Interreg Euro-MED

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Streets for Citizens

O2.1 Territorial "Roll up" mobility action plans

https://streetsforcitizens.interreg-euro-med.eu/

Project full title: TACTICAL URBANISM - new innovative solutions for sustainable mobility in the cities to mitigate negative environmental impacts in urban life and make cities more liveable places.

Mission: Promoting green living areas

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Content

1 Introduction to Streets for Citizens project

1.1 Rethinking urban mobility in small and medium-sized cities

Sustainable mobility is vital for reducing the environmental impact of urban life. Yet, **small and medium-sized cities often fall behind** in addressing climate challenges, reducing car dependency, and creating greener, more inclusive public spaces.

The **Streets for Citizens** project responds to this gap by helping cities tackle pressing urban issues such as high car ownership and traffic congestion, road safety concerns and declining quality and availability of green and community spaces.

1.2 Project goal

The goal of the project is to **empower local authorities and stakeholders** to engage citizens in reshaping their urban environment—encouraging **sustainable transport choices**, improving public spaces, and fostering active community involvement.

By understanding the environmental and social consequences of car-centric cities, citizens can become key drivers of change.

1.3 Our approach

The project builds on the principles of **tactical urbanism**—low-cost, quickly implemented interventions designed to improve urban life. Our transnational partnership brings together municipalities and knowledge providers across the Euro-MED region to test and tailor approaches in real-world settings.

1.4 Demonstration actions

As part of the Streets for Citizens project, partners and local communities will implement a series of demonstration actions that serve as **tangible examples of how sustainable mobility and greener public spaces can be achieved at the local level**. These actions are directly based on the territorial roll-up plans, which outline long-term strategies tailored to each city's specific needs and challenges. The demonstration actions are grounded in the principles of tactical urbanism, emphasizing low-cost, temporary, and scalable interventions—such as pop-up bike lanes, pedestrian-friendly zones, parklets, or community-led greening efforts—that not only improve public space but also raise awareness and foster behavioural change. These pilots are designed to engage citizens directly, test innovative solutions in real-world conditions, and build local capacity for more permanent transformations.

2 Prototyping for long-term change – Pilot actions

2.1 Why pilot in urban development?

Piloting — testing new interventions on a small scale — should be a core part of urban development. In the Streets for Citizens project, as the partners work on their local action plans to transform public spaces and promote a shift from car use to more sustainable forms of mobility, piloting becomes essential.

Why? Because **it turns good ideas on paper to real-life interventions** that truly make a difference. Once the city identifies the key challenges that block this shift, it can design targeted actions to address them. However, even the best-laid plans can sometimes fall short of expectations. That is where pilot projects come in — offering cities a chance to test ideas before investing significant time, money, or political capital.

Borrowing from design thinking, pilot actions are essentially small-scale prototypes. They allow cities to test, learn, and adapt ideas in real-world conditions.

2.2 What is a pilot action?

A pilot action is a **low-risk, small-scale test of a planned intervention**. It helps cities check whether an idea is feasible, relevant, and adds value in specific local context. Such an idea might be completely new, or it might be a tried-and-tested intervention from elsewhere. But even proven solutions need local testing. Every city is different. When launching a pilot, one usually has a hypothesis — an assumption about what will work and why. A pilot – just like a prototype for a product - tests that hypothesis. It might succeed – or it might not – and that is okay. The purpose is to **learn, adjust, and improve** the intervention based on evidence — before scaling up.

Pilots are not separate from the action plans of cities. They feed into them. A good pilot gives confidence and insights to move forward with the action plan in a smarter way.

2.3 Key characteristics of pilot actions

Limited and temporary - Pilot actions are like prototypes – the simplified, smaller-scale versions of the final intervention a city intends to test. They are restricted in time, space, and scale. For example, if a city wants to test a car-free street, one section might be closed during weekends for a few weeks.

Iterative – Pilots often involve testing, adjusting, and re-testing. Cities tweak based on results.

Participatory – The user perspective is critical. Pilots should be designed and implemented with people, not just for them.

Measurable – Not only outcomes but also their assessment should be designed. The more a city can measure, the better the evaluation can be.

2.4 The role of pilots in achieving long-term goals and changes

Pilots and demonstration actions are valuable tools for testing almost any type of urban development intervention. While cities sometimes treat them as standalone "projects," they are not meant to exist in isolation. On the contrary, testing, prototyping, and piloting should be an integral part of broader strategic processes and can play a key role in achieving long-term goals.

When developing strategies or action plans, it is relatively easy to forecast the outcomes of actions that have been implemented before—the risk of failure is low. For instance, building a protected bike lane along a busy street is a relatively straightforward intervention and likely to deliver the expected benefits.

However, there are cases where the outcome is less predictable. Innovative actions, especially those that have not been tested locally, carry higher risks. Imagine a city wanting to convert a busy urban roadway into a pedestrian area. Even if traffic models suggest it is feasible and will not cause major disruptions, things can easily go off track during implementation. Such interventions involve several types of risk:

- The action may not deliver the intended results.
- There may be unforeseen negative side effects.
- Residents may be unprepared, unreceptive, or even openly hostile to the change.

Pilot actions can play a critical role in identifying, mitigating, or even eliminating such risks. When done well, pilots offer clear value to residents, decision-makers, and planners alike. **Residents and politicians can experience the changes in practice**—even if on a smaller scale—rather than just seeing plans on paper. Planners gain practical feedback on what works and what needs adjustment, well before committing substantial budgets to full-scale implementation.

Overall, smart cities make extensive use of pilots as part of their planning and implementation processes. Thoughtfully designed, executed, and evaluated pilots carry minimal downside and provide a range of practical benefits.

We have already established that pilots help cities avoid wasting resources on large-scale (often infrastructure-heavy) investments that may fail. But their value goes far beyond that:

- **Proof of concept** – Pilots validate an idea before scaling it up or embedding it in the local strategy or action plan.
- **Low-cost testing** – Pilots are usually relatively inexpensive compared to full implementation.
- **Build public and political support** – When decision-makers and residents can see and experience the results, it is easier to gain their buy-in.
- **Boost stakeholder engagement** – It is often easier to mobilize and engage stakeholders through hands-on action than through abstract planning. Co-creating a pilot can energize collaboration and build shared ownership.
- **Improve public acceptance** – People often resist change and prefer the status quo, even if it is flawed. Pilots allow them to form opinions based on real-life experience rather than assumptions or misinformation.
- **Deliver quick wins** – Pilots provide visible, short-term results during what is often a long planning and implementation process. This helps maintain momentum and demonstrates progress.

3 Description of the pilot thematic groups

Liveable public spaces, *active mobility*, and *pop-up activities* are the three core pillars of the Streets for Citizens Project. Together, they support the shift towards more sustainable and people-centred towns and cities. While **liveable public spaces** focus on long-term improvements that combine **social use with climate resilience**, **active mobility** promotes more **sustainable daily travel** by improving infrastructure for walking, cycling, and public transport. **Pop-up activities** add a flexible and experimental layer, **temporarily transforming spaces and testing ideas** that can shape future planning. Combined, they contribute to an approach to urban development in Europe's small and medium-sized cities, with an emphasis on sustainability and the everyday needs of residents.

3.1 Liveable public spaces

3.1.1 Introduction

Liveable public spaces are **the beating heart of sustainable cities**. They represent the **intersection of social inclusion, environmental resilience, and urban wellbeing**. As accessible and inclusive areas, they support interaction, learning, and leisure while helping communities adapt to climate challenges.

Many cities are rethinking how public spaces are used — transforming often underused, concrete-dominated areas into **multifunctional and biodiverse green areas** that mitigate the negative effects of climate change and provide shelter for the community. These transformations might incorporate sustainable elements such as depaving, permeable pavements, and water features, along with carefully planned blue-green infrastructure to mitigate urban heat islands and create natural climate shelters.

Beyond their environmental benefits, these spaces offer **new opportunities for community use** through dedicated activity zones and upgraded public amenities. They provide residents with areas for outdoor learning, play, and social engagement, enriching the fabric of towns and cities.

The goal is to create public spaces that are flexible, safe, and welcoming for all. Especially in small and medium-sized cities, where transformation can have a big impact, liveable spaces offer a practical path toward more vibrant, climate-ready communities.

The European Union supports these efforts through initiatives like the European Green Deal, the New European Bauhaus, and the Urban Agenda for the EU. These frameworks

encourage cities to prioritize green, inclusive spaces and offer tools and funding to help make them a reality.

3.1.2 Good practices

The School Yard Project in Ghent (Belgium)


Photo by Katrina Eglite, Unsplash

Ghent, a mid-sized city in Flanders, has become a reference in integrating climate adaptation into liveable public space strategies. One notable intervention is the transformation of a concrete schoolyard in the Sint-Amandsberg neighbourhood into a green and biodiverse community hub. What was once an impermeable, heat-absorbing surface is now a multifunctional environment with permeable pavements, shaded seating areas, water elements, and native plant species.

This green schoolyard is not just used during school hours — it's open to the public after hours and on weekends, encouraging community engagement and intergenerational interaction. The project succeeded through strong collaboration between the city, local schools, and community organisations. It demonstrates how even small-scale interventions can bring broad environmental and social benefits.

Pedestrian-Centred Urban Model in Pontevedra (Spain)


Photo by Arturo Rey, Unsplash

Pontevedra, a small city in Galicia, undertook a radical transformation of its public spaces by reducing car access and prioritising pedestrians. Although not a typical "green" intervention, its holistic approach to creating liveable public spaces stands out. By reconfiguring traffic flows and increasing walkable areas, the city reclaimed urban space for people.

New seating areas, shaded pathways, and accessible plazas have made the city more attractive and functional, especially for children, elderly people, and people with disabilities. The approach encouraged more active travel, reduced air and noise pollution, and revitalised social life in

the city. Pontevedra shows how thoughtful, systemic changes to infrastructure can turn public space into a daily asset for residents.

3.1.3 Success criteria for pilot cities

When planning and implementing liveable public space interventions, pilot cities should pay attention to the following success factors:

- **Involve local actors** – co-design with schools, community organisations, and residents.
- **Ensure multifunctionality** – accommodate social, educational, ecological, and recreational uses.
- **Prioritise climate resilience** – include green infrastructure to combat urban heat and support biodiversity.
- **Promote accessibility and inclusion** – design for all ages and abilities.
- **Plan for maintenance** – involve local stakeholders in upkeep and programming.
- **Integrate with urban mobility networks** – connect to pedestrian and cycling routes, and public transport.
- **Enable flexibility and testing** – use temporary or modular installations to pilot ideas.

3.1.4 Pilot actions to be implemented in Streets for Citizens

The Streets for Citizens project's aim is to strengthen public institutions' ability to collaborate with citizens. *Liveable public space* interventions naturally support this goal through participatory design and pilot projects involving schools, businesses, and residents.

Three pilot cities — **Utebo (Spain), Latsia (Cyprus) and Rome (Italy)**— have chosen liveable public spaces as their primary focus in the Streets for Citizens project:

Utebo will transform a **concrete schoolyard into a green, multifunctional area** that integrates nature-based solutions and provides climate shelter. The space will be designed to serve both pupils and the broader community, contributing to local climate resilience and involvement of local community. The intervention will explore whether vegetation and shade can enhance educational activities, improve thermal comfort during summer, and encourage social connections.

Latsia, through a project in the Yeri park area, will aim to **improve the inclusivity and usability of public space**. The focus will be on upgrading infrastructure, accessibility, and

amenities to encourage use across different age groups and community segments. Their intervention will seek to create a more inviting and multifunctional urban space for residents and visitors alike.

Rome will implement **a permanent School Street** to improve road safety by reducing vehicle traffic around the school and encouraging active, sustainable travel modes like walking and cycling. The intervention aims to create a safer, healthier environment for children and the community, while promoting long-term changes in mobility habits and contributing to a more liveable urban space.

All three cities will demonstrate how targeted interventions in public space can address local needs while contributing to broader urban resilience and community well-being.

3.2 Active mobility

3.2.1 Introduction

Active mobility or active travel or transport is **the movement of people or goods by non-motorised means**, based on the physical activity of human beings. The most popular forms of active mobility are cycling and walking, providing numerous benefits like improving health and reducing traffic congestion in urban areas.

Encouraging more people to walk and cycle is essential for Europe to meet the sustainability goals outlined in the European Green Deal, that set the ambitious objective to achieve a 90% reduction in transport-related emissions by 2050.

To improve soft mobility in cities, **it is necessary to re-design urban spaces** by creating more pedestrian and cycling infrastructure as well as public services to bring people, activities, buildings, and public space together, with easy walking and cycling connections between them and the rest of the city.

3.2.2 Good practices


Photo by Muhammed Fardeen Finos, Unsplash

School streets and other initiatives in London (United Kingdom)

Many cities are implementing urban plans and strategies to improve the health of their citizens by encouraging active mobility. Among these, London implemented a strategy called "The Healthy Streets Approach" in 2014, in which 10 action points were set up by the Transport for London Society to increase active mobility levels and reduce the incidence of diseases. In particular, the Mayor of London has set up the "Cycling Action Plan 2" that allowed the expansion of cycling routes from 90 km in 2016 to 330 km in 2023, with the aim to expand it further (with the intention that 40% of Londoners will live within 400m of a Cycleway by 2030). With the "Walking Action Plan", the city invested in making streets safer and more attractive for walking by reducing motorised traffic dominance in residential areas and near schools. Within this plan, as of March 2022, over 500 School Streets have been delivered across 31 London boroughs. These traffic-free zones provide additional space outside of the school to encourage active journeys and provide a safer, healthier and more pleasant environment for parents and children at drop off and pick up times.

Slow streets in San Francisco (United States of America)

San Franscisco has introduced the concept of "Slow Street" which are safe, comfortable, low-vehicle-traffic routes that prioritize active transportation and community-building. These shared streets are thoughtfully designed and implemented on residential streets to provide protected and adequate alternatives to driving. They are open to all forms of transportation, including vehicles accessing properties along the corridor, and emphasize slow and safe speeds to support a diverse mix of uses. A series of durable design tools were used to create these streets like traffic diverters, traffic calming (i.e. speed cushion and humps), STOP signs, pavements markings and traffic calming. Moreover, to reinforce the sense of community, the city launched a program to paint murals directly onto the street pavement by the community members.

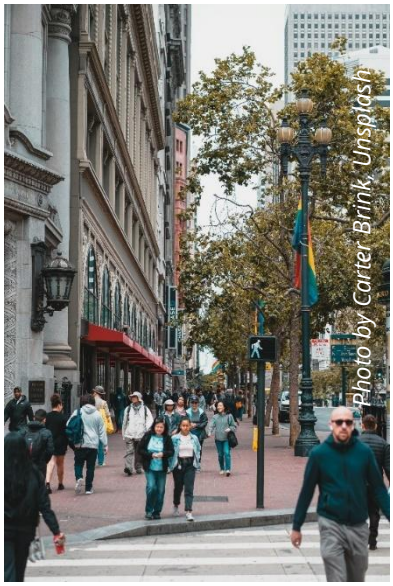


Photo by Carter Brink, Unsplash

Cycle Superhighways in Copenhagen (Denmark)


Photo by SAMUEL OFOSU, Pixabay

Another example is the city of Copenhagen, which was transformed by the pioneer architect and urban planner Jan Gehl into a human-centred city that puts walking, cycling, and social interaction first. Copenhagen has invested heavily in quality cycling infrastructure to create a coherent, safe car-free cycle network. In the Greater Copenhagen (the city itself and 23 nearby towns) a series of bicycles lane were implemented, to create the so called "Cycle Superhighways", a coherent network of cycle highways which provides a safe ride with increased safety and fewer stops than on regular streets, offering an alternative to the car on distances of more than 5 km. In 2022, Copenhagen opened five additional cycle superhighways that allow commuters to cycle across municipal boundaries. Moreover, the city widely implemented data analysis and smart technologies to improve safety and the quality of life. For example, new rain sensors installed on traffic lights along their Super Bike Highway detect rainfall and extend green light duration by up to 20 seconds.

To enhance the liveability of cities, it is essential to prioritise the needs of citizens in all planning activities. Local governments are becoming increasingly aware of the benefits of citizen participation in urban decision-making.

In the cities of London, San Francisco, and Copenhagen, the implemented interventions consistently involved active public participation.

In the case of London, the London Transport Company planned several rounds of consultation with citizens to identify and plan the layout of cycle paths to be implemented in the city. San Francisco actively engaged local community from the outset of its "Slow Streets" initiative – originally launched during COVID-19 pandemic and later introduced the community-focused initiative "Slow streets, Fast friends", which aims to create street murals at up to nine locations in 2024. Although geographically separate, the murals are united by a common mission to connect public spaces and their surrounding communities through public art and neighbourhood participation.

In the case of Copenhagen, the realization of such large-scale infrastructure projects enhanced the perception of public open space and the sense of belonging. At the centre of redesigning these new infrastructure models, the City of Copenhagen has placed its residents, granting them an active and independent role in local participation processes.

3.2.3 Success criteria for pilot cities

To ensure success and replicability of pilot activities in other cities, it is necessary to:

- **Identify key stakeholders**— prioritizing citizens) and engage them from the very start of the process.
- **Ensure the needs and ideas** of the citizens have been put at the centre of the pilot activities.
- Guarantee truly **effective and personalised communication**.

3.2.4 Pilot actions to be implemented in Streets for Citizens

The Streets for Citizens project aims to promote change for active citizen participation in defining public space and active mobility challenges.

During the project activities, two cities – **Portalegre and Ioannina** – will address the challenge of fostering and supporting active mobility actions.

In particular:

- City of **Portalegre**: create an **accessible, multi-coloured pedestrian corridor** to improve safety, promote sustainable mobility and increase public engagement.
- City of **Ioannina**: revitalise an abandoned and degraded urban space by **improving sustainable mobility and accessibility**, together with aesthetic enhancement of the area.

Common challenges include the need for safer, more accessible spaces that enable people to reclaim their city and strengthen their connection with the community.

The participatory approach used in designing pilot actions will help reconnect citizens' needs with policymakers and urban planning strategies.

3.3 Pop-up public activities

3.3.1 Introduction

Pop-up public activities, events, or interventions – depending on their scale – offer a flexible way to temporarily transform everyday spaces in towns and cities. They **quickly bring people together and inject new energy into urban settings** by establishing adaptable public spaces that respond to local needs and conditions.

These interventions breathe life into neglected or underused areas, showing how streets, squares, or corners can serve alternative purposes beyond traffic or transit. By introducing simple elements like benches, decorative trees, play zones, or shaded seating, they **create inviting and comfortable places** for people to pause, gather, and interact. Pop-up public activities can quickly demonstrate the potential of sustainable, human-centered design. Often, to be truly effective, they are accompanied by additional programming and placemaking.

Link to citizen engagement

Pop-up public activities invite citizen involvement, turning passive users into active participants in shaping their environment. This grassroots engagement fosters a sense of ownership, encourages dialogue between stakeholders, and ensures that urban solutions are responsive to the real needs of the community.

Link to sustainable urban planning

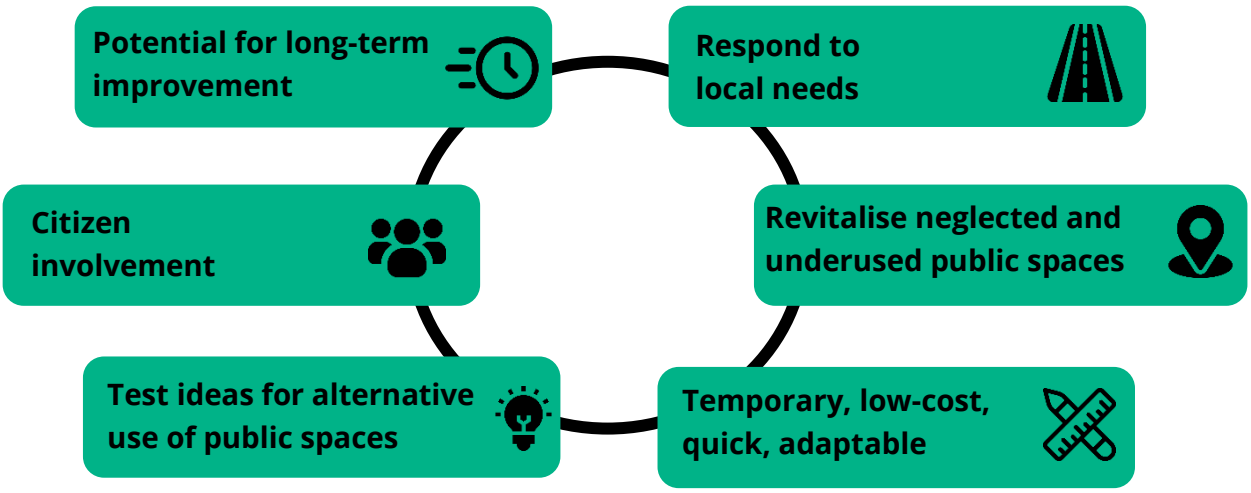
Pop-up public activities play a vital role in sustainable urban planning. Often low-cost and quick to implement, pop-up setups respond to common urban challenges such as a lack of greenery, limited pedestrian space, or the effects of urban heat islands.

They also serve to test new ideas - how people move through a space, how they use it, and how it makes them feel. In this sense, pop-up activities can be seen as experimental projects: temporary but with the potential to inspire long-term transformation. The feedback they generate provides valuable insights for more permanent, responsive improvements to public space.

Link to tactical urbanism

These flexible, often community-led initiatives align with tactical urbanism principles—small-scale changes that aim to improve urban spaces incrementally.

Figure 1: Main aspects and attributes of pop-up public activities



Source: own design

3.3.2 Good practices

Pop-up parklets in Vienna (Austria)[1]


Photo by Petra Očkerl, IPoP

Vienna's dense Gründerzeit-era urban fabric, dominated by traffic and limited greenery, faces growing challenges such as heat islands and a lack of quality public spaces. To address these, the City of Vienna introduced Grätzloase—temporary pop-up parklets that transform parking spaces into small green oases for community use.

Launched by the Environmental Protection Department in collaboration with local actors, the initiative promotes sustainability, social interaction, and climate resilience. Each year, an open call invites citizens to propose parklet ideas. Selected projects receive funding, guidance, and materials to bring their visions to life. The parklets—ranging from DIY setups to high-tech designs—typically appear in spring and are removed in autumn.

