

EU City Lab on active mobility

Hamburg
28-29 October



An EU City Lab

Preparing to navigate the streets for the two days ahead

Ana Francisca Jijon - EUI
Camilla Chiappini - URBACT



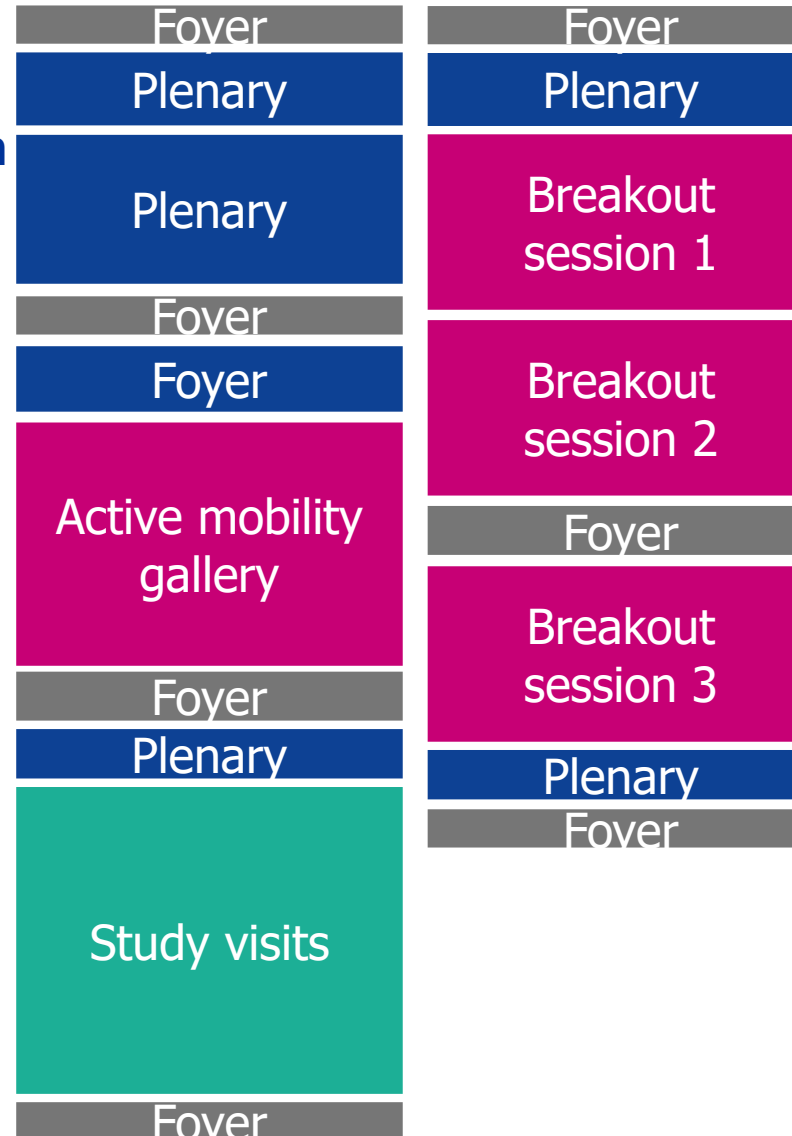
Who is present?

- I. EUI and URBACT Permanent Secretariat
- II. Participants and city representatives from across Europe: 99 cities from 20 countries
- III. Experts in mobility from across Europe
- IV. Rupperecht Consult
- V. Moderators
- VI. German-English simultaneous language interpretation

Wifi: see QR code in each room entrance

Agenda

- Welcome coffee, registration & informal networking
- **Setting the feet and wheels in motion: Welcome & opening**
- **Moving differently, living better: The active mobility revolution**
- Coffee/tea break
- **Cities leading the way: Active mobility experiences across Europe**
- **Active Mobility Gallery: Learning from city to city**
- Lunch break
- **Walk the Talk: Hamburg's active mobility and introduction to study visits**
- **Study visits**
- Informal networking dinner at Dialoghaus



- Welcome coffee, registration & informal networking
- **Introduction and recap of first day**
- **Active mobility insights: City-to-City breakout exchange**
 - **Inclusive journeys: behaviour change and accessibility hand in hand**
 - **Beyond boundaries: modal shift and urban–rural synergies**
- Coffee break
 - **Safe streets, shared spaces: reimagining mobility together**
- **Wrapping up and shaping tomorrow's mobility: what's next?**
- Lunch/end of the EU City Lab

Setting the feet and wheels in motion: Welcome and opening

I - Setting the feet and wheels in motion: Welcome and opening

Welcome words by:

Christoph Holstein - *State Secretary, Hamburg Ministry for the Interior and Sports*

Svenja Weber – *CEO Dialoghaus Hamburg gGmbH*

Moderators:

Bonnie Fenton, Rupprecht Consult

Mary Dellenbaugh-Losse – URBACT expert

Moving differently, living better: The active mobility revolution



II – Moving differently, living better: The active mobility revolution

Speakers:

Marianne Weinreich, leading expert in active and sustainable mobility, cofounder and for 15 years Chair of The Cycling Embassy of Denmark and European Ambassador for Diversity in Transport

Bonnie Fenton, Rupprecht Consult GmbH, expert in active mobility

Anke Koller, Head of Transport Development and Mobility Strategy, City of Hamburg

Moderator:

Mary Dellenbaugh-Losse – URBACT expert



Staying alive – life in motion

- EU City Lab on Active Mobility
 - Hamburg Oct 28-29
 - Marianne Weinreich













EUI Policy Lab on integrated and active mobility: Initial findings



Bonnie Fenton, Rupprecht Consult, *GmbH*



Panel discussion



Marianne Weinreich, leading expert in active and sustainable mobility,
cofounder and for 15 years Chair of The Cycling Embassy of Denmark and
European Ambassador for Diversity in Transport

Bonnie Fenton, Rupprecht Consult GmbH

Anke Koller, Head of Transport Development and Mobility Strategy, City of
Hamburg

Moderator:

