

**URBACT**



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# PUMA PROJECT

QUARTERLY REPORT  
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PLANNING MOBILITY  
FOR ALL — DAY AND  
NIGHT

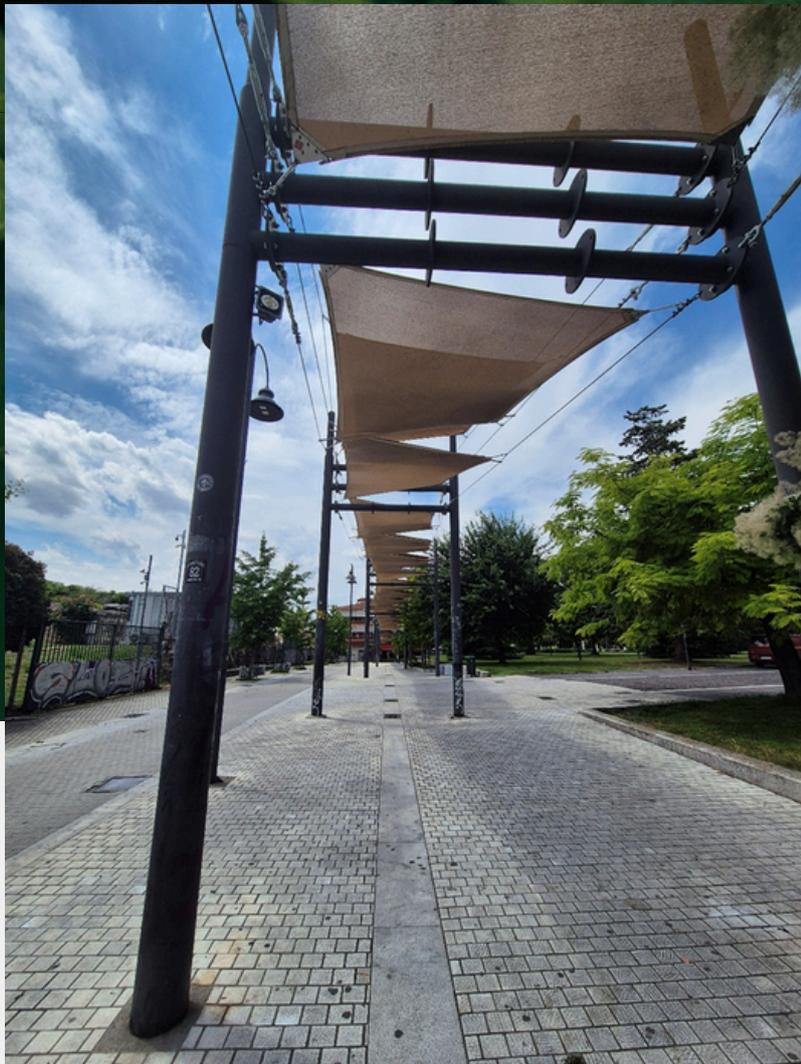


# ABOUT PUMA

PUMA – Plans for Urban Mobility Actions is an URBACT Action Planning Network supporting nine European cities and regions to design and implement Integrated Action Plans (IAPs) for sustainable urban mobility.

PUMA helps cities translate strategies into tangible actions — from low-emission zones and active travel campaigns to innovative night-time services and inclusive public spaces — and share their lessons so others can follow.

We work together to make mobility more accessible, safe, inclusive, and sustainable – at any hour of the day or night.



Between April and June 2025, partners moved from planning to piloting — testing solutions on the ground while finalising their IAPs. This period was also marked by two major exchanges: the 5th Transnational Meeting in Larissa and a study visit to Cento.

We also reflected on a critical but often-overlooked dimension of mobility: what happens after dark.

## THIS QUARTER IN A NUTSHELL

### ✓ Partner Highlights

- 247 students engaged in Cento's school workshops.
- 56 cyclists in Dienvidkurzeme's final VeloBus ride.
- 2,000 bikes deployed in Zagreb's new bike-sharing system.
- 20 stakeholders joined Viladecans' enlarged ULG workshop.

