

Network Journal QJ#8

Quarterly Network Report

Beyond the Urban - October to December 2025 summed up



URBACT



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INTRODUCTION

In these pages you'll find a special focus on the Final Event held in Treviso, where political representatives from each partner city publicly endorsed their Integrated Action Plans. This powerful moment of alignment marks a significant milestone—not only in terms of strategy, but in terms of political will.

We also present a snapshot of each IAP, offering a concise overview of what you'll find behind each link. In addition, every partner highlights one key action or moment that made a real difference—whether by shifting the direction of the plan or paving the way for a strong implementation phase.

These past months have also brought a wave of knowledge-sharing. Several new articles capturing final learnings, tested ideas, and best practices have been published across the network. We've curated a selection here to guide you toward the ones that resonate most with your interests.

Finally, we wrap up with a short reflection on our communication strategy: what worked, what we would do differently, and how the network's final outputs—our urban-rural connectivity booklet and closing video—help to tell the story of what we've built, together.

This is not just another edition of the Quarterly Journal—this is our final one. As the Beyond the Urban journey comes to a close, this issue takes a step back to reflect, celebrate, and connect the dots between learning, local transformation, and collective ambition.



Mònica Carrera Ahis

Lead Partner coordinator

1.

Network overview

Beyond the Urban Finale, outputs
and results.

THE FINAL EVENT IN TREVISO: POLITICAL COMMITMENT AND SHARED VISION

Our Final Event, held in Treviso on 12–13 November 2025, marked a pivotal moment. Over two days, 47 participants—our highest attendance yet—came together to celebrate, share, and consolidate the work done.

The first day focused on **technical exchange**, with partners showcasing their progress and refining final details of their Integrated Action Plans (IAPs). On the second day, the spotlight turned to **policy and political endorsement**. Each partner city brought along a key political representative or decision-maker, who publicly backed their IAP—securing the institutional support essential for effective implementation.

The presence of the political representative, as well as, Ms. Ettie Petitot from the URBACT Secretariat added further significance to the event, reinforcing the legitimacy and maturity of the network's outcomes.

Shaping the Legacy, Together

The first day of the Final Event in Treviso brought partners back to the heart of the work: their Integrated Action Plans.

With a strong technical focus, the morning sessions were dedicated to sharing results and identifying common threads across the IAPs, in a dynamic workshop activity our Lead Expert prepared for us.



Treviso in Motion: Discovering Local Mobility Solutions

Before lunch, the City of Treviso then opened up its local mobility ecosystem, offering insights into its service model and long-term planning vision. A walking visit guided from Alessia Barbiero to the “City Gates” let us see on-site the mobility and people-centred interventions Treviso have implemented since 20 years, when the Mobility office she’s leading started the journey.



ULGs After the Finale: And Now What?

In the afternoon, we visited the **educational district of the city** and explored several school mobility interventions developed over recent years.

The Mazzotti High School—a key member of Treviso’s URBACT Local Group—warmly opened its doors to us. There, we had the opportunity to meet all the members of their ULG, who had co-designed a dynamic **Pop-Up Market Place**.



Through interactive stands and peer exchange, Treviso’s ULG members showcased their work, offering creative and practical approaches to engaging citizens in mobility transitions.

The encounter also created a relaxed and open atmosphere, where we collectively reflected on the future of our ULGs.

Drawing on insights from the experts present, the perspectives of Treviso's own members, and the experience of partners who had previously taken part in the URBACT programme, we exchanged ideas and encouragement to keep these local groups active and meaningful beyond the project's lifetime.



Political Momentum, Policy Commitment

The second day of the Final Event was fully dedicated to politics, policy, and the future implementation of the IAPs.

After the institutional welcome by Treviso's Deputy Mayor and the International Projects Officer, the floor was given to the political representatives invited by each partner city.



Each politician was asked to deliver a **personal four-minute speech focused on one specific action from their IAP—one they felt particularly committed to**. They presented the problem,

explained why it resonated with them, described the proposed solution, and expressed how they personally intend to support its implementation. These speeches brought energy, clarity, and real political ownership to the IAPs, publicly reinforcing their ambition and viability.



Following the interventions, the **Policy Roundtable offered space for open and constructive dialogue between the political representatives** and the local teams. Facilitated by the Lead Expert, this session allowed deeper exchange on the challenges ahead and the enabling conditions needed for implementation—strengthening the institutional grounding of the plans and setting the tone for next steps.



After this intense and high-level morning, students from the Treviso High School of Tourism—some of whom had already taken part in our 5th TNM in Bram—guided participants through three **thematic city visits, each connecting mobility and identity**: “Treviso, the City of Waters”, “Medieval Treviso”, “Treviso into Legends”.



What's next?

After the political commitments made in the morning, it was crucial to close the Final Event by looking ahead—with confidence.



As LE and LP, we were clear: **the Integrated Action Plans are not an end in themselves, but a launchpad for real change on the ground.** To spark that shift, **Ad Hoc Expert Ed Thorpe** led a energising session that connected reflection with action.