Mary Dellenbaugh-Losse – URBACT expert

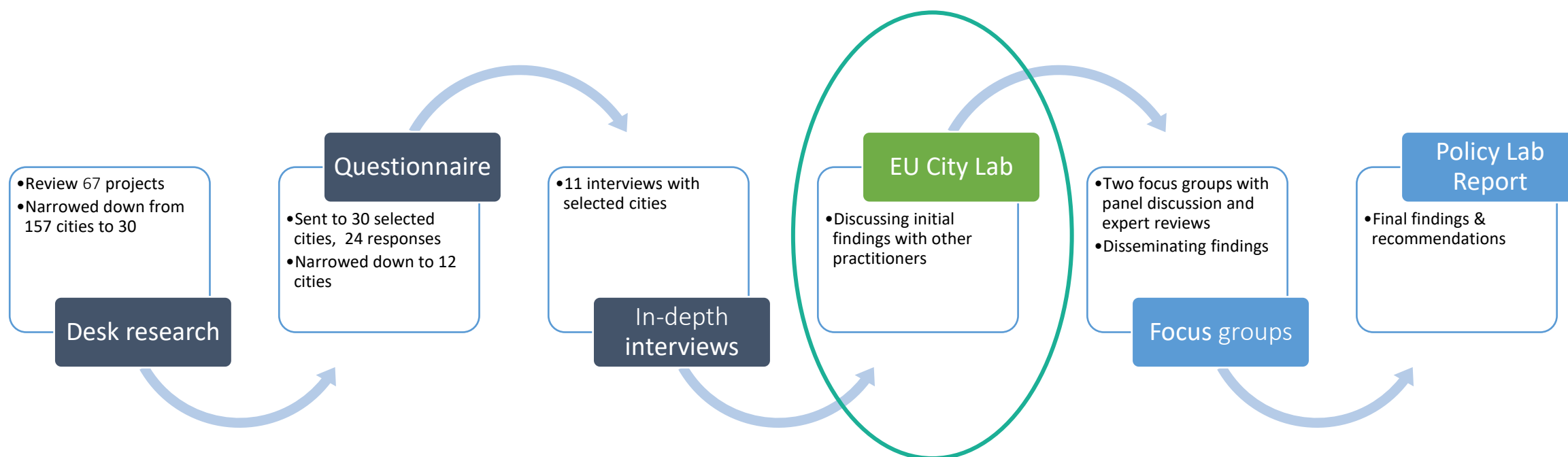


EUI Policy Lab on Active and Integrated Mobility

Preliminary results

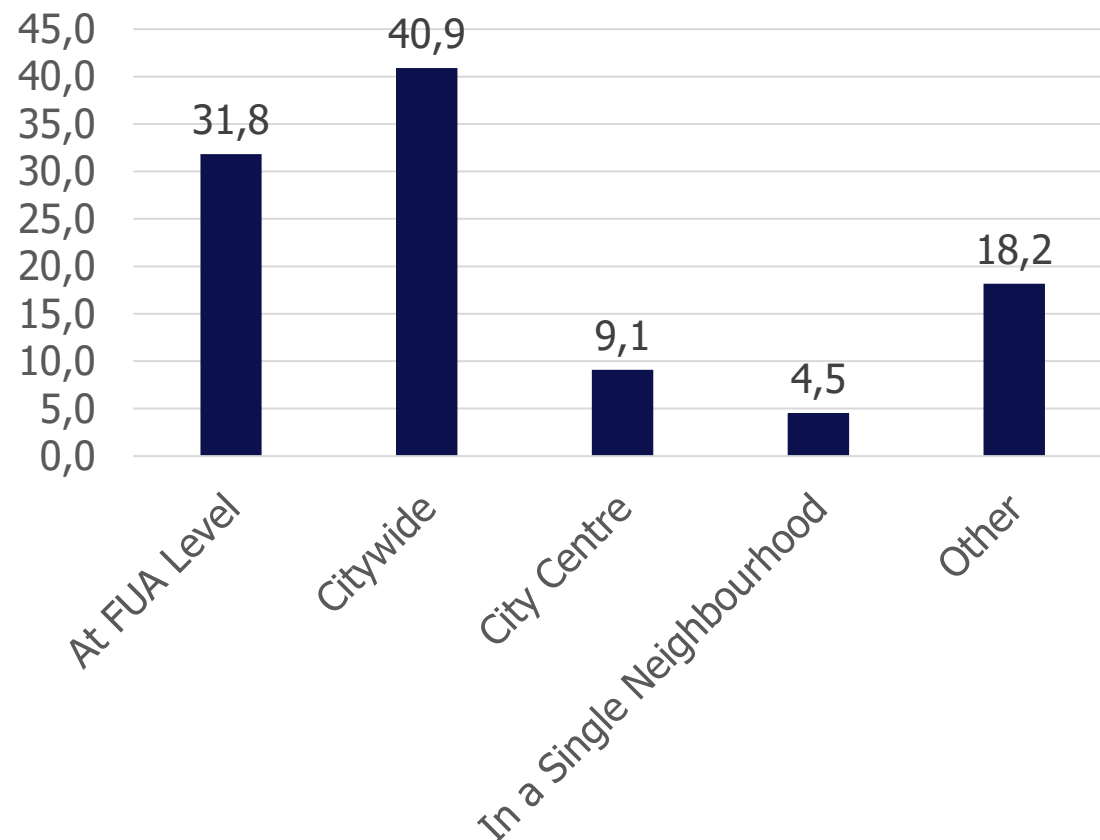


Policy Lab process

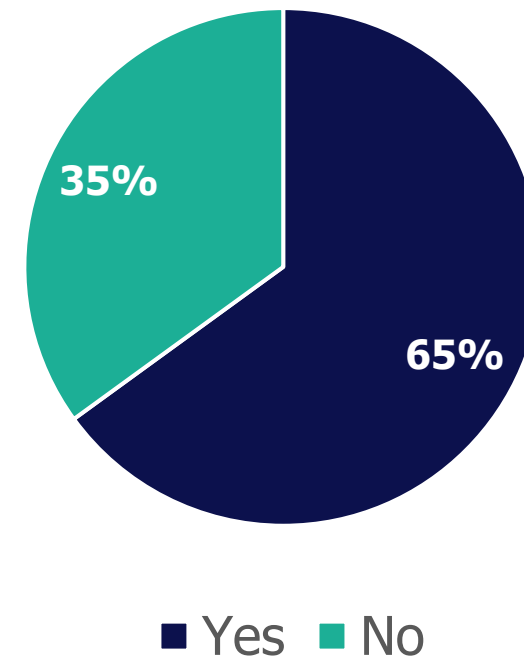


Questionnaire results

Geographical Scope (%) – N:23

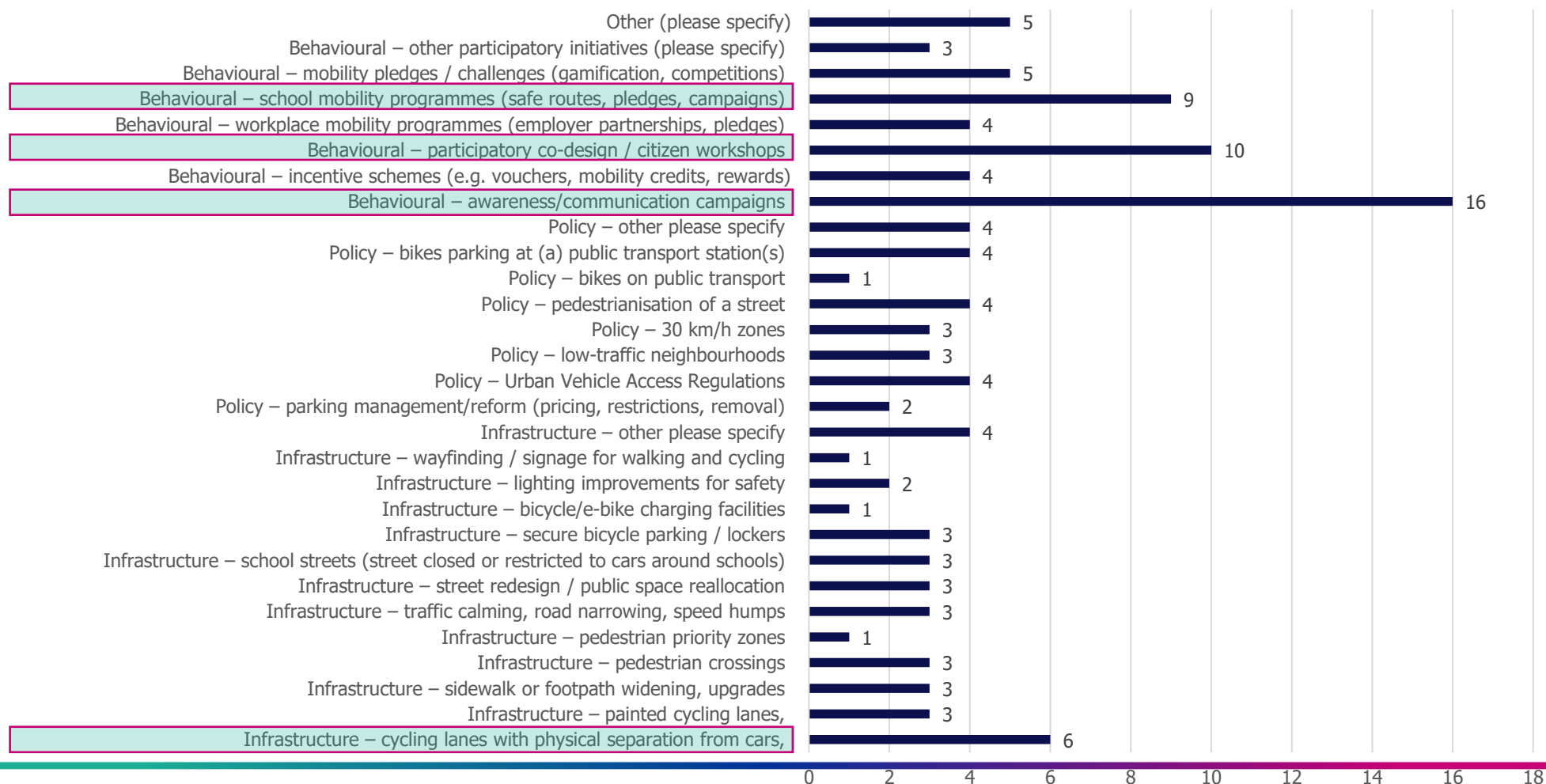


Measures listed in city's SUMP or equivalent mobility plan – N:23



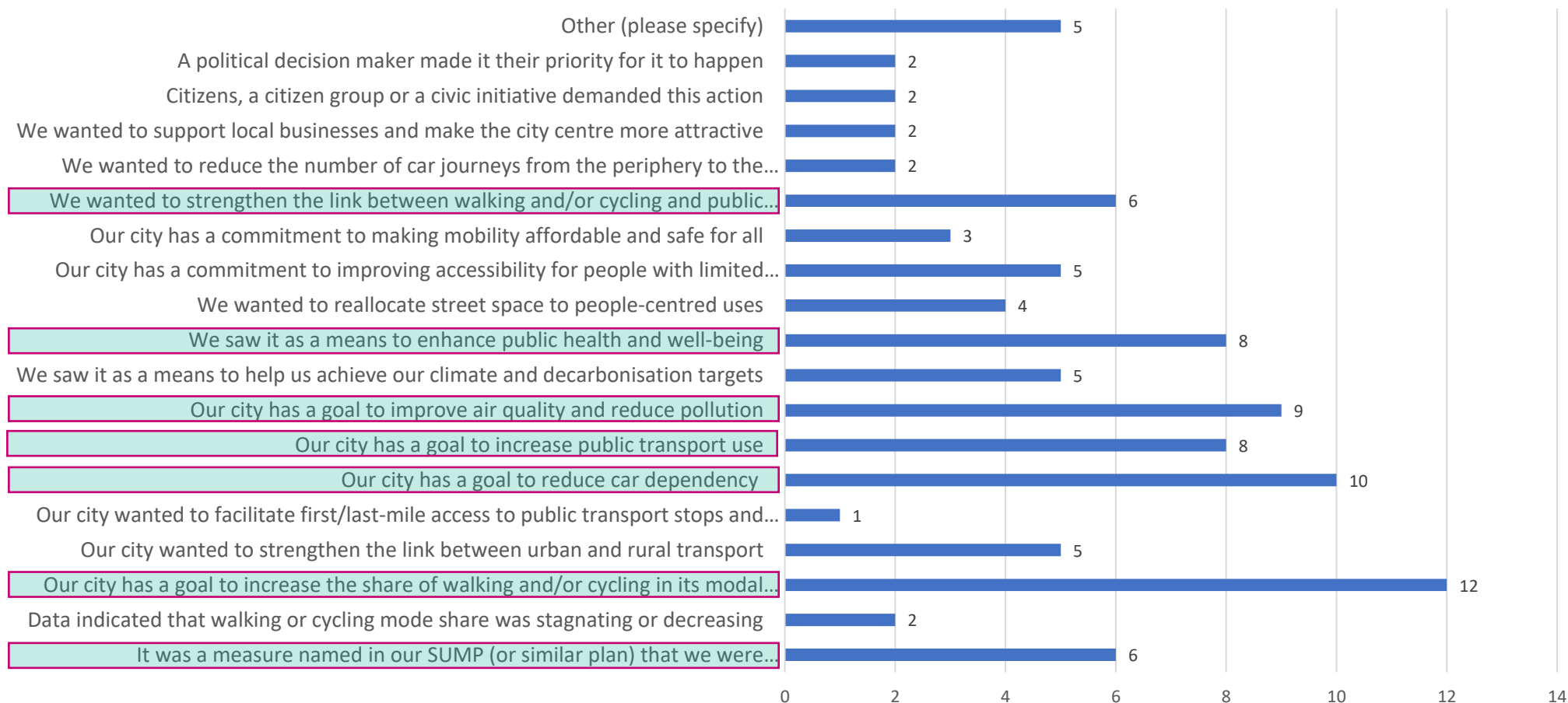
Questionnaire results

What was implemented? – N:23



Questionnaire results

Motivation for Implementation



Selected case studies – 11 cities