***“THIS QUARTER  
REMINDED US THAT  
MOBILITY IS NOT JUST  
ABOUT MOVING  
PEOPLE — IT’S ABOUT  
CREATING TRUST,  
COMFORT, AND  
OPPORTUNITY IN  
PUBLIC SPACE, FOR  
EVERYONE, DAY AND  
NIGHT.”***

# 5th TM Greece

## SPOTLIGHT: THE 5TH TRANSNATIONAL MEETING IN LARISSA

In May, the city of Larissa hosted the 5th Transnational Meeting of the PUMA network, bringing together all partners for two days of intense exchange, reflection, and inspiration.

The meeting focused on reviewing and strengthening the draft Integrated Action Plans (IAPs) of each city. Partners presented their progress, received feedback from peers and experts, and discussed how to turn their visions into actionable, realistic roadmaps. This collaborative review was a key step toward ensuring that all IAPs are both ambitious and implementable. Larissa also showcased its own achievements, offering participants a firsthand look at its innovative mobility initiatives. Site visits around the city revealed:

🚗 the controlled parking strategy, which balances demand and improves access to the city center,

🚲 the automated e-bike sharing system, making active travel easy and attractive,

🏡 and examples of tactical urbanism, where small, low-cost interventions transformed public spaces into more welcoming, pedestrian-friendly areas.

One of the creative highlights was the OPERA session, where participants brainstormed ideas for the final PUMA event and legacy products. This interactive exercise generated a wealth of proposals, from storytelling formats to practical toolkits, ensuring that the knowledge and inspiration from PUMA will outlast the project itself.



Beyond the formal agenda, the Larissa meeting was a chance to build trust, deepen relationships, and experience how the city is reclaiming its streets for people — offering lessons that resonate far beyond its borders.

***“IN LARISSA, WE COULD SEE AND FEEL HOW THOUGHTFUL PLANNING AND SMALL, SMART INTERVENTIONS CREATE A CITY THAT FEELS ALIVE, WELCOMING, AND FAIR. IT REMINDED US ALL WHY WE DO THIS WORK.”***



## LOCAL ACTIVITIES & ACHIEVEMENTS

Between April and June 2025, the PUMA partners brought their plans to life on the ground — proving that sustainable mobility is more than just strategies and policies; it's about real people, real places, and real change. This quarter was all about testing ideas, engaging communities, and showing how mobility can connect and empower us — not just during the day, but at night as well.

Across Europe, from semi-rural cycling campaigns to bold debates on low-emission zones, from student-led bike-sharing to inclusive parking strategies, each partner demonstrated how local initiatives contribute to the bigger vision of accessible, safe, and vibrant cities.



The following pages highlight their inspiring efforts, illustrating how even small actions can shift habits, spark conversations, and pave the way for sustainable urban life.

## Dienvidkurzeme – Cycling into the future

Dienvidkurzeme championed active travel with its creative VeloBus campaign, which brought together schoolchildren, teachers, and parents on three cycling routes.

> Over 50 participants pedalled through Grobiņa, Kapsede, and Aizpute, earning stickers and enjoying healthy rides, ending in a festive group trip to a scenic spot.

Beyond the numbers, the campaign created visibility for cycling as a safe, fun, and realistic school commute — reshaping perceptions about car dependence even in semi-rural areas.

# Viladecans – Sustaining change beyond the test phase



Viladecans continued its School Bikebus, a pilot action where children and families cycled to school every Friday, with supportive materials like reflective vests, fruit, and keychains. Even after the “official” pilot ended, the group kept meeting on its own – a powerful sign of sustainability and ownership.

Four core ULG meetings and an enlarged ULG session explored how to frame sustainable mobility in positive, engaging terms – crafting messages that counter common opposition and build on benefits like health, clean air, and wellbeing.

*“People keep cycling even after the pilot is over – that’s how you know you’re making a difference.”*





# SPOTLIGHT: CENTO – STREETS FOR PEOPLE, LEARNING FOR THE FUTURE

This quarter, the Municipality of Cento demonstrated how awareness, education, and collaboration can transform streets into safer, more inclusive spaces. With a combination of emotional storytelling, innovative education, and international exchange, Cento inspired both its citizens and its partners in the PUMA network.

