

Quarterly Network Report

Beyond the Urban - July to September 2025 summed up



INTRODUCTION.....	5
1. EUROPEAN MOBILITY WEEK.....	6
MACHICO.....	7
We share the road respecting everyone!.....	7
HRADEC KRÁLOVÉ.....	8
Mobility Week in the city of cyclists.....	8
BUCHAREST-ILFOV.....	9
Mobility for Everyone.....	9
BRAM.....	11
First mobility challenge for Bram's intercommunity team!.....	11
KOČANI.....	12
Kočani Turns Velo Rodeo into a Tradition.....	12
TREVISO.....	14
2. PARTNERS' HIGHLIGHTS.....	15
REFLECTION ON BTU PEER REVIEW, IAP'S AND ACTION PLANNING JOURNEY.....	16
TPBI's experience in BtU: Learning, Connecting, Transforming.....	16
Bram enhanced IAP: more metrics, no small talk.....	17
Hradec Králové: Peer review as a useful tool.....	18
Machico: The importance of the Journey.....	19
Osona: Growing into the Lead Partner role.....	20
Santa Maria da Feira: From Peer Review To a Clearer Vision.....	21
Szabolcs 05: From dialogue to direction.....	22
Tartu Municipality: Crafting a Comprehensive Mobility Action Plan.....	23
PARTNER'S HIGHLIGHTS.....	24
SZABOLCS 05.....	24
Modernization of the city's railway station.....	24
SANTA MARIA DA FEIRA.....	25
Mob.Feira: A Pilot Action Driving Digital Mobility Transformation.....	25
BUCHAREST-ILFOV.....	26
Bucharest-Ilfov Final Event.....	26
OSONA.....	27
What Osona Learned from Its Workplace Carpooling Small-Scale Action.....	27
3. NETWORK UPDATE.....	28
FULL PEER REVIEW PROCESS.....	29
Reviewing the IAPs Before Finalisation.....	29
DESIGN ETHOS.....	30
Workshop with Rita Szerencsés: Introducing Design Ethos to the Network.....	30
One-to-one support.....	30
Key Takeaway.....	31
From Review to Refinement.....	32

INTRODUCTION

In these pages you will find, first of all, a snapshot of the wide range of activities our partners organised during European Mobility Week: from community bike events and car-free days to digital mobility fairs, workplace mobility challenges, and educational programmes for children and young people. You will also discover some of the key achievements from this final stretch, including local final events, new digital tools, infrastructure improvements, and the first results from several small-scale actions.

You will also find a set of reflections on our shared journey: how partners have used feedback, storytelling, and visual thinking to clarify their strategies, sharpen their priorities, and make their plans more readable and usable. These insights show how learning across the network continues to shape stronger, more coherent action plans.

Finally, at network level, this Journal highlights the second phase of our two-step Peer Review process and the Design Ethos support that helped us finalise and refine the content of our IAPs. Together, these steps represent an important milestone as we move towards the conclusion of our planning journey.

I hope this edition helps you see not only what we have done, but how far we have travelled together.



Mònica Carrera Ahis

Lead Partner coordinator

1. European Mobility Week

Beyond the Urban took action

BEYOND THE URBAN AND THE EUROPEAN MOBILITY WEEK

During the European Mobility Week, which took place from Tuesday 16th to Monday 22nd September, some of our partners were very active during its celebration, organizing activities and events related to sustainable mobility! Let's take a look at everything they did.

MACHICO

We share the road respecting everyone!

The Municipality of Machico has once again joined **European Mobility Week**, continuing the work from last year and taking new steps toward the goals in our Integrated Action Plan (IAP). One key activity encouraged municipal employees to travel to work using more sustainable transportation **at least two days during the week**. This builds on last year's experience, which promoted this practice for only one day.

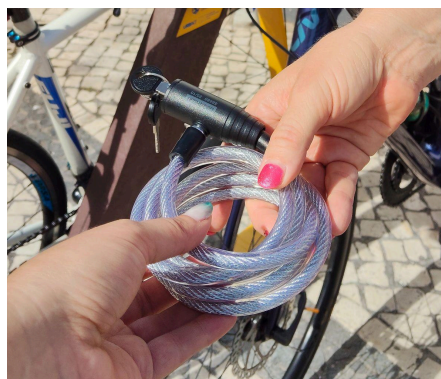
As a first step for new challenges, the City Council shared educational videos on [accessibility](#), [road safety](#), and [responsible](#) use of public roads through its social media channels.

These actions highlight the importance of safe coexistence between pedestrians, cyclists, and drivers, and show everyone's role in creating a more balanced urban environment. This commitment is also part of the IAP, which includes training on these topics.



A highlight of the week was the bicycle ride **“Round and Round, Safety Grows”**, which promoted active mobility and provided participants with bike locks. At the same time, new bicycle [parking locations](#), installed through the URBACT BtU project co-funded by the European Union, were shared with the public.