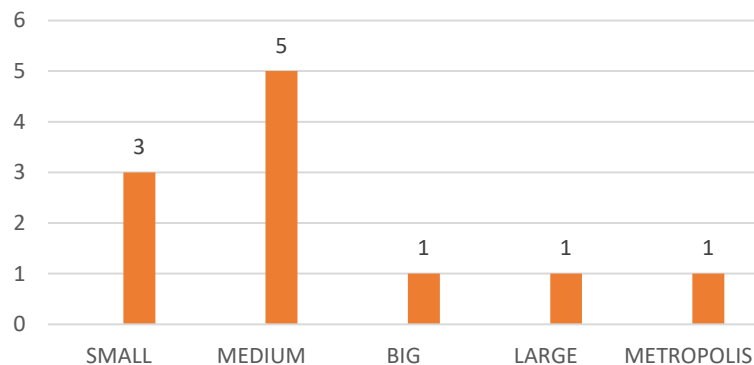
Cities

- Brussels
- Coimbra
- Faenza
- Groningen
- Hradec Králové
- Lahti
- Ljubljana
- Lyon
- Sofia
- Turku
- Viladecans

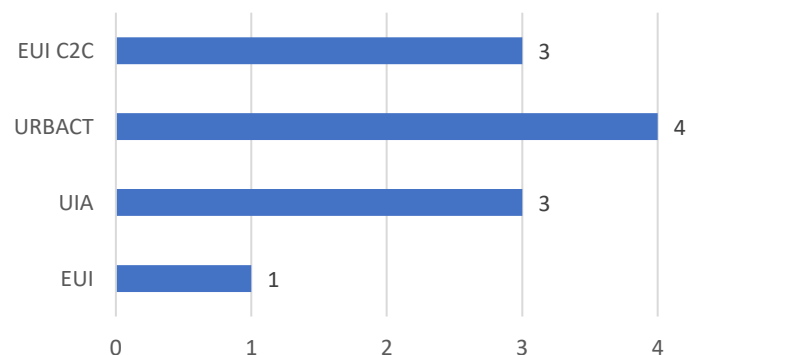
Criteria:

- Policy integration
- Innovative approaches to behaviour change
- Data & technology use
- Success & satisfaction
- Learning value
- Addressing real barriers

City Sizes



Project Initiatives



Initial findings

Questionnaire analysis (11 selected cities)

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Reasons for implementation

- Strategic and policy alignment
- Modal shift and emissions reduction