## **La Strada è di Tutti – The Street Belongs to Everyone**

On 3 June, Cento hosted the public event *La Strada è di tutti* to engage the local community in a powerful reflection on road safety and human-centered urban design. The event opened with moving stories from the Fondazione Michele Scarponi, invoking the tragic loss of professional cyclist Michele Scarponi to highlight the need to protect vulnerable road users. Urban planner Matteo Dondé then illustrated how cities can reclaim space from cars through traffic calming, tactical urbanism, and citizen-led interventions – showcasing examples from across Italy and Europe. The event sparked rich discussion among residents, signaling growing support for sustainable mobility and safer streets.



## **Educating the Next Generation**

On 3–5 June, Cento carried this message into classrooms, delivering a three-day testing action called *Education, road safety and liveable cities* – all starting from the stories we tell. More than 250 students and 16 teachers across six schools participated in interactive sessions that combined Scarponi’s story, lessons on civic responsibility, and inspiring examples of inclusive, people-first urban spaces. The workshops helped students understand how their choices and actions can shape safer, healthier, and more vibrant cities – and left a lasting impression of what it means to be an active citizen.

## Liepāja – Building consensus on ambitious plans

Liepāja's draft IAP was debated in council meetings, sparking strong opinions around proposals like low-emission zones, tram network extensions, public transport lanes, and regional ticketing. With elections overlapping, it was crucial to engage both outgoing and incoming decision-makers.

The city also presented PUMA's vision and actions at the INTERREG Europe CycleRight meeting, strengthening the link between cycling infrastructure, resilience, and zero-carbon ambitions.



## Zagreb – Bicycles and students in the spotlight

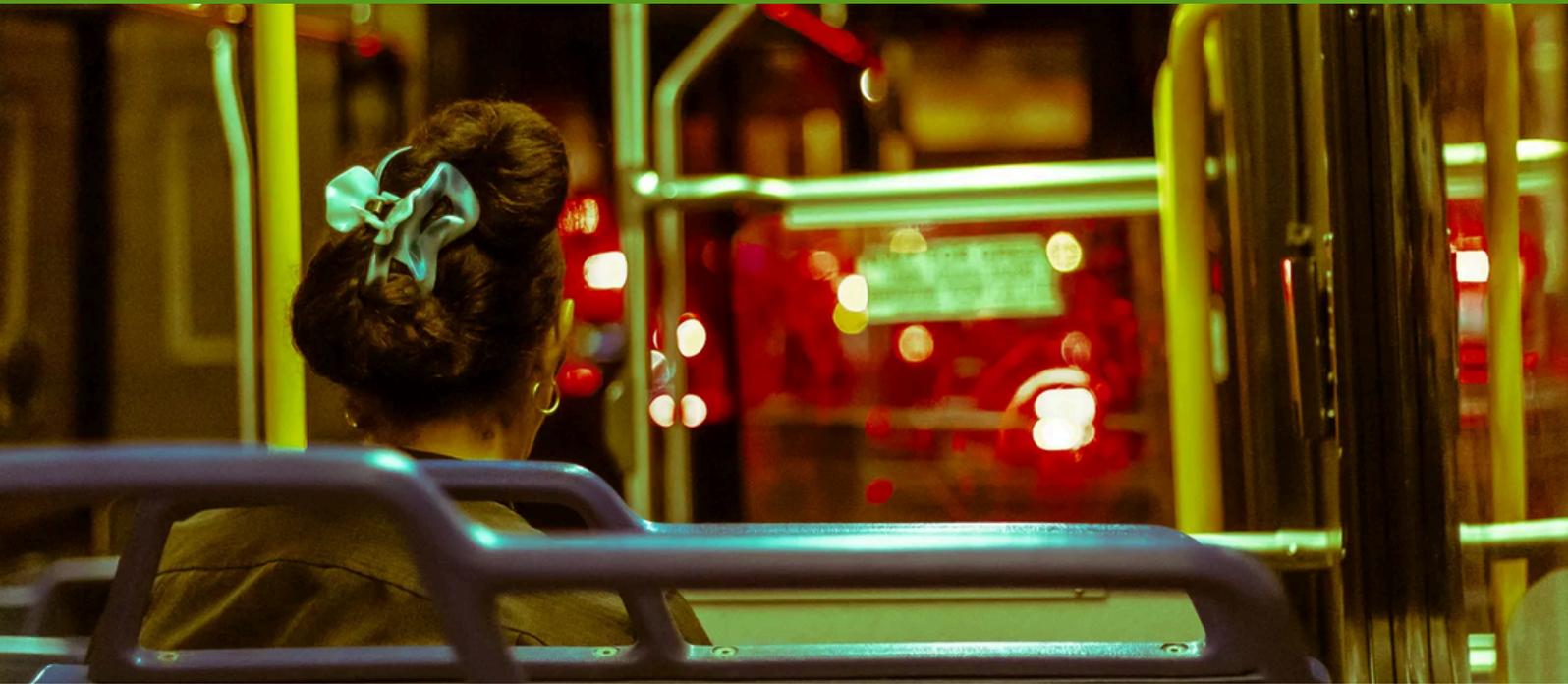
The University of Zagreb amplified PUMA's message at high-profile public events, engaging students, professionals, and policy-makers. Notably, the city launched its Bajsi public bike-sharing system, deploying 2,000 bikes and 180 stations as a visible sign of commitment to low-carbon, multimodal mobility. Preparations for the PUMA Student Campus in autumn also progressed.

