PUMA

Cento, Italy
36 000 inhabitants

Challenge

In 2022, Cento faced strong car dependency, safety concerns and weak links between mobility, public space and social inclusion - especially in surrounding hamlets.

Local heroes

Municipal teams and NGOs stepped in for residents of surrounding hamlets and vulnerable groups - supported by schools, ULG members and mobility experts.



Lessons learnt

- Design for those least served first.
- Look beyond city centres,
- Work with NGOs
- Test solutions in hamlets
- Let care and inclusion guide mobility - not only efficiency.

Solution

Inclusive Mobility Co-creation with Diverse Communities

Through PUMA, Cento tested mobility beyond the town centre. Small pilots showed that people in surrounding hamlets were often left out of services and everyday connections. Working with residents, schools and NGOs, the city co-created its Integrated Action Plan - linking street safety, accessibility and public space, and making peripheral communities visible in mobility planning.



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PUMA

Dienvidkurzeme, Latvia
33 639 inhabitants

Challenge

After 20 years of declining public transport, daily life in Dienvidkurzeme became car-dependent. School streets filled with cars, while cycling stayed underused.

Solution

VeloBus pilot

Through PUMA, Dienvidkurzeme rebuilt mobility from the ground up. A ULG was created in 2023, residents shared their needs in surveys, and students joined mobility activities. The VeloBus pilot brought children to school by bike, while a new municipal Mobility Plan set clear stages for improving public transport. Small actions sparked bigger conversations about safer streets and everyday travel.

Local heroes

Municipal team, local deputies, professional mobility consultants, schools, ULG members and families who turned participation into action.





Lessons learnt

- Learn from others
- Adapt good practices locally
- Test ideas with pilots
- Involve young people
- Don’t fear imperfect starts - progress begins with first steps

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Dienvidkurzemes novads

PUMA

Gdansk, Poland
489 160 inhabitants

Challenge

In 2023, Oliwa - a key district linking city and region - struggled with traffic pressure, accessibility gaps and fragmented planning despite its everyday mobility importance.

Local heroes

It started with Gdańsk Roads and Green Areas Administration, Traffic Management Office Gdańsk and Gdańsk Public Transport Authority - then Oliwa residents and the Mayor's Walking & Cycling Plenipotentiaries helped translate insights into action.

Solution

Integrated mobility action plan for Oliwa disctrict

In 2024, Gdańsk started with listening. A district-wide survey captured how Oliwa residents walk, cycle, use of public transport and experience car traffic and public spaces. Results were openly discussed with the ULG and city teams, turning live experience into concrete actions. This process delivered Gdańsk's first district-level sustainable mobility plan - feeding directly into the SUMP and focusing on accessibility, safety and liveable streets.



Lessons learnt

- Start locally,
- Listen first
- Work across departments
- Involve residents beyond formal groups
- Use districts as real-life labs for citywide change.

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GDAŃSK

PUMA

Larissa, Greece
154 537 inhabitants

Challenge

In 2022, Larissa was shaped by car-first habits. Short trips meant driving, active mobility stayed marginal, and mobility actions lived in disconnected silos.

Local heroes

City teams, OLON S.A., Municipal Police, schools, NGOs, cycling groups, businesses, media and curious citizens - this change was truly co-created!



Lessons learnt

- Test ideas in real life
- Build alliances early
- Connect pilots to strategy
- Use data to adapt
- Combine infrastructure with storytelling to shift everyday travel habits.

Solution

Larissa E-Bike Sharing for Urban Micromobility

In 2025, Larissa put 50 e-bikes on the streets and opened 10 stations across the city. With a simple app, residents began swapping car trips for bikes. Uptake was immediate, satisfaction exceeded 80%, and what started as a pilot turned into a permanent Integrated Action Plan action - embedding shared micromobility into Larissa's long-term mobility future.



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OLON
ORGANIZATION FOR DEVELOPMENT OF THE MUNICIPALITY OF LARISSA

PUMA

Liepaja, Latvia
67 421 inhabitants

Challenge

In 2022, Liepāja struggled with car dependency and fragmented mobility actions. Walking, cycling and public transport existed side by side, but rarely worked together.

Local heroes

Municipal teams, ULG members, mobility experts, NGOs and residents, who showed that planning works best when it starts locally.



