widely used in Estonia, many people lack experience in creating map-based visualizations. Since Tartu Municipal Government frequently utilizes GIS surveys, this project serves as an excellent opportunity to introduce the field to school students, increasing their engagement in other community initiatives as well.



*In Estonia, the commute to school changes radically from summer to winter.

As a third SSA, the Tartu Municipal Government is planning to develop a multifunctional bus stop in rural areas. In many more compact rural settlements bus stops serve as natural gathering points for the community. However, these stops often only include a single weather-exposed bench.

Based on feedback gathered from village meetings, residents have expressed the need for a safer, weatherproof bus shelter that also serves other functions. As a result, we have envisioned a multifunctional bus stop that could include, in addition to a lighted and secure bus waiting room: a bicycle parking area and car parking spaces for those commuting to the stop from farther away, a community notice board and a parcel locker to facilitate local information sharing and goods exchange.

At present, we are collaborating with an innovative local entrepreneur to design a modular bus stop that can be adapted and installed in different configurations depending on the specific needs of each location. As part of the Beyond the Urban project, our goal is to construct a pilot bus stop as a demonstration model.

Throughout our URBACT and BtU project presentations, we have introduced this idea in numerous meetings, generating significant interest among stakeholders. As a result, a collaborative initiative among local governments in Tartu County has been launched, aiming to expand the network of multifunctional bus stops across the entire region.

KOČANI

Building a sustainable mobility future: a workshop recap

Kočani's (MK) recent ULG meeting was dedicated to creating a safer, more sustainable transportation future. The session began with an overview of the progress so far on the development of the Integrated Action Plan (IAP) by the URBACT Local Group (ULG), followed by a productive debate about the next steps. A practical session saw participants using the URBACT tool Personas to explore real-world scenarios.



Key Discussion Topics

- Urban and rural mobility challenges and solutions.
- Sustainable mobility measures, with a focus on walking, cycling, and public transport.
- Addressing infrastructure gaps, raising awareness about road safety, and educating citizens about traffic rules.

The participants were engaged in exercises designed to teach the importance of road signs and safety, emphasizing:

- Developing a strong perception of traffic risks.
- Promoting ethical behavior on the streets.
- Using digital tools for education.
- Building safer, more efficient transportation systems.

Real-Life Personas

We created user profiles to better understand transportation challenges. These personas, including a young schoolgirl, a high school student, and a busy professional, allowed participants to identify specific needs and potential solutions, such as:

- Improved pedestrian infrastructure.
- Increased availability of digital signage.
- More accessible transport options, especially electric bikes.

The Vision for the Future

The workshop concluded with a discussion on promoting active mobility, including the introduction of public electric bikes in Kocani. By reducing car usage, enhancing pedestrian infrastructure, and utilizing new technologies, we can work towards reducing traffic congestion and improving overall mobility.





Next Steps

A call to action was made for sustainable transport solutions that focus on safety, accessibility, and efficiency. All the ULG's members agreed that through education, community collaboration, and innovative technologies, it is possible to create a safer, more sustainable mobility future for all.

BRAM

Bram's Bike Bus: a sustainable mobility solution

Since May 2024, Bram's (FR) municipality experimented with a bike-bus to take the children to school. This experimentation has been implemented under the ULG's supervision, and with help from an association of scholars' parents (EcoBram&Co).

Driven by volunteers, 2 bike-bus lanes take approximately twenty children to school everyday, using their own bike or a 9-person bike. Consequently, it's been more than 2.000 children's journeys made by bike instead of cars since the beginning of the experimentation, and this number is growing more and more quickly as parents hear about this new way to go to school! Unexpected feedback: children begin their school day much more available to learn.



The 9-person bikes, bought by the community of municipalities, are freely available for Bram's municipality and its associations. The main goal is to promote bikes as a real solution to go to school (and perpetuate the experimentation as its going on so well!), yet the 9-person bike is also a flexible solution, able to drive children but also adults. Seizing this opportunity, Bram's municipality experimented a drive-to-leisure service: during the whole summer 2024, the municipality offered to people living or having holidays in Bram to go to a lake and leisure center using the 9-person bike as a free shuttle (driven by one of Bram's municipality workers).

These experimentations' great feedbacks galvanize the brand-new mobility team of the community of municipalities. and open opportunities: these 9-person bikes are used both during the academic year and as an enhancement to Bram's tourism offerings during the summer vacation, yet could also be used for elders while children are at school or for disabled people... Having these flexible vehicles and using them for many different purposes is also a good way to make this investment worthwhile, which is important for small cities like Bram.