Although proper signage for these bike parks is still needed, the Municipality has received positive feedback from users and remains committed to promoting greener, safer, and more accessible mobility for everyone.



HRADEC KRÁLOVÉ

Mobility Week in the city of cyclists

European Mobility Week in Hradec Králové brought a full week of activities promoting sustainable mobility, community engagement, and healthy lifestyles under the lema "**Mobility for All.**"



Over the course of several days, visitors enjoyed a varied program focused on transportation and sporting events, lectures, and special programs for children.

One of the highlights of the week was Car-Free Day on Thursday and the Live Elbe Trail for cyclists, runners, and walkers on Sunday.

"This campaign provides space and opportunities to show that urban transport can be sustainable, safe, and friendly at the same time. The main goal of the event is to inspire people to try alternative forms of transportation, whether it be walking, cycling, or public transportation. Our main effort is to make people think about our mobility and try to find a balance between different modes of transportation," says Pavlína Springerová, mayor of Hradec Králové. There were a number of events every day throughout the week.

It started on 16 September at Artičok, where interested citizens joined discussions on aerial acrobatics with members of the Flying Bulls group, travel experiences, and the *Bikes for Africa* project. On 17 September, the traditional scooter ride took place, with scooters available free of charge – as they were throughout the entire week.

One of the main highlights was **Car-Free Day** on Thursday 18 September. Cars disappeared from the riverside and were replaced by a wide range of non-motorized transport options. Visitors could enjoy concerts and sports demonstrations, including a show by the famous Czech bike trial rider Petr Kraus, as well as competitions and knowledge activities. The Road and Motorway Directorate joined in with information stands on their projects, including the planned Northern Tangent, aimed at diverting transit traffic away from the city centre. Deputy Mayor for City Development, Lukáš Řádek, underlined that the day also highlighted climate, energy, and safety issues, with many stands offering practical information and useful materials for visitors.



As part of the **Beyond the Urban** network, the city presented the results of a testing action: trial stations with shared bikes in the villages of Vysoká nad Labem, Běleč nad Orlicí, and Blešno, where the free rental period was extended from 15 to 30 minutes. Visitors could explore detailed data on bike use and reflect on whether similar initiatives should continue in the future.

The week ended with strong participation in two major weekend events and concluded on 22 September with “Traffic Playground” alongside the municipal police, focusing on road safety education, especially for children.

BUCHAREST-ILFOV

Mobility for Everyone

During **European Mobility Week 2025**, TPBI coordinated a wide range of public events across Bucharest and Ilfov to promote sustainable and inclusive transport under the theme “**Mobility for Everyone.**”



- **Open Days at STB Depots (18 September):** Citizens were invited to explore the Militari and Bujoreni depots.
- **Principles of Mobility – Sustainable Mobility Exhibition (19 September, Suțu Palace):** An open-day exhibition on the history of public transport and cycling, accompanied by educational materials and discussions about eco-friendly travel habits.

- **Urban Move Expo (20–21 September):** An outdoor exhibition on Gheorghe Duca Boulevard displayed vintage public transport vehicles. Visitors could view historical tickets, take part in mobility quizzes, and collect themed travel cards.
- **Next Station: Everyone (20–21 September):** At Bucharest North Railway Station, visitors toured the Presidential Train, explored locomotives, and experienced demonstration rides on suburban train routes linking key points in the metropolitan area.
- **Boarding for Everyone – Băneasa Airport (20–21 September):** Activities included guided tours of the airport, exhibitions on aviation history, and presentations promoting accessible travel for all categories of passengers, from seniors to families and people with disabilities.
- **Open Mobility Days – Parcul Regeke Nuhau U (20–21 September):** A “mobility fair” featuring stands on sustainable and alternative transport — such as e-microbuses, electric vehicles, and bikes — plus air-quality monitoring demonstrations, road safety workshops, and interactive games for children.
- **Special Mobility Lines (20–21 September):** TPBI introduced bus lines linking major cultural, recreational, and suburban destinations to encourage people to explore the city car-free.



Besides these activities, the **European Mobility Week** kicked off with the **Bucharest Mobility Summit**, where the most important local, and national decision-makers in the field of transport and urban development came together to discuss the future of sustainable mobility in the Bucharest–Ilfov region.

BRAM

First mobility challenge for Bram's intercommunity team!

For the first time of their history, Bram's and Castelnaudary's intercommunities seized the opportunity of the European Mobility Week to **challenge their team with a mobility competition**: 4-person teams have been formed, and they had to use sustainable mobility for every professional trips (home <> work but also for meetings).



A little bit of fun helps:

during all the week, a webpage has been updated daily with some news of the challenge, some tips and some funny anecdotes.