[1] https://smartcity.wien.gv.at/graetzloase/
https://graetzloase.at/

Since its launch, over 400 parklets have been created, hosting events like concerts, workshops, and gatherings. These spaces enhance liveability by providing shade, reducing urban heat, and fostering community connections. Grätzloase is a successful example of how small-scale, citizen-driven interventions can revitalize urban life.

Piazze Aperte in Milan (Italy)[2]

Piazze Aperte is Milan's initiative to transform underused public spaces into vibrant, pedestrian-friendly areas that promote sustainable mobility and community life. Based on quick, low-cost, and flexible urban design strategies, the program reimagines public squares as places for gathering, not just parking or transit.


Photo by Nina Plevnik, IPoP

Launched after successful pilots in 2018–2019, the city issued a call for proposals, receiving over 60 suggestions and implementing nearly 40 interventions by 2022. Each project creates more liveable, greener streets with pedestrian zones, bike racks, benches, and greenery—adding over 22,000 m² of public space citywide.

Central to Piazze Aperte are "Collaboration Agreements," which empower citizens, groups, and organizations to co-create, manage, and maintain these shared spaces. The program fosters civic engagement and ensures that half of Milan's residents now have a revitalized square within a 15-minute walk.

3.3.3 Success criteria for pilot cities

The list of success criteria is grouped into six plus one categories align with the main aspects and attributes of pop-up public activities.

[2] https://globaldesigningcities.org/update/piazze_aperte_report-en/
https://www.comune.milano.it/documents/20126/409775564/Piazze+aperte+-
+A+public+space+program+for+Milan.pdf/fcefa9da-98c3-baa5-7bd9-ad1554c61658?t=1653560401192

1. **Relevance to local context** (Respond to local needs)

Activities should reflect local culture, needs, and values, making them meaningful and well-received by the community.

2. **Accessibility, inclusivity, aesthetic appeal** (Revitalise neglected spaces)

The environment must feel safe and welcoming, with adequate seating, shade, lighting, and clear pathways. Visually engaging setups attract attention and encourage people to linger, take part, and share their experience. The space and activities must be physically and socially accessible to people of all ages, backgrounds, and abilities.

3. **Flexibility and adaptability** (Temporary, low-cost, quick, adaptable)

Pop-up public activities should be easily adjustable in scale or format to respond to unexpected challenges, weather, or community feedback.

4. **Measurable impact** (To test new ideas)

Define clear objectives (e.g. number of participants, feedback collected, engagement level) and evaluate outcomes to inform future projects.

5. **Community engagement** (Citizen engagement)

Activities should actively involve local residents, inviting participation, feedback, and co-creation to ensure relevance and support. The activity should encourage social exchange—whether through games, workshops, or shared spaces—to strengthen community bonds.

6. **Sustainability** (Potential for long-term improvement)

The use of recycled materials, greenery, and minimal-impact installations supports ecological responsibility.

+ **Communication**

Clear, timely communication helps to attract diverse participants. Visible signage and online/offline outreach are key.

3.3.4 Pilot actions to be implemented in Streets for Citizens

According to the Application Form, *"The project addresses common territorial challenges of 1) high rate of car ownership, traffic and road danger 2) spaces for green and for community activities are getting rare in quantity, and/or in quality."*

Pop-up public activities offer an effective, low-cost response to the growing challenges of urban traffic, car dominance, and the shrinking availability of quality green and communal spaces. By even temporarily reclaiming areas typically reserved for cars—such as parking spots or underused roadways—these initiatives contribute to reducing car presence, calm traffic, and improve pedestrian safety. At the same time, they introduce much-needed greenery, seating, and social infrastructure in neighbourhoods where permanent public spaces are limited or degraded. These temporary interventions not only provide immediate environmental and social benefits but also demonstrate the potential for more permanent urban transformations that prioritize people over vehicles and support healthier, more connected communities.

Among the Streets for Citizens partnership, two pilot cities have chosen to implement pop-up public activities: **Ptuj and Centar Sarajevo**.

In **Ptuj**, because of climate changes the city centre is more exposed to urban heat islands and the floodings of river Drava have become more unpredictable – which cause the main challenge. The city of Ptuj would like to make the city centre more liveable and comfortable. With demonstration action they expect to **increase urban corners in the city for residents and commuters to have relaxing places**. Their expectations include bringing small social corners to the city and make it more sociable, liveable, green and attractive, with adding some greenery, benches, small children's playground, etc.

Centar Sarajevo aims to address the following challenge: the lack of green areas and suitable conditions for planting trees in heavily urbanized areas, which contribute to increased carbon emissions and higher temperatures. By introducing **tree plantations along footpaths in urban areas**, they expect to reduce carbon dioxide emissions, temperatures and improve air quality, thereby reducing the negative effect of the urban heat island. According to their expectations, the intervention will also improve the quality of pedestrian spaces, creating a more pleasant and safe environment for pedestrians, which will result in an increase in the use of pedestrian corridors and a stronger promotion of sustainable urban mobility. They expect positive reactions from the local community, including increased security, better aesthetics and functionality of the public space.

4 Introduction to the oll-up action plans

4.1 Roll-up action plans: strategic roadmaps for local demonstration actions

As part of the Streets for Citizens project, each territorial demonstration partner is responsible for preparing a **roll-up action plan—a detailed and context-specific blueprint that guides the design, implementation, and evaluation** of their local pilot action. These plans are essential tools that align local efforts with the project's overarching goals of promoting sustainable mobility, greener public spaces, and active citizen involvement.

4.2 From participation to planning

The roll-up plans are **rooted in citizens' input**. They build upon insights gathered through community breakfasts, participatory workshops, walking conversations and other public consultation events. These inclusive methods ensure that planned interventions reflect real community needs, foster local ownership, and create momentum for change.

4.3 Structure of the roll-up action plans

Each Roll-Up Action Plan is designed as a practical and strategic roadmap for implementing local demonstration actions within the Streets for Citizens project. The plan is structured into **five key sections**, ensuring a comprehensive approach that combines local context, citizen input, targeted interventions, and measurable outcomes.

4.3.1 Local context

This section provides an overview of the partner city, focusing on the specific urban challenges it faces. It also summarizes relevant policy frameworks at the local, regional, national, and EU levels that shape mobility and public space development.

4.3.2 Transnational demonstration action

Partners select one of three thematic pilot groups: *Liveable Public Space*, *Active Mobility*, or *Pop-up Public Activities*. For the chosen theme, they define the core challenges, develop a hypothesis, and outline key testing questions. This section also identifies the physical location of the pilot and gives a clear summary of the planned activities.

4.3.3 Citizen engagement & community campaign

This part identifies the stakeholders and target audiences involved in the pilot. It details the participatory methods used to engage citizens—such as community breakfasts and workshops—and presents the design of the community campaign aimed at raising awareness and encouraging sustainable behaviour change.

4.3.4 Monitoring & assessment

The plan includes a results framework with specific objectives, output and result indicators, and baseline/target values to measure the success of the intervention. It also describes the methods for assessing impact and reflects on potential obstacles and enabling factors that could influence the outcome.

4.3.5 Financial resources

A crucial component of any successful project plan is a clear and realistic financial framework. Specifically, each plan must outline both Interreg funds—the external financial support provided through the Interreg programme—and own funds, which represent the co-financing contributions from project partners. This dual-source funding structure guarantees shared responsibility and reinforces the project's sustainability and ownership across participating organizations.

4.4 Why it matters

The Roll-Up Plans ensure that each demonstration is **well-grounded in local realities**, while still contributing to a shared transnational learning process. By embedding community feedback and robust monitoring frameworks, the plans help transform tactical urbanism interventions into scalable, evidence-based strategies for more liveable and sustainable cities.

5 Roll-up action plans – city by city

5.1 Latsia-Yeri

5.1.1 The local context

Partner city – the local context

The "Streets for Citizens" pilot project aims to create more liveable, inclusive and sustainable public spaces in the Latsia–Yeri Municipality, addressing persistent challenges related to urban planning, mobility, and citizen engagement. Despite serving a population of over 28,000 residents, the municipality lacks participatory decision-making tools in local development, limiting citizens' ability to shape their environment and co-create spaces that reflect their needs. These challenges are compounded by a high dependence on private vehicles, with over 85% of daily trips in Cyprus made by car, while active mobility modes such as walking and cycling account for less than 10%. Infrastructure for non-motorised transport remains fragmented and inadequate, discouraging its use and contributing to congestion and a lack of safe, attractive public spaces.

At the same time, although the municipality manages over 50 parks and green areas, their usability is often compromised by poor maintenance, vandalism, littering and insufficient lighting, reducing their appeal and limiting their role in promoting community well-being. The socioeconomic context further shapes these urban dynamics. The economy of the Nicosia District is dominated by the tertiary sector, with only 1.9% of the workforce employed in agriculture and 6.9% in industry. Latsia's local economy is diverse, reflecting its proximity to the capital: it includes vibrant retail and service sectors, ongoing residential development and educational institutions such as the Open University of Cyprus. A key economic driver is the Latsia Industrial Area, home to over 200 factories employing more than 5,000 people, contributing significantly to local employment and logistics.

To respond to these interrelated urban and social challenges, the project employs Tactical Urbanism approach to reimagine public space through community co-design. Planned interventions include the creation of a green corridor near the Latsia Health Centre, enhancing walkability, shade and safety through new plantings and upgraded crossings, and the revitalisation of a park in Yeri, incorporating alternative exercise equipment and gamified features to encourage intergenerational physical activity and social interaction. These actions align with the Latsia–Yeri Integrated Spatial Development Strategy, which emphasizes sustainable mobility, green infrastructure and improved quality of life. The

initiative also supports ANEL's mission to advance sustainable development and participatory governance across its member municipalities.

Short summary of relevant policies at local, regional, national and EU level

The Streets for Citizens pilot aligns with local, national and EU policies promoting sustainable urban spaces and citizen engagement. Locally, it complements the Latsia-Yeri Spatial Development Strategy, which includes actions for green spaces and environmental sustainability. The project is fully aligned with national priorities, supporting the objectives of the Local Government Reform, the National Strategy for Active Citizenship, THALIA 2021–2027 and the Cyprus Recovery and Resilience Plan by promoting participatory governance, green infrastructure and sustainable urban development.

At the EU level, the pilot directly supports several key strategies, including the New European Bauhaus, through its emphasis on sustainability and inclusion in the redesign of public spaces. It aligns with the EU Urban Agenda, especially the partnerships on Public Spaces and Sustainable Land Use, as well as the European Green Deal, by contributing to urban greening and citizen-led climate resilience. Additionally, it supports the EU Mission for Climate-Neutral and Smart Cities, promoting local transformation through active civic participation, and the European Pillar of Social Rights, by enhancing access to inclusive, high-quality public spaces for all.

5.1.2 Transnational demonstration action

Pilot thematic group: Liveable public space

Challenges

ANEL's intervention addresses several challenges related to the usability and inclusivity of parks (Yeri park) and public spaces (Latsia Health Centre area):

- **Poor infrastructure limits functionality and comfort.** In Latsia, the health centre operates until the afternoon, and the adjacent corridor can serve as a valuable space for people waiting for appointments or simply passing through. While there is a pleasant grassy area in front of the centre, the lack of benches or other inviting features makes it unattractive for people to sit, gather, or relax, especially in the afternoons and evenings. Similarly, in Yeri, the neighbourhood park includes an outdated kiosk and lacks engaging play equipment, which discourages families, children and neighbours from using the space.

- **Limited accessibility prevents equitable use by all community members**, including people with disabilities and the elderly.
- **Lack of sufficient amenities** (e.g., seating, shade, play and activity zones) reduces dwell time and discourages use in both areas.
- **Underutilisation of potentially vibrant areas undermines their role as social and environmental assets.** This is especially critical in the case of the Latsia Health Centre area, which is centrally located and surrounded by various amenities, yet remains unattractive and underused due to its current design limitations.

Aligned with the Latsia–Yeri Spatial Development Strategy, ANEL's approach focuses on mild, strategic interventions to improve infrastructure, enhance the visitor experience, and attract a broader, more diverse user base.

Hypothesis

Improving public spaces infrastructure, accessibility, and amenities will significantly increase the attractiveness, usability and inclusiveness of these areas.

We expect this will lead to:

- Increased visitor numbers.
- Use of the area of Latsia Health Centre as a social gathering spot in the afternoon or evening.
- Higher levels of community engagement and interaction.
- Greater use by underrepresented groups.
- A more vibrant and socially cohesive urban environment.

Ultimately, we aim to demonstrate that enhancing public spaces contributes directly to improved quality of life for both residents and visitors. In particular, the green corridor intervention is expected to foster a sense of shared responsibility, as residents will be encouraged to care for the planted herbs and greenery, strengthening collaboration and cultivating a collective attitude of maintenance and co-ownership of public space. The same approach can be applied to the revitalized park in Yeri, where engaging design and community involvement will promote a similar sense of connection and ongoing stewardship.

Testing questions

With these interventions, we want to test how improvements in infrastructure, accessibility and amenities impact the usability and attractiveness of public spaces. We also aim to test whether these changes will attract a more diverse group of visitors, including people from different backgrounds, ages and communities. Furthermore, we want to evaluate whether the intervention can serve as a model for other municipalities and members of ANEL, demonstrating its potential for broader application.

Key testing questions include:

1. How do new amenities like seating areas, kiosks and fitness spaces affect the time spent by visitors both in Latsia Health Centre area and Yeri neighbourhood park?
2. What is the impact of these interventions on the diversity of people visiting (age, background, etc.)?
3. Are the spaces perceived as safer and more accessible by users after these changes?
4. Do these changes encourage more community engagement and active use such as walking, socializing or exercising?
5. How cost-effective are these improvements in terms of long-term sustainability?
6. Do users—especially local residents—feel more inclined to care for and "co-own" the improved spaces?

By answering these questions, we aim to determine if the interventions address challenges of accessibility and poor infrastructure. The results will guide whether the interventions should be expanded or made permanent. This will also help us scale the project to other areas, ensuring it contributes to a more inclusive liveable spaces that promote community well-being and active urban life.

Location of the intervention

Initially, the proposed areas for intervention were different; however, following the participatory neighbourhood walks conducted in May and the community afternoon that brought together citizens, the mayor and municipal officials, new priorities emerged. The selection of these final locations reflects the outcomes of this inclusive process and highlights the value of active citizen engagement in shaping urban development. The intervention in Latsia-Yeri Municipality targets multiple locations to address diverse needs for liveable public spaces.

In Yeri, the intervention will take place in a neighbourhood park in Seferi Street that currently includes a kiosk with seating but lacks regular visitors, indicating a need for increased visibility, maintenance and attractiveness.

Figure 2: Location of the intervention - Yeri

Source: ANEL

Figure 3: Location of the intervention – Latsia

Source: ANEL

The second intervention is planned for Latsia, focusing on the corridor adjacent to the Latsia Health Centre, which also provides access to a nearby playground. These locations were selected to benefit both municipal quarters and respond to varied public needs. The decision was based on the Latsia-Yeri Spatial Development Strategy, consultations with municipal officials and community engagement, ensuring alignment with residents' priorities.

Summary of planned activities

The pilot is planned for completion by December 2025, with exact dates to be determined. The planned intervention in Latsia focuses on the enhancement of the pedestrian pathway and green corridor that connects Dimitri Stavrou and Doros Loizou streets. This area will be upgraded through the planting of trees and flowers to enrich the natural environment, along with the installation of shading structures and improved lighting to ensure safety and comfort throughout the day. The green corridor leads to a nearby playground and functions as a welcoming space for people visiting the adjacent health centre — both as a waiting area during operating hours and as a place to rest or gather in the afternoons when the centre is closed. The landscaping will also include a variety of herbs and edible plants for shared community use, encouraging a sense of connection to the space and its care. Additional urban furniture, such as benches and designated meeting spots, will promote social interaction and community engagement along the route.

In Yeri, the intervention will take place at the intersection of Georgios Seferis and Dionysios Solomos streets, in a neighbourhood park area with existing infrastructure but limited use. The aim is to revitalize the space by introducing equipment for sports/games and recreational activities, including outdoor gym stations and table games, creating opportunities for physical activity and social interaction. These installations will include alternative and creatively designed elements—such as handmade or low-cost constructions—to ensure both sustainability and a unique, inviting character for the space.

5.1.3 Citizen engagement and community campaign

Stakeholders and target audiences

The main local actors we are working with include local residents, business owners, daily commuters and municipal authorities of Latsia and Geri. In addition, students and researchers from the University of Cyprus, particularly from the Architecture Department (SURF Lab), are actively involved in the project's implementation. The main target audiences for our intervention are residents of all ages, daily commuters who interact

with the urban environment and young professionals or students who contribute to shaping public space through participatory design methods. The project's pilot seeks to ensure inclusivity and broad engagement to reflect real, lived experiences in the redesign of public space.

Participation methods

Citizen engagement will be carried out through three main pillars: (1) the University of Cyprus – Department of Architecture (SURF Lab), which will lead participatory design activities and engage students and young people using their established methodology in tactical urbanism; (2) the Municipality's network, which will mobilize residents, local businesses, and municipal staff; and (3) ANEL's partnerships with NGOs and civil society organizations to ensure inclusivity and diversity in participation. Key activities include City Walks and on-site discussions, while additional methods such as participatory mapping workshops and interactive surveys (online and on-site) will help gather input from harder-to-reach groups. Two important community gatherings—the Community Breakfast and the Community Afternoon—will be based on these walks and serve as inclusive forums where citizens, the mayor of Latsia – Yeri, deputy mayors, municipal officials, university students and youth come together to discuss, co-create the interventions and actively participate in decision-making. The aim is to co-create ideas based on real community needs.

These community events significantly influenced the pilot design. For example, during discussions at the Latsia Community Breakfasts and city walks initial plans focused only on adding benches and possibly smart benches near the Latsia Health Centre. However, participants proposed expanding the intervention to include the adjacent corridor space, suggesting shaded areas and greenery that would make the space more usable and comfortable. This idea, combining initial project intentions with new community suggestions, has also inspired a similar approach in Yeri. There, while the original idea focused on a new park, the walk led the group to an existing nearby park in a quiet neighbourhood. Observing its poor condition and clear potential, participants expressed the need for its upgrade—with emphasis on inclusive, alternative play structures. These citizen-led insights will directly inform the final interventions in both municipalities.

Community campaign

Communication activities will be based on three key pillars, combining both online and offline methods to reach a wide audience. (1) The University of Cyprus (department of Architecture and SURF Lab) will distribute printed materials on campus and promote the pilot intervention through its official social media channels (Facebook, Instagram), with a

focus on engaging students and young people. Messages will emphasize youth participation, tactical urbanism and reclaiming public space. (2) The Municipality of Latsia – Yeri will promote the initiative on-site at the Town Hall and through its digital platforms, including Facebook, Instagram and Viber groups. In addition, organized community groups and local networks will be mobilized to ensure outreach to residents and local stakeholders. Messages will highlight the benefits of the intervention for the quality of life, green space, and public health. (3) ANEL will activate its internal and external communication networks—including affiliated municipalities, NGOs and development stakeholders—sharing campaign content via its website and social media (Facebook and Instagram) and through targeted emails and direct communication with relevant actors in the sustainability and civic engagement sectors.

In addition to these pillars, the Mayor of Latsia–Yeri will actively share the campaign content, including the city walks and co-creation workshops, on his personal Facebook page to enhance credibility and reach.

To expand offline visibility, a billboard will be placed in a prominent location in Latsia - Yeri in August - September, coinciding with the active phase of the pilot. The billboard will feature the project branding, a call to action (e.g., "Join Us in Reimagining Our Streets") Furthermore, we will coordinate with local media (newspapers and radio) by defining and scheduling press releases and articles throughout September – December 2025. These will include interviews, project updates and event invitations, ensuring continuous visibility. Offline community meetings and on-site workshops will be promoted through all channels, maximizing engagement across age groups and demographics.

This multi-channel and phased communication strategy ensures broad and inclusive outreach, leveraging both institutional networks and community voices to build awareness and participation in the pilot activities.

5.1.4 Monitoring and assessment

Results framework

Specific objective 1: To make the park in Yeri more inclusive and diverse by improving its amenities (addition of exercise equipment and/or alternative game equipment) and encouraging use by a wider range of age groups and community members.			
Result: Increase in the number and diversity of people using the park.			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Install games/exercise equipment in Yeri park	games/exercise equipment	0	8

Organising community events in the park	community events per year	0	2
Result indicators	**Baseline value**		**Target value**
Percentage of park users from underrepresented age groups (e.g., elderly, teens).	15%		35%
User satisfaction rate (percentage of visitors who rate the park as inclusive and welcoming - survey)	30%		60%
Average weekly park visitation rate:	50 visitors/week		100 visitors/week (especially spring to summer period)

Specific objective 2: To enhance the usability and comfort of public space in Latsia			
Result: Increased usage and dwell time in selected public spaces after green corridor nearby			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Installing seating	Seating area	0	3
Installing shading elements	Shaded areas	0	1
Greening of the pathways	Number of plants through pathway	0	50 (average)
Result indicators	**Baseline value**	**Target value**	
Use of area as sitting area during working times of Latsia Health Centre	0	50%	
User satisfaction rate with public space comfort (based on surveys).	30%	60%	
Use area as social interaction area outside Latsia Health Centre working hours	10%	50%	

Assessment methods

To measure the effectiveness of the intervention, we will use footfall analysis and on-site observation to track usage of the park and green corridor area (quantitative), as well as short surveys and informal interviews with residents to assess satisfaction, perceived improvements and suggestions (qualitative). Data will be collected before and after implementation for comparison.

Obstacles and positive drivers

Concerns about the cost, timeline and potential vandalism have been raised as obstacles to the intervention. The financial burden and the risk of delays could challenge the project, while past issues with vandalism remain a concern. However, increased resident involvement through on-site visits and engagement activities presents an opportunity for deeper community ownership. Collaborating with universities and students offers fresh ideas, while coordination with the Municipality ensures alignment with local priorities. Ongoing adaptation based on continuous feedback will keep the project relevant and responsive to community needs.