- Data-driven planning and innovation

Accessibility and inclusion challenges tackled

- Physical accessibility
- Gender and safety

Initial findings: Common challenges

- Departments work in silos
- Funding and resource limitations
- Behaviour change resistance
- Regulatory barriers
- Continuity concerns

Initial findings: Common success factors

- Strong political leadership and commitment
 - Clear strategic framework
 - Technical expertise
 - Cross-departmental cooperation within the municipality
 - Availability of external funding
-

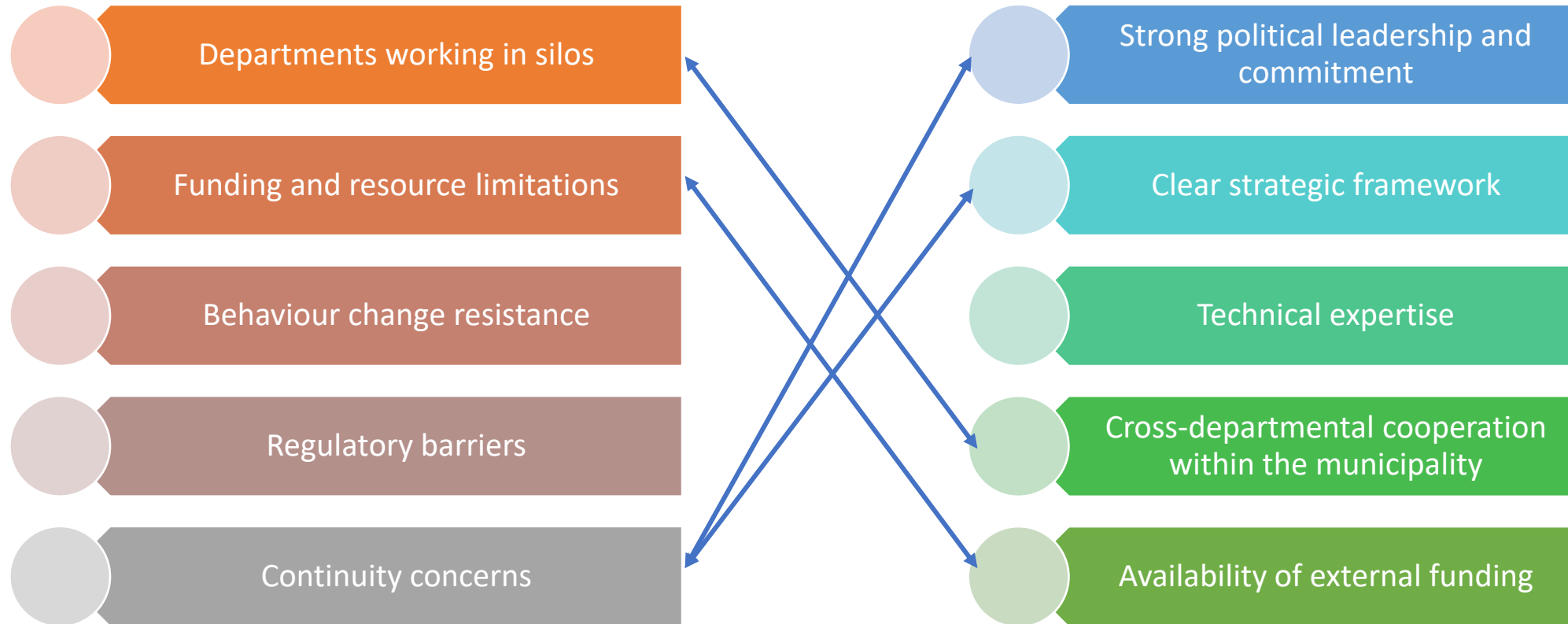
Initial findings: Success factors and barriers