Drawing on years of URBACT experience, Ed shared **real implementation stories**—from Koszalin, Turin and Longford—to show that **success is possible**, even in modest contexts. He offered practical advice on funding, strategy and how to keep momentum alive, reminding us:

“If you have a good idea, the money will come”

Imara Antonius, Utrecht

More than a session, it was a mindset shift. By the end, partners left with renewed belief: the road ahead is challenging—but not only possible, it's already been walked by cities like theirs.

Final celebration!



The event concluded with a celebratory Finale Apero and Closure Dinner, where we toasted to shared achievements, laughed over memories, recorded final reflections, and honoured our partners with the **Beyond the Urban Network Awards**.

It was a warm and joyful moment of closure—and of commitment to the journey that lies ahead.



What They Said: Reflections from Treviso

The feedback collected through the Evaluation Survey aligns perfectly with the energy and emotion felt during the Final Event. Treviso wasn't just a conclusion—it was a celebration of trust, collaboration, and shared purpose.

With an average score of 4.9/5 for overall experience and 4.7/5 for whether expectations were met, participants clearly valued the event's organisation, content, and spirit. Site visits, networking opportunities and the facilities all received high marks (ranging from 4.6 to 4.8), while the Closure Dinner was also warmly rated (4.7).

Qualitative comments speak volumes:

“It was a wonderful experience! Thanks for that! :)"

“BtU had an excellent partnership without exception... I really hope we'll work together again.”

FINAL OUTPUTS OF THE NETWORK

A toolkit for rurban mobility transformation



The primary output of the network is the **Rurban Mobility Integration Toolkit**. This toolkit is intended as a practical guide for cities working across urban–rural contexts. It responds directly to the challenges identified through the baseline analysis and the solutions tested by partners during the action planning process.

Read the the Toolkit online: <https://heyzine.com/flip-book/0661b26b2d.html>

The toolkit is designed as a **step-by-step guide, leading users from understanding local context to implementing and scaling action**. It starts with tools for mapping mobility patterns and identifying stakeholders, emphasising that effective solutions must reflect real-life movement and local dynamics. It then offers guidance on co-creation and engagement methods tailored to rurban contexts.

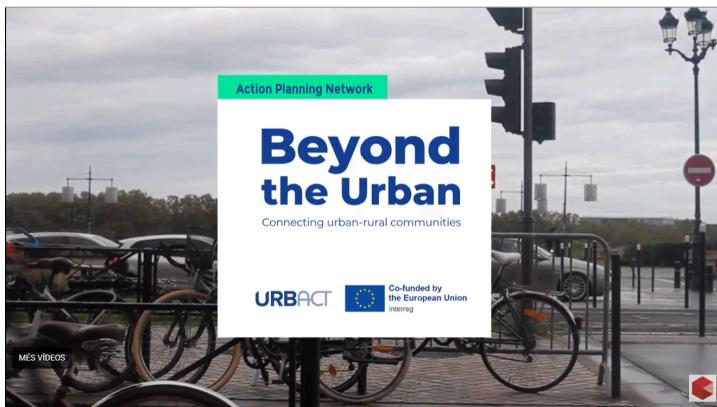
A key focus is on experimentation. The toolkit includes practical tips for piloting actions—such as temporary changes, behavioural nudges, or small-scale improvements—and provides tools to evaluate impact using both data and community feedback.

The final part looks at how to scale and integrate successful actions into long-term strategies, funding, and governance. With methods, examples, and templates, the toolkit helps cities move from testing ideas to making lasting change.

A video capturing the human dimension

Complementing the toolkit, the network produced a **short video that captures the voices, places, and experiences of partner areas**. The video does not aim to provide technical instruction. Instead, **it communicates the human side of rurban mobility transformation**, highlighting why everyday mobility matters and how change is experienced on the ground.

Through images and testimonies, **the video illustrates shared challenges** such as car dependency, safety concerns, and fragmented services, **while also showing how small actions and community involvement can make a difference**. It reflects the diversity of the network while reinforcing a common narrative about collaboration, experimentation, and learning.



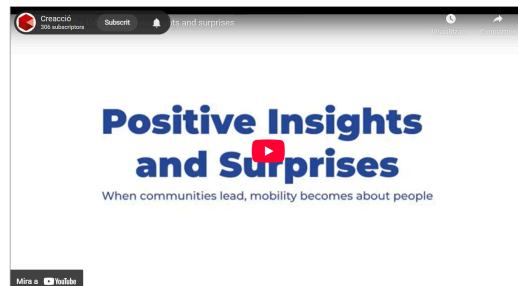
The video serves as an entry point for audiences who may not engage immediately with detailed written material. It supports dissemination, advocacy, and awareness-raising, and can be used alongside the toolkit to reach a wider range of stakeholders.

