



Moderators: EUI and URBACT experts Bonnie Fenton and Mary Dellenbaugh-Losse

Day 1 Tuesday, 28 October	
Dialoghaus Hamburg gGmbH, Alter Wandrahm 4	
08:30 – 09:00	Welcome coffee, registration & informal networking
09:00 – 09:15	Setting the feet and wheels in motion: Welcome & opening With the City of Hamburg and Dialoghaus – partner of EUI-IA CUSTOM project. <i>Ana Francisca Jijon (European Urban Initiative) and Camilla Chiappini (URBACT)</i> <i>Christoph Holstein, State Secretary, Hamburg Ministry for the Interior and Sports</i> <i>Svenja Weber, CEO Dialoghaus Hamburg gGmbH</i>
09:15 – 10:15	Moving differently, living better: The active mobility revolution Defining active mobility within integrated mobility systems and presentation of the initial findings of the EUI Policy Lab on active mobility. <i>Marianne Weinreich, leading expert in active and sustainable mobility, cofounder and for 15 years Chair of The Cycling Embassy of Denmark and European Ambassador for Diversity in Transport</i> <i>Bonnie Fenton, Rupprecht Consult GmbH</i> <i>Anke Koller, Head of Transport Development and Mobility Strategy, City of Hamburg</i>
10:15 – 10:45	Coffee/tea break
10:45 – 11:00	Cities leading the way: Active mobility experiences across Europe Introduction to active mobility gallery with city representatives from European cities.
10:45 – 13:00	Active Mobility Gallery: Learning from city to city Showcase of posters from European cities with participatory discussions in a World Café setting <i>Brussels, BE – Kristof De Mesmaeker</i> <i>Faenza, IT – Nadia Carboni</i> <i>Turku, FI – Stella Aaltonen</i> <i>Coimbra, PT – Ângela Fernandes, António Albuquerque</i> <i>Pombal, PT – Nuno Gomes, Henrique Ferreira</i> <i>Varazdin, HR – Slađana Miočić</i> <i>Hamburg, DE – EU Project Amigos representatives</i>
13:00 – 14:00	Lunch break

14:00 – 14:30	Walk the Talk: Hamburg’s active mobility and introduction to site visits <i>Susanne Elfferding, Hamburg Ministry of Transport and Mobility Transition</i> <i>André Mezzich-Santaya, Product Owner Custom-App, EUI Innovative Action CUSTOM project</i> <i>Pia Köber, Event and Project Management, Dialoghaus Hamburg gGmbH</i>
14:30 – 18:00	Site visits Exploring active mobility projects across the City of Hamburg: <i>Dialoghaus "Dialog im Dunkeln" workshop</i> <i>Guided by blind or visually impaired hosts, participants will navigate urban environments around the Dialoghaus—crossing streets and using public spaces with mobility tools such as a walking cane and specifically modified glasses to simulate different visual handicaps. This experience challenges perceptions and enhances empathy, transforming how we understand movement in the city and revealing what true accessibility, orientation, and trust mean when sight is no longer available.</i> <i>EUI Innovative Action CUSTOM project</i> <i>The CUSTOM project in Hamburg promotes inclusive mobility through an accessibility app that enables seamless travel for people with disabilities, enhancing autonomy and participation in urban life. The visit will include a presentation of the app’s features followed by a guided walk around the Hamburg streets, allowing participants to test its functions and experience how digital tools can make urban mobility more accessible for all.</i> <i>Hamburg’s new walkable city centre</i> <i>The visit will explore Hamburg’s transformation toward a car-free city centre, showcasing projects from its 2020 action plan "An attractive city centre for everyone." Participants will walk through redesigned areas around Jungfernstieg—once car-dominated streets now prioritising pedestrians, cyclists, and shared spaces—illustrating how collaboration between city authorities and stakeholders drives active mobility and urban liveability.</i> <i>Connecting walking with public transport: reshaping public space for walkable cities</i> <i>The visit will highlight how Hamburg integrates public transport and walking infrastructure to enhance walkability, connectivity, and accessibility. Through a walking tour around Jungfernstieg, participants will explore redesigned spaces — including new pedestrian links and improved station areas.</i>
18:00	Informal networking dinner at Dialoghaus

Day 2 Wednesday, 29 October		 Dialoghaus Hamburg gGmbH, Alter Wandrahm 4
08:30 – 09:00	Welcome coffee, registration & informal networking	
09:00 – 09:15	Introduction and short recap of first day <i>Moderators: EUI and URBACT experts Bonnie Fenton and Mary Dellenbaugh-Losse</i>	
Active mobility insights: City-to-City breakout exchange <i>Discussion rounds with the cities featured in the Active Mobility Gallery</i>		
09:15 – 10:00	Inclusive journeys: behaviour change and accessibility hand in hand Breakout discussion room with leading cities on: • Behaviour change • Accessibility & inclusion	
10:00 – 10:45	Beyond boundaries: modal shift and urban–rural synergies Break-out discussion room with leading cities on: • Intermodality / modal shift • Urban-rural linkages	
10:45 – 11:15	Coffee/tea break	
11:15 – 12:00	Safe streets, shared spaces: reimagining mobility together Break-out discussion room with leading cities on: • Public space reallocation / low-traffic zones • Safety	
12:00 – 12:30	Wrapping up and shaping tomorrow’s mobility: what’s next? Conclusion and presentation of EUI and URBACT opportunities <i>Ana Francisca Jijon (European Urban Initiative) and Camilla Chiappini (URBACT)</i>	
12:30 – 13:30	Lunch/end of the EU City Lab	

** Cities participating in the ongoing EUI Policy Lab on Integrated and Active Mobility are contributing as active participants in the EU City Lab. These include Coimbra, PT (Vice-mayor), Sofia, BG (Mayor George Kouzmov).*