You can read it here:

www.lauragaismobilite.com

8 teams participated in this one-week challenge, working hard on solutions to change their habits (carpooling, using bikes and/or trains,...), and most of them confessed they hadn't thought about it before! It was also a great opportunity to discover some of our colleagues are living in the same neighborhood... Seizing this opportunity, the intercommunities' management is **planning new actions to keep these great habits!**

And the winners are...



First prize: best mobility practices

Mainly using their feet, to go to work but also for their meetings, this team had the best score, yet obviously in both cases it was not long distances!

Second prize: best mobility change

This team had members deeply attached to their private car, and managed carpooling all week... using all kinds of transportation means!



Third prize:

best mobility picture

Being fourth in the number of points, this team was in the middle of the ranking but has a lot of imagination... which is also a quality when time to find mobility solutions!



KOČANI

Kočani Turns Velo Rodeo into a Tradition

The Municipality of Kočani has transformed a creative idea into a beloved community tradition — the Velo Rodeo, an event that brings together cycling, education, and fun to promote sustainable mobility.

First launched in 2023 as part of the Beyond the Urban URBACT project and European Mobility Week, and organised by biking schools, the Velo Rodeo invited children to tackle playful cycling obstacle courses while learning essential traffic safety skills. With more than 150 young riders supported by parents, teachers and volunteers, the pilot proved that mobility education can be both entertaining and impactful.

Building on this success, the municipality organised new editions in 2024 and 2025, each broader in scope and ambition. Over its three editions, the event has involved more than 500 children, attracted hundreds of visitors, strengthened cooperation between schools, NGOs and municipal services, and given Kocani a recognisable identity as a small city leading by example in sustainable mobility education.

The Rodeo shows that small actions can inspire big change — it's where learning meets joy, and mobility becomes a shared community experience, said Elena Dimitrovska, ULC Coordinator.

In 2025 Velo Rodeo, children aged 6–14 rode through skill zones, traffic simulations and educational checkpoints where they learned about helmets, reflective gear and respect for other road users. A children's band, road safety demonstrations, bicycle maintenance workshops and environmental games created a festive, safe and educational atmosphere, thanks to close collaboration between schools, NGOs and the police.

Beyond its colourful setting, the event supports the Beyond the Urban URBACT project's goal of connecting urban and rural mobility in inclusive, people-centred ways, cultivating future cyclists and demand for safer walking and cycling infrastructure.



Read the complete article here:

<https://urbact.eu/kocani-playful-pilot-local-tradition-dijana-apostolova>

TREVISO

EMW 2025: A Week to Discover New Ways to Move

During the European Mobility Week, held from September 16 to 22, Treviso took center stage with a series of initiatives dedicated to sustainable mobility, showcasing both what has already been achieved and what is planned to further improve urban transport.

The municipal administration, together with FIAB Treviso, Health department, and several local partners, organized **meetings, events, and awareness activities** to encourage the use of bicycles and public transport.

EUROPEAN MOBILITY WEEK
SETTIMANA EUROPEA della MOBILITÀ | **16 22** Settembre 2025

Gli appuntamenti della settimana a Treviso

VENERDÌ 19 SETTEMBRE
7.30 - 9.30 / **Borgo Mazzini**
BIKE TO WORK DAY / FIAB
Al lavoro in bicicletta: colazione offerta, per iniziare bene la giornata insieme

VENERDÌ 19 SETTEMBRE
16.30 - 18.30 / **Palazzo Rinaldi - Sala Guadagnin**
FOCUS SULLA MOBILITÀ SOSTENIBILE
• Presentazione dati Comune di Treviso e MoM sulle iniziative per la città.
• Presentazione libro "Treviso nel cuore" a cura dell'autore Domenico Basso
• Presentazione dati ULSS 2 sulla mobilità attiva dei bambini e illustrazione del progetto URBAN HEALTH

SABATO 20 e DOMENICA 21 SETTEMBRE
2 appuntamenti / **Piazza Duomo**
10.00 - 12.00 e 15.00 - 18.00
WORLD PARKING DAY / FIAB
Riutilizzare gli stalli: un piccolo cambiamento che accende la socialità

DOMENICA 21 SETTEMBRE
10.00 - 18.00 / **Piazza Borsa**
inBUS / MOM
Il trasporto pubblico dal passato al futuro: esposizione mezzi storici ed elettrico

LUNEDÌ 22 SETTEMBRE
10.00 - 12.00 / **Palazzo Rinaldi - Sala Guadagnin**
FIRMA PROTOCOLLO DI INTESA FIAB / ANCI VENETO E CONSEGNA DELLE BANDIERE COMUNI CICLABILI
Il traguardo per chi investe in ciclabilità e vivibilità urbana

Among the main highlights were the **Bike to Work Day** in Borgo Mazzini — designed to reward those who choose to cycle to work — and the **World Parking Day**, which transformed several parking spaces in Piazza Duomo into social areas, inviting citizens to reflect on how much urban space is occupied by cars.