Watch the video here: <https://www.youtube.com/watch?v=TYMxrz9vBLQ>

To complement this final video, we have produced **five shorter thematic videos**, each focusing on a specific part of the Beyond the Urban journey:



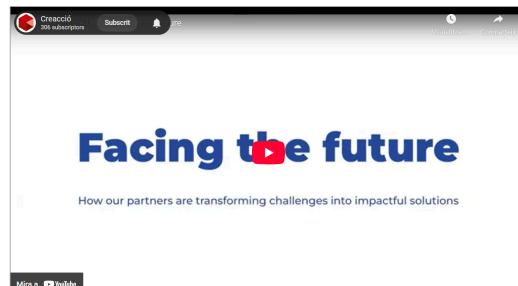
[Inspiring actions for change](#)



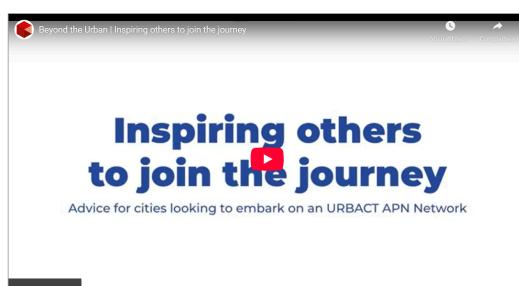
[Positive insights and surprises](#)



[Co-creation and key learnings](#)



[Facing the future](#)



[Inspiring others to join the journey](#)

2.

Partners' IAPs

A reflection on our Beyond the Urban journey and more



TEN PLANS, ONE SHARED VISION

Behind each Integrated Action Plan lies a local story—but all are rooted in a shared challenge. Across the Beyond the Urban network, partners recognised that solving urban-rural mobility gaps is not just about infrastructure, but about rethinking mobility as part of everyday life.

Over two years of collaboration, Beyond the Urban partners explored new ways to make sustainable mobility visible, practical, and trusted—from short trips to school to connections across entire regions.

This section gives you a snapshot of each partner’s IAP: their focus, their ambitions, and how they plan to turn vision into action. It follows a common approach but reflects the unique context and creativity of each territory.

For a deeper dive into the network’s learnings and methodology, check out the [BtU Final IAP Report, by Dr. Clyde Hutchinson](#), which distills the process and key insights that shaped these plans.

THE MOMENT INTEGRATED ACTION PLANS COME TO LIGHT

From planning to action: Beyond the Urban partners published their Integrated Action Plans for sustainable urban-rural mobility in December 2025, marking the end of the journey—and the beginning of implementation.

You can find all the Integrated Action Plans —both in English and in each partner’s local language— on the URBACT website:

urbact.eu/networks/beyond-urban

Let’s take a look—city by city, place by place!

Bucharest-Ilfov's IAP

Towards a seamlessly connected, people-first metropolitan system

Bucharest-Ilfov's IAP addresses congestion and poor rural-urban connectivity in a fast-growing metropolitan area of 2.2 million people. Led by the regional authority TPBI, the plan aims to improve coherence, reliability and accessibility across an already extensive network of buses, metro and trains. It outlines actions across four focus areas: Infrastructure (modernised stops, dedicated lanes, rural-urban hubs), Services (low-emission fleets and new lines), Digital Solutions (integrated platforms and ticketing), and Behaviour Change (campaigns and street-level improvements for walking and cycling).

[Discover Bucharest-Ilfov's Integrated Action Plan HERE](#)

The most impactful action: Connecting schools to public transport

The most impactful action in our IAP is Mobility for Education. The Bucharest-Ilfov region is expanding fast, and schools are often built before reliable public transport reaches new neighbourhoods, pushing families to rely on cars. Through this action, we will connect every school to the public transport network by analysing school locations and travel patterns, identifying service gaps, and adjusting or extending bus routes accordingly.

Local authorities, operators and communities will be involved to ensure routes match real needs. The aim is to cut travel time and costs, improve safety, and encourage sustainable travel habits for a healthier, more connected future in Ilfov.



Bram's IAP

Turning a rural hub into a multimodal gateway

Bram positions itself as a strategic link between rural municipalities and larger cities like Toulouse and Carcassonne—but remains heavily car-dependent, with high household car ownership and low use of cycling and public transport. Looking to 2038, the IAP proposes a shift toward a multimodal, intermunicipal system with cycling as a backbone, clearer and more frequent public transport, and stronger institutional coordination. The plan sets out 18 actions across 7 work areas, including a continuous cycling network, expanded bus services, shared mobility schemes, a new multimodal hub, and a mobility observatory to track progress.

[Discover Bram's Integrated Action Plan HERE](#)

The most impactful action: Creation Bram's Multimodal Transport Hub

The multimodal hub at Bram train station is the cornerstone of the Integrated Action Plan, supporting Bram's ambition to link rural areas with major metropolitan centres. It will bring together key mobility services in one place: trains, buses, cycling facilities, shared mobility and support services to make sustainable travel accessible to all.