5.1.5 Financial resources

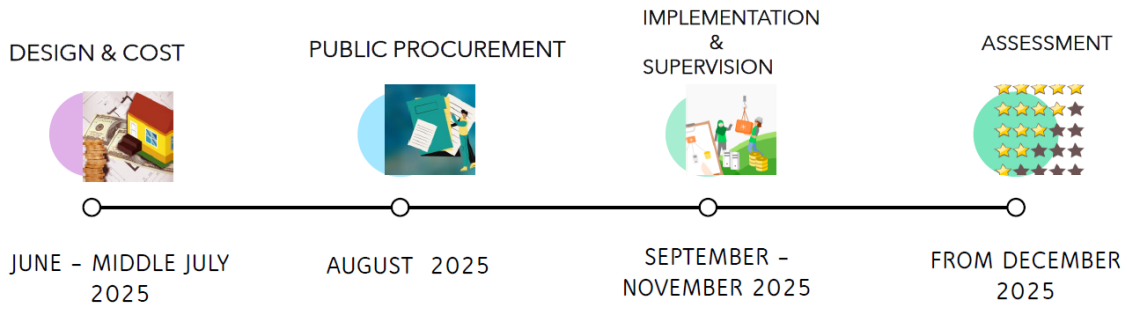
Interreg fund: 25.000,00 EUR (10.000,00 EUR infrastructure & 15,000.00 EUR equipment)

Local contribution: N/A

Any other resources: N/A

Annex: Implementation plan

Figure 4: Implementation plan for Latsia-Yeri



Source: ANEL

COMMUNITY BREAKFAST 1

27 FEBRUARY 2025

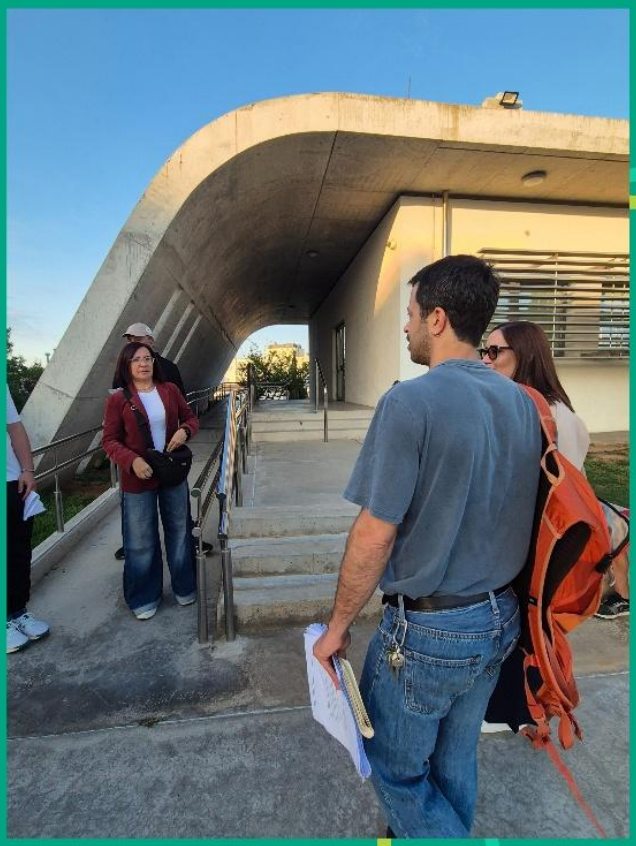
COMMUNITY BREAKFAST 2

23 MAY 2025

Photos by ANEL

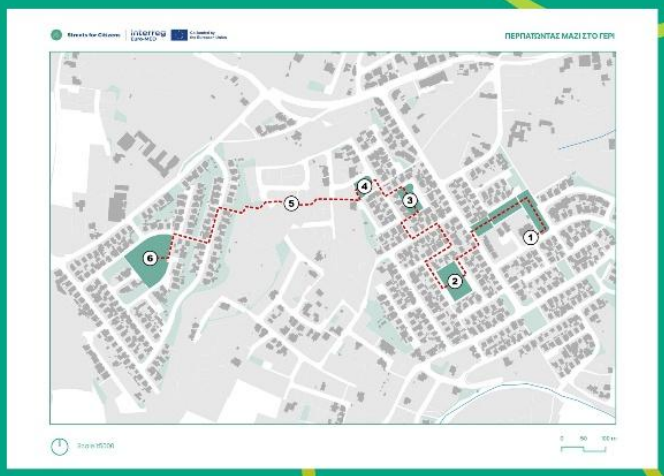
JANE'S WALK 1

6 MAY 2025



JANE'S WALK 2

MAY 7TH 2025



Photos by ANEL

5.2 Utebo

5.2.1 The local context

Partner city – the local context

The "Streets for Citizens" project seeks to strengthen the capacity of public administrations and local actors to involve citizens in improving mobility and public space. It is based on tactical urbanism methodologies, promoting experimental interventions that transform streets and urban spaces into more sustainable and accessible environments.

The FAMCP pilot action is taking place in Utebo, a city with 19.022 (2024) inhabitants located approximately 13 kilometres from Zaragoza, the regional capital of Aragon. Utebo is characterized by its predominantly residential nature, serving as a commuter town with close economic and social ties to Zaragoza. The local economy primarily revolves around services, small businesses, and some industrial activities, benefiting from its strategic location near major transportation routes. Specifically, the pilot involves the courtyard of the Artazos primary school and the adjacent area near the City Council, highlighting its commitment to improving community spaces and enhancing quality of life.

Utebo faces challenges such as a lack of green public spaces, high surface temperatures due to excessive concrete, limited community involvement in urban planning, and mobility issues. Approximately 13,080 daily internal trips, mostly short distances (0.5–2 km), highlight the need to create friendlier, more inviting spaces that encourage active and sustainable mobility modes.

The need has been identified to transform a space dominated by concrete into a multifunctional green area. This responds to the need to improve urban green infrastructure, increase climate resilience and encourage citizen participation in the co-creation of public spaces.

By transforming the surrounding area of the schoolyard of Artazos Primary School and the City Council into a multifunctional green space, the project aims to enhance environmental resilience, support outdoor learning, and promote social interaction.

Short summary of relevant policies at local, regional, national and EU level

The pilot intervention in Utebo aligns with key strategic policies across various governance levels, ensuring coherence and potential for replication:

- Local Level: Utebo's Sustainable Urban Development Plan.

This plan emphasizes enhancing urban quality of life through green infrastructure, sustainable mobility, and citizen participation. The pilot's focus on transforming the Artazos primary school courtyard and adjacent areas into more liveable spaces directly supports these objectives.

- Regional Level: Aragon Climate Change Strategy (EACC 2030)

EACC 2030 aims to reduce greenhouse gas emissions and integrate climate action across all governance levels. By promoting green public spaces and active mobility, the pilot contributes to the strategy's goals of climate change mitigation and adaptation.

- National Level: Spanish Urban Agenda and Sustainable Mobility Strategies

The Spanish Urban Agenda advocates for sustainable urban development, emphasizing proximity and sustainable mobility. The pilot's initiatives to improve walkability and community spaces align with these priorities.

- EU Level: European Green Deal and New European Bauhaus Initiative

The European Green Deal seeks climate neutrality, while the New European Bauhaus promotes beautiful, sustainable, and inclusive living spaces. The pilot embodies these principles by reimagining urban spaces to be more environmentally friendly and socially inclusive.

Collectively, these alignments ensure that the pilot not only addresses local challenges but also contributes to broader regional, national, and European objectives, enhancing its relevance and scalability.

5.2.2 Transnational demonstration action

Pilot thematic group: Liveable Public Space

Challenges

- Physical/Environmental Challenge

This part of the city is characterized by extensive impermeable surfaces, leading to overheating, poor water drainage, and limited biodiversity. This creates an environmentally unsustainable area, negatively impacting students' health, well-being, and climate resilience.

- Social/Functional Challenge

The area lacks connectivity with broader city infrastructure, resulting in limited accessibility and reduced usability for both the Artazos primary school community and

surrounding residents. This disconnect diminishes the potential for community interaction and integration.

- Strategic/Urban Planning Challenge

Urban green spaces in Utebo are currently inadequate and underutilized. Their scarcity hinders effective climate resilience measures and limits opportunities to enhance community well-being through sustainable urban planning and strategic green infrastructure implementation.

Hypothesis

Transforming the schoolyard and surroundings into a green and biodiverse space will improve its use for learning, play and community interaction while contributing to urban heat mitigation. Integrating the space effectively will contribute to its use.

Testing questions

Will the introduction of vegetation increase the use of the schoolyard for educational and recreational activities? Usage Impact – The first question investigates whether adding vegetation will make the schoolyard and its surroundings a more attractive and functional space for both education and recreation. This helps assess if the intervention enhances daily student activities and outdoor learning.

Will it improve thermal comfort in summer? Thermal Comfort

The second question explores whether greenery will reduce temperatures, particularly in summer. Urban heat islands are a common problem in concrete-dominated environments, so the goal is to determine if this intervention improves the microclimate and overall comfort.

Will it foster inclusion and community participation? Social and Community Inclusion

The third question assesses if the project fosters better social interaction and community participation. By engaging various stakeholders, including students, teachers, and residents, the intervention aims to strengthen social ties and collective ownership of public spaces.

Expanding on these ideas could include measuring the long-term sustainability of the intervention, identifying barriers to maintenance, and evaluating potential replicability in other locations.

Will the transformed space foster greater social interactions among students, parents, and local residents?

The question aims to evaluate whether redesigned spaces facilitate informal interactions and community bonding, promoting a more cohesive community atmosphere.

Will the pilot increase participation in community activities or events?

This question examines if improved public spaces lead to heightened community involvement, events organization, and active participation.

Will diverse groups (e.g., elderly, families with children) feel more welcomed and inclined to use the space?

This evaluates the inclusivity and accessibility of the redesigned area, assessing if diverse demographics perceive it as inviting and useful.

Location of the intervention

The location was selected collaboratively by the educational community and municipal government with the aim of creating a shared space to enhance the use of the schoolyard and stimulate activities in the common area adjacent to the City Council. The space covers approximately 950 m², including the square next to the City Council.

The area is already pedestrianized, and the closest street has also been recently pedestrianized, creating a pedestrian-friendly environment ideal for community gatherings without vehicular interference. Strategically situated, this underutilized space serves as a transitional area between the city's centre, essential local services, businesses, cultural and educational facilities, and the train station connecting Zaragoza and Utebo—a vital transportation link. Therefore, it holds significant potential as a transformative space for urban, environmental, symbolic, and social revitalization benefiting the city's residents.

Figure 5: Location of the intervention

Source: FAMCP

Summary of planned activities

The pilot is scheduled from May to July 2025. Preparatory activities began with two co-creation breakfasts and an exploratory walk. In the first session, stakeholders were engaged through personalized invitations and introduced to the project and tactical urbanism concepts. Using thematic maps and post-its, participants identified everyday experiences, challenges, and ideas for future uses.

The second session focused on translating these insights into feasible tactical interventions. It included a Jane's Walk to explore key spaces (near Artazos Primary School and the Town Hall), guided by a challenges-opportunities matrix. A dialogue and prioritization session followed, refining proposals based on technical and financial feasibility.

The resulting pilot interventions include:

- Enhancing urban biodiversity through mobile planters and educational signage, linked to local planting events.
- Creating an intergenerational, shaded space with thematic ground painting and temporary shading structures to improve habitability.
- Developing a shaded, accessible pedestrian route connecting key public facilities, with pavement painting and signage to improve navigation and comfort.

Figure 6: Visualisation of the intervention

Source: FAMCP

5.2.3 Citizen engagement and community campaign

Stakeholders and target audiences

Stakeholders were identified based on the project's objectives and the Quadruple Helix model, ensuring representation from civil society, public sector, academia, and local associations. Key actors include the Neighbourhood Association (Parents), cultural, sports, and recreational associations, and educational organizations. These groups actively participated in the co-design activities and contributed insights during community events. The main target audience for the intervention includes school children and their families, as well as local residents and pedestrians who regularly use the area around Artazos Primary School and the Town Hall. The goal is to improve everyday experience, safety, and public space quality through inclusive, community-driven action.

Participation methods

Citizen and stakeholder engagement was carried out through a sequence of participatory activities designed to ensure inclusiveness and transparency. Two community breakfasts and a Jane's Walk served as key moments for co-creation.

- During Breakfast I, participants explored the intervention area through user narratives and thematic mapping. Insights were shared in a group plenary, resulting in a matrix of proposals. A detailed canvas of contributions was developed to support the project design phase.

- In Breakfast II, this matrix was refined during Jane's Walk, revisiting key sites and discussing technical feasibility. A dialogue session followed to prioritize actions. The prioritized interventions include: (1) Installation of mobile planters, community planting events, and biodiversity signage in revitalized public spaces, (2) Design and activation of intergenerational gathering areas, using lightweight textile canopies or modular pergolas, along with thematic ground markings that promote play, rest, and spontaneous interaction and (3) Development of shaded routes and wayfinding signage to improve comfort and connectivity. These proposals were positively received and collectively validated for their usefulness, feasibility, and alignment with the project's goals.

- Additionally, a dedicated visualization space was created for the City Council to assess synergies with future projects and ensure transparent feedback.

In a later phase, additional visualization spaces will be set up to share progress, promote collective ownership, and ensure alignment with local needs and values.

The insights and proposals generated through the community breakfasts and Jane's Walk will inform the design and implementation of tactical urbanism interventions throughout 2025. These actions will be supported by complementary initiatives led by the City Council, including improvements in public lighting, street furniture reorganization, installation of play equipment, and the renaturalization of the schoolyard. This integrated and participatory approach aims to deliver a gradual, coordinated, and community-driven transformation of the CEIP Artazos surroundings.

Community campaign

The campaign is co-led by FAMCP, and the City Council of Utebo, with support from communication professionals (designers, photographers, videographers, etc.). It aims to reach a broad audience through a multichannel strategy tailored to local needs and preferences.

Communication efforts have emphasized both in-person engagement and participatory tools to promote the project. Two community breakfasts and a Jane's Walk were announced through email, follow-up phone calls, and social media channels such as Facebook and Instagram, accompanied by an informative flyer and online registration form. A dedicated visualization space at the City Council allowed for transparent assessment of proposals and public feedback.

The following campaign goals are defined:

- To increase the use of public space
- To raise awareness of the objectives and concepts of the project among the stakeholders and citizens involved
- To increase the participation and visualization

The hashtags defined for the campaign are: #urbanismotactico #streetsforcitizens #sostenibilidad #participacionciudadana #utebomiespacio

The campaign is focused especially on the following target groups: member of Plenary of city Council; School Government Board; residents; Ass. of parents and Mothers; elderly centres; Cultural Associations; educational providers; environmental groups and the Regional Government- education area (dire to the linked with the school area)

Identifying the message: "A space for everyone. A moment to share". "A place to stay and enjoy". Identifying the message: "A space for everyone. A moment to share". "A place to stay and enjoy". EN: Walk, play, stay – your street is alive! ES: Camina, juega, quédate – ¡tu calle está viva!

Concerning the communication channels, the debate was focused in how to comb8ien the online and offline resources. Key actions include:

- **Offline tools** such as posters, flyers, and billboards distributed in public spaces;
- **Online content** regularly published on Facebook (2 posts/month), Instagram (1 post/month), and TikTok (1 post/month);
- **Articles and announcements** in local newspapers and municipal bulletins;
- **Direct communication** via letters and personal contact when feasible
- **Interactive formats** such as surveys, visual displays in public areas, and open feedback spaces at the Town Hall
- **Continuous evaluation** of reach and engagement metrics to refine the strategy monthly and ensure responsiveness to local dynamics.

5.2.4 Monitoring and assessment

Results framework

Objective

To create high-quality, inclusive, and climate-resilient public spaces in and around the school, enhancing children's safety, comfort, and opportunities for play, learning, and community interaction.

Specific objectives and expected results:

- **Specific objective 1**. Environmental impact: increase in biodiversity and reduction of surface temperatures.
    - Result 1.1. Biodiversity enhancement: Increase urban biodiversity by incorporating native and pollinating plant species, with special attention to their ecological function, resilience and low water requirements.
    - Result 1.2. Climatic comfort and habitability of public space: Improve the thermal comfort and habitability of public space by generating shade and reducing impermeable surfaces.
- **Specific objective 2**. Quality public spaces: promote inclusive and safe spaces in and around the school.
    - Result.2.1. Expanded social use of public space: Promote gathering and interaction in interstitial and outdoor areas.

- Result 2.2. Promote diverse and intergenerational use of space: Address the needs of different age groups.

Planned Activities:

- Installation of mobile planters and community planting events and biodiversity signage
- Creation of shaded areas and gathering zones through the installation of lightweight textile canopies or modular pergolas.
- Design and activation of intergenerational gathering zones through the definition of play and meeting areas using ground markings and painted patterns that invite spontaneous interaction, rest, and recreational use
- Shaded routes and wayfinding signage

Objectives and Metrics:

- S.O.1. Environmental impact: Measured by quantitative indicators of actions carried out in the public space by the project and by perception surveys.
- O.2. Quality public spaces: Measured by quantitative indicators of actions carried out in the public space by the project and community satisfaction measured with use and perception surveys.

Evaluation Methods:

- **Result1.1**. Biodiversity enhancement: Increase urban biodiversity by incorporating native and pollinating plant species, with special attention to their ecological function, resilience and low water requirements.
  - Quantitative indicators:
    - Number of native species planted: Presence of lavender, mint, citronella species
    - Total green surface area created (m^2)
- **Result 1.2.** Climatic comfort and habitability of public space: Improve the thermal comfort and habitability of public space by generating shade and reducing impermeable surfaces.
  - Quantitative indicators:
    - Number of shade elements installed
    - Reduction in surface temperature (°C)
- **Result 2.1**. Expanded social use of public space: Promote gathering and interaction in interstitial and outdoor areas.

- Quantitative indicator:
  - Number of playful or interactive elements installed.
  - Number of benches and seating areas created

- **Result.2.2.** Promote diverse and intergenerational use of space: Address the needs of different age groups.
  - Quantitative indicators:
    - Surface area transformed into pedestrian-friendly zones
    - Number and diversity of user profiles by age using space.
    - Number of design elements enabled for spaces of interpersonal interaction.
    - Surface area transformed into play areas

Monitoring and evaluation framework

Specific objective 1. Environmental impact: increase in biodiversity and reduction of surface temperatures		
Planned activity	**Output indicator**	**Baseline / Target value**
Installation of mobile planters and community planting events and biodiversity signage	Total number of mobile planters installed in the intervention area.	0 / 10 mobile planters installed
	Number of community planting and biodiversity-awareness events conducted.	0 / 2 events
	Result indicator	**Baseline / Target value**
	Measurable increase in urban biodiversity, assessed by the count of plant species after installing mobile planters	*
	Increased community engagement, reflected in higher participation numbers in planting events and ongoing community involvement in vegetation-related activities	8 / +-15
Planned activity	**Output indicator**	**Baseline / Target value**
Creation of shaded areas and gathering zones through lightweight textile canopies or modular pergolas	Total number of shading elements (textile canopies or modular pergolas) installed	0 /
	Total area (m²) of gathering spaces covered by installed shading elements	0 /
	Result indicator	**Baseline / Target value**
	Increased usage of public spaces, measured by regular counts of users in shaded areas before and after installation	0 /
	Reduction in surface temperature (°C)	31ºC / +-26ºC

Specific objective 2. Quality public spaces: promote inclusive and safe spaces in and around the school		
Planned activity	**Output indicator**	**Baseline / Target value**
Design and activation of intergenerational gathering zones through the definition of play and meeting areas using ground markings and painted patterns that invite spontaneous interaction, rest, and recreational use	Total surface area (m^2) with ground markings and painted patterns implemented.	0 / +-150m^2
	Number of distinct interactive play and rest zones created.	0 / 3 zones
	Result indicator	**Baseline / Target value**
	Increased intergenerational usage, observed by counting diverse age groups interacting regularly within the designated areas	*
	Enhanced sense of community belonging and satisfaction, measured through community surveys about perceived social interaction improvements.	*
Planned activity	**Output indicator**	**Baseline / Target value**
Shaded routes and wayfinding signage	Total length (meters) of shaded pedestrian routes established.	0 / +-200m
	Number of wayfinding signs installed along these pedestrian routes.	0 / 3 signs
	Result indicator	**Baseline / Target value**
	Increased pedestrian use of shaded routes, quantified by observing and counting pedestrians before and after intervention	+30%
	Improved accessibility and navigation clarity, evaluated through user satisfaction surveys regarding ease of orientation and comfort in navigating the space.	*

The baseline value will be established later, once we can compare data collected after the intervention with the initial conditions

Assessment methods

The technical team promoting the project will evaluate its implementation and outcomes. Performance indicators will assess tactical urbanism actions to guide decisions on improving, scaling, or maintaining temporary interventions. Metrics include new green areas, biodiversity, vegetation surface, urban heat reduction, community use, user satisfaction, and pedestrian traffic, measured through periodic assessments post-intervention.

Obstacles and positive drivers

Obstacles

- Resistance to Change: Some citizens may be accustomed to the area as it is and may show resistance to new ideas or changes in the space.
- Divergent Interests: Different interest groups (parents, educators, city officials) with different priorities, which can complicate decision making.

Positive drivers

1. Educational benefits: The proposal to create outdoor learning areas may appeal to educators and parents, who will see value in an environment conducive to learning.
2. Institutional Support: The city council and other local institutions are in favour of the project.
3. Positive Trends: There is a growing interest in sustainability and green urbanism, which may create a favourable environment for project acceptance.
4. Collaborative Opportunities: The intervention may open doors to collaborations with local organizations, NGOs and community groups that are aligned with the project objectives.