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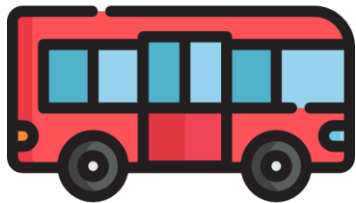
Initial findings: key lessons (aggregated)

- Choose good partners and foster collaborative work
 - Pay attention to the internal changes needed
 - An approach of a sociologist or psychologist could add real value
 - Start small and go step by step
 - Communicate the benefits clearly
-

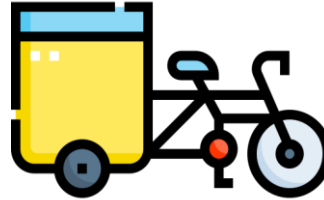
Initial lessons: Integrated planning

Integrate with other strategies or measures
Embed in complementary policies

Lyon: Vision zero, low-speed streets, pedestrianisation



Coimbra: Cycle lanes and pedestrianisation

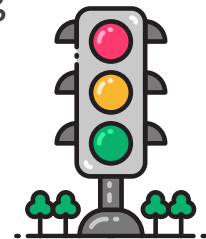


Brussels: improved cycling infrastructure, safety standards, parking

Sofia: LEZ with annual tightening/ expansion, green corridors, PT tariff tweaks



Groningen: prioritising walking and cycling at signals, designing crossing times around vulnerable users



Initial lessons: Engagement

Empower teenagers as active partners in urban planning

- Engage with schools as disseminators
- Use existing structures or networks
- Engage directly with teenagers to understand how they use the public space and what they really need
- Partner with stakeholders who know how to talk to your target group
- Engaging with teenagers is different than engaging with children



Initial lessons: Behaviour change

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Addressing behaviour change requires a holistic approach

- Think of the bigger picture
- Use a complete palette of actions to support behaviour change
- Start small and scale up
- Take advantage of existing frameworks



Initial lessons: Behaviour change takes time

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A shift towards increased active mobility is an ongoing process

"We are doing it step by step — first the cycling lane, then improving sidewalks, and finally the parking reorganisation. This way people can see the benefit and adjust gradually." **Coimbra**

"You can't expect behaviour to change in a year or two... it takes several cycles of communication and visible results for people to believe in the system." **Sofia**

"Changing mobility habits takes time... people must first see that it's possible to do their daily trips differently before they actually change." **Brussels**

"Behavioural change is a long process... you cannot just paint a bike lane and expect people to cycle; you have to educate, communicate and accompany them." **Lyon**

"It was not immediate... we first closed Slovenska Street temporarily and only after a few months made it permanent. People needed time to see it works." **Ljubljana**

"Behaviour change is not something you can buy or push. You have to build trust and show over time that the new situation is actually better." **Groningen**

Initial lessons: Data

Data is a catalyst

- Data on crashes triggered Lyon's project
- App heat-maps are published and used to feed a micro-infrastructure backlog

Understanding how people move leads to more adapted solutions

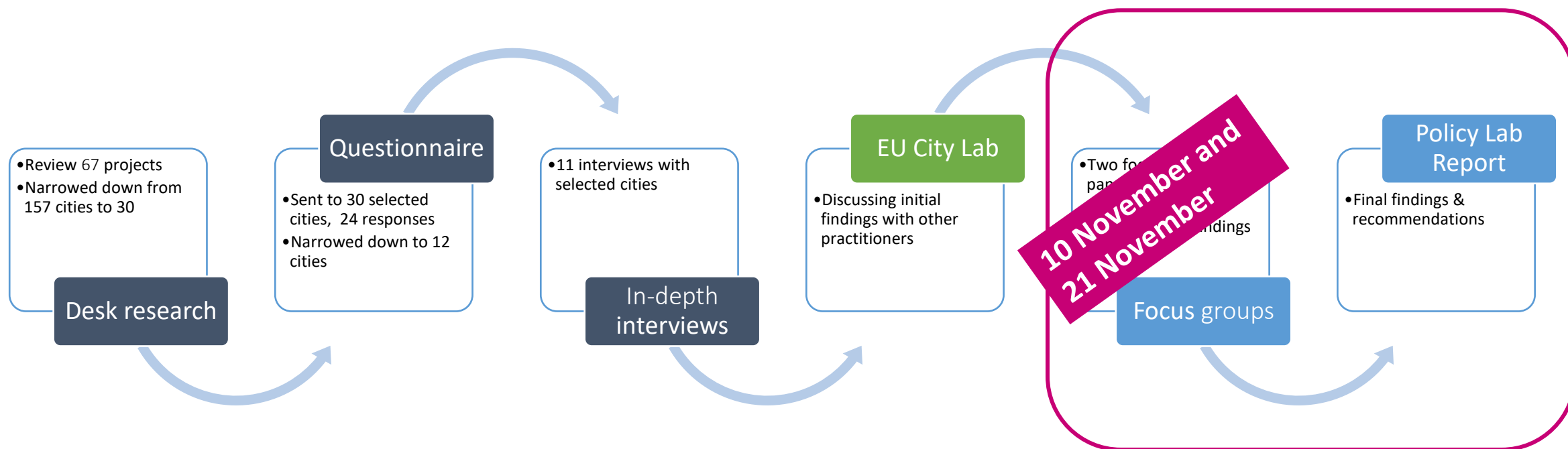
- Coimbra: Data on how users move is useful to plan not just for active mobility, but also for other modes
 - Groningen: Annual reports by mode (cars, public transport, cycling) analyse where/when networks underperform
 - Sofia: Extensive user research
 - Ljubljana: Mixed methods to "read" use
-

Initial lessons: Evaluation

Embed evaluation for lasting impact

- Evaluate before, (during) and after the project
 - Use both quantitative and qualitative evaluation
 - Evaluate against policy KPIs
 - Scale up based on use and satisfaction data
-

Policy Lab next steps



Thanks for your attention!