As the territory's main mobility gateway, the hub will simplify daily travel and improve access to jobs, services and opportunities beyond Bram. More than a transit point, it will strengthen cohesion across the Piège Lauragais Malepère intercommunity and reinforce Bram's role as a rural–urban connector



Hradec Králové

Linking urban and rural mobility through cycling, integration and smart tools

Hradec Králové's IAP responds to its role as a regional hub, facing high commuting, rising car use, and fragmented cycling and transport integration. The plan aims to reduce car dependency and enhance active travel, public space quality, and smart mobility management. Structured around four objectives, it combines soft and investment actions: expanding bike-sharing to nearby towns, improving urban–regional links, upgrading key infrastructure and terminals, and boosting digitalisation through smart traffic tools and open data—moving toward a city of short distances and seamless rural–urban connections.

[Discover Hradec Králové's Integrated Action Plan HERE](#)

The most impactful action: Integrating bikes & public transport

The most impactful action is expanding the shared bicycle system beyond Hradec Králové, linking it more closely with public transport to build a more integrated metropolitan mobility system. The network now reaches neighbouring municipalities with strong commuting ties, such as Vysoká nad Labem and Běleč nad Orlicí, enabling commuters to combine shared bikes with public and suburban transport.

Fare integration is a key feature: holders of an annual city transport ticket get an extended free rental period, making sustainable travel more accessible. Results are very positive, with record user interest and rentals, and more municipalities ready to join as the system grows.



Kočani's IAP

Safe school zones and people-first streets

Kočani's IAP tackles high car use, unsafe walking conditions—especially around schools—and poor cycling and rural–urban connectivity. Developed through broad citizen participation, the plan promotes “mobility for people, not cars”, with safer, shaded streets and a connected active travel network. Focused on 2025–2027, it sets out staged actions: safe school zones, active-mobility corridors linking key areas, and first steps to reclaim the city centre through traffic calming and pedestrian spaces. Alongside infrastructure, the plan emphasises citizen engagement, awareness campaigns and better data to monitor progress and adapt over time.

[Discover Kočani's Integrated Action Plan HERE](#)

The most impactful action: School Streets, children at the heart of mobility

The most impactful action in our IAP is School Streets, putting children at the heart of mobility planning in Kočani. By limiting motor-vehicle access around schools during peak times, we will create safer, calmer spaces for arrivals and departures.

This helps reclaim streets for people, making walking and cycling easier while reducing dangerous crossings, traffic and air pollution. Benefits go beyond school gates: residents enjoy quieter neighbourhoods, parents feel reassured, and mornings run more smoothly. We are proud of School Streets for their immediate, visible impact on Kočani's children.



Machico's IAP

From “travelling fast” to “travelling better”

Machico's IAP addresses car-dominated mobility and limited walkability, while seizing the opportunity of a compact centre suited to a “5-minute city” approach. The plan focuses on three goals: sustainable mobility, better public space, and stronger data collection—delivered across five areas including education, culture, and physical interventions. It combines soft actions like awareness and training with practical steps: speed-reduction pilots, improved signage, redesigned public spaces, and digital tools for parking management. Continuous monitoring and user surveys ensure actions can evolve over time.

[**Discover Machico's Integrated Action Plan **HERE****](#)

The most impactful action: a participatory framework

Machico's key IAP action is a structured participatory governance framework to deliver sustainable urban development. It replaced fragmented initiatives with an integrated, investment-oriented approach co-designed with local stakeholders. Through URBACT, Machico improved cross-department coordination, engaged economic and social actors, and turned local needs into concrete actions.

The approach supports urban regeneration, social cohesion and local assets, while strengthening access to future funding. Its main value is embedding participation and strategic planning into municipal practice for lasting impact beyond the URBACT project.



Osona's IAP

From car dependency to a connected, intermodal mobility system

Osona's IAP addresses the absence of a county-wide mobility strategy by promoting a more connected system—based on better rail–bus coordination, stronger intermodality, and active mobility as a daily alternative to the private car. Covering the period 2026–2035, the plan sets out 39 actions structured around four pillars: Governance and Behavioural Change, Hubs and Intermodality, Active and Shared Mobility, and an Interurban Bus System.

[Discover Osona's Integrated Action Plan HERE](#)

The most impactful action: County Mobility Office

This is the most impactful outcome of our IAP because it turns collaboration into lasting capacity. Drafting the IAP built a strong network across Osona and Lluçanès, integrating civil society, municipalities, county-level authorities and regional stakeholders. This new way of working produced consensus-based solutions like never before and confirmed that, without a dedicated structure, implementation would remain fragile and discontinuous.

The Office ensures continuity beyond political cycles, provides technical support to municipalities, and serves as a single interlocutor with higher-level administrations. It also safeguards the cooperative method developed through Beyond the Urban, turning a temporary URBACT project into a permanent driver of change



Santa Maria Da Feira's IAP

Making sustainable mobility visible and trusted

Santa Maria da Feira's IAP tackles car dependency and low public transport use, driven not only by service gaps but by a lack of clear, trusted information—especially in rural areas. The plan combines physical upgrades with strong focus on awareness and communication. At its core is Mob.Feira, a one-stop digital platform with real-time mobility information, supported by QR codes at bus stops. Structured around 5 strategic goals and 14 actions, the IAP promotes walkability, cycling, intermodality, road optimisation and a new culture of mobility—helping shift daily habits toward healthier, more connected options.