5.2.5 Financial resources

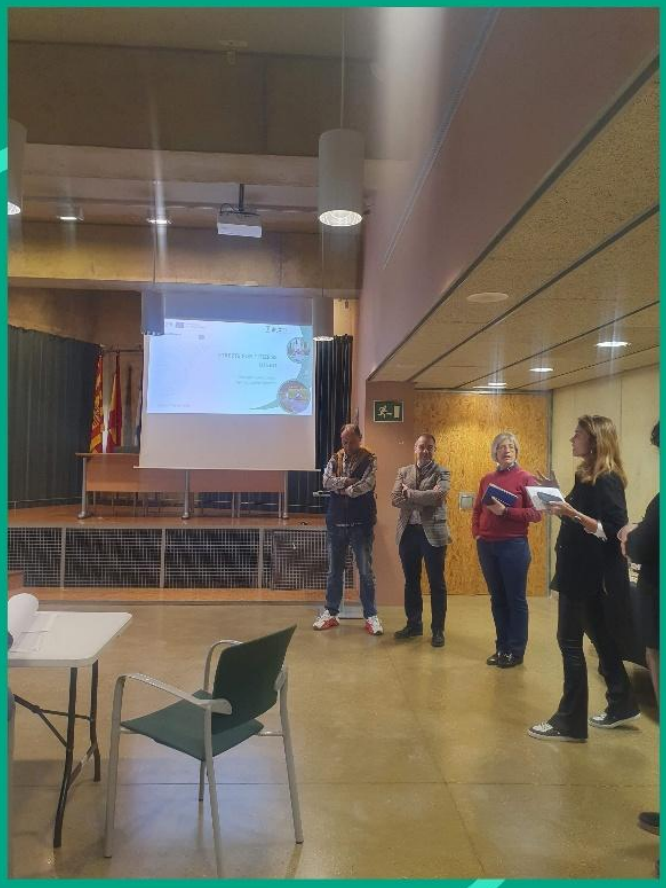
Interreg fund: 50.000 €

Local contribution: 10.000 €

Any other resources: N/A

COMMUNITY BREAKFAST 1

7 APRIL 2025



COMMUNITY BREAKFAST 2

8 MAY 2025

Photos by FAMCP

JANE'S WALK

8 MAY 2025

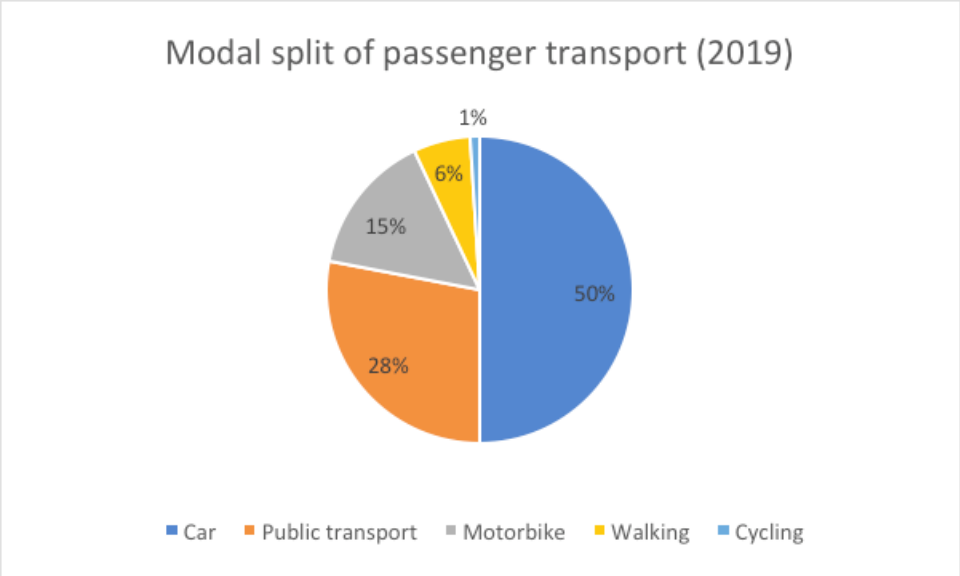
Photos by FAMCP

5.3 Rome

5.3.1 The local context

The pilot area is located in Borough IX (Municipio IX) of the City of Rome, in the southern peri-urban zone. This is the largest administrative district of Rome in terms of surface area (183 sqm), with over 180,000 residents. The borough includes both consolidated urban neighbourhoods and areas of more recent development, often characterised by car dependency, limited public space for pedestrians and cyclists, and fragmented infrastructure. 1,021 paid parking spots in the Borough for of 53km main road network (297 the whole road network).

Figure 7: Rome's modal split (2019)



Source: ANCI LAZIO

The pilot project focuses on the public school "Matteo Ricci", situated in via Cina. As with many schools across the metropolitan area, parents dropping off and picking up their children by car contribute to increased congestion, unsafe road conditions, and localised air and noise pollution. To address this challenge, ANCI Lazio and Risorse per Roma, together with the Borough IX administration, are developing a 'Permanent School Street' pilot. The initiative includes road space reallocation, tactical urbanism, informal bike parking, and citizen engagement processes. The goal is to improve road safety, promote modal shift, and encourage behavioural change, with a focus on co-design, aesthetics, and sustainability. The experience will serve as a prototype for future replications both in other boroughs of Rome and in other European cities.

The mission is to change the citizens behaviour, presenting innovative solutions to adapt to climate change, improve the quality of life of citizens as well as create new green spaces. By involving citizens, the pilot action of the Matteo Ricci School will be therefore focused on integrating sustainability, aesthetics and social impact. Such School Streets for Safe and Sustainable School Trips will be experimented and tested to be replicated in the schools of the other boroughs of Rome as well as of other EU cities.

Short summary of relevant policies at local, regional, national and EU level

The pilot aligns with the EU Urban Mobility Framework by promoting safe, low-emission school zones. At national level, it supports Italy's Sustainable Mobility Plan by reducing car use. Regionally, it reflects Lazio's PMTL focus on safety and modal shift. Locally, it implements Rome's PUMS goals through active mobility, street redesign, and community engagement around the "Matteo Ricci" school.

5.3.2 Transnational demonstration action

Pilot thematic group: Liveable public space

Challenges

With the implementation of School streets pilot in Borough IX of Rome, several challenges will need to be addressed such as:

In Borough IX of Rome, around the *Matteo Ricci* public school (Via Cina 4), the pilot addresses several **pre-existing urban and social challenges**:

- **Car-centric school trips**: most children are driven to school due to parents' perception that the surrounding area is unsafe or unpleasant for walking or cycling.
- **Lack of accessible public space**: the streets around the school are traffic-dominated, offering no safe places for children to walk, cycle, or play.
- **Poor environmental quality**: morning congestion contributes to increased air and noise pollution, impacting children's health and well-being.
- **Weak community interaction**: there is a lack of inclusive, shared public space that supports spontaneous encounters or outdoor activity before/after school.

Hypothesis

The hypothesis is that that transforming Via Cina (in front of Matteo Ricci public school) into a *School Street* by restricting motorised traffic during entry and exit hours and

redesigning the space with child-friendly and participatory features – will significantly improve:

- Perceived and actual safety: parents will feel more confident letting children walk or cycle to school independently, leading to a measurable reduction in car use.
- Children's autonomy and outdoor activity: the car-free space will become a safe area where children can walk, cycle, and play before and after school, encouraging healthier and more active lifestyles.
- Community cohesion and participation: the process of co-designing temporary urban furniture (e.g., planters, benches, street painting, informal bike parking) with pupils, families, and local stakeholders will foster a sense of ownership and increase acceptance of the intervention.
- Environmental quality: reduced traffic will lower noise and air pollution levels during peak school hours, contributing to a healthier microclimate in the area.

Through temporary phases and regular feedback collection (e.g., surveys with parents, teachers, and residents), the pilot will test whether a tactical and inclusive approach can effectively shift behaviours and perceptions, and whether the intervention is scalable to other schools in Borough IX or beyond.

Testing questions

The pilot is part of an evolving school program in Rome aimed at fostering a more sustainable, inclusive, and advanced educational environment, in cooperation between the City of Rome central government and Borough IX.

To evaluate the pilot's effectiveness and guide future decisions on permanence or replication, we will focus on answering specific questions, such as:

- How will children and parents react to the removal of parking spaces near the school?
- Will more parents choose walking or cycling for school trips because of the intervention?
- Does the temporary car-free zone improve the perceived safety and comfort of students, including children with disabilities?
- How does the community respond to participatory design elements like street furniture and informal bike parking?

- What impact does the pilot have on air quality and noise levels during peak school hours?

These questions help assess whether the pilot supports key goals such as promoting sustainable schools and green initiatives aligned with EU policies, strengthening partnerships between schools and local authorities, and encouraging students' engagement in urban development and environmental education.

Location of the intervention

Country: Italia (IT), NUTS 2: Lazio (ITI4), NUTS 3: Roma (ITI43)

Street House number, Postal code, City: Via Cina n° 4, 00144, Rome (Italy)

The intervention focuses on a specific street segment surrounding the "Matteo Ricci" public school in Borough IX, located in the Southern peri-urban area of Rome.

This school street pilot transforms the area immediately adjacent to the school entrance into a temporary car-free zone during peak drop-off and pick-up times.

The location was selected jointly by Borough IX and the City of Rome's central government, in consultation with local stakeholders, based on its critical issues related to road safety and high traffic caused by parents driving children to school. The choice reflects the school's role as a key community hub and the need to improve safety and promote sustainable mobility. This precise and localised intervention aims to address both traffic-related challenges and social aspects by creating a safer, more inclusive public space, suitable for all children, including those with disabilities.

Figure 8: Location of the intervention

Source: ANCI LAZIO

Summary of planned activities

The pilot intervention at Matteo Ricci School aims to create a permanent "school street" by transforming the street segment directly surrounding the school into a pedestrian-friendly, car-restricted area during peak hours. This includes the application of urban design measures such as repainting the street pavement with colourful markings, installing urban furniture like benches and bike racks, creating informal play and social areas, and enhancing accessibility for children with reduced mobility.

The pilot is scheduled to be completed by December 2025 through the following phases:

- March 5, 2025: First Community Breakfast at Matteo Ricci School to introduce the project and engage local families and stakeholders.
- March - September 2025: series of participatory workshops, including Community Breakfasts and Jane's Walks, aimed at co-designing the school street with active involvement of citizens, parents, students, and local associations.
- By September 2025: completion of authorization procedures, including conferences of services with the City of Rome, Borough IX, and City police to formalize the traffic restrictions and interventions.
- November 2025: physical implementation of the pilot interventions, including street painting, installation of urban furniture, informal bike parking, and accessible pathways.
- December 2025: communication and dissemination activities to share results, collect feedback, and promote the pilot as a replicable model for other schools.

The following photos illustrate the current street conditions (ex-ante) and the envisioned transformation (ex post) with vibrant pedestrian spaces designed to improve safety, encourage active mobility, and foster community interaction.

Figure 9: Ex ante and ex post

Source: ANCI LAZIO

5.3.3 Citizen engagement and community campaign

Stakeholders and target audiences

We have identified the following actors to establish a trusting methodology approach as part of the tactical urbanism's engagement concept and process

- School Managers
- Local politicians
- Children and their parents
- Teachers
- Local NGO's
- Experts
- Borough Associations and Shop Owners

Participation methods

The methodology strictly followed the project guidelines provided, so we first approached both School Manager and Borough technical and political representatives. Then we expanded our involvement to include children and their parents, teachers, local NGO's experts and borough associations.

The 1st Community Breakfast, held on March 5th, served as a moment to present the pilot vision and its potential scalability. It was also an opportunity to actively listen to participants' concerns and expectations, particularly around traffic, safety and accessibility.

On May 9th, we organised a Jane's Walk in the school surroundings, guiding participants through the streets at peak drop-off and pick-up hours. This walk helped identify specific issues, such as dangerous crossings, lack of space for social interaction, and obstacles for children with limited mobility. Participants expressed strong interest in reclaiming public space for safer, child-centred uses.

Also, thanks to the detailed instructions regarding community campaigns provided at the Sarajevo meeting, we launched an internal survey aimed at capturing accurate data on the home-to-school commuting experiences of the children's parents. The survey gathered 145 responses, and the results will be shared in the coming weeks.

On the same day, we also held our second Community Breakfast, which doubled as a disability awareness workshop. Organised in collaboration with Disability Pride Italy and

a fourth-grade class from the Matteo Ricci Institute, the event offered a hands-on experience of the everyday barriers faced by people with reduced mobility or sensory impairments. Attended by students, ANCI representatives, local mobility experts, and the Deputy Mayor for Mobility of Borough IX, the initiative fostered greater empathy and understanding. It reinforced the shared commitment to designing a school street that is inclusive, accessible, and reflective of the real-life experiences of all community members.

A third Community Breakfast is scheduled for September 2025, during the European Mobility Week. It will focus on the collaborative design of street interventions around the school, offering an opportunity to share preliminary concepts and gather direct feedback from students and residents. These participatory encounters are crucial to strengthening community ownership and ensuring that the school street transformation reflects the real needs and aspirations of those who use it daily.

Community campaign

The community campaign for the pilot intervention is carefully planned and structured to maximize visibility, engagement, and participation throughout 2025 and early 2026. The campaign team was set up in April 2025 and has defined clear goals such as raising awareness of the project, engaging the local community (students, parents, teachers, residents), and encouraging active participation in co-design activities.

Campaign goals and messages

- Promote the transformation of public spaces around the school into safer, more accessible areas designed for children and families.
- Foster active mobility, play, social interaction, and community well-being.
- Encourage a participatory approach involving students, families, teachers, local associations, and institutions in the co-design process.
- Channels and Tools:
- The campaign combines both online and offline communication tools to reach different segments of the local community effectively:
- Social media posts on Facebook and LinkedIn (regular posts twice a month on Facebook and monthly on LinkedIn)
- News updates on the Borough IX and Municipality of Rome websites
- Distribution of posters and flyers in strategic locations
- Billboard installation in December 2025 at a highly visible site near the school. Regarding the billboard content it will feature a clear, engaging message such as:

- *"Transforming our streets for safer, greener, and more vibrant communities — join us in shaping the future of Via Cina!"* It will include visuals of children and families enjoying revitalised public spaces, project logos, and QR codes linking to the project website and social media pages for further engagement.

As we advance with our activities, we are exploring the possibility of promoting the pilot project not only through local media channels but also by actively engaging with journalists and local Ngo's such as "Movimento dei diritti dei pedoni" (Pedestrian's federation)

Campaign timeline and activities:

- April-May 2025: Campaign team formation, definition of goals, target audiences, messaging, and communication channels
- May-September 2025: Content creation, media announcements, and launch of social media activities
- August 2025: Placement of the billboard and distribution of offline materials

Ongoing social media management, boosting posts, and engagement with local media and NGOs such as the "Movimento dei diritti dei pedoni" (Pedestrian's Federation)

- Autumn 2025: Continued offline and online activities, community workshops, and further dissemination of results

Measurement of success

Key performance indicators (KPIs) include:

- Number of social media users reached and engaged
- Number of invitations sent and participants attending workshops and local events
- Volume of shared content (posts, videos, photos)
- Survey responses and feedback from the community
- Number of stakeholders mapped and actively involved
- Positive feedback and support from the community and partners

The campaign remains flexible to incorporate feedback and adjust strategies as needed, ensuring a strong connection with the community and broad visibility of the pilot's goals and achievements.

5.3.4 Monitoring and assessment

Results framework

Specific objective: Create a safe and inclusive public space in front of the school.			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Revitalization of a neglected parking lot by employing a tactical urbanism approach that incorporates urban furniture, greenery, and concrete art.	Character of the space	A dangerous and unhealthy space solely dedicated to pick up and drop off activities	A vibrant school community space completely thought and made for children
	Dedication of the space - users	20 car parking lot and 0sqm pedestrian public	0 car slots and 300sqm pedestrian public space
	Amount of greenery in the space	No green	4 olive or similar trees
	Seating options	No furniture	4 benches
	Concrete art	No colour	Coloured concrete art pavement
Transformation of the space into a vibrant community space for schools' children while enhancing its aesthetic appeal and usability.	Character of the space	200sqm parking lot	300sqm pedestrian public space

Result indicators	**Baseline value**	**Target value**
% of car journeys (Ex ante Ex Post Survey)	87%	80%
perception of insecurity or unsafety of the school's public space	84.25%	≥ 70% (measured via post-intervention survey, March 2026)
number of kids using the space after the intervention	TBD (to be observed June 2025, estimate ~0–5)	≥ 25

Assessment methods

The method identified is the survey which has already proved to be very efficient in terms of participation (146 people fulfilled the 1st 'ex ante' one) as well as in terms of quantitative and qualitative parameters such as the current modal split, general satisfaction, aspiration etc.

Summary of the implementation plan

Step	Description	Expected date
Kick-off - community breakfast	Start with the first *Community Breakfast* at *Matteo Ricci School* (March 5th) to initiate community engagement and informal dialogue.	**March 2025**
Series of community breakfasts & jane's walk	A series of *Community Breakfasts*, *Jane's Walk meetings*, and co-design *workshops with citizens* to gather input and define priorities for the pilot.	**By September 2025**
Authorization and service conferences	Authorization procedures, including *Service Conferences* with *City of Rome*, *Borough 9*, and *City Police*.	**By September 2025**
Pilot implementation	Implementation of the pilot action, based on the co-design process and formal agreements.	**By November 2025**
Communication and dissemination of results	Communication and dissemination of results through local media, social platforms, and stakeholder channels.	**By December 2025**

Obstacles and positive drivers

Obstacles

- **Car Dominance Mindset**

  A prevalent mindset prioritizing car use over alternative modes of transport. Overcoming this deeply ingrained cultural norm will require continuous engagement and education, especially in urban settings where car use has traditionally been the dominant form of mobility.

- **Need for Support from Local Police**

  During the first temporary phase of the project, there is a significant risk of vandalism and misuse of public space, especially as the project might be perceived as a disruption to the usual flow. Coordinated efforts with local police will be crucial to ensuring the safety and integrity of temporary installations and community spaces, preventing damage or misbehaviour. In addition, the involvement of students, teachers, and families in the co-design and implementation process serves as a preventive measure against vandalism. By actively including young people in shaping the space, we foster a sense of ownership and responsibility, which can significantly reduce the likelihood of intentional damage. This

participatory approach complements the collaboration with local authorities, combining preventive presence with community engagement.

Positive drivers

- **Strong Support from Parents, Residents, and Schools**

  There is robust backing from local stakeholders, including parents, residents, and schools. Their enthusiasm is crucial in promoting the project, particularly for the long-term engagement of the community. Their involvement will also provide a sense of ownership and responsibility for the public spaces being redesigned.

- **Political Will of the Borough**

  The Borough's strong political commitment to enhancing the community's quality of life and creating a better urban environment is a key enabler. This political backing ensures the necessary resources, both human and financial, will be available for the project and its successful implementation.

5.3.5 Financial resources

Interreg fund: 16.000,00 EUR

Local contribution: 4.000,00 EUR

Any other resources: District IX of the city of Rome and other local stakeholders will provide some materials as painting, vegetations, furniture, etc. At this stage, it is not possible to quantify the value of these additional resources.

Annex: Implementation plan

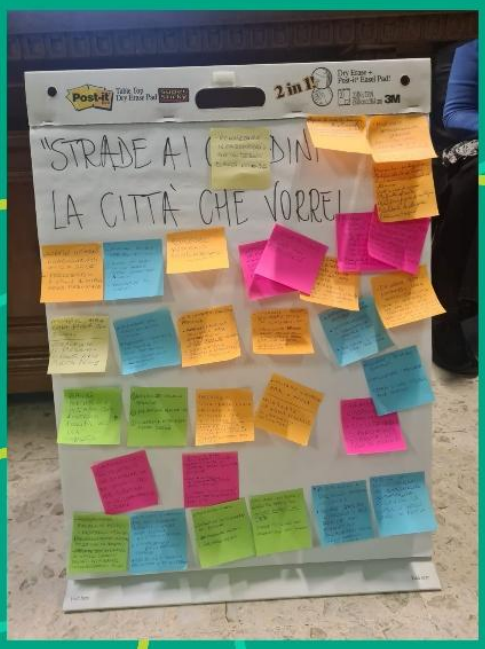
The next steps will focus on ensuring a smooth implementation and maximizing community involvement throughout the process. In the coming months, we will finalize the authorization process, which is expected to be completed by September 2025. This will include the conferences of services with the City of Rome, Borough 9, and the City Police, paving the way for the official start of the pilot action. The pilot action will be implemented in November 2025, involving physical changes to the street layout, the introduction of temporary community spaces, and pilot activities designed to test the co-designed solutions with local stakeholders. Throughout the entire project, from March 2025 onwards, we will continue to engage with the community through Community Breakfasts, Jane's Walk meetings (May 2025), and co-design workshops, ensuring that the pilot remains aligned with the evolving needs and expectations of the local residents. After the implementation phase, a structured monitoring process will begin to assess the

success of the interventions. This will involve collecting feedback from residents and stakeholders, evaluating the impact on traffic patterns, public space usage, and overall community well-being. Finally, by December 2025, we will communicate the results of the pilot, ensuring transparency and knowledge sharing through local media, social platforms, and stakeholder channels. This will help encourage the replication of similar initiatives in other areas.