Get in touch with us



Bonnie Fenton, Rupprecht Consult
b.fenton@rupprecht-consult.eu

- What resonates the most with you?



Active Mobility Gallery

EUI Policy Lab on Active and Integrated Mobility



Aim: Enable learning and peer-to-peer knowledge exchange through an exercise with cities in the spotlight

Speaker Cities

- **Brussels**, Belgium (Bonnie)
- **Coimbra**, Portugal (Mary)
- **Faenza**, Italy (Camilla)
- **Hamburg**, Germany (Ana Francisca)
- **Pombal**, Portugal (Katy)
- **Turku**, Finland (Eleni)
- **Varaždin**, Croatia (Naima)

Format: World Café

- Seven cities present their experiences through posters. Participants first explore the posters for five minutes.
- Four rounds, each including a 12-minute presentation by city representatives and 12 minutes for gathering questions, with the moderator noting key questions on post-its.
- Between rounds, there are short 5-minute breaks to move around; this cycle repeats three times.

Active Mobility Gallery

City Poster

Project Name

City, Country

(Timeline 20XX-20XX)

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Project description (max 150 words)

The project aimed to make Ghent a model city for walking and cycling by fully integrating these modes with public transport. Its vision was to create safe, attractive, and accessible active mobility options while reducing car dependency and improving urban life quality. To achieve this, the city implemented key measures such as building new safe cycling corridors linking residential areas with workplaces, schools, and the city centre, ensuring continuous routes for daily use. Intermodal hubs were developed to facilitate easy transfers between bikes, buses, and trams, especially for commuters. Pedestrian zones were expanded and enhanced with better lighting, seating, and signage, ensuring comfort and safety for all users. The project particularly focused on commuters, schoolchildren, the elderly, and people with reduced mobility, encouraging inclusive and sustainable mobility choices that contribute to a healthier and more liveable urban environment.

New cycling corridor connecting suburbs to the city centre

What were your three biggest success factors?

✔ Strong political commitment

✔ Collaboration with local communities

✔ Investment in safe infrastructure

What were your three biggest challenges?

⚠ Funding constraints

⚠ Balancing space between cars, bikes, and pedestrians

⚠ Public resistance to car restrictions

What impressed you the most about the project and/or its outcomes?

★ Rapid uptake of cycling infrastructure

★ Enthusiasm of schools adopting walking buses

★ Positive feedback from businesses in low-traffic zones

What surprised you the most about the project and/or its outcomes?

💡 High adoption among elderly citizens

💡 Temporary pilots quickly becoming permanent

💡 Use of digital tools influencing political decisions

Children using the walking bus program to go to school

Redesigned public square prioritising pedestrians

Flipchart

Behaviour change	Accessibility & inclusion
Intermodality/ modal shift	Urban-rural linkages
Public space reallocation/ low-traffic zones	Safety

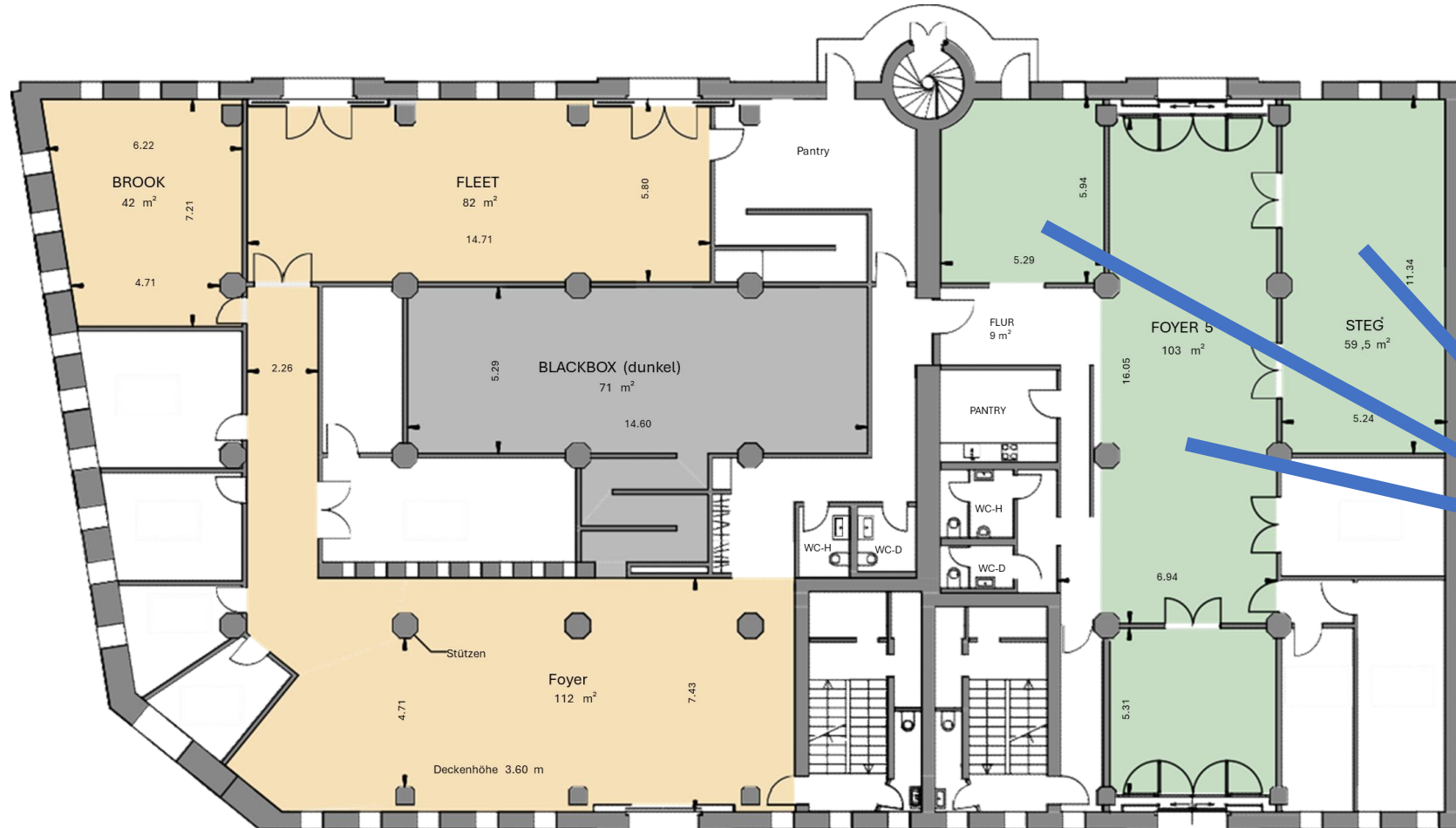
Active Mobility Gallery

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**Active Mobility
Gallery**

*There is signage printed
at the doors*

Thanks for your attention !