[Discover Santa Maria da Feira's Integrated Action Plan HERE](#)

The most impactful action: Mob.Feira – all transport info in one place

The most impactful action is Mob.Feira, a digital mobility platform that centralises transport information. After installing poles at all the bus stops in the parish of Milheiros de Poiares, they were equipped with QR codes that give users real-time access to routes and schedules. QR codes and the platform are now being rolled out across the entire municipality, reinforcing Mob.Feira as a one-stop access point for mobility services.

Mob.Feira addresses a key challenge: public transport information was fragmented and often invisible, especially in rural and semi-rural areas. It currently integrates real-time public transport data and is expanding to include cycling, with information on routes, trails and infrastructure.



Szabolcs 05's IAP

Bridging the urban–rural mobility gap

Szabolcs 05, a regional association of 44 municipalities in north-eastern Hungary, faces challenges common to rural areas: population decline, car dependency, and unequal access to services. Its IAP sets out a shared vision for more cohesive and accessible mobility, aligned with Mátészalka's urban strategies. Built around six objectives and five areas of action, the plan promotes sustainable mobility and awareness, improves road safety, activates public spaces, ensures inclusive access to transport, and strengthens coordination across the region.

[Discover Szabolcs05's Integrated Action Plan HERE](#)

The most impactful action: Shaping the next generation of travellers

In the Szabolcs 05 region of Hungary, the strongest drivers of long-term mobility change is the youngest generation. This is why a flagship action of the IAP is the Sustainable Mobility School Programmes, which goes beyond traditional traffic education by presenting walking, cycling and public transport as positive and healthy choices.

Through playful activities and hands-on learning, children understand how their daily mobility affects their community. This solution's strength lies in the multiplier effect: children bring these ideas home, influence family habits and contribute to changing the local mobility culture.



Tartu Municipality's IAP

From suburban growth to rural accessibility

Tartu's IAP addresses growing congestion in suburban areas and poor connectivity in remote villages—where public transport is limited and car use dominates. It also tackles a unique local challenge: year-round access to Piirissaar island. Aiming to be “accessible to everyone, safe, and well-connected” by 2030, the plan promotes walking, cycling and public transport through a cohesive light-traffic network, school-based actions like drop-off zones and cycling education, safer multifunctional bus stops, and targeted intermodality improvements such as park-and-ride in Raadi and better access to the Käkna railway station.

[Discover Tartu's Integrated Action Plan HERE](#)

Most impactful action: Rural stops, safer and more useful

In addition to gaining and renewing sector-specific knowledge and building valuable new networks, the project led to a comprehensive Mobility Action Plan. A key priority is improving rural public transport infrastructure through safer, more comfortable bus stops: lighting rural stops and creating multifunctional stops in larger centres that also serve as information points, parcel pick-up locations and community spaces.

Another focus is developing playful, educational travel routes, for example including painting hopscotch grids or zig-zag paths on pedestrian routes to encourage physical activity, or integrating multiplication tables and other learning tasks into walking paths, making journeys engaging and instructive.