Phase	**Timeframe**	**Main Activities**	**Lead Partner/Entity**
Pre-Intervention	March–September 2025	Community engagement: community breakfasts, Jane's Walks, and co-design workshops with local residents and stakeholders.	ANCI Lazio
Pre-Intervention	By September 2025	Institutional coordination: authorisation procedures through conferences of services involving City of Rome, Borough 9, and City Police.	ANCI Lazio + City of Rome
Pre-Intervention	By October 2025	Final planning and preparation of logistics, tools and communication materials for the pilot action.	ANCI Lazio
During Intervention	November 2025	Implementation of the pilot action: street transformation, tactical urbanism setup, and public space activation.	ANCI Lazio + Borough 9
During Intervention	November 2025	On-site communication and interaction with citizens; management of any temporary issues and real-time feedback collection.	ANCI Lazio
Post-Intervention	December 2025	Monitoring of results, collection of stakeholder feedback, and dissemination of outcomes via local press and social media.	ANCI Lazio

COMMUNITY BREAKFAST 1

5 MARCH 2025



COMMUNITY BREAKFAST 2

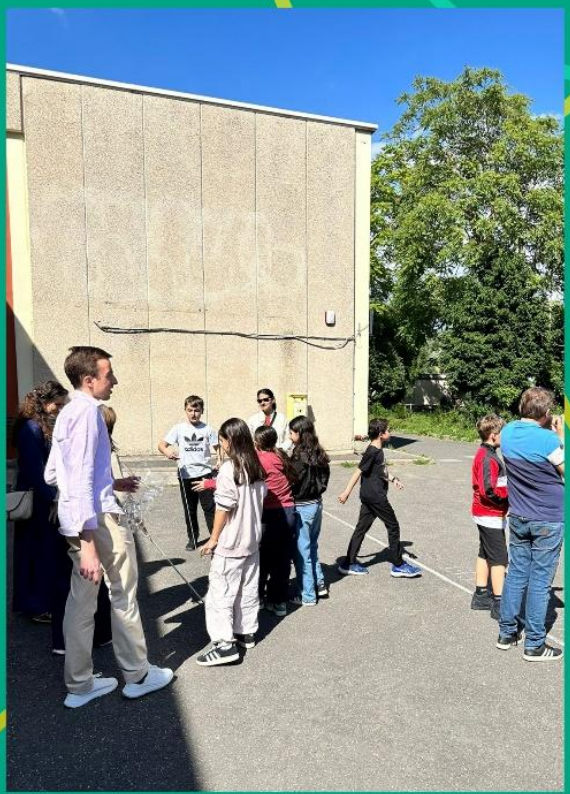
9 MAY 2025

Photo by ANCI LAZIO

Photos by ANCI LAZIO

JANE'S WALK

9 MAY 2025



Photos by ANCI LAZIO

5.4 Ioannina

5.4.1 The local context

Ioannina is a city in Epirus, seat of the Municipality of Ioannina and capital of the Regional Unity of Ioannina. They are also the headquarters and largest city of the Region of Epirus as well as the Decentralized Administration of Epirus - Western Macedonia. The population of the city amounts to 64,896 inhabitants and of the wider metropolitan municipality to 113,978 according to the 2021 census. Ioannina is located in the northwestern part of mainland Greece, in the centre of the basin of the same name. It is one of the largest cities in Greece with a rich cultural tradition and modern development enterprises. Among the diverse geographical features of the region, Lake Pamvotida, adjacent to the city, holds a special place.

The main economic sectors of the city are:

- **Tertiary sector (services)**: the bulk of the workforce is employed in public administration, education (notably the University of Ioannina), healthcare, retail, and hospitality. The University draws around 25,000–30,000 students, contributing notably to local economy and innovation emeastartups.com.
- **Tourism & culture:** a year-round attraction thanks to its cultural heritage (castle, lake island, museums), vibrant events, and scenic surroundings.
- **Light industry & agriculture:** the regional economy includes food production (notably dairy/feta), metalwork and silvercraft, light manufacturing, and construction.
- **Technology & innovation:** in recent years, Ioannina has emerged as a regional tech hub, supported by the Epirus Science & Technology Park and local startups, drawing in IT services and digital banking ventures

The city has a lot of pedestrian-routes covering more than 200 road parts. The pedestrian routes have a significant impact on the daily life of the citizens, providing safe space for movement and leisure.

However, they present significant challenges such as fragmented and not connected design, lack of trees and green spaces that create an unfriendly microclimate and limited shade, lack of public equipment such as benches, toys for children, small sports facilities etc. Also, bike infrastructure is very limited and geographically placed mainly close to the urban waterfront. However, even in this area it presents significant weaknesses related to fragmented and not connected infrastructure and lack of safety measures. However, The Municipality of Ioannina has a significant number of approved public spaces, approximately 85.

The Streets for Citizens project in Ioannina align with the city's ongoing efforts in sustainable mobility and citizen engagement by addressing key local challenges. Ioannina faces issues related to traffic congestion, limited pedestrian-friendly spaces, and insufficient cycling infrastructure. This project complements the city's broader strategy to promote **sustainable urban mobility (SUMP)** by reclaiming public spaces for pedestrians and cyclists, reducing car dependency, and enhancing accessibility. Additionally, it strengthens citizens participation by involving local communities in urban planning, fostering a sense of ownership, and ensuring that mobility solutions meet residents' needs. By integrating with existing initiatives, such as public transport enhancements and smart city projects, the pilot contributes to a greener, more inclusive, and liveable Ioannina.

Short summary of relevant policies at local, regional, national and EU level

The Municipality of Ioannina has developed several strategic documents and software related to Street of Citizens project, including the Sustainable Urban Mobility Plan (SUMP), the Sustainable Energy Action Plan (SEAP), and the Strategic Plan for Digital Transformation and Smart City Strategy. Additionally, it utilizes tools such as the Nature-Based Enterprise Platform and the Co-Impact Tool.

Furthermore, the Greek Ministry of Environment and Energy is promoting and supporting regeneration projects, as these can serve as a spearhead for the redesign of urban areas. The goal is to address issues related to climate change, enhance urban resilience and attractiveness, strengthen the local economy and competitiveness, support the transition toward climate neutrality, and foster social cohesion. The success of any regeneration policy depends on its effective integration with the planning levels through which it must be implemented.

Finaly, the proposed pilot aligns with the objectives of the European Mission "100 Climate-Neutral and Smart Cities by 2030", in which the Municipality of Ioannina is actively participating. This initiative brings together local authorities, citizens, businesses, investors, and regional and national entities to transform selected cities into hubs of experimentation and innovation, paving the way for all European cities to achieve climate neutrality by 2050.

5.4.2 Transnational demonstration action

Pilot thematic group: Active mobility

Challenges

The **pilot intervention in Ioannina** aims to tackle several key urban challenges related to **sustainable mobility, public space transformation, and citizen well-being**. The specific challenges include:

Limited pedestrian-friendly spaces: Ioannina's urban landscape is still dominated by auto-oriented streets, reducing walkability and accessibility for pedestrians.

Lack of safe and accessible public spaces: the initiative seeks to convert streets into pedestrian plazas, enhancing urban liveability and fostering social interaction.

Insufficient cycling infrastructure: The informal bike parking initiative highlights the need for permanent and well-distributed bike parking spots, encouraging cycling as a sustainable mode of transport.

Car dependency and traffic congestion: by promoting active mobility (walking and cycling), the intervention aims to reduce car use, leading to lower emissions and less congestion.

Need for scalable and transferable solutions: the project integrates best practices from other regions and refines them through local adaptations, ensuring solutions can be implemented beyond Ioannina.

This intervention directly supports the city's broader goals for sustainable urban mobility and improved public space utilization, ultimately creating a greener and more inclusive urban environment.

Hypothesis

The pilot intervention in Ioannina aims to demonstrate that reclaiming auto-oriented streets for pedestrian and cycling use will lead to improved urban liveability, increased active mobility, and enhanced citizen well-being. The project assumes that by providing accessible pedestrian plazas, informal bike parking, and upgraded walkable areas, the city can encourage a shift away from car dependency, fostering a more sustainable urban environment.

With the implementation of the pilot, it is predicted that a positive contribution will take place in the issues bellow:

Increased active mobility: A rise in pedestrian and cycling activity due to improved infrastructure.

Enhanced public space usage: More citizens utilizing pedestrian plazas, fostering social engagement and community well-being.

Reduced car dependency: A noticeable decline in short-distance car trips as people opt for walking and cycling.

Informed infrastructure development: Data from informal bike parking usage will help determine where permanent bike racks should be installed.

Potential for replication: The intervention will provide a scalable model that can be adapted to other cities looking to enhance sustainable mobility.

Testing questions

The intervention aims to **test the feasibility, effectiveness, and impact** of transforming car-oriented spaces into **pedestrian-friendly areas and cycling infrastructure**. Specifically, it will evaluate how these changes **affect mobility behaviour, urban** liveability, and citizen engagement.

Additionally, the testing questions that are to be answered through the pilot, might be the following:

Mobility behaviour:

- Will pedestrian and cycling activity increase in the transformed areas?
- How will the intervention influence car dependency and traffic patterns?
- Do citizens feel safer and more inclined to walk or cycle after the intervention?

Public space usage and social impact:

- Are the newly created pedestrian plazas actively used by residents?
- How do these spaces contribute to social interaction and community engagement?
- Do local businesses experience increased foot traffic and economic benefits?

Infrastructure needs and functionality:

- How effective is informal bike parking in identifying optimal locations for permanent infrastructure?
- Are there any unforeseen obstacles in implementing pedestrian zones?
- What adjustments are needed to ensure long-term sustainability of the intervention?

Scalability and transferability:

- Can this model be replicated in other areas of Ioannina or other cities?

- What best practices can be derived from this pilot for future urban mobility projects?
- How can the project be adapted to different urban settings or scaled up for larger impact?

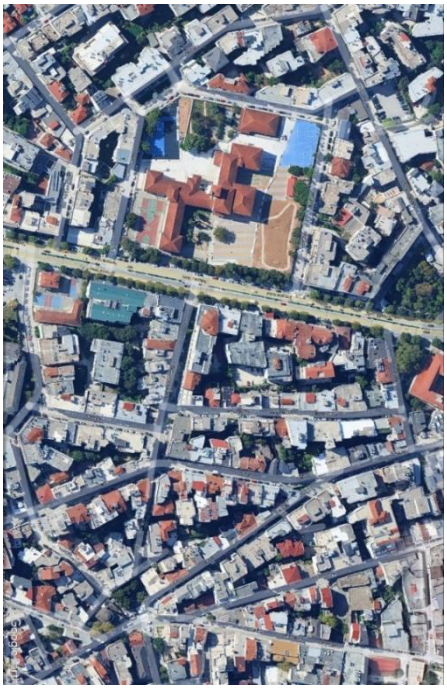
Furthermore, it would be very useful for the Municipality if with the implementation of the pilot, can acquire information and data for the following issues:

- **Effectiveness of active mobility measures:** whether reclaiming streets for pedestrians and cyclists leads to lasting behavioural change.
- **Public acceptance and engagement:** if citizens and stakeholders support the intervention and how they interact with the transformed spaces.
- **Infrastructure gaps and needs:** insights into adjustments needed for future planning and decision-making.
- **Policy implications:** Whether the intervention aligns with Ioannina's broader sustainable mobility goals and European climate objectives.

Ultimately, this pilot will help determine if the intervention should be **modified, expanded, or made permanent**, providing a **data-driven foundation for future sustainable urban mobility initiatives** in Ioannina.

Location of the intervention

Figure 10: Location of the intervention



Source: Municipality of Ioannina

The area of Kaloutsiani is one of the oldest neighbourhoods in the city of Ioannina, home to one of the city's characteristic landmarks: the Kaloutsiani Mosque.

The current state of the area is marked by a general sense of decline. More specifically, the intervention area, located northwest, behind Kaloutsiani Square, constitutes a negative (in the sense of a void) urban space amidst modern apartment buildings. At present, it serves a dual function: as a parking area for local residents and as a passageway via the existing public staircase on Vamvetsou Street, which connects Kaloutsiani to the modern city centre.

Regarding the principles of the intervention, these were determined by the need to re-inhabit an abandoned and degraded urban space through the enhancement of sustainable mobility and accessibility, as well as the necessity for the aesthetic upgrading of the area. This would be achieved through a unified approach incorporating the methods of tactical urbanism (economic and quick interventions or actions that have a positive impact at the neighbourhood or city level).

The above considerations, along with the sustainability of the intervention and the respect for the Ottoman Mosque monument located in the area, formed the framework within which the intervention was designed.

Summary of planned activities

The pilot intervention in Ioannina is currently in the study phase, which is anticipated to be completed within the next two months. Following the completion of the study, the next step towards implementing the pilot activity will be the publication of a call for tenders to select suitable contractors. This tender process is expected to require a minimum duration of four months.

Finally, once the relevant contract has been signed, the actual execution of works within the pilot area of Kaloutsiani is projected to take approximately six months.

The main directions of the intervention at the area of Kaloutsiani were shaped with the aim of revitalizing an abandoned and degraded part of the urban fabric.

The proposal focuses on enhancing accessibility and sustainable mobility, while simultaneously aiming for the aesthetic upgrade of the area through a unified and targeted design. The design adopts principles of tactical urbanism—namely, small-scale, low-cost, and rapidly implemented interventions with a positive impact at the neighbourhood level. A decisive element was also the preservation of the cultural identity of the place, with respect for the Ottoman Mosque located in the area. All these factors formed the framework within which the proposal was developed.

Figure 11: Presentation of the intervention area and intervention proposal

Source: Municipality of Ioannina

Central concept and design methodology

The basic principles of the proposed intervention stem from the need to reactivate an abandoned and degraded public space, with emphasis on improving accessibility, enhancing soft mobility, and upgrading aesthetics through low-cost and fast implementation. The design was based on the principles of tactical urbanism, aiming for interventions that positively affect the daily lives of residents, with respect for the historical environment and the Ottoman Mosque located in the area.

The proposal includes the following main directions:

1. Shaping of slopes and paving materials
2. Paving materials and aesthetic integration with the monument
3. Pilot interventions – bicycle ramp and resting zones
4. Planting
5. Lighting

5.4.3 Citizen engagement and community campaign

Stakeholders and target audiences

The **Municipality of Ioannina** is leading the intervention, overseeing the planning, implementation, and evaluation process. The project also involves collaboration with various **local actors** to ensure its success and sustainability. These include:

- **Local government & urban planning authorities**: responsible for policy alignment, infrastructure changes, and regulatory support.
- **Transport & mobility experts**: assisting in designing pedestrian-friendly areas, bike parking solutions, and sustainable mobility plans.
- **Local businesses & commercial associations**: engaged to understand the impact of pedestrian-friendly areas on economic activity and to promote local commerce.
- **Citizen groups & community organizations**: ensuring public participation, gathering feedback, and fostering community engagement.
- **Educational institutions**: schools and universities may be involved to promote sustainable mobility among students and young residents.
- **Cycling & environmental organizations**: advocating for bike-friendly infrastructure and environmental sustainability.
- **Technology & smart city stakeholders**: providing digital tools and data collection support for monitoring and evaluating the intervention.

The main target audience will be:

- **Residents**: encouraging more walkable and liveable neighbourhoods by improving pedestrian and cycling infrastructure.
- **Commuters & workers**: providing alternative mobility options to reduce car dependency for daily commuting.
- **Cyclists**: enhancing bike accessibility and identifying locations for permanent bike parking.
- **Business owners & visitors**: creating vibrant pedestrian plazas that can boost foot traffic and economic activity.

- **School children & students**: promoting safer and more sustainable travel habits among young generations.
- **Elderly & people with reduced mobility**: ensuring improved accessibility and safer pedestrian environments.

Participation methods

All target audience groups will be invited to participate in the **mandatory engagement activities**. Additionally, specific groups within the community that have a greater influence and active involvement in **mobility improvement efforts** will be approached. These groups include **environmental associations, cycling clubs, associations for people with disabilities, and scientific communities** with a special interest in urban development and mobility issues.

To **maintain engagement and interest**, the Municipality of Ioannina's project team will regularly send **press releases and newsletters** updating them on project activities and initiatives. Furthermore, in addition to the required engagement activities, **additional in-person meetings** will be organized. These meetings will foster **a stronger sense of participation** and ensure that these groups feel actively involved in the project's progress and decision-making.

For the organization of both events — Community Breakfast and CityWalk — the following activities will be undertaken:

1. **Day selection**

The choice of date will be based on the following criteria:

- Sufficient lead time to allow for effective event promotion
- Alignment with a day when the market is closed, thereby increasing the likelihood of public attendance

2. **Venue selection**

Preference will be given to areas located near the pilot intervention site, to strengthen the connection between the event and the project activities.

3. **Type of participants**
   - Local schools: approximately 20 children accompanied by their parents will be invited, with priority given to schools in the immediate vicinity, especially those whose students and parents regularly use the staircase. Involving more children may prove difficult. Invitations will be extended through parent associations.

- Persons with disabilities (PwD): relevant invitations will be sent to the Prefecture and disability-related associations to ensure inclusive participation.
- Local residents: particular emphasis will be placed on engaging residents who park in the area beneath the staircase, as well as those who use it regularly.

4. **Preparation of a draft event agenda**

A preliminary agenda outline is provided below:

- 17:00–17:30 Arrival and registration
- 17:30 Welcome speech by a political representative (e.g., the Mayor), highlighting the event's connection to the 100 Climate-Neutral and Smart Cities initiative
- Presentation of the project and the Municipality's role within it
- Overview of the proposed intervention plan
- Interactive session: If attendance is high, participants will be divided into smaller groups to facilitate engagement. Trained facilitators will support the discussion. A questionnaire will also be distributed to gather feedback and input for the project's Roll-Up Plan.

The first community breakfast was held on the **8th of March 2025**, gathering more than **180 people** who discussed the tactical urban intervention.

During the event, municipal staff engaged residents and visitors in conversations about the design of the pilot action, which aims to regenerate the 110 stairs connecting "Tzami Square" at the lower level with the higher area of the city.

Printed materials were provided to showcase concepts, suggested materials, and relevant actions, allowing citizens to draw inspiration and contribute their own ideas and feedback to the final design. This approach enabled participants to feel genuinely involved in an ongoing design process from the very beginning. No formal presentations or speeches were employed, creating a relaxed atmosphere that brought together neighbourhood residents of all ages.

Additionally, participants were guided to the specific location of the intervention, where municipal staff explained the core principles and ideas behind the project. Citizens had the opportunity to visually represent their suggestions on provided photographic materials, while children received materials to illustrate their own creative ideas.

The second community breakfast was held on **June 15, 2025**, and saw great participation, with more than 100 attendees.

During the event, representatives from the Municipality presented the project's outputs and achievements to date, highlighting the Municipality's contribution to these efforts.

In addition, the final plans for the intervention at the 110 steps—connecting "Tzami Square" at the lower level to the upper part of the city—were unveiled. Alongside the technical plans, a photorealistic image was shown to illustrate how the area will look upon completion, which received a positive reaction from the attendees.

Afterward, the floor was opened to the participants, giving them the opportunity to share their thoughts and considerations regarding the pilot activity. Many valuable proposals were collected, which will be used to help improve the wider area.

To close the event, the Municipality's representatives discussed the upcoming activities of the project. They emphasized that the success of these efforts depends greatly on the active participation and engagement of the community and assured attendees that they will be kept informed going forward.

Community campaign

The Municipality of Ioannina has elaborated a communication plan for promoting the pilot activity in the local community.

The basic elements of this plan are briefly presented as follow:

Objectives

Raise awareness about the pilot, engage key stakeholders and the local community and encourage participation and feedback. The communication campaign will be composed by three phases: Pre-intervention, During intervention and After intervention.

The core actions that will be undertaken by the Municipality for each phase are descripted bellow:

Pre-intervention:

- First announcement in the media; review of release dates for local newspapers/publications.
- Preparation of the draft for the first information brochure about the TDA
- Selection of external collaborator for communication/design/photo/video.
- Notice to the residents.

During intervention

- Ongoing communication activities.
- Press conference at the location of the TDA.

- Promotion of the pilot intervention on all channels and possible media.

After intervention

- Promotion at the national level.
- Communication of the evaluation (effects of the TDA) to all stakeholders.

For the implementation of the above-mentioned activities some indicative communication tools are listed:

Key communication channels & strategies:

- **Social media campaign**

  Platforms: Facebook, Instagram, Twitter, LinkedIn

- **Newsletters & emails**

  Audience: Local subscribers, stakeholders, community groups.

- **Press releases & media coverage**

  Distribute to local newspapers, radio, and digital media.

- **Community meetings & public engagement**

  Formats: Town hall, workshops, pop-up events in key locations concerning issues related with tactical urbanism.

- **Collaborations & influencer engagement**

  Partner with local businesses, schools, and advocacy groups.

  Engage local influencers or community figures to promote participation

5.4.4 Monitoring and assessment

Results framework

Specific objective 1: Turn a degraded passage into a safe, attractive, and accessible urban space that supports walking and cycling.			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
smoothing the slope of the existing staircase and paving materials	Slength of the slope	….m^{2**}	….m^{2**}
addition of a bicycle ramp along the entire length of the north side of the staircase	Nr. of bicycle ramps	0	1

creating a "stop" section on the staircase, thus giving the space a new quality	Nr. of stop sections	0	1
Maintenance of existing plantings and the addition of new ones	Nr. of plants **	0	18
adding appropriate lighting at the stair level	Nr. of LED lights	---- 0 **	---- 4 LED lights**
Result indicator		**Baseline value**	**Target value**
Improved perception of safety and attractiveness		Baseline perception of safety and attractiveness	20% increase in the perceived safety and 30% increase in the perceived attractiveness

****Important notice:** The exact baseline and target values will be defined after the completion of the technical study which is pending

Assessment methods

To assess the efficacy of the intervention, a comprehensive mixed-methods evaluation will be conducted. Quantitative data will be obtained through systematic footfall analysis and structured on-site observations to measure patterns of staircase usage. In parallel, qualitative data will be collected via concise surveys and informal interviews with residents, aimed at capturing their satisfaction, perceived benefits, and recommendations for improvement. Data collection will take place both prior to and following the implementation of the intervention, thereby facilitating a robust comparative analysis of its outcomes.

Obstacles and positive drivers

Obstacles

- Limited pedestrian-friendly spaces
- Lack of safe and accessible public spaces
- Insufficient cycling infrastructure
- Car dependency and traffic congestion
- Need for scalable and transferable solutions

Positive drivers

- Increased active mobility
- Enhanced public space usage
- Reduced car dependency

- Informed infrastructure development
- Potential for replication

5.4.5 Financial resources

The total estimated cost for the pilot intervention is €260,000. Of this amount, €135,000 will be financed by the Street for Citizens project (80% from the Interreg fund and 20% from the Public Investment fund). The remaining €125,000 will be covered by the Municipality of Ioannina's own funds.