Solution

Liepāja Integrated Mobility Action Plan 2035

Through PUMA, Liepāja built its first Integrated Mobility Action Plan by starting with people, not projects. Surveys and workshops opened real conversations about daily travel. A strong ULG helped turn insights into concrete actions for walking, cycling and public transport. Step by step, mobility shifted from isolated measures to a shared roadmap for accessibility, safety and liveable streets.



Lessons learnt

- **Begin with everyday journeys**
- **Invest in dialogue,**
- **Build a committed ULG**
- **Translate visions into actions early - momentum matters more than perfect plans.**

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Liepāja

PUMA

Nova Gorica, Slovenia
32 000 inhabitants

Challenge

In 2022, Nova Gorica faced car dependency and fragmented planning, made harder by limited coordination with Gorizia in a growing cross-border urban area.

Local heroes

Municipal teams, EGTC GO (an Italian authority, who tackles shared challenges in the cross-border area), mobility experts, schools, NGOs and committed local stakeholders who made cross-border cooperation real.

Solution

A cross-border integrated mobility action plan for Nova Gorica and Gorizia

Through PUMA, Nova Gorica turned a shared challenge into a shared plan. The city co-created a cross-border Integrated Action Plan, bringing partners around one table, testing URBACT tools, and shaping concrete actions for walking, public transport integration and better governance across borders. What started as dialogue became a coordinated roadmap for everyday mobility on both sides of the line.



Lessons learnt

- **Start from common problems**
- **Invest time in trust**
- **Keep tools simple**
- **Anchor local actions in long-term cross-border governance.**

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RRA severne Primorske
Regijska razvojna agencija d.o.o. Nova Gorica

PUMA

Taurage region, Lithuania
89 951 inhabitants

Challenge

In 2022, daily travel across the Green Region was dominated by private cars, while public transport felt unattractive and cycling networks remained fragmented.

Local heroes

Municipalities, public transport operators and active mobility stakeholders who turned regional cooperation into concrete change on the ground.

Solution

Joint public transport system in four municipalities

Through PUMA, municipalities started working together instead of separately. In 2023, the region aligned public transport improvements with new cycling links and digital passenger information. Step by step, safer routes and better services made sustainable travel visible and usable - helping residents rethink everyday trips and reconnecting small towns through shared mobility goals.



Lessons learnt

- **Work across municipalities**
- **Link public transport with cycling**
- **Involve operators early**
- **Use data plus communication to make sustainable choices easier for residents**

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ŽALIASIS REGIONAS

PUMA

Viladecans, Spain
67 197 inhabitants

Challenge

In 2022, daily travel in Viladecans leaned heavily on private cars, while active modes and public transport struggled to compete for everyday trips.

Local heroes

The ULG and employees of Viladecans municipality connected the dots - city teams, transport actors, schools, citizens, businesses and academia - turning collaboration into concrete actions.



Lessons learnt

- **Build a broad ULG**
- **Keep the conversation practical**
- **Test with schools**
- **Plan actions across time horizons so quick wins feed long-term change.**

Solution

Diverse Viladecans URBACT Local Group

In 2024, Viladecans built a diverse ULG bringing city teams, supra-municipal actors, operators, citizens, businesses and academia to one table. Together they mapped barriers, shaped a pipeline of actions, and launched a cycling-to-school pilot. The process linked healthy habits with safer streets - turning debate into delivery and setting priorities for short-, medium- and long-term change.



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AJUNTAMENT DE VILADECANS

PUMA

Zagreb, Croatia
790 017 inhabitants

Challenge

In 2022, Zagreb still had no formal Sustainable Urban Mobility Plan (SUMP). Responsibilities were fragmented, data scattered, and there was no shared framework to steer mobility change.

Local heroes

It all started with the University of Zagreb Faculty of Transport and Traffic Sciences, who brought everyone to the same table: the Ministry, City of Zagreb, National SUMP Office, ZET, NGOs and academia.



Lessons learnt

- Start with governance, not projects.
- Build a strong local group
- Pilot tools in one city, then scale through shared platforms, training and simple monitoring.

Solution

Developing the Croatian National SUMP Support System

Through PUMA, thanks to Zagreb University, Croatia moved from discussion to structure. In 2024-2025, Croatia's National SUMP Support Programme has been designed - setting clear governance (Ministry, Steering Committee, National SUMP Office), building a stakeholder platform via the ULG, and defining actions for training, guidance, funding and monitoring. One city became the testbed for a national model.



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