Treviso's IAP

From plans on paper to mobility people actually use

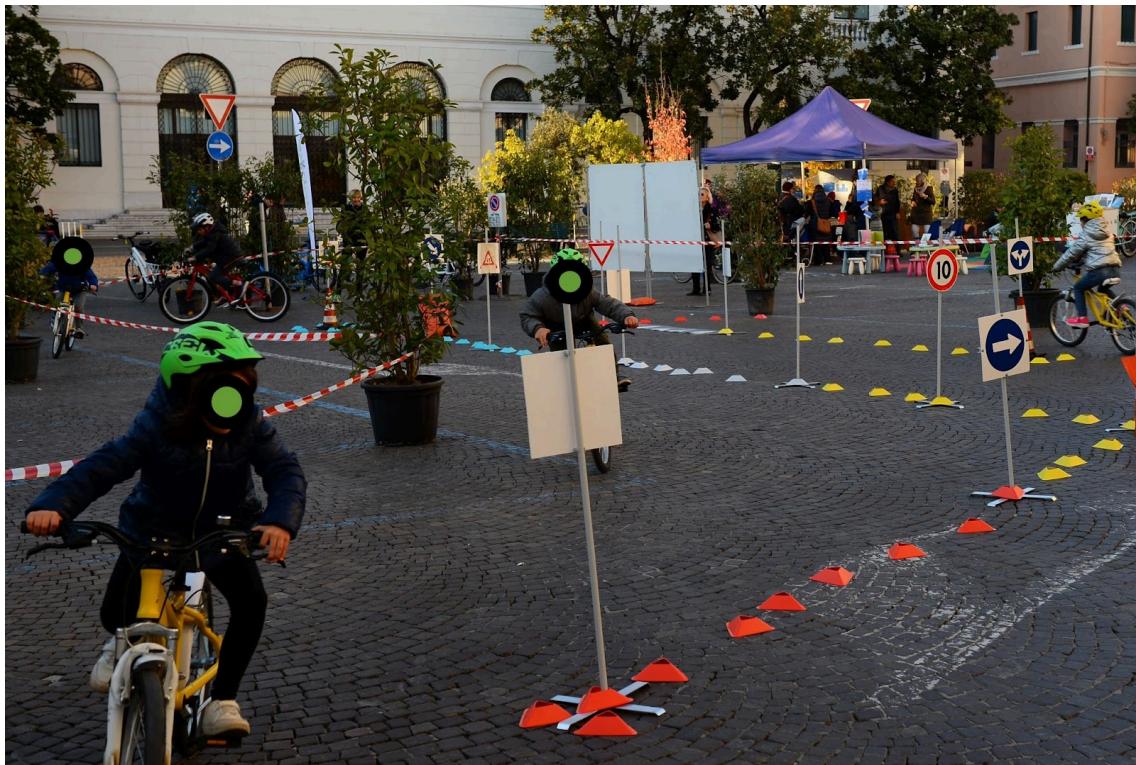
Treviso's IAP tackles a key challenge: making the city's Sustainable Urban Mobility Plan (SUMP) visible, understandable and actionable—so sustainable mobility becomes the natural choice. The plan focuses on improving intermodality and launching new services, supported by targeted communication and training for all audiences. Structured around four action areas—urban space, public transport, digital tools, and school/workplace mobility—it includes traffic calming, better cycling routes, safer stops, on-demand services, and digital tools (MaaS, ITS, real-time info), along with incentives like “Kiss & Ride” zones and discounts to shift everyday behaviour.

[Discover Treviso's Integrated Action Plan](#)

The most impactful action: Work & school travel plans

The most impactful action of our IAP is the creation of a technical table with local companies, schools, and transport operators to find solutions best suited to the travel needs of workers and students. This will reduce private car use, especially during peak hour, and influence habits by fostering a sustainable mobility mindset.

To date, 16 local businesses have joined, and we are helping them to develop commuting plans for their employees, covering a total of 8,000 employees. More companies will join soon. We are doing the same with schools, involving a total of more than 20,000 students from primary to secondary schools.



LESSONS LEARNT: FROM SHARED VISION TO LOCAL ACTION

At the end of the journey we made a collective reflection on lessons captured across the Beyond the Urban network—insights we hope to “pass the torch” with to future URBACT partners. While each city followed its own path, a number of key lessons emerged time and again.

10 KEY LEARNINGS — from Beyond the Urban —

 Start small, but start now Begin with small, low-risk actions to build momentum.	 Put people at the centre Address everyday mobility needs of citizens first.
 Build trust and communicate clearly Inform, engage, and be transparent.	 Stay open, curious, and connected Learn, share, and explore new ideas.
 Engage stakeholders from day one Involve local actors from the beginning.	 Combine co-creation with technical expertise Mix community input with expert knowledge.
 Ensure strong and stable governance Secure committed leadership and continuity.	 Think in investment terms Plan with funding and resources in mind.
 Let behaviour change grow organically Foster natural, gradual shifts in habits.	 Use schools and children as catalysts Engage kids and families in initiatives.

Many partners stress the importance of starting from **daily mobility needs**—commuting, school trips and short routine journeys—and making alternatives visible, simple and reliable. Santa Maria da Feira reminds us that information must be accessible and intuitive, and that **digital tools work best when paired with physical touchpoints** like QR codes at bus stops..

A second recurring lesson is that **mobility challenges are collective** and require **coordination and shared ownership**. Bucharest underlines that before implementing technical solutions, cities must bring all relevant actors to the same table and build commitment. Machico adds that implementation depends on **stable governance structures**, political and technical

alignment, and an “investment-ready” mindset that supports continuity over time. Bram and Kocani also emphasise the need to sustain momentum through a dedicated lead person, regular stakeholder engagement and a participatory approach where **citizens are partners, not spectators**.

Osona underlines that **participation should start from day one**—not as final validation, but as a driver of the process. Their experience shows that combining meaningful engagement with **strong technical input** (e.g., data observatories, universities) accelerates and strengthens results. Taking meetings to where stakeholders are—rather than expecting them to come—is another practical insight, along with setting clear objectives early and ensuring shared understanding of key concepts like intermodality or demand-responsive transport.

Partners also converge on **the value of starting small**: feasible, low-risk actions that build confidence, reduce resistance to change and can be scaled up later (Treviso, Bucharest, Kocani). Tartu offers a powerful reminder not to assume you fully understand the problem—URBACT tools, peer exchange and especially **on-site visits help uncover hidden layers** and spark new thinking. Behaviour change and education emerge as strong levers: Szabolcs shows how engaging children can influence families and shift local culture, while Hradec Králové stresses that **cities should enable rather than force change**—creating conditions that make sustainable choices clearly beneficial.