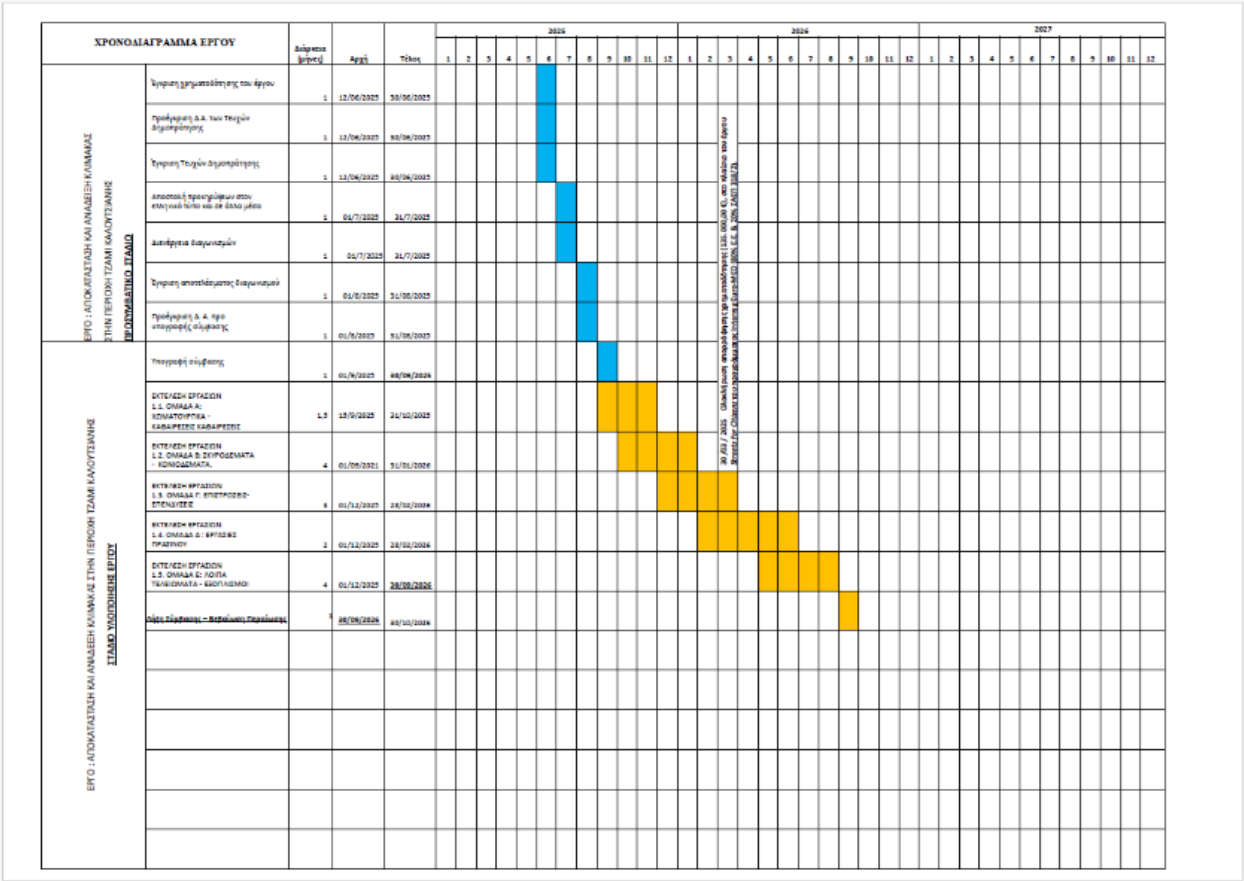
Interreg fund: 135,000 EUR (80% by Interreg, 20% by National Contribution)

Local contribution: 125,000 EUR Municipal funds

Any other resources: N/A

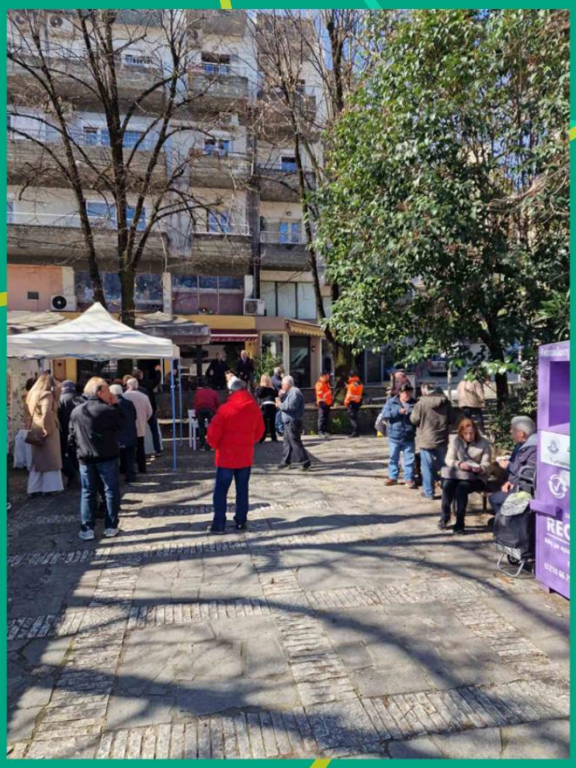
Annex – Implementation plan

The time plan for the implementation of the pilot action is presented in the figure bellow.



COMMUNITY BREAKFAST 1

8 MARCH 2025



Photos by Municipality of Ioannina

5.5 Portalegre

5.5.1 The local context

The pilot action developed by AREANATejo in Portalegre aligns with the city's local context by addressing the pressing challenges of sustainable mobility and urban accessibility. As the district capital of the Alto Alentejo sub-region, Portalegre spans 447.1 km² and has around 22,000 inhabitants. The city combines historic areas with modern zones offering services such as schools, shops, and a hospital. Despite its regional importance in the economic, educational, and healthcare sectors, Portalegre faces significant urban mobility issues, largely due to limited public transport and the distance from the railway station.

Motorized transport, especially the private car, dominates due to the city's steep streets and poor public transport. The road network, though mostly well maintained, struggles with safety concerns and rising accident rates, being the highest increase nationally. Cycling plays a minimal role in mobility, with only one cycle path in the industrial area. Public transport relies mainly on buses operated by SMAT (Municipal Managed Enterprise), covering key areas but missing some neighbourhoods. These buses are infrequent, outdated, and fossil-fuelled, which contributes to the population's preference for private vehicles. In 2021, 80% of trips were made by car, 15% on foot, 3% by bus, and 0% by bicycle (data from Portuguese National Statistical Institute). Pedestrian access, particularly between schools and the bus station, remains a challenge for daily users, especially students.

The planned pilot action proposes the creation of a multi-coloured pedestrian corridor, accessible to all. Including schools in the process, through participatory activities such as painting walls and street furniture, encourages active citizenship and creativity among young people. In addition, the adaptation of existing infrastructure through tactical urbanism reinforces the requalification of public space, making it more inclusive and inviting, and contributing to a positive impact on the city and its community.

Short summary of relevant policies on local, regional, national and EU level

Through the creation of the multi-coloured route and the actions planned in the project, soft mobility is promoted in the city, pedestrian safety is guaranteed, the younger population is made aware of the importance of intermodality and European and national targets are met, as well as local and regional regulations and targets.

In this regard, we highlight the National Strategy for Active Cycling Mobility 2020-20303, which reflects Portugal's commitment to fulfilling the commitments made in the Paris Agreement and the Sustainable Development Goals adopted in the context of the United Nations. At a regional level, it is important to mention the Alto Alentejo Sustainable Urban Mobility Action Plan4 and the Intermunicipal Plan for Climate Change Alto Alentejo5 (PIAAC), by foresting low-carbon mobility and improving urban accessibility.

Locally, the pilot action directly contributes to several municipal strategies, including the Municipal Climate Action Plan, the PEDU – Strategic Urban Development Plan, the PARU – Action Plan for Urban Rehabilitation, the PAMUS – Action Plan for Sustainable Urban Mobility, the PAICD – Integrated Action Plan for Disadvantaged Communities, and the Urban Rehabilitation Strategy for Portalegre's ARU. These plans share common goals around sustainability, inclusion, safety, and the revitalization of public space, which the pilot project actively supports through tactical urbanism and community involvement.

5.5.2 Transnational demonstration action

Pilot thematic group: Active mobility

Challenges

The pilot action in Portalegre aims to address several specific urban challenges:

- **Car dependence is a key issue**, as most daily trips are made by private vehicles. The lack of attractive and viable alternatives discourages walking and other forms of sustainable mobility.
- **Young people do not feel ownership of public spaces** and tend not to use or identify with them. Their lack of involvement in the planning and regeneration processes contributes to a sense of detachment.
- **Pedestrian mobility is limited**, especially on critical routes such as those between schools and the bus terminal, where the safety of children and youth is at risk.
- **Public spaces are underused**, as they are not designed to invite people to stay — they often lack elements like resting points, shade, or engaging street furniture.

Planned pilot action addresses these issues by promoting accessible and inclusive pedestrian infrastructure, engaging young people in the co-creation of public spaces, and

[3] Available at: https://diariodarepublica.pt/dr/legislacao-consolidada/resolucao-conselho-ministros/2019-215333146
[4] Available at: https://www.cimaa.pt/download/plano-de-acao-de-mobilidade-urbana-sustentavel-do-alto-alentejo-2016/
[5] Available at: https://www.cimaa.pt/download/plano-intermunicipal-de-adaptacao-as-alteracoes-climaticas-do-alto-alentejo/

using tactical urbanism to transform the urban environment into a safer, more attractive, and participatory space that supports sustainable mobility.

Hypothesis

The hypothesis of the pilot action in Portalegre are the following:

- The creation of an accessible, multi-coloured pedestrian corridor will improve safety, promote sustainable mobility, and increase public engagement.
- By involving schools and the community in the co-creation of public spaces, the project will encourage active citizenship, promote more sustainable mobility options and make urban spaces more inclusive.
- The pilot will contribute to long-term improvements in the quality of urban life.

Testing questions

With this intervention, we aim to test the effectiveness of the multi-coloured pedestrian corridor in improving pedestrian safety and mobility, especially for children and young people, and to assess the impact on the adoption of more sustainable means of transport.

The test questions include:

1. Does the creation of the pedestrian corridor increase the use of public space and promote active mobility?
2. Is the accessible and inclusive design of the route effective in integrating people with reduced mobility and other specific needs?
3. Does the participation of the community, especially schools, result in greater involvement and a sense of belonging to public spaces?
4. Is there a change in travel habits, with more people choosing to walk instead of using car transport?
5. Does the intervention contribute to improving the quality of public space and the perception of the city as safer and more inclusive?

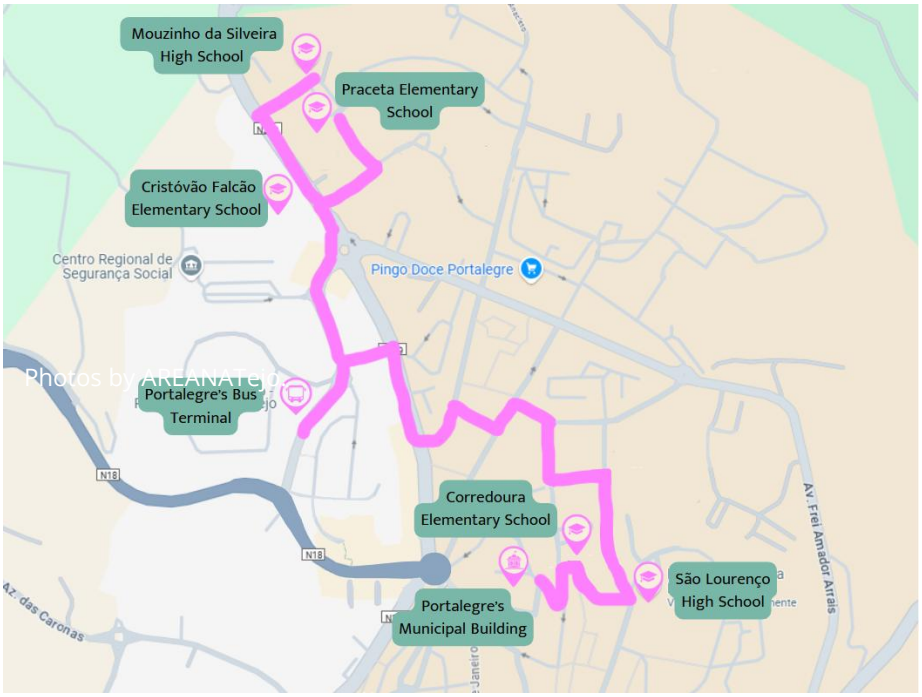
The results of these questions will allow us to assess whether the intervention has a positive impact, whether there is a need for adjustments to the design or participatory approach, and whether it should be expanded or made permanent, both in Portalegre and in other cities.

Location of the intervention

The intervention will be conducted in the city center of Portalegre, on streets that connect the various schools in the city to the bus station. The path was designed to improve the safety, accessibility and attractiveness of the route for students, who often walk between

the bus station (Brasil Avenue) and the schools (in streets such as Bonfin's Avenue and George Robinson's Avenue). The schools that were included in the route were those in the city centre, namely the city's two secondary schools, the Mouzinho da Silveira High School and the São Lourenço High School. In addition to these, elementary schools are also included in the project, namely Cristóvão Falcão Elementary School, Praceta Elementary School and Corredoura Elementary School. This pedestrian corridor will be materialized in a strip 0.35cm wide and 2,106m long, with several lines separated from each other by 1cm, each approximately 8cm wide and in different colours. The decision on the location was made in collaboration between AREANATejo and the Municipality of Portalegre, based on an analysis of the main school travel routes and the identification of the areas most in need of accessible infrastructure and the promotion of sustainable mobility. The aim is to create a central route that benefits both everyday mobility and recreational use of the public space.

Figure 12: Location of the pedestrian corridor



Source: AREANATejo

Summary of planned activities

- **Preparatory work**

Prior to implementing the pilot action, AREANATejo plans to carry out preparatory activities, such as establishing contact with schools to define the elements and themes of the project. Regular coordination meetings with the Municipality of Portalegre have

also taken place to ensure alignment with local strategies and priorities. The preparation phase also included logistical planning, such as defining intervention zones and public procurement procedures necessary for implementing the pilot action effectively.

- **Tactical urbanism demonstrations**

As part of early engagement, a tactical urbanism demonstration action was already carried out. This involved the painting of a frequently used bus stop by students, serving as a small-scale preview of the planned multicolored corridor. This action was visited by project partners during the Second Project Coordination Meeting in Portalegre, helping to raise awareness and gain feedback from stakeholders.

- **First Community Breakfast**

On February 21st, 2025, the first Community Breakfast was held in partnership with a Senior Academy Project. Dozens of citizens participated, and the event served as an excellent opportunity to collect insights, concerns, and suggestions directly from the community. This helped to shape the pilot intervention in a more inclusive and citizen-oriented way.

- **Second Community Breakfast**

On May 8th, 2025, the second Community Breakfast was held focusing on young people, namely from schools. This activity created a dynamic and inclusive environment that captured valuable suggestions for the requalification of public space.

- **Jane's Walk**

On May 17th, 2025, AREANATejo organized its first "Jane's Walk" under the theme "Walk for Our City", which gathered more than 120 participants, including children, youth, and older adults. The walk covered several strategic areas of the city where the pilot action on active mobility will be implemented. During the event, participants shared ideas and suggestions related to urban mobility, accessibility, and the pedestrian experience.

- **Participation in city events**

In order to be close to citizens and spread the word about our pilot action more effectively, our plan is to be present at events in the city. In this context, during the week of the city's main festivities we were present with a project game, where we

managed to get answers from 62 citizens to a questionnaire on the themes of our pilot action.

- **Pilot physical implementation**

The pilot action is scheduled to begin in July 2025 and end in December 2025. During this period, it is hoped to implement the pedestrian corridor through the physical interventions necessary for its execution, as well as the participatory activities of the community and schools (namely through the painting of street furniture). The choice of colours to be used in the pedestrian corridor was decided in collaboration with the Municipality of Portalegre, the entity responsible for public space under Portuguese law. In agreement, colours were decided upon to match the colours used in the city's graphic identity, inspired by the Portalegre tapestry. As for the designs used by the students in the tactical urbanism demonstrations, these were completely free on the part of the students. In the case of the bus stop that had already been decorated, it was inspired by the teaching themes that the students were studying about the painter Juan Miró.

5.5.3 Citizen engagement and community campaign

Stakeholders and target audiences

Since the beginning of the project, AREANATejo has aimed to involve the various stakeholders in the project, namely:

- **Municipality of Portalegre**: several meetings were held regarding the preparation and discussion of the Pilot Project to be implemented.
- **Art students:** namely from São Lourenço High School, which actively participated in a tactical urban action demonstration at a bus stop in the city, these students bring a creative and participatory approach.
- **Eco-Schools project representatives**: the eco-school representatives are students who focus their academic activity on themes that align with the project. In addition, they have already been involved in several of the citizen engagement activities we organise, such as Jane's Walk or the second community breakfast.
- **Students from the schools that are integrated in the project:** namely from Mouzinho da Silveira High School, (where students demonstrated tactical urban actions carried out in previous years and also participated in the second Community Breakfast), from Cristóvão Falcão Elementary School (also participated in the second Community Breakfast) and Praceta and Corredoura Primary School.

- **Teachers and school staff**: is essential to guaranteeing the success and continuity of the project, as they are key players in raising awareness among students, making activities more dynamic and integrating the values of citizenship and sustainable mobility into everyday school life. We have included teachers and school staff in all the activities we carry out with the schools, for example at the second community breakfast.
- **Elderly and people with reduced mobility**: key to ensuring that the proposed solutions respond to the real needs of the elderly population and those with reduced mobility, promoting inclusion, accessibility and active participation in the regeneration of public space.
- **Local associations and entities**: crucial to strengthening the impact and sustainability of the project, since these organizations know the territory well, mobilize different audiences and can help with the implementation, dissemination and continuity of the actions in the community context. We involve various associations, for example in our Jane's Walk.
- **Local businesses:** benefit from more attractive and accessible public spaces and can also support and promote the initiatives. We have already involved them, for example, in our Jane's Walk where they were able to showcase their regional products.
- **Young people in general (outside the school context)**: often far removed from participatory processes, but with great creative and transformative potential.
- **Local media**: help disseminate information, mobilize the community, and raise awareness of the project.
- **Municipal technicians and decision-makers**: ensure that the project is integrated into public policies and aligned with planning instruments.

Participation methods

On **February 21, 2025**, AREANATejo held the first **Community Breakfast**, in collaboration with a Senior Academy Project, where dozens of citizens—particularly older adults—participated. The event offered a valuable opportunity to collect input directly from the community through group dynamics and a thematic survey, helping to shape the pilot action in Portalegre.

Following this, on **May 8, 2025**, the **second Community Breakfast** took place, focusing on young citizens—specifically **Eco-Schools representatives** from local schools. Around 25 students aged 10 to 16 participated, accompanied by teachers and school staff. Through group dynamics and the creation of a “mural of words,” students identified areas

in the city most in need of improvement, with strong emphasis on green spaces, pedestrian safety, and soft mobility solutions. This activity created a dynamic and inclusive environment that captured valuable suggestions for the requalification of public space.

Additionally, on **May 17, 2025**, AREANATejo organized its first **"Jane's Walk"** under the theme **"Walk for Our City"**, which gathered more than **120 participants**, including children, youth, and older adults. The walk covered several strategic areas of the city where the pilot action on active mobility will be implemented. During the event, participants shared ideas and suggestions related to urban mobility, accessibility, and the pedestrian experience. The contributions gathered during this walk will directly inform the next stages of the pilot, ensuring that the planning process continues to reflect the community's needs and aspirations.

Together, these actions have strengthened the bond between AREANATejo and the citizens of Portalegre, promoting a collaborative approach to sustainable urban transformation.

Community campaign

AREANATejo planned its communication and dissemination actions considering the best strategies for communicating with its target groups and stakeholders.

Campaign goals:

- To improve the mobility of the city and the quality of public space.
- Change in travel habits, with more people choosing to walk instead of using car & promote positive changes in travel habits.
- To increase the use of public space.
- To raise awareness of the objectives and concepts of the Project among the students of the schools involved, as well as their families.

Target audience:

- Students
- School Community (teachers, operational staff & parents and grandparents of schoolchildren)
- Municipal decision-makers
- General public

Key messages:

"A CAMINHAR PELA NOSSA CIDADE" (walking around our city)

"CAMINHAR É COOL" (walking is cool)

"MAIS PESSOAS, MENOS CARROS" (more people, less cars)

Figure 13: Communication activities

Source: AREANATejo

Dissemination actions foreseen - Communication through the channels described below will be done with two planned contents, not only activities and information about the project, but also dynamic contents (through reels and images) that incite debate on the topics covered by the Project:

- **Posts and reels in social networks** (Facebook, LinkedIn and Instagram) - spreading the news to younger people and engaging them.
- **Press releases** - use of local/regional media, in order to get a good media coverage of the actions foreseen
- **Communication Office of the Municipality of Portalegre (associated partner in the project) -** broadcast the Project's information on the Municipality's social networks, which is also significant given that they have a good outreach to the population in the city where the Pilot is to be implemented".
- **Local radio -** use of this media channel so that the message reaches the older population
- **School radio -** encouraging students to use school radio as a channel for communication and testimonial sharing (storytelling)
- **Direct mailing to schools**, in order to engage not only students but also teachers and other members of the school community in the implementation of the pilot action (physical interventions) and in the changing of habits
- **Promotional material -** production and distribution of promotional material related to the topic of our pilot action (namely informative flyers, sustainable tote bags and caps), in order to motivate and engage people in project activities

- **Participation in community events/activities -** participation in fairs and thematic events, promoting the project and its pilot action to the community in general
- **Placement of promotional posters and distribution of flyers** in public spaces, namely with the information on the colourful corridor and the aim of the pilot, in order to engage more people
- **Advertising on municipal buses and bus stops** (TBC with the Municipality of Portalegre), including an effective call-to-action and QR Codes that direct the public to the project's website or social networks)

5.5.4 Monitoring and assessment

Results framework

Specific objective: Enhance the perceived safety, accessibility, and inclusiveness of a key pedestrian route through targeted physical improvements.			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Co-design and participatory sessions with schools and local residents	co-creation sessions and citizen engagement activities in the City of Portalegre	0	3+ with 200+ citizens involved, including students, teachers, parents and the community
	surveys to understand citizens' perceptions about urban spaces in the city	0	2+
	visual identity or participatory design elements in the city	0	1+ bus stop painted (by the students to integrate and engage them in the urban environment)
Implement physical improvements to the pedestrian corridor using tactical urbanism strategies	coloured paths and corridors in the city	0	2146 meters of continuous and accessible multi-coloured pedestrian corridor to stimulate students and citizens to use active mobility modes of transport.
	gardens included in the path from the bus station to schools and urban furniture to invite citizens to enjoy public spaces	0	2 (inclusion of nearby gardens that include resting points, where citizens can stop and rest while walking in the corridor)
Result indicators	**Baseline value**		**Target value**
Improved perception of safety, accessibility and inclusiveness of the pedestrian route by students and residents.	Qualitative feedback indicates discomfort due to lack of shade, obstacles on sidewalks, absence of visual guidance, and low sense of ownership.		Qualitative feedback reflects increased comfort, visual appeal, and a sense of connection to space.