Get in touch with us



Bonnie Fenton, Rupprecht Consult
b.fenton@rupprecht-consult.eu

Coffee break (30')



Cities leading the way: Active mobility experiences across Europe



III – Cities leading the way: Active mobility experiences across Europe

Moderators:

Mary Dellenbaugh-Losse – URBACT expert
Bonnie Fenton, Rupprecht Consult GmbH

Active Mobility Gallery: Learning from city to city



IV - Active Mobility Gallery: Learning from city to city

Brussels, BE – Kristof De Mesmaeker

Faenza, IT – Nadia Carboni

Turku, FI – Stella Aaltonen

Coimbra, PT – Ângela Fernandes, António Albuquerque

Pombal, PT – Nuno Gomes, Henrique Ferreira

Varazdin, HR – Slađana Miočić

Hamburg, DE – Martin Krekeler

Lunch break



Walk the Talk: Hamburg's active mobility and introduction to study visits



V -Walk the Talk: Hamburg's active mobility and introduction to study visits

Speakers:

Susanne Elfferding, Hamburg Ministry of Transport and Mobility Transition

- Hamburg's new walkable city centre
- Connecting walking with public transport: reshaping public space for walkable cities

André Mezzich-Santaya, Product Owner Custom-App, EUI Innovative Action CUSTOM project

- EUI Innovative Action CUSTOM project

Pia Köber, Event and Project Management, Dialoghaus Hamburg gGmbH

- Dialoghaus "Dialog im Dunkeln" workshop

Walkability

Shedding Light in a Blind Spot



Susanne Elfferding (Doctor of Engineering, Waseda University)

Hamburg Ministry of Transport and Mobility Transition





Kasimir Sewerinowitsch Malewitsch:
Black Square

Black box walking?

New focus on walkable and barrier free spaces

- Ageing society
- UN Convention on the Rights of Persons with Disabilities
- Lifestyle trends

Walking needs are different from driving needs

- Moving in space and sitting or standing
- Seeing and be seen
- Experiencing the city with all your senses
- Baseline mobility for vulnerable people and basis for social participation



**No public transport
without people who
walk!**

90–50–70: ideal measurements for PT

Approx. **90% of people on public transport** walk to and from stations – and all walk between different modes of transport.

50 % of door-to-door travel time in public transport people walk, wait or change modes of transport. And the time spent walking is increasing!

The recollection of a public transport trip is 70 % walking.

Who needs barrier free walking spaces?

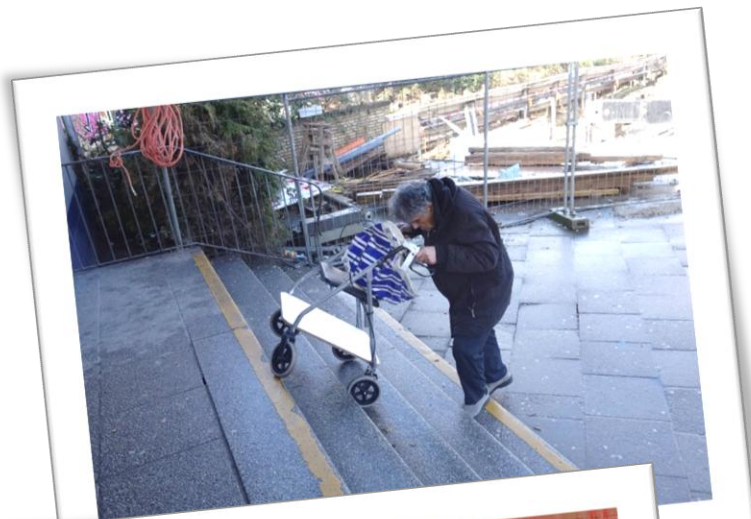
- People with disabilities
- Children, very old people, pregnant women
- People doing care work
- People in poverty, with injuries, heavy loads or language barriers

Who is affected?

- **One in five persons** has sensory or physical restrictions
- **One in three persons** including all other restrictions

**We all need barrier free mobility:
again and again**





Situation in Hamburg

Most rapid transit stations in Hamburg are barrier free, but...

Problems in station surroundings

- Barriers when accessing busses or other transport
- Mobile barriers (shops, e-scooters)
- Poor wayfinding

Problems in pedestrian transport network

- Old, narrow and uneven footpaths from homes and to destinations
- Mobile barriers on footpaths

No common administrative process defined:

Surrounding areas are not in focus, when stations are improved



Aiming for seamless travel experiences

Investments in walking are investments in pt

- Reach to new customers
- Up to triple catchment area

Better return on investments:

- Holistic approach to unlock synergies and potentials

Cost efficiency:

- Low cost investments in walkability
- Much can be achieved by increasing awareness and tweaking processes