Overall, the network’s experience shows that impact comes from combining **long-term vision with small steps**, co-creation with leadership, and a focus on both the **human side** of mobility (habits, trust, communication) and the **institutional side** (coordination, continuity and delivery capacity).

The central message is clear:

“Sustainable mobility is not delivered by infrastructure or technology alone, but by **people, trust, and strong governance.**”

3.

Communication of the network

Publications and evaluation of the
Communication Plan

PARTNERS IN REFLECTION: LEARNING OUT LOUD

As the Beyond the Urban journey neared its final phase, something shifted across the network: our partners began to step back, connect the dots, and give voice to what had truly taken shape. After months of hands-on experimentation, co-creation and testing, this last stage became the moment for reflection—and for sharing.

That's why this has been the most prolific period of the project in terms of published content. From playful pilots turned local traditions to digital platforms and real-time data tools, partners have captured their most valuable learnings and good practices in a series of inspiring articles.

The last articles published from across the network:

Osona Carpooling for everyday commuting: when sustainability meets trust, by Mònica Carrera

[Read the complete article here](#)



Kočani
From a Playful Pilot to a Local Tradition,
by Dijana Apostolova

[Read the complete article here](#)

Machico A Paradigm Shift in Progress - the importance of local actions for mobility in Machico, by Tânia Carvalho

[Read the complete article here](#)





Santa Maria da Feira Driving digital mobility transformation in Santa Maria da Feira, by Alberto João Mendonça

[Read the complete article here](#)

Bram Cycling Beyond Tourism: when rural mobility shapes everyday life, by Elliott Jacquot

[Read the complete article here](#)



Tartu “Jupike Jala” Reducing Traffic and Encouraging Walking in Tartu Municipality, by Tõnis Tõnissoo

[Read the complete article here](#)

Bucharest-Ilfov Enhancing Urban Mobility: Real-Time Transit and Traffic, by TPBI Team

[Read the complete article here](#)

Each article is a window into local ambition, creativity, and the real work of building mobility systems that serve people—wherever they live.

Looking Back: Stories from Along the Way

Beyond the recent wave of reflections, our partners have been sharing insights since the very beginning of the journey. Whether through early pilots, stakeholder engagement strategies, or bold experiments in public space, each article has captured part of the learning that has shaped the network's evolution.

Here there are the rest of articles published throughout the two-and-a-half years of Beyond the Urban, that appeared in previous Quarterly Journals:



Hradec Králové A Mobility Cookbook for Modest Cities with Big Festivals, by Petr Schiller and Ameba Production team

[Read the complete article here](#)

Hradec Králové Organising a TNM? Here Are the Basics, by Jana Svobodová

[Read the complete article here](#)



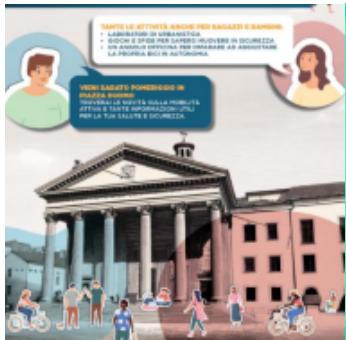
Osona Participatory Planning for a New Interurban Bus System, by Mònica Carrera Ahis

[Read the complete article here](#)

Szabolcs 05 From Awareness to Action: Small-Scale Action Paves the Way for Greener Mobility, by Monika Komadi

[Read the complete article here](#)





Treviso Let's Put the SUMP in the Square: An Initiative to Rethink Urban Mobility, by Comune di Treviso

[Read the complete article here](#)

Together, these contributions reflect the diversity of local contexts—and the shared commitment to rethinking mobility beyond the urban core.

KNOWLEDGE-BUILDING ARTICLES

Beyond the Urban was not only a space for local experimentation—it was also a place for learning, reflection and collective sense-making. Over the course of two and a half years, the network benefited from the expertise of several *Ad Hoc Experts*, who supported specific areas of knowledge relevant to all partners.

Their contributions took shape through webinars (mostly open to the public) and a series of insightful articles, which helped unpack complex topics such as behaviour change, inclusion, rural mobility innovation, and data-driven planning. These resources enriched our shared understanding and created tangible outputs for future learning beyond the project.

Here is a selection of the most impactful articles published during the network's journey:

#Behavioral Change

Making sustainable mobility stick: how cities are learning to work with human habits, by Brian Marrinan

[Read the complete article here](#)

#Storytelling

Why storytelling matters for cities and regions,

by Dr. Clyde Hutchinson

[Read the complete article here](#)

#Urban Planning

The Art of Rural Streets Rebellion, by Jon Aguirre Such

[Read the complete article here](#)

#Behavioral Change

Nudging sustainable transport choices: applying behavioural science in mobility, by Brian Marrinan

[Read the complete article here](#)

#Accessibility and Inclusion

Turning accessibility and inclusion into measurable factors for active mobility, by Iris Popescu

[Read the complete article here](#)

#Data Management

Where are you travelling today? Ensuring you have the data you need to describe new mobility, by Mar Santamaria Varas

[Read the complete article here](#)

LE & LP ARTICLES: REFLECTING THE JOURNEY

Alongside local action and experimentation, Beyond the Urban has been a shared journey of reflection and learning. Throughout the network's lifespan, the Lead Expert and the Lead Partner documented key milestones, moments and insights, capturing how ideas evolved, challenges were addressed and collective understanding grew across territories.