The week concluded with a public meeting to present the **results of the city's sustainable mobility policies** and future projects, in line with the Sustainable Urban Mobility Plan (and Urbact's IAP, of course!), as well as with the regional ceremony for the **2025 Cycling Municipalities Flags**, hosted right in Treviso.



2.

Partners' highlights

A reflection on our Beyond the
Urban journey and more



REFLECTION ON BTU PEER REVIEW, IAP'S AND ACTION PLANNING JOURNEY

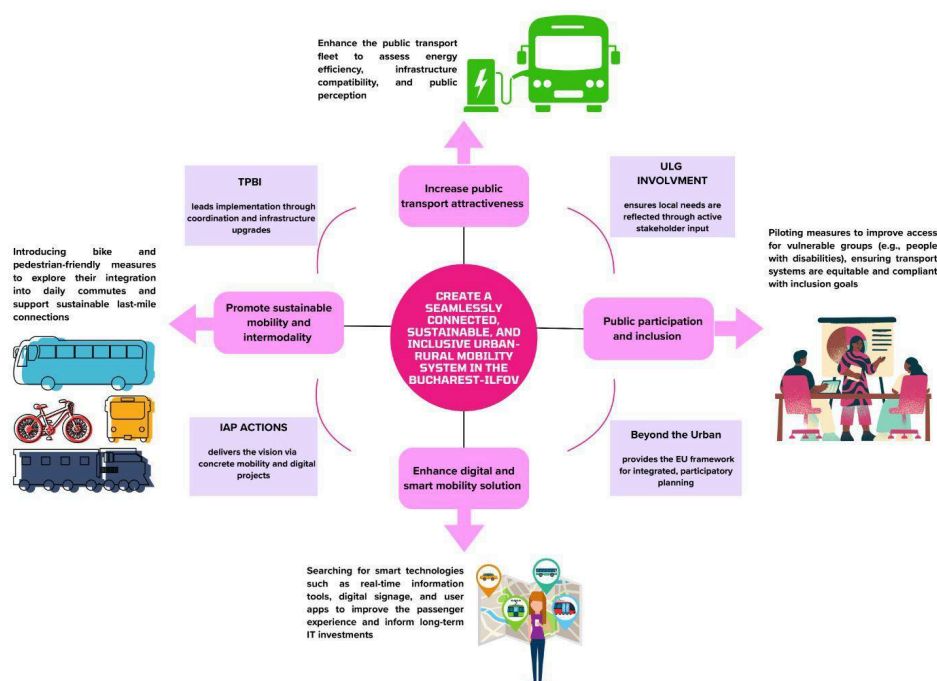
After an intense summer of revisions, peer reviews and Design Ethos work, and as we enter the final stretch of the network, several partners have focused their contributions not on describing activities but on reflecting on the process itself — and on how this journey has strengthened their thinking and improved their action plans.

BUCHAREST-ILFOV

TPBI's experience in BtU: Learning, Connecting, Transforming.

Throughout the *Beyond the Urban* project, the Peer Review and Design Ethos sessions have been instrumental in helping TPBI refine the focus of its Integrated Action Plan. Feedback from the Lead Expert encouraged us to clearly **connect the strategic vision of metropolitan mobility with practical, people-centred initiatives** – an approach that shaped both the design and communication of our. The reflection process helped us clarify our objectives around accessibility and inclusiveness, ensuring that every activity, from ideas to pilot actions are being addressed in the IAP.

By integrating lessons learned from peer discussions, TPBI improved how it presents the IAP to stakeholders — emphasizing collaboration between local authorities, transport operators, and citizens. The process has strengthened our capacity to communicate complex strategies in an engaging and accessible way, while reinforcing the importance of joint metropolitan governance for sustainable mobility.



Bram enhanced IAP: more metrics, no small talk

Being part of the *Beyond the Urban* network is a chance, Bram's always been sure of it, and it became quite obvious in our Integrated Action Plan (IAP) reviewing process!

Developing sustainable mobility is part of Bram's DNA, and quickened with the *Bram on Bike* project which led political decisions for the 2020-2026 mandate. Being part of **the *Beyond the Urban* network is for Bram a great opportunity** to expand this work, taking into account every mode, gender equality, digital solutions and of course the strength of integration.

Considering this, **Bram's IAP journey led to a better integration** in every sense! As always, a new idea generates more of them, and Bram found itself hiring a mobility officer, then creating a mobility service with 3 officers on an intercommunity level.

With an URBACT Local Group (ULG) enhanced with these new technicians, a better integration between the city and its intercommunity, more discussions with the Occitanie Region and with every partner (NGOs, citizens, companies,...), **the IAP has been quite enriched** and we are now very proud to say that today, in Bram, we all share 1 vision, aware of the challenges in 7 areas of work, and the commitment to achieve 5 goals before 2050.