Assessment methods

The effectiveness of the intervention will be measured through quantitative and qualitative data. Quantitatively, questionnaires will be carried out before and after the intervention to assess the community's perception of safety, accessibility and use of the space. Qualitatively, feedback will be collected from residents and students through informal sessions or group meetings to understand their perceptions of the changes in the public space. This data will help assess the impact of the intervention.

Obstacles and positive drivers

Obstacles

- **Resistance from the population**: there may be some resistance to the introduction of coloured materials / coloured paths, which may be perceived as unusual.
- **Logistical difficulties**: the implementation of the actions may face some logistical challenges related to budget limitations (since labour and materials have increased significantly in price), as well as the clear definition of the necessary public procurement procedures.

Positive drivers

- **Institutional and community support**: The collaboration between AREANATejo, Portalegre City Council and the schools, such as the active involvement of students in tactical urbanism actions, creates a strong base of institutional and community support, which is essential for the success of the project.
- **Requalification of public space**: The transformation of urban spaces, has a direct positive impact on citizens' quality of life. This can increase the attraction of tourists and improve the perception of the city, making it more inclusive and inviting.
- **Raising awareness of sustainability**: Promoting sustainable mobility and raising awareness of intermodality, especially among young people, can have a positive impact on changing behaviour in the long term, encouraging the use of public transport and reducing dependence on private vehicles.

5.5.5 Financial resources

For the implementation of the pilot action, it is planned the following financial resources:

Interreg fund: 78.880,00 EUR

Local contribution: 19.720,00 EUR

Other resources: N/A

COMMUNITY BREAKFAST 1

21 FEBRUARY 2025

COMMUNITY BREAKFAST 2

8 MAY 2025

Photos by AREANATejo

JANE'S WALK

17 MAY 2025

Photos by AREANATejo

5.6 Ptuj

5.6.1 The local context

Partner city – the local context

Ptuj, the oldest town in Slovenia, is located along the Drava River in the northeastern part of the country and has approximately 18,000 inhabitants. Known for its rich history dating back to Roman times, Ptuj boasts a well-preserved medieval old town, the iconic Ptuj Castle, and the famous Kurentovanje carnival. The city serves as a regional hub, with key economic sectors including hospitality, tourism, viticulture, and industry. Additionally, Ptuj has a strong educational and research infrastructure that supports local businesses and innovation.

In Ptuj, current mobility relies on a combination of private cars, public transport, cycling, and walking. As in most Slovenian cities, cars account for most of the transportation. According to the latest data, about 70% of residents use private vehicles for their daily commute. Public transport, mainly buses, plays a significant role, though its usage is considerably lower compared to cars. Cycling and walking are popular alternatives, especially in the historic city centre, where distances are short, and infrastructure supports safe movement. Ptuj is actively working on sustainable mobility solutions, including improving cycling paths and promoting public transport to reduce traffic congestion and emissions.

Ptuj faces several mobility challenges, primarily related to traffic congestion, limited public transport options, and inadequate cycling and pedestrian infrastructure, which become especially problematic during rush hours. The city's reliance on private vehicles leads to frequent congestion, particularly in the historic centre, where narrow streets struggle to accommodate modern traffic demands. Morning and evening peak hours exacerbate delays, as increased traffic slows down movement across key intersections and access roads. Public transport, mainly buses, is available but lacks frequency and coverage, making it less attractive for daily commuters, especially when demand is highest.

Additionally, while cycling is encouraged, the infrastructure remains fragmented and insufficient, with some areas lacking dedicated bike lanes, making cycling less safe and convenient, particularly during high-traffic periods. In the past two years, more cycling infrastructure has been built to promote sustainable mobility, but it remains disconnected, limiting its effectiveness and discouraging broader adoption.

Pedestrian accessibility is another concern, as certain parts of the city have poorly maintained sidewalks or lack safe crossings, creating difficulties for vulnerable groups

such as the elderly and children. Efforts are being made to improve sustainable mobility, including projects to enhance cycling routes and pedestrian-friendly zones, but challenges remain in integrating these solutions into a cohesive urban transport strategy that effectively addresses peak-hour congestion

Ptuj is actively involved in efforts to develop city as sustainable in mobility, providing pedestrian only zones, bicycle routes, rent-a-bike, free city bus, promoting walking with signs. Also, citizens are engaged into decision making processes in the municipality through participatory budget. A lot of investments are opened to public, so public can contribute their thoughts, wishes, propose changes.

With this pilot activity we will engage citizens in the initial phases of the pilot (through community events citizens will provide us with their wishes, needs, opportunities for making cities more liveable) and in the implementation phase (they will be involved in creative activities of the pilot – like painting the wall or street or planting the greenery).

Short summary of relevant policies at local, regional, national and EU level

The project supports several strategic frameworks by enhancing urban mobility, expanding green spaces, and fostering citizen participation.

Local level:

- *Municipal Development Strategy*: Promotes people-cantered design and active citizen involvement.
- *Green Solutions in Ptuj*: Aligns with local eco-initiatives through tactical urbanism.
- *Municipal Environmental Strategy*: Reduces car use and promotes sustainable transport.
- *Municipal Spatial Plan*: Improves land use and accessibility via better public spaces.

National level:

- *Spatial Development Strategy of Slovenia 2050*: Supports long-term sustainable urban planning.
- *National Environmental Protection Program*: Contributes to cleaner air and lower emissions.
- *Slovenia Green Initiative*: Integrates green infrastructure and sustainable mobility.

EU level:

- *EU Green Deal*: The pilot aligns with goals for climate-neutral cities by promoting green infrastructure, reducing emissions, and encouraging sustainable urban mobility.
- The pilot contributes to all listed strategies by improving quality of life, implementing green solutions, and engaging citizens in co-creating public space.

5.6.2 Transnational demonstration action

Pilot thematic group: Pop-up public activities

Specific challenges

The pilot intervention in Ptuj's historic city centre addresses the following specific challenges:

- People are **not spending time outside in public spaces** due to a lack of shade, seating, and attractive green areas. The current environment is dominated by asphalt and parked cars, offering little comfort during hot summer days.
- **Urban heat is intensifying** due to climate change and the absence of vegetation. The asphalt-covered square contributes to the urban heat island effect, making the area uncomfortable and underused in warmer months.
- **Social interaction in public spaces is limited**, especially for families and children, as there are no designated areas for play or rest. This reduces the vibrancy and inclusiveness of the city centre.
- **Car dominance discourages sustainable mobility**. The availability of parking in central areas encourages car use, while pedestrian and cycling infrastructure remains underdeveloped.
- **Climate-related risks such as flooding** from the Drava River are becoming more unpredictable, highlighting the need for more resilient and adaptive public spaces.

The pilot will test how small-scale interventions—such as removing three to four parking spaces and replacing them with greenery, seating, and a small play area—can improve microclimate, encourage social use of space, and promote sustainable mobility habits.

Hypothesis

The project aims to reduce car dependency, improve public spaces, and empower local authorities to engage citizens in sustainable urban planning. By integrating green

infrastructure, enhancing pedestrian and cycling accessibility, and using tactical urbanism, it will transform former car-dominated areas in the town centre into pedestrian-oriented spaces, creating safer, greener, and more inclusive urban environments for community interaction and sustainability.

We hypothesize that:

1. By creating an attractive, green, and shaded public corner, we will encourage more people to spend time outdoors, socialize, and use the space for leisure and community activities.
2. By removing three to four parking spaces and replacing them with pedestrian-friendly and green infrastructure, we will motivate residents and visitors to consider alternative modes of transport, such as walking, cycling, or public transit, thereby reducing car use in the town centre.
3. By introducing more green elements into the urban landscape—such as tree plantings, shaded seating areas, and permeable surfaces—the project will help reduce the urban heat island effect, improve air quality, and create a more comfortable and climate-resilient city environment.

With demonstration action we will achieve more attractive city centre, more liveable for residents and more relaxing for tourists and commuters. We believe that small social corners will improve liveliness in the city.

Testing questions

This intervention aims to test the effectiveness of tactical urbanism in promoting behavioural change towards sustainable urban mobility and the revitalization of public spaces. Specifically, we want to examine whether reducing car spaces and increasing pedestrian-oriented areas will lead to greater engagement, improved urban functionality, and stronger community participation.

<u>Mobility and space transformation</u>

- How does the removal of three parking spaces and the introduction of pedestrian-friendly elements (e.g. benches, trees, play area) affect mobility behaviour in the pilot area?
- Do people choose alternative transport modes (walking, cycling) more frequently in this area after the intervention?

<u>Environmental impact</u>

- To what extent do newly-introduced green elements (e.g. 4–5 container trees, shaded seating) reduce surface temperature and improve thermal comfort during summer?
- Is there a measurable difference in surface or air temperature between the pilot site and a comparable asphalt area nearby?

Use and perception of parklets

- What components of the parklets (e.g. benches, greenery, play area) are most attractive to users?
- How long do people typically stay in the parklets?
- How do people use the space (e.g. resting, socializing, playing, waiting)?
- Which user groups (children, elderly, youth, commuters) use the parklets most frequently?
- At what times of day (morning, midday, evening) are the parklets most used?

Social impact and community engagement

- How often do spontaneous or organized social gatherings occur in the new space?
- Does citizen involvement in the co-design process increase their sense of ownership and willingness to maintain or replicate the intervention?

Institutional learning and scalability

- Do local authorities feel better equipped (in terms of tools, knowledge, and confidence) to replicate or scale up similar interventions in other parts of the city?
- Can they identify at least one new location for future implementation by the end of the pilot?

We aim to gather insights into public perception, usability, and environmental impact, allowing us to adjust design elements, enhance accessibility, and refine engagement strategies. By analysing participation rates, satisfaction surveys, and environmental indicators, we will determine whether the intervention should be expanded city-wide or require modifications for better effectiveness. Ultimately, the findings will support the case for permanent urban transformation, ensuring Ptuj becomes a more inclusive, liveable, and sustainable city.

With pilot we want to improve the liveliness in the city. We want to know whether small green corners for socialising are interventions that will encourage people to spend more

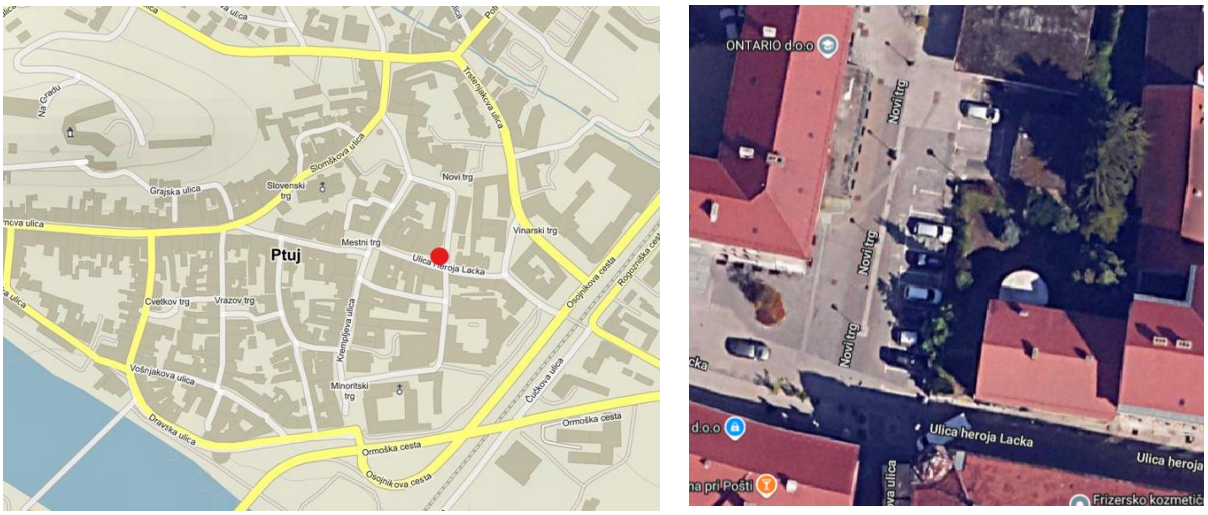
time in the city centre. We want to understand what the attractive components for residents are to feel better and commuters to come to the city more often and stay longer. If the intervention proves to be successful, municipality will continue with implementation of small, attractive social corners in other parts of the city.

Location of the intervention

Novi Trg Square is located in the centre of Ptuj, serving as a key urban space within the historic town. Despite its central location, the square is primarily used as a parking area, with 13 parking spaces positioned along a walking promenade. The square forms the southern endpoint of Novi Trg alley, which runs north to south, featuring free-standing streetlamps placed centrally along both the street and square.

The area is closed to general traffic, with only residents holding permits allowed to use the alleyways and parking spaces. The square itself lacks designated sidewalks and greenery, with the only visible green elements located in the backyard of an adjacent northern building. Additionally, the three northernmost parking spaces are positioned approximately one meter eastward compared to the rest. The site is owned by the Municipality of Ptuj, with maintenance rights held by the Public Service Company Javne službe Ptuj.

Figure 14: Location of the Novi trg square in the town centre of Ptuj



Source: JS Ptuj

Figure 15: Novi trg – location of the intervention

Source: JS Ptuj

Summary of planned activities

The pilot intervention is scheduled to take place from September 2025 to December 2025. The project will focus on enhancing public space usability and mitigating urban heat effects through tactical urbanism strategies.

The intervention will introduce urban furniture designed to encourage citizen engagement, fostering a more interactive and inclusive public space. Additionally, green container elements will be installed to reduce the urban heat island effect, offering shaded areas and improving air quality in the urban centre. The placement of these elements will be strategically designed to maximize pedestrian comfort and encourage social interaction in the newly repurposed space.

Before implementation, several preparatory steps will ensure success:

- **Community engagement workshops** – Local residents and stakeholders will discuss urban space improvements and share their perspectives at the community breakfasts and Jane's Walk
- **Site analysis & planning** – Experts will assess the square's infrastructure to optimize placement for urban furniture and greenery.

- **Public awareness campaigns** – Digital outreach and local events will inform citizens about the benefits of public space transformation.
- **Collaboration with authorities** – Coordination with municipal planners and sustainability experts will align interventions with local policies.

These steps will ensure a participatory and adaptable transformation of Novi Trg, supporting a more liveable and climate-resilient urban space.

5.6.3 Citizen engagement and community campaign

Stakeholders and target audiences

The project engages key local actors, including the Municipality of Ptuj, which owns the intervention site, and the Public Service Company Javne službe Ptuj, responsible for its maintenance.

Collaboration also includes Javni zavod Ptuj, which supports public space revitalization to enhance local tourism, as well as local residents and small entrepreneurs who own or rent spaces in the town centre and will directly benefit from the intervention.

Additionally, groups from the local high school and faculty of architecture will participate in community engagement events, bringing fresh perspectives and academic expertise to the planning and implementation process.

The main target audience consists of Ptuj residents, particularly those living near Novi Trg Square, whose daily mobility and use of public space will be directly impacted, commuters and pedestrians, including visitors and tourists, will also benefit from improved accessibility. By engaging these groups, the project ensures a community-driven approach, creating a safer, greener, and more inclusive urban environment.

Participation methods

Citizens and stakeholders were engaged through community breakfasts and the Jane's Walk, which offered spaces for discussion and hands-on learning. Invitations were sent via social media, local newspapers, posters, and direct outreach to ensure broad participation.

Beyond greenery planting, citizens—especially youth—took part in temporary urban installations and participatory design sessions, ensuring their input shaped the transformation of Novi Trg Square.

Public opinion was gathered through community breakfasts, with live feedback sessions and exchange of opinions during the events, helping to answer key testing questions about mobility habits and space usage. These insights informed adjustments and helped

determine whether the intervention should be expanded or modified for long-term urban sustainability. By fostering collaboration, the campaign ensured a community-driven and widely supported transformation of public spaces.

The Community Breakfasts (CB1 and CB2) brought together residents, local stakeholders, and municipal representatives in an informal setting to discuss the current and future use of Novi Trg Square. Participants emphasized the need for more shaded areas, better seating arrangements, and safer pedestrian access. Youth participants expressed interest in more interactive and playful elements in the square. These insights will directly inform the design of temporary installations and guide long-term spatial planning.

The Jane's Walk offered a guided exploration of the area, encouraging participants to reflect on their everyday experiences of the space. Key findings included the importance of visual openness, accessibility for all age groups, and the desire for more green and social spaces. Participants also highlighted the need for better connectivity between Novi Trg and surrounding streets.

These participatory events not only validated the need for intervention but also provided concrete, community-driven suggestions that will shape the pilot implementation. The feedback gathered will be used to co-design temporary interventions and evaluate their impact during the testing phase.

Community campaign

The communication campaign will focus on raising awareness and engaging citizens by highlighting the positive aspects of living in and visiting the old town centre. The key channels for promotion include local TV station PE TV, social media platforms (Facebook, Instagram), local newspaper Ptujčan, and posters placed throughout Ptuj.

The strategy centres on personal storytelling, featuring 10 well-known local residents over a 10-month period. Our slogan for the campaign: "Pridi v mesto" ("Come to the city"). Each story will showcase their experiences, daily life, and the benefits of being part of the old town, encouraging others to engage with the area. These stories will be shared through video interviews, social media posts, and newspaper articles, fostering a strong emotional connection with the community.

Additionally, public events, including community meetings and workshops, will further involve stakeholders, ensuring broad participation and active dialogue about the intervention. Some engagement activities have already been implemented, such as the Jane's Walk and the Community Breakfast, which provided opportunities for residents to share their perspectives and explore urban mobility issues firsthand. These initiatives will

continue to support the campaign, making the intervention more inclusive and citizen driven.

The campaign's core message revolves around revitalizing the city centre and promoting a more liveable urban environment. Key messages include:

- "Improve the liveability of the city"
- "Sleepy city centre? Not anymore!"
- "Green social corners in Ptuj!"
- "Relaxed short break in city centre!"
- "Come to the city centre!"

Target audiences include citizens, daily commuters, and tourists, with tailored communication tools such as flyers, posters, newspaper articles, social media posts, and direct contact where possible.

As part of the campaign's dynamic content strategy, a series of thematic videos will be produced and released monthly. For example, in June 2025, a video titled "Summer vibe in the old city centre" will be prepared, showcasing the vibrant atmosphere, local events, and the charm of spending summer days in Ptuj's historic core. Future videos will explore topics such as:

- Private yards as places for socializing
- Poetry, wine, and history coming together
- Pilot urban interventions
- Creative reuse of old clothes
- Seasonal invitations to the city centre (e.g., Santa in December, spring awakening in March)

These videos aim to emotionally engage viewers and highlight the evolving identity of the city centre as a welcoming, creative, and inclusive space.

5.6.4 Monitoring and assessment

Results framework

Specific objective 1: To reduce urban heat consequences			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Setting up a small green park with urban greenery	*green elements*	*0*	*4*
Implementation of water elements	*water elements*	*0*	*1*
Result indicator	**Baseline value**	**Target value**	
Average temperature in summer months	*25,5 °C*	*22 °C*	

Specific objective 2: To implement small social corners in city centre			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Implementation of sitting area with green elements	*Seating places*	*0*	*6*
Implementation of an area for children to play	*m² designated for play*	*0*	*approximately 10*
Result indicator	**Baseline value**	**Target value**	
Social gathering in this space on hot days	*0*	*2*	

Assessment methods

For the specific objective no.1, we will assess the effectiveness of the pilot with results of the implemented pilot (how many green elements and water element have been installed). Furthermore, we will also measure the effectiveness by tracking the number of everyday social gatherings at the site (especially on very hot days, when city centre was/is empty because of high temperatures).

For the specific objective no.2, we will assess number of seats implemented and area of suitable place for children to play.

As a qualitative parameter we will also assess if the intervention attracts only everyday social gathering or is also suitable for small, creative, innovative events (like small music events or small creative, artistic events etc.)

Obstacles and positive drivers

Obstacles: Limited public awareness about sustainable urban mobility may slow behaviour change. Bureaucratic processes in municipal decision-making could delay implementation. Weather conditions might affect outdoor interventions.

Positive Drivers: Strong community engagement through events like Jane's Walk and Community Breakfast fosters public support. Local organizations and stakeholders actively back up the project, ensuring smooth collaboration.

5.6.5 Financial resources

Interreg fund: cca. 40.000,00 EUR

Local contribution: cca. 10.000,00 EUR

Any other resources: N/A

COMMUNITY BREAKFAST 1

8 MAY 2025

COMMUNITY BREAKFAST 2

10 JUNE 2025

Photos by JS Ptuj

JANE'S WALK

8 MAY 2025

Photos by JS Ptuj

5.7 Sarajevo

5.7.1 The local context

The centre of Sarajevo is the urban and cultural centre of the capital of Bosnia and Herzegovina, located in the Miljacka River Valley, with a population of approximately 275,000 inhabitants. Sarajevo is known for its rich history, multicultural heritage and distinctive architecture that combines Eastern and Western influences. The main economic sectors in Sarajevo include services, tourism, trade and the IT sector, while it has recently been increasingly developing as a centre for start-ups and innovations.

The current mobility situation in Sarajevo is characterized by the dominance of private cars, while public transport accounts for a smaller share of total mobility. According to the latest data, about 60% of citizens use their own vehicles for daily transportation, while public transport (buses, trams and trolleybuses) accounts for about 30%, while the remaining 10% are pedestrians and cyclists. The modal split shows a high dependence on cars, which creates serious pressure on the transport infrastructure.

The main mobility challenges in Sarajevo include the overloading of traffic networks, especially in the city centre, where congestion and traffic jams often occur. This is partly caused by the large number of private vehicles, but also by the inadequate state of public transport, which is not sufficiently developed to meet the needs of citizens. In addition, the lack of sufficient bicycle paths and pedestrian zones contributes to the reduction of the use of sustainable modes of transport, while the poor connection of peripheral settlements with the city centre further hinders mobility.