## Larissa – Parking and e-bikes leading the way

Larissa hosted the 5th Transnational Meeting, guiding partners through an exchange of IAP drafts and insights. Highlights included:

- Showcasing Larissa's controlled parking strategy and automated e-bike sharing.
- Site visits exploring tactical urbanism, public space renewal, and active mobility projects.
- A creative OPERA session brainstorming the final PUMA event and legacy products.





## NIGHT-TIME MOBILITY: A NEW FRONTIER

This quarter also drew attention to mobility beyond daytime hours.

Inspired by an article by Simone d'Antonio, and building on collaboration with URBACT's Cities After Dark network, we explored why cities need to plan for the night.



### HERE ARE FIVE REASONS TO CONSIDER THE NIGHT IN MOBILITY PLANNING:

- ☾ Support the night-time economy – late-night transport keeps cultural venues, restaurants, and businesses vibrant.
- ☾ Diversify tourism & resident experiences – connecting suburbs and hidden gems for concerts, festivals, and nocturnal tours.
- ☾ Ensure equity for night workers – cleaners, healthcare staff, and hospitality workers need safe, reliable connections.
- ☾ Foster gender safety & inclusion – addressing women's concerns about safety in public spaces after dark.
- ☾ Reduce emissions & car dependency – on-demand and shared services help reduce accidents and promote sustainable behaviour.



“Mobility doesn't stop at sunset. Neither should our planning.”

# ? WHAT'S NEXT

## Key Themes & Lessons

- ✓ Stakeholder engagement pays off – Local workshops and inclusive processes build ownership and help overcome resistance.
- ✓ Testing builds trust – Pilots like Bikebus and VeloBus show that small actions can spark big change.
- ✓ Night-time mobility matters – considering all users, at all times, makes cities safer, more equitable, and more vibrant.
- ✓ Integrated planning is crucial – linking hard and soft measures, governance, and monitoring ensures actions are deliverable and meaningful.

## What's Next?

- ◆ Finalise IAPs with full action fiches, governance frameworks, and visual summaries.
- ◆ Launch public consultations and incorporate feedback.
- ◆ Document testing actions in the final toolkit and storytelling outputs.
- ◆ Prepare the final PUMA event and legacy products: toolkit, city stories, infographic, video.
- ◆ Continue learning from peers and applying insights to local contexts.



### 🌟 Closing Reflection

This quarter underscored that mobility is about dignity, opportunity, and connection – day and night, for everyone.

From cycling campaigns to parking policies, from council debates to night-time bus routes – every action contributes to more liveable, inclusive cities.

*“We are not just building mobility plans. We are building trust, safety, and a vision of urban life where everyone belongs.”*

# CONTACT

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