1 vision, 7 areas of work



5 goals for 2050

2 bus lines

15% modal share of cycling

1 multimodal interchange hub

2 car-sharing vehicles

2 quantified reports per mandate

As a counterpart, Bram's IAP became pretty much "technical", with a lot of texts and details making it less attractive for a new reader or a citizen who didn't participate in the process. This is where **the strength of the *Beyond the Urban* network** operates: being reviewed by peers, receiving feedback from our Lead Expert and benefit from *Design Ethos* sessions helped Bram's team pinpoint the density of texts in the IAP and a lack of metrics.

Its final version, to be presented in the network's next transnational meeting in Treviso, is **definitively accessible to everyone** so any citizen can follow progress and difficulties, and the ULG can easily make updates and share it with Bram's partners and citizens.

HRADEC KRÁLOVÉ

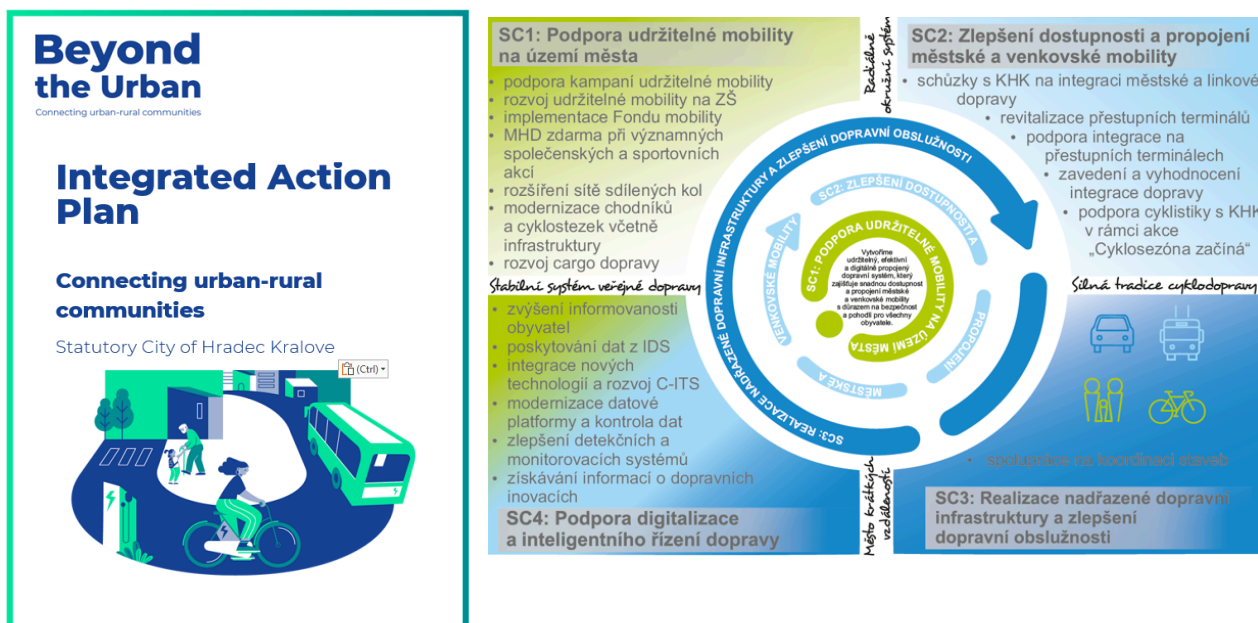
Peer review as a useful tool

The city of Hradec Králové has many years of experience in creating strategies, action plans, and project planning. We use mostly traditional methods to create documents. The city has only begun to apply a participatory approach in recent years. URBACT helps us to try out a different approach and implement it into our established procedures. U

RBACT's methods are participatory, creative, and above all practical, which is very beneficial for effective work. It is at this stage of our work on the project that we have discovered how helpful and effective it can be to share a draft document with other colleagues or experts who can look at the document or project with "fresh eyes."

Peer review by other partners is great because it provides the perspective of colleagues from local government who are dealing with similar problems, but often in different circumstances. The perspective of a specialist, which Rita Szerencsés undoubtedly is, helped us to look at the IAP from the perspective of a reader who is not necessarily an expert on the subject. At this stage, we realized how important the graphic design of the document is. We are used to creating mainly very official documents, which can sometimes be very descriptive. Finally, the perspective of our lead expert, who looked at the Hradec Králové IAP from the perspective of an incredible expert in the field, explained to us that less is sometimes more and what still needed to be done to make our IAP as comprehensive as possible.

We are very grateful for this experience, and it would certainly be good to realize that people who are unfamiliar with the document and the issue can often help us a lot in our future work.



The importance of the Journey

The participation of the Municipality of Machico in the European project **URBACT IV – Beyond the Urban** has represented a journey of learning, sharing, and inspiration, allowing the municipality to reflect on its own urban challenges in light of different European realities.