Shaping rural and urban mobility together: how community action drives practical change, by Dr. Clyde Hutchinson

[Read the complete article here](#)

Beyond the Urban: a bold initiative to transform Europe's urban-rural dynamics by looking beyond the car! by Dr. Clyde Hutchinson

[Read the complete article here](#)

Beyond the Urban: a race across Bucharest to experience intermodal mobility, by Dr. Clyde Hutchinson

[Read the complete article here](#)

TNM in Tartu: successful experiences to share in sustainable mobility, by Mònica Carrera

[Read the complete article here](#)

Empowering communities through URBACT Local Groups, by

Mònica Carrera

[Read the complete article here](#)

Beyond the Urban starts walking at Vic's TNM, by Mònica Carrera

[Read the complete article here](#)

EVALUATION OF THE PERFORMANCE OF THE NETWORK COMMUNICATION PLAN

During the two-and-a-half-year Beyond the Urban project, the coordination team implemented a communication plan to raise the profile of sustainable urban-rural mobility, strengthen collaboration among network partners and disseminate results to European institutions, networks and stakeholders.

A monitoring and evaluation protocol based on 27 SMART KPIs was applied and reviewed every six months until the project closed in December 2025. The main sources were, among others:

- URBACT website analytics
- Social media metrics (LinkedIn, Twitter/X and Facebook)
- Event records
- Post-activity quality surveys

Results and conclusions

Overall, the outcome was very positive: almost all the targets were met or exceeded, particularly those relating to the coordination team's responsibilities (webinars, content, social media, surveys, etc.).

Upon closer reflection, the key points are the following:

Exponential growth in communication activity, with a slow start followed by steady growth up to the final stage and peaks of activity, as well as some end-of-project urgency.

Replacing Twitter/X with Facebook due to an account closure, the causes of which are still unknown, enabled us to maintain dissemination capacity and traceability of metrics, thereby minimising reputational and operational risk.

Third-party-dependent KPIs are complex and difficult to achieve, especially those relating to partner contributions and joint actions with other networks. Partners have limited human and financial resources and sometimes struggle to keep up with the pace of the project.

Despite the audience not being mass, social media and website indicators suggest **a high-quality community of interest** (stakeholders and institutions that are genuinely connected to mobility)

Key Learnings and Recommendations from Network Communication

Throughout these years of collective work—on communication, storytelling, and sharing what works—we too have learned a lot. As we close this journey, we now see more clearly certain dynamics that weren't obvious at the beginning. Some things we would absolutely repeat; others we would adjust if starting over.

Based on our experience, here are three key learnings we wish to pass on:

1. Set differentiated and realistic goals for local communication

Local teams are highly demanded by the technical process and already face the challenge of establishing and maintaining participation through the ULGs. Communication is not always at the top of their priorities.

It is important to align expectations (ours were admittedly a bit too high) with actual resources and capacity available. Strengthening support for partners can help build their communication skills and ensure they deliver the essentials in a clear, efficient and targeted way.

2. Treat cross-network collaboration as a bonus, not a baseline

We saw strong potential for shared learning with other URBACT networks and set ambitious targets for joint activities. But such collaboration doesn't depend only on us. In retrospect, it's wiser to see it as a valuable extra—not a core objective—so expectations remain realistic.

3. Maintain six-monthly monitoring as a core management tool

Regular six-monthly monitoring proved essential to detect deviations early and apply corrective measures in a timely way. This process worked best when supported by strong joint involvement and close coordination between the Lead Expert, Lead Partner and Communication Manager, ensuring shared oversight, consistency and quick decision-making.

4. Align communication goals with the project's phase

Don't expect communication to be continuous or evenly paced throughout the project. Instead, adapt goals and efforts to each phase.

For example, network-level messages and shared challenges make sense early on, while local best practices and partner articles naturally emerge toward the end, once results take shape. Early stages—though quieter in terms of content—are ideal for mapping your communication ecosystem and activating key networks around you.

Closing the Journal, opening the road ahead

As this final Quarterly Journal comes to a close, so does our formal journey as a Beyond the Urban network – but the work on the ground is only just beginning. The Integrated Action Plans, pilots, tools and stories captured in these pages now move into the hands of the territories that shaped them, to be tested, adapted and scaled in real contexts.

Thank you to all partners, experts, local stakeholders and the URBACT programme for the trust, energy and openness you have brought to this process. We hope this last edition will serve as both a record and a springboard: a reminder of how far we have come together, and an invitation to keep building more sustainable, inclusive and connected rural–urban mobility in the years ahead.