The Streets for Citizens project in the Municipality of Centar Sarajevo is aligned with the city's ongoing efforts in sustainable mobility and citizen engagement by addressing key local challenges. Our city and municipality are facing huge traffic jams and very little greenery, parks and pedestrian paths. This project will promote the importance of pedestrian zones and urban mobility.

Through this project, we have learned the importance of citizen participation in decision-making in the local community.

The pilot activity will bring a more beautiful environment for walking, will contribute to greenery.

Short summary of relevant policies at local, regional, national and EU level

At the level of Bosnia and Herzegovina, key strategic documents such as the Environmental Protection Strategy and the Strategy for Reducing CO_2 Emissions promote

sustainable development, improved energy efficiency, and the transition to renewable energy sources. These strategies underline the importance of reducing pollution and improving the quality of urban life. At the EU level, policy frameworks like the EU Green Deal and the Urban Mobility Framework aim to cut greenhouse gas emissions, enhance energy performance, and support greener, more liveable cities through sustainable mobility solutions. The pilot initiative is directly aligned with these priorities, as it will introduce additional trees and green infrastructure into the city centre, contributing to CO_2 absorption and better microclimatic conditions. At the same time, it will promote active modes of transport, such as walking and cycling, which are expected to reduce car usage and traffic-related emissions. In this way, the pilot supports broader local, national, and EU goals for climate action, air quality improvement, and healthier urban environments.

The Municipality of Centar Sarajevo has developed a strategic document, "Development Strategy of the Municipality of Centar Sarajevo for the period 2021-2027," which plans to construct parks and create larger green areas and pedestrian paths.

The pilot activity fits into the objectives of the "Development Strategy of the Municipality of Centar Sarajevo for the period 2021-2027", which emphasizes the construction of parks, green spaces and pedestrian paths.

The pilot activity can be integrated into the framework of the strategy: Increasing green spaces and trees, developing pedestrian zones, the space will become an attractive place to stay and socialize, the use of large planters with trees not only contributes to the beauty of the space, but also to sustainability, as it allows for efficient tree planting in an urban environment with limited space.

5.7.2 Transnational demonstration action

Pilot thematic group: Pop-up public activities

Challenge

- Lack of accessible green areas and space for traditional tree planting in highly urbanized zones, contributing to poor air quality and elevated urban temperatures.
- The presence of dense underground infrastructure and paved surfaces, which prevent the implementation of standard green solutions in public areas.
- The need for innovative nature-based solutions that can be adapted to constrained urban environments while contributing to climate resilience and carbon reduction.

Hypothesis

- By introducing tree plantations along footpaths in urban areas, we will create additional green space, reduce carbon dioxide emissions, reduce temperatures and improve air quality, thereby reducing the negative effect of the urban heat island.
- This intervention will also improve the quality of pedestrian spaces, creating a more pleasant and safe environment for pedestrians, which will result in an increase in the use of pedestrian corridors and sustainable urban mobility modes in general.
- This pilot will also improve the perception of the spaces by the local community, including the feelings of safety, beauty and functionality.

Objectives of interventions

- Reduction of the urban heat island effect through XL tree containers, which are stabilized for limited root growth.
- Reducing the carbon footprint and improving air quality in urban areas such as streets, squares and parking lots, where traditional tree planting is difficult to achieve.

These activities contribute to the creation of a sustainable urban space, improving the quality of life and aesthetics of the city.

Testing questions

- Does the creation of a pedestrian corridor increase the use of public space and promote active mobility?
- Does the intervention contribute to improving the quality of public space and the perception of the city as safer and more inclusive?
- Is there a change in travel habits, with more people choosing to walk instead of using automobile transportation?
- How do residents and visitors perceive the impact of these green installations on the overall appeal and comfort of public spaces?
- Does the intervention contribute to reducing the urban heat island effect and improving microclimatic conditions in densely built areas?

Location of the intervention

For our activity, we have selected Gaj Square and Džidžikovac Park, two centrally located areas in Sarajevo with strong potential to improve the quality of urban life.

Gaj Square, once a lively gathering spot during the Austro-Hungarian period, is today underused despite its central location near major pedestrian streets like Ferhadija and Mula Mustafa Bašeskija. Its revitalization could restore its role as a vibrant social space.

Džidžikovac Park is part of a protected residential complex and surrounded by buildings that are national monuments of Bosnia and Herzegovina. The park features valuable vegetation and green space but remains underutilized. Given its historical and ecological significance, its preservation and development are crucial for enhancing the urban fabric.

The decision to focus on these locations was made in consultation with the Urban Planning Service and the Association of Architects of BiH. Through joint analysis, these sites were identified as key to the sustainable development of Sarajevo's city centre, based on their existing conditions, historical value, and potential for public space improvement.

Figure 16: First location of pilot activity

Source: OCS
Figure 17: Second location for pilot activity

Source: OCS

Figure 18: Gaj Square in the past

Source: OCS

Summary of planned activities

Pilot activities: Activities are planned at both locations, including the preparation of the necessary permits, the creation of the master design and other preparatory activities. The pilot activity is planned for the end of 2025 and will last a total of 3 months.

Gajev trg

The installation of new panels, flowerpots and decorative trees will significantly refresh the area of Gajev Square, making it more attractive for pedestrians. It is planned to install 8 trees, which represents a balanced solution that will not crowd the space, and at the same time will provide enough shade and greenery.

Park Džidžikovac

The park already has a large green area with old trees, and the addition of new trees is planned. Construction of new footpaths is planned. Installation of new lighting to improve safety and attractiveness of the area. Installation of children's play furniture in the park, which will improve the functionality of the space for families and children.

5.7.3 Citizen engagement and community campaign

Stakeholders and target audiences

The Municipality of Centar is leading the intervention, overseeing the planning, implementation, and evaluation process. The project also involves collaboration with various local stakeholders to ensure its success and sustainability. These include:

- Local government and urban planning authorities: responsible for policy alignment, infrastructure changes, and regulatory support.
- Company "Park" for the maintenance of green spaces
- Association of Architects of Bosnia and Herzegovina: creating the spatial planning project
- Citizen groups and community organizations: ensuring community participation in decision-making

The main target audience will be:

- Residents: encouraging pedestrian and residential neighbourhoods by improving pedestrian and cycling infrastructure.
- Children: children from the neighbourhood who will play in the park.
- All residents of Sarajevo, regardless of age group, will be beneficiaries of this project. The use of public space includes all age groups.

Participation methods

Community Breakfast (February 25, 2025)

- The entire day was dedicated to direct interaction with the residents of the Džidžikovac settlement.
- The event included a visit to the on-site children's park with architects and representatives of the municipality.
- Citizens walked together to the nearby "Vila Braun" facility, where a co-creation session was held over coffee and breakfast.
- Residents wrote down suggestions on sticky notes, which the architects later used to develop a conceptual design based on community input.

The satisfaction of the citizens could not be hidden because they were able to voice their opinions. Jane's walk and the second Community Breakfast are scheduled for June 27, 2025.

To ensure the success and sustainability of the pilot activity in Gajev trg and Džidžikovac Park, active community participation was prioritized from the earliest planning stages. The following methods were used to involve citizens and local stakeholders:

Public meetings and co-design workshops

- Organized in collaboration with the Association of Architects of Bosnia and Herzegovina.
- Open invitations were sent to local residents to participate in workshops focused on identifying needs and priorities for park improvement.
- Topics included park furniture, lighting, greenery, accessibility, and infrastructure (e.g. drainage, facades).

Surveys and questionnaires

- Both online and paper surveys were distributed to gather feedback from a wider group of residents.
- Questions covered preferences for green infrastructure, perceived safety, walkability, and proposed features (e.g. benches, play areas).
- Results helped to inform design decisions and assess community satisfaction.

Awareness campaigns and promotional activities

- Posters and flyers were distributed in the local community to inform about upcoming activities and opportunities to participate.

Community campaign

As part of the pilot activities at Gajev trg and Džidžikovac Park, the Municipality of Centar is launching a carefully designed community campaign aimed at engaging local residents, raising awareness, and fostering a strong sense of ownership over the new public space improvements. The campaign's goal is not only to inform citizens but also to actively involve them in creating a greener and more inclusive urban environment.

Campaign goals:

- Increase awareness among local residents about upcoming enhancements to public spaces, including tree planting, urban furniture, and green infrastructure.
- Promote the values of active mobility, sustainability, and citizen participation in urban development.
- Strengthen a sense of shared responsibility and ownership of public spaces.

- Ensure that the needs and voices of diverse social groups — especially children, elderly, and people with disabilities — are heard and reflected.

Key messages:

- "Streets are for people" — Emphasizing every citizen's right to accessible, safe, and green public spaces.
- "Together we shape our city" — Inviting community co-creation and dialogue in urban planning.
- "More green, more life" — Highlighting the importance of tree planting and environmental care in the city.

Communication channels and strategies:

The campaign will use a combination of digital and traditional media tools to reach a broad and diverse audience:

Social media (Facebook, Instagram):

Regular posts featuring visual content (photos, videos, graphics), calls to participate in events and surveys, and collaboration with local influencers and key community actors.

Press releases and media coverage:

Information shared with local newspapers, radio stations, and online portals to maximize public visibility.

Expected outcomes:

- Increased visibility of pilot activities and improved perception among local residents.
- Active engagement of at least 500 users through online platforms.
- Strengthened communication and trust between the Municipality and citizens through face-to-face meetings and participatory workshops.

5.7.4 Monitoring and assessment

Results framework

Specific objective: Improve the quality and usability of public space through green infrastructure and furniture in Gajev trg and Džidžikovac Park			
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Installation of XL tree containers at Gajev trg	Nr. of trees	0	8
Installation of benches at Gajev trg	Nr. of benches	0	6
Result indicator	**Baseline value**	**Target value**	

Daily foot traffic at Gajev trg	TBD		+30% increase after intervention
Planned activity	**Output indicator**	**Baseline value**	**Target value**
Installation of green infrastructure and improved walkways at Džidžikovac Park	TBD	TBD	TBD
Result indicator	**Baseline value**		**Target value**
Daily foot traffic at Džidžikovac Park	TBD		+30% increase after intervention

Assessment methods

We will measure the effectiveness of the intervention using a combination of quantitative and qualitative methods: counting pedestrian traffic (footfall analysis), online and field surveys on movement habits and satisfaction with the space, as well as focus groups with the local population. We will monitor changes in the use of space and the perception of safety and comfort.

Obstacles and positive drivers

Obstacles

- Different levels of government with granting consent because this park is a national monument of BiH.
- Slow implementation because several companies will be involved in the implementation and
- Lack of financial resources in the budget.

Although XL pots provide a solution for limited planting space, it is necessary to ensure that all spaces where these pots will be placed are adequately prepared, which can be logistically challenging, especially in densely urbanized areas where there is already infrastructure pressure.

Trees in XL pots require regular maintenance, especially in terms of watering, disease protection and plant health monitoring. Planning and ensuring long-term maintenance will be key to the long-term success of the project.

Although the intervention is expected to improve the quality of public spaces and encourage sustainable mobility, it is important to actively involve the community in the planning and implementation process. Different groups of residents may have different views on what is important to them in public spaces. This may include ensuring that all age groups and social groups benefit from these changes.

Positive drivers

- Local authorities will implement the planned activities faster because the community has become involved. Community pressure can have a positive impact on the implementation of the project.
- Institutional and community support: The collaboration between Municipality Centar and community in tactical urbanism actions, creates a strong base of institutional and community support, which is essential for the success of the project.
- Requalification of public space: The transformation of urban spaces, has a direct positive impact on citizens' quality of life.

5.7.5 Financial resources

Interreg fund: 26.153,82 EUR

Local contribution: 6.538,45 EUR

Any other resources: N/A

COMMUNITY BREAKFAST 1

25 FEBRUARY 2025

Photos by OCS

6 Sharing the knowledge

One of the central aims of the Streets for Citizens project is to ensure that the knowledge, experiences, and solutions developed throughout the pilot actions are not only meaningful within the partner cities but also highly transferable and relevant for other small and medium-sized towns across the Euro-MED region and beyond.

The pilot interventions implemented in **the seven territorial demonstration areas serve as both testbeds for new ideas and learning platforms**. These pilot activities address shared challenges, such as reclaiming space from car-dominated environments, enhancing public life, and promoting sustainable, citizen-centred mobility, and the lessons learned are highly adaptable across various urban contexts.

Importantly, all outputs and deliverables developed in the project will be made publicly available, and the key documents will be published on the official project website: https://streetsforcitizens.interreg-euro-med.eu as well as promoted through the project's social media platforms on Facebook and LinkedIn. This guarantees broad access and visibility for any city or stakeholder interested in applying tactical urbanism approaches to their local realities.

The knowledge generated during the pilot phase will be synthesised in the D.3.2.2 Evaluation Report on Pilots, which collects conclusions and findings from the pilot implementations, peer review sessions, and structured interviews. This evaluation will not only provide a critical reflection on what worked and what did not but also feed into the development of scalable solutions under WP4. These findings will be further communicated and shared through Activity 3.4 – Coordination with thematic community and institutional dialogue projects – which promotes synergy among projects within the same mission of the Interreg Euro-MED programme. As a result, D.3.4.1 Dissemination Materials will be created to support broader knowledge sharing and capitalisation.

The **transferability potential of the Streets for Citizens project significantly exceeds the average of most transnational initiatives**. The challenges addressed (greening mobility and improving public space) are universal and increasingly urgent across small and medium-sized cities. Therefore, the need for effective, adaptable solutions is widespread.

From the beginning, **the project was designed to produce an integrated, user-friendly package of tools and methodologies** that can be adapted and applied by other municipalities. Outputs will be provided in accessible formats to ease replication. City partners will document the delivery of their demonstration actions in detail, capturing implementation processes, stakeholder engagement, challenges faced, and results

achieved. These insights will be shared through various communication formats such as case studies, infographics, training sessions, short videos, and storytelling articles.

To ensure maximum visibility and reach, these materials **will be disseminated through targeted media campaigns, thematic events, transnational webinars, and partner city networks**. Policy recommendations developed as part of WP4 will also support mainstreaming by offering guidance that can be tailored to cities with similar profiles.

A key strength of the Streets for Citizens approach is the emphasis on awareness-raising and capacity-building. A new generation communication toolkit is under development, aiming to enhance the added value and impact of dissemination. The project places strong emphasis on **visually attractive, digitally driven content—animations, infographics, campaign materials**—distributed through channels with high engagement potential.

The active role of all partners is crucial in this regard. Each one contributes to the creation and dissemination of content, building on their local insights and networks. Moreover, collaboration with Thematic Community Projects (TCP) and Institutional Dialogue Projects (ICP) ensures a multi-level, mission-based approach to sharing and transferring project results.

In summary, Streets for Citizens goes beyond traditional dissemination by turning local interventions into replicable knowledge, equipping cities not only with tools but also with the confidence and competence to transform their urban spaces for people. The project's legacy will live on in the hands of those cities that learn, adapt, and apply its tested methods—creating greener, more inclusive, and more liveable urban futures.

7 Looking ahead

The next step of the project will be the pilots' implementation of small-scale demonstration activities. The knowledge partners will provide technical assistance and support during the implementation process of the pilots. The impact of these activities will be **evaluated, considering the adaptability, the effectiveness and the acceptance** by the main stakeholders. A series of evaluation methods (like questionnaires, surveys and peer review) will be used to assess the validity of the interventions. This assessment methodology will be described in the D3.2.1 "Assessment methodology" and in the D3.2.2 project partners will report the main output of the entire assessment process made by every pilot. Moreover, the carbon footprint will be assessed before and after the pilots' implementation.

These activities will be relayed to a wide range of audiences through dedicated communications and with the organisation of 7 "Open Streets Day" events (one per pilot in the autumn of 2025).

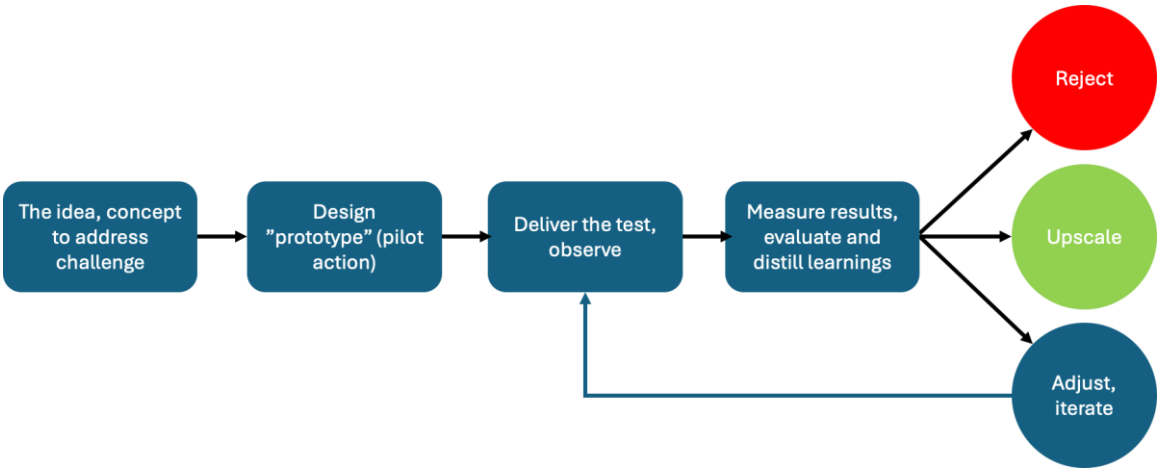
The last phase of the project will concern **the realisation of the final Tactical Urbanism Euro Med toolkit** that will provide solutions for an effective scaling-up of these methodologies to other Cities.

This toolkit will be elaborated based on the lessons learned from the Pilots by focusing on the methodologies used, the achievements, the impact as well as the main obstacles and difficulties. A co-creation workshop, during the SC meeting in Rome (January 2026), will be the starting point to draw up the main structure of the Toolkit and to define the communication campaign. At the same time, project partners will work together to **involve policy makers and prepare Regional policy papers and an EU Position paper on the capitalisation of the main results of the project activities**. Seven interactive workshops will be organised by every Pilot where the main achievements and obstacles will be presented to policy-makers and relevant actors to promote the adoption of initiatives that make cities more liveable and bring the needs of citizens back to the centre.

Appendix: How-to guide for implementing demonstration actions

The logic of a pilot action

Figure 19. The logic of the pilot action



Source. own design

The pilot process follows a clear and simple logic:

1. Start with a challenge – Cities should identify a specific, local challenge through the initial analysis.
2. Design an intervention – Based on that challenge, cities should ideate and design an action: defining the hypothesis and expected outcomes.
3. Pilot the intervention – Ideas are to be tested in real conditions: close observation on how people respond is needed.
4. Evaluate and learn – Once the pilot ends, an assessment must be conducted on what worked and what did not.
5. After completing the pilot, a city needs to evaluate and distil learnings. Based on the conclusions there are different outcomes:
    a. Rejection of the intervention (because the hypothesis has been disproved and the pilot did not contribute to solving the problem).
    b. Or adjustment and iteration – making small changes based on the learning, then a city can decide to test again.
    c. Or – if the pilot was successful and the hypothesis was confirmed, it can be upscaled – (usually after some final touches based on the learnings from the pilot implementation) building the intervention in the local action plan.

The pilot process – step by step

Let us translate this logic into straightforward, specific steps!

1. **Design** the demonstration actions using the simple template provided (involve the stakeholders!). As part of that process, it is crucial to clearly identify the specific challenge that is intended to be addressed, also understanding the causes behind the challenge. The expected results and hypothesis need to be defined, as well as the testing questions – the questions a city seeks to answer based on the pilot. And cities also need to plan the steps of implementation, the resources (financial and other) needed, and the timeline.
2. **Deliver.** Congratulations – the pilot is ready to be delivered! Together with the stakeholders all the necessary steps can be implemented. During delivery, cities need to make sure to collect information, speak to people („users") observe their reactions and measure everything. Documenting the entire process is important: recording notes, interesting quotes, taking photos and even short videos.
3. **Evaluate and decide**. Following delivery, cities need to make sure to set aside some quality time to evaluate the test results (ideally, with the involvement of key stakeholders). Are the results what have been expected? Have the hypotheses been confirmed? What are the most important lessons? Can the tested interventions be included in the IAP as they are (upscale) or they need to be iterated – adjusted and changed? Does the adapted version of the pilot need to be tested again?
4. **Build findings in the action plan**. This is the last step in the pilot process. When the pilot is successful, the intervention – together with the learnings from the pilot delivery – must be integrated into the action plan.

On the following page cities can find a simple checklist to assess pilot actions.

☑ Pilot action planning checklist

1. Before you start

- ○ Have you clearly identified the local challenge you want to address?
- ○ Do you understand the underlying causes of this challenge?
- ○ Have you engaged relevant stakeholders in defining the challenge?

2. Designing the pilot

- ○ Is your proposed intervention directly linked to the identified challenge?
- ○ Have you formulated a clear hypothesis?
- ○ Have you defined the expected results?
- ○ Have you specified your testing questions?
- ○ Have you defined the scale, location, and duration of your pilot?
- ○ Have you involved stakeholders in the design process?
- ○ Have you identified all needed resources (financial, human, technical)?
- ○ Is the intervention measurable?

3. Preparing for delivery

- ○ Is the implementation timeline clear and realistic?
- ○ Are roles and responsibilities defined among team members and stakeholders?
- ○ Have you planned how you will document the pilot?
- ○ Do you have tools in place to collect data and observations?

4. Delivering the pilot

- ○ Are you actively observing how people interact with the intervention?
- ○ Are you speaking with users and collecting feedback?
- ○ Are you documenting the process (what happens, what works, what does not)?
- ○ Are you tracking any unintended outcomes or surprises?

5. Evaluation and learning

- ○ Have you allocated time for proper reflection and evaluation?
- ○ Are stakeholders involved in the evaluation?
- ○ Have you reviewed whether the pilot met your expectations and confirmed your hypothesis?
- ○ Have you identified key lessons and possible improvements?

6. What's next?

- ○ Will you iterate (make changes and test again)?
- ○ Will you scale up (include it in your local action plan)?
- ○ Will you abandon (decide not to proceed with the idea)?
- ○ Have you documented the outcomes and learnings for future reference?