SANTA MARIA DA FEIRA

Key insights from community involvement: building trust in public transportation

URBACT Local Group (ULG) Members thoroughly reflected on key insights and challenges from the pilot focused on flexible transportation. These conversations played a pivotal role in shaping the next steps of the pilot towards building trust in public transportation.

URBACT Local Group members at Santa Maria da Feira (PT) reinforced the importance of adaptability and deep community engagement as essential pillars of successful mobility projects.

Recent discussions with the ULG members at Santa Maria da Feira reinforced the importance of adaptability and deep community engagement as essential pillars of successful mobility projects. The discussions underscored the necessity of focusing on small-scale actions that are feasible within a short timeframe.

Shifting Priorities: From Flexibility to Accessibility

While the initial goal was to develop flexible transportation solutions, feedback from the community revealed a more pressing need: making current public transportation options more accessible and trustworthy.

As a result, the project has shifted to practical actions aimed at improving the visibility of transport information, such as schedules and routes, and updating signage to simplify the use of existing services. These measures are designed not only to address immediate community needs but also to create a foundation for the successful adoption of future transportation innovations.

Collaborating to Build Trust in Sustainable Transportation

Moreover, the project team is actively collaborating with local associations and municipal governments to involve the community in awareness-raising initiatives. Mentorship programs are in progress to encourage individuals who typically rely on private vehicles to explore public transportation alternatives.

This new focus, informed by ULG discussions and community insights, represents an integrative and responsive approach. By prioritizing achievable actions in the short term, the project aims to build trust in the public transportation system while paving the way for long-term, sustainable solutions.



2. Network Update

How the Mid-Term review adjusted our network focus



LEAD EXPERT REPORT: MID-TERM REVIEW INSIGHTS

The Lead Expert Report, authored by Dr. Clyde Hutchinson and submitted in December 2024, provides a reflection on the Mid-Term Review (MTR) process undertaken by project partners.



The review, initiated in September, involved a structured survey completed by all partners, followed by an in-depth Mid-Term Reflection during the 3rd Transnational Meeting (TNM) held in Bucharest in October. The culmination of these efforts was the Mid-Term Report, which outlines the progress and key priorities for the next phase.

Positive Network Experience and Progress

Dr. Hutchinson's report highlights that the overall network experience has been largely positive, with partners making steady progress on their Integrated Action Plans (IAPs). This underscores a shared appreciation of the URBACT approach, which has been pivotal in advancing

urban-rural transportation innovation and integrated urban planning. The momentum built thus far reflects a collective commitment to establishing frameworks that align objectives across stakeholders and regions.

Key Priorities for the Next Phase

The Mid-Term Review also identified critical priorities for the next phase. Strengthening partners' capacity in funding strategies and integrated risk management emerged as a top concern, as these factors are essential for the successful implementation of IAPs. To address this, Dr. Hutchinson will focus his support on these areas.

Bridging Knowledge Gaps

To bridge existing knowledge gaps, additional resources such as templates, case studies, and peer-learning sessions will be provided. Moreover, Ad Hoc Expertise will be leveraged to offer tailored support in specific areas.

Enhancing Stakeholder Engagement and Governance

Stakeholder engagement and governance remain central to sustaining project momentum. Ensuring partners have access to robust resources and strategies will be crucial in maintaining support and commitment. Strengthening synergies with other URBACT networks will further

enhance learning and collaboration opportunities, laying a solid foundation for long-term success.

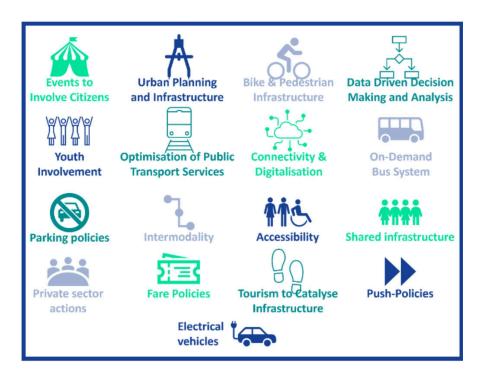
Looking Ahead: Future TNMs and Continued Support

With two more TNMs scheduled for the first half of next year, the network will deepen thematic expertise, focus on IAP integration, and encourage mutual support among partners. These efforts will ensure the network remains resilient, adaptable, and well-equipped to achieve its objectives.