The joint experiences strengthened the conviction that Machico is on the right path, as they allowed the observation of inspiring models and the recognition of common difficulties that cities face a transition towards more human-centered, sustainable, and inclusive systems.

One of the most enriching moments of this participation was the **peer review experience**, a process that challenged us to present the work developed and to receive critical and constructive feedback from other partner cities. This direct exchange of perspectives was fundamental for the elaboration of our **Integrated Action Plan**, a document that defines Machico's strategic objectives in the field of sustainable mobility.



The dialogue with European partners enabled us to take a deeper look at our territory, identifying problems, needs, and priorities that are not always visible in daily life. Through this collaborative review, we understood that many mobility barriers are not only structural but also behavioral and cultural. Small interventions can have a significant impact on the adoption of more sustainable practices.

This process of sharing and analysis helped us refine our vision and define realistic and achievable goals, adapted to Machico's scale and conditions, without abandoning ambition. Above all, it reinforced the conviction that sustainable mobility is a progressive construction, built through multiple coordinated steps and the active participation of the community.

Growing into the Lead Partner role: What URBACT Has Meant for us

For Creacció – Osona's agency for entrepreneurship, innovation and knowledge – **joining URBACT as complete newcomers while also acting as Lead Partner has accelerated our learning curve and strengthened us as a team.**

Over these months, we have consolidated participatory methodologies, improved our capacity for dialogue and governance, and moved from generic narratives to decisions based on data, indicators and evidence. Working side by side with European partners who face similar challenges in very different contexts has been especially valuable. Today, we have a broader perspective and new tools to address strategic issues that go far beyond mobility in urban–rural areas.

A key pillar of the work has been our URBACT Local Group. Across **eight Local Group Meetings and five Territorial Sessions***, we have engaged around 130 different participants.

Some stakeholders have been present almost throughout the entire journey, while others joined specific sessions depending on the topic or their territorial focus.

This dynamic has given us a broad and diverse pool of insights, and the continuous interaction has helped us build a strong foundation of mutual trust that will be essential during implementation.

At the same time, this diversity and scale have made the IAP richer but also more complex – and therefore more challenging to communicate. Here, the Design Ethos process has been decisive. The techniques and methods we learned have helped us translate a dense, multi-layered strategy into clear, visual messages that are accessible even for people who are not familiar with our ecosystem, making our work more understandable, shareable and actionable.



Deep into the Participatory definition of a new bus system
in this **ARTICLE:** [Territorial meetings process](#)

SANTA MARIA DA FEIRA

From Peer Review To a Clearer Vision: strengthening the process.

Through the **Peer Review process**, Santa Maria da Feira received **constructive input from partner cities** that encouraged the team to make the IAP **more visual, concise, coherent, and implementation-oriented**. This led to a refined structure, a stronger focus on the logic of intervention, and a clearer connection between strategic objectives, actions, and expected impacts. The IAP evolved from being primarily a policy framework into a practical roadmap—**an operational guide capable of supporting real decision-making and implementation over time**.

The **Design Ethos sessions** also played a crucial role in improving how the plan is communicated. By focusing on visual storytelling and accessibility, the team reworked how information is presented, making the document easier to understand and more engaging for both institutional stakeholders and citizens. This process reinforced the idea that a good plan must not only be technically sound but also communicable and relatable—especially when the ultimate goal is behavioural change in mobility practices.

The **ongoing feedback** from the **Lead Expert** helped the team align the document with URBACT's guiding principles: integration, participation, and sustainability. It encouraged a deeper reflection on governance mechanisms and on how to ensure continuity of the work through the active role of the URBACT Local Group (ULG).



These exchanges helped Santa Maria da Feira consolidate its IAP as a living document—not just a static strategy, but a dynamic tool designed to guide the municipality's transition toward a more inclusive, connected, and sustainable mobility system.

SZABOLCS 05

From dialogue to direction

The peer review process was a turning point in refining the Integrated Action Plan of Szabolcs 05 Regional Development Association of Municipalities. The **constructive external feedback from the partners and the Lead Expert** helped us pinpoint areas that needed sharper articulation — particularly around how the actions align with the broader vision of inclusive, sustainable rural-urban mobility. For instance, it encouraged us to make the link between behaviour change and infrastructural improvements more explicit across actions.

The Design Ethos session was equally valuable in shaping how we communicate the IAP. We moved from a technical tone toward **a more engaging, human-centred and visual narrative**. This shift proved particularly helpful when we revised the public-facing materials and the executive summary. The emphasis on storytelling influenced how we approached stakeholder engagement, prompting us to integrate more relatable user perspectives in the planning and communication phases.



Our committed and enthusiastic **ULG members** have provided valuable insights and details for the IAP, which will help **make its implementation smoother and more effective** in the long run. The final decision on the IAP will be made in October 2025 at our last ULG meeting.

TARTU MUNICIPALITY

Crafting a Comprehensive Mobility Action Plan

Creating a strategic document is always a challenge. You can write it behind a desk, based only on internal assumptions, but that usually leads to a plan that looks good on paper and stays there. In Tartu, working on our Integrated Action Plan (IAP) for mobility throughout 2025, we chose a different route: involving users, service providers, decision-makers, neighbouring municipalities, and other stakeholders whose importance only became clear along the way.

All this has taken place in a rapidly changing context. Some actions we initially wanted to include – such as multimodal journey planning and unified ticketing – are now being developed at national level. At the same time, Estonia has commissioned a consortium of universities and research institutes to build a national mobility model, offering data-driven insights to planners. Tartu Municipality has decided to participate in this as a constructive stakeholder and potential pilot area, rather than leading a parallel local project.

Yet, despite all this change, some challenges are stubbornly persistent. Rural areas still depend heavily on private cars, with bus stops that are hard or unsafe to reach. Urban areas still face congestion and parking pressure, and cars are often used for very short trips. As a result, our IAP focuses strongly on walking and cycling, and on improving safety at rural bus stops.



Here, the support of the URBACT network and especially the guidance of the Lead Expert and their team have been crucial. The peer review of another city's IAP sharpened our analytical skills and helped us see our own plan with fresh eyes. The design ethos process then pushed us to present our ideas more clearly, using diagrams, icons and visual hierarchies so that key messages stand out.

From the start, we decided not to outsource project management or design, but to build capacity inside the municipality. This has made the process slower, but far more valuable: the skills we gained are now part of our permanent toolbox for any future development document.

Our “moment of truth” will be the approval of the IAP by the Parish Council. Whatever the outcome, the journey with URBACT, our Lead Expert and partner cities has already transformed how Tartu Municipality thinks about mobility planning.

PARTNER'S HIGHLIGHTS

Alongside these reflections, this chapter also highlights several concrete actions carried out by partners over the past quarter — initiatives that illustrate how the work on their action plans is already translating into real steps on the ground and strengthening their progress toward more sustainable mobility solutions.

SZABOLCS 05

Modernization of the city's railway station

Beyond the Urban focuses on creating more flexible and sustainable connections between urban and rural areas. In the Szabolcs 05 region, one of the key mobility challenges – as highlighted by the ULG – is to make public transport more attractive. To support this goal, a large-scale railway station renovation will begin in Mátészalka this autumn, which will mean a **complete modernization of the city's railway station**.



During the works, modern, air-conditioned waiting rooms, accessible toilets and renewed facades will await travelers, and environmental improvements will also be carried out. The goal of the development is to provide passengers with a more comfortable and modern service.

Mátészalka railway station is located near the city center. It is a regional branch station with significant traffic, which is also affected by five domestic railway lines. In the near future, the renovated station and its surroundings may have a positive impact on the promotion of public transport mobility between the city and the surrounding small settlements.



SANTA MARIA DA FEIRA

Mob.Feira: A Pilot Action Driving Digital Mobility Transformation in Santa Maria da Feira

The **Mob.Feira project** stands as the pilot action of Santa Maria da Feira's IAP, now entering its real implementation phase. Developed through continuous dialogue with the **URBACT Local Group**, the digital platform aims to centralise all mobility information in one accessible, user-friendly space — connecting citizens with public transport, cycling routes, and micromobility options.



The idea emerged from community consultation and was validated through multiple usability tests involving citizens of different age groups. These insights shaped a more inclusive and intuitive WebApp that responds directly to real user needs.

By digitalising mobility services and improving access to real-time information — including QR codes at bus stops — Mob.Feira embodies URBACT's spirit of innovation, participation, and sustainability. It is not only a tool for navigating the city but a driver of behavioural change, encouraging citizens to adopt greener and more connected mobility habits.

See the communication video:

[click this link](#)

BUCHAREST-ILFOV

Bucharest-Ilfov Final Event

The **Local Final Event of the “Beyond the Urban” project** was also held during the **Bucharest Mobility Summit** during the European Mobility Week, providing an opportunity for the project team to present the journey and future directions of their work.



During the conference, TPBI showcased the key elements of the **Integrated Action Plan**, which focuses on improving connections between Bucharest and its surrounding metropolitan areas through sustainable mobility measures.

The team also shared **good practices and successful examples** gathered throughout the project's implementation, including innovative approaches to regional coordination, citizen engagement, and the promotion of green and accessible transport solutions. The session encouraged dialogue among local authorities, and mobility experts, emphasizing how collaborative planning can strengthen metropolitan transport systems and support long-term sustainable urban development.



What Osona Learned from Its Workplace Carpooling Small-Scale Action

In June, Osona carried out its second SSA on workplace carpooling, testing whether shared commuting could become a real, attractive alternative to private car use. After analysing the results in September, a few clear lessons emerged.