BRIDGING KNOWLEDGE GAPS: WHERE WE ARE AND WANT TO BE?

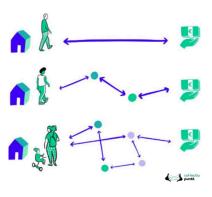
Our initial goals

As we reach the midpoint of our project journey and complete our Mid-Term Review, it is an ideal moment for reflection. Looking back at the thematic interests we established during our first transnational network meeting in Vic (27th to 29th November 2023), we can assess our progress and identify any gaps in our discussions. On that occasion, the main interests around knowledge building in the theme of urban-rural sustainable mobility were summarized in the following diagram:



What we have covered

Throughout the past sessions, we have addressed several key topics central to our shared objectives. The session on **Planning Your Action Plan** by Irina Rotaru helped us lay the groundwork for structured progress. Additionally, **Gender in Transportation** by Sara Ortiz (Col·lectiu Punt6) provided an essential perspective on inclusivity in mobility planning.

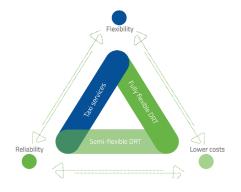




Data-driven decision-making,

facilitated by Clyde Hutchinson, explored how data sets can optimize strategy, complemented by Understanding Stakeholders through Personas by Brian Marrinan. Our visit to the Mobility Observatory of Catalonia deepened our understanding of both static and dynamic data management, while Mar Santamaria's session on Data Baselines "ensuring you have the data you need" emphasized the importance of acquiring the right data for mobility solutions.

We also covered **On-demand service activation**, hearing from multiple regions (Treviso,
Tartu, Bram, and Osona) on their experiences. Other
sessions included **studies on urban-rural mobility flows** (PhD Age Poom), **school transport planning** (Tarmo Raudsepp and
Roman Meeksa), and **optimizing public transport systems** (Maikl Aunapuu).





Brian Marrinan introduced **insights on nudging sustainable transport choices**, while Clyde
Hutchinson led discussions on **ticketing and digitalization integration**. Additionally, **enhancing urban spaces for active mobility** by Iris Popescu deepened our understanding of
accessibility in mobility, and an **intermodality experiential game** in Bucharest provided hands-on
experience in integrating different transport modes to
create seamless and sustainable mobility solutions.

What still needs to be addressed

While we have covered many of our initial thematic interests, some areas require further exploration. Parking policies, private sector actions, push-policies, and tourism as a catalyst for infrastructure have not yet been extensively discussed.

Likewise, further insights into **shared infrastructure**, **electrical vehicles**, **and youth involvement** could add significant value to our ongoing discussions.

As we move forward, addressing these gaps will ensure a more comprehensive approach to achieving our mobility goals. Let's continue our journey with a strong focus on collaboration and innovation!

LOOKING AHEAD: FUTURE TNM's AND CONTINUED SUPPORT

As we continue progressing with the network, we've observed that, given the technical composition of most teams, many network members are confident discussing hard investment and infrastructure-related topics, urban planning, and transport services. This is particularly evident as we build knowledge in areas such as data management, on-demand transportation, service planning and optimization. However, one thematic area remains unresolved: cultural change and citizen behavior.

Webinar on Nudging: An Introduction

The network greatly appreciated the webinar on nudging people, led by Brian Marrinan in June. While it served as an excellent introduction to this topic, it also highlighted that there is much more to explore—sparking significant interest and raising the demand for deeper work. Achieving the desired balance between hard and soft elements remains an ongoing challenge.

A nudge is...

"any aspect of the choice architecture that alters people's behavior in a predictable way without forbidding any options or significantly changing their economic incentives"

Opportunities in the Upcoming TNM Event

As the central theme for the next TNM (March 11–12) is "Behavioral Change," this event will provide a valuable opportunity to dive deeper into the subject with specific sessions. It will also incorporate cultural change insights into all site visits and local experiences during the TNM, offering a concrete view of how these ideas are implemented in real-world settings.

Building on Past Learnings and Looking Ahead

So far, our network has explored various strategies—from understanding personas in our first TNM to engage with the theory of behavioral change during the introductory webinar, and even experimenting with these concepts firsthand through the transport game in Budapest. Now, it's time to elevate these learnings and equip our partners with practical skills to seamlessly integrate behavioral change techniques into their IAPs, ensuring impactful and lasting results.

Machico Portugal