In many medium-sized or rural regions, daily mobility depends almost entirely on private cars. Where distances are long, public transport is limited and active mobility is not always feasible, carpooling can fill an important gap. With this in mind, Osona invited staff from three organisations to join a one-month trial: participants registered through a form, compatible groups were proposed, and a WhatsApp channel supported coordination and feedback. Incentives included free parking, local products and a cultural prize draw.



The response was encouraging: 39 people registered, 20 shared rides regularly and seven previously existing groups emerged and became visible. Most participants were women, many working night shifts — signalling that safety and companionship matter.

Final ratings were very positive, and digital tools were seen as essential, though trust between participants remained a key condition. For the first time, the organisations realised these groups were already carpooling and could gather valuable insights to further promote the practice.

We learned that structural conditions are crucial: compatible schedules, flexible parking policies and a simple digital tool would make participation much easier. For rural and low-density areas looking for alternatives to solo car use, Osona's experience shows that carpooling can work — when the right ingredients are in place.

The main takeaway? Carpooling is not just about saving money. Participants valued social connection, safety and a sense of community.

3.

Network update

Peer review and Design Ethos
support

3

FULL PEER REVIEW PROCESS

Reviewing the IAPs Before Finalisation

Following the mini peer review at the Bram transnational meeting, the network completed the full peer review of the IAPs during July and August. Partners shared their drafts with their assigned reviewer by 11 August and many highlighted specific areas where they wished to receive focused input, such as integration logic, clarity of actions or overall structure.

Reviewers assessed each IAP across the four core sections:

Clarity of context

needs and vision

Coherence between objectives

areas of intervention and integration

Action quality & completeness

descriptions, including timing, responsibilities and funding

Implementation framework

strength, including governance, monitoring and risk management

Each reviewer prepared a short written note summarising overall impressions, section-by-section observations and three key suggestions to support final improvements. To bring fresh perspectives, the review pairs were reshuffled for this phase.

Partner	Reviewed	Reviewer
Santa Maria da Feira	Osona	Tartu
Osona	Szabolcs 05	Santa Maria da Feira
Tartu	Santa Maria da Feira	Kočani
Szabolcs 05	Machico	Osona
Treviso	Bram	Bucharest
Bram	Hradec Kralove	Treviso
Hradec Kralove	Bucharest	Bram
Machico	Kocani	Szabolcs
Bucharest	Treviso	Hradec Kralove
Kocani	Tartu	Machico

Key achievement This phase helped partners strengthen the clarity, logic and implementation readiness of their IAPs ahead of final drafting.

DESIGN ETHOS

Workshop with Rita Szerencsés: Introducing Design Ethos to the Network



On 5 July, Ad Hoc Expert Rita Szerencsés delivered a focused webinar on design ethos. Using examples from her presentation, she introduced the idea that design is most effective when content and visual form work together to support clarity, usability and meaning.

She guided the network through core principles such as vision and story, user perspective, visual design and action clarity, using the design framework outlined in her materials. Participants worked through practical exercises that helped them evaluate and simplify their IAPs, identify where visual support was missing and understand how layout choices shape how a reader interprets information.



One-to-one support

Throughout July and August, Rita held **individual sessions with each partner to offer tailored recommendations** on both structure and presentation. She shared that she greatly enjoyed the opportunity to work closely with the network. She noted that partners were at different stages in the development of their IAPs, yet she was still able to help most teams strengthen the clarity and flow of their documents.

Rita also acknowledged the time limitations many teams faced during the summer period, which made it difficult to apply every suggestion immediately. Despite these constraints, she felt that partners were committed to improving how their plans communicate purpose, logic and intended impact.

Key Takeaway

Rita encouraged all partners **to focus on one central question: who will read the IAP**. She advised teams to design with the reader in mind by creating documents that are engaging, well structured and easy to navigate. This includes reducing text heaviness, using diagrams or summaries where helpful and ensuring a consistent layout that supports comprehension.

Added Value for the Network. Rita's contribution this quarter strengthened partners' ability to present their IAPs clearly and convincingly. Her combination of expert review, practical guidance

From Review to Refinement

This Quarterly Journal captures the intensity of our work from July to September: the European Mobility Week activities across the network, the full peer review phase, and the continued support through Design Ethos sessions. Together we strengthened our Integrated Action Plans, sharpened our narratives, and moved from early drafts to clearer, more coherent documents ready for finalisation.

What stands out is how each partner combined practical progress with deeper reflection, using peer feedback, expert guidance and local testing to refine both strategy and communication. The review process not only improved the plans but reinforced the shared ambition that continues to drive the network forward.

See you in the next Journal, where the IAPs will take their final shape, the Network Final Event will help define the future of their implementation, and partners will prepare to showcase the results of this collective journey.

Stay tuned!