Put yourself into the shoes of the users

Walking and PT: One network

Networks that work for users

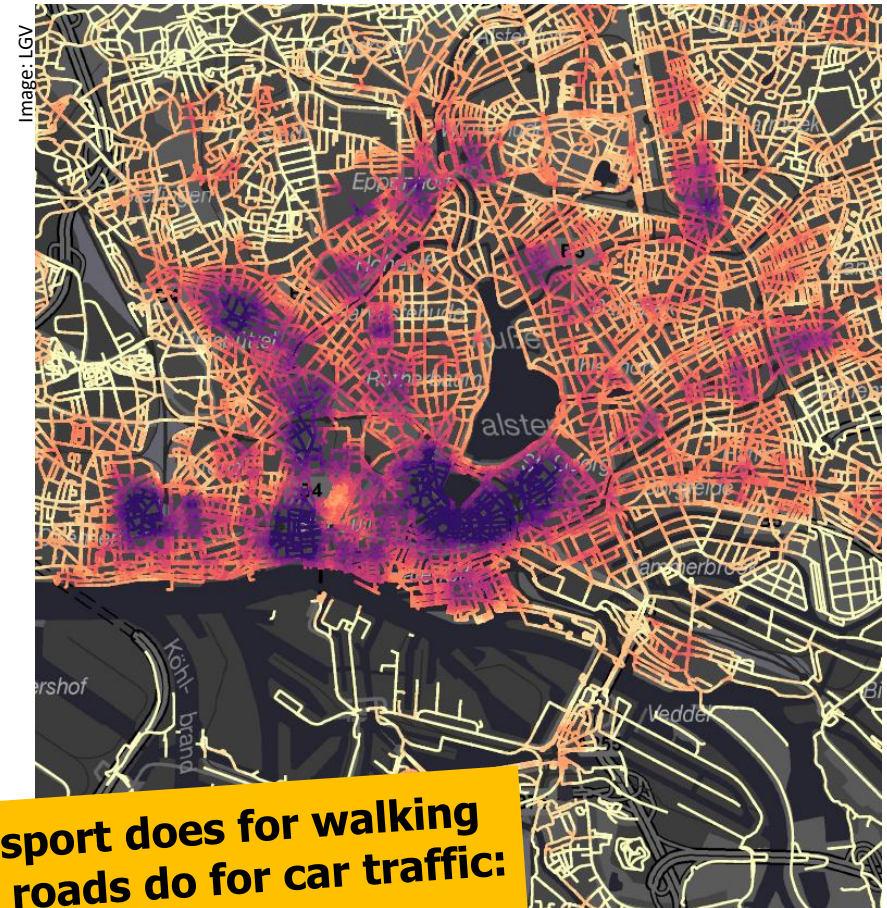
- Walkability between rapid transit and busses
- Attractive station areas that invite people to stay
- Walkability on the ways to stations:
Connectivity, attractiveness and accessibility

Key questions to ask

What do users need?

What do they need where?

How can we improve the maintenance
of station areas?



**Public transport does for walking
what main roads do for car traffic:
fast travel**

Let the data speak!

Visualise walking

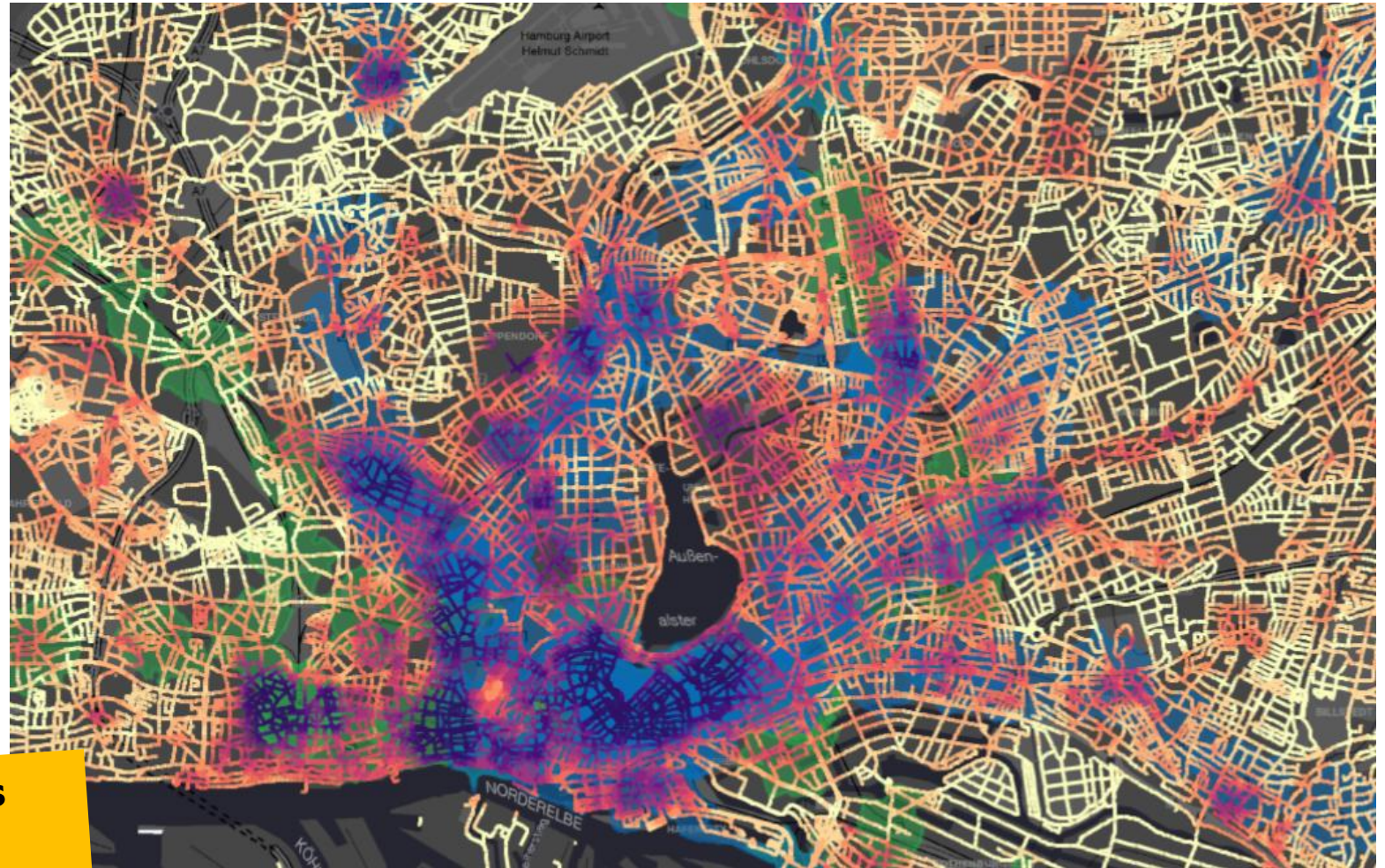
- Areas with high demand
- GIS analysis

Rapid transit stops

- Overground train stops (green)
- Underground train stops (blue)

**Public transport stops
and lively areas often
overlap**

Image: LGV



Activities in Hamburg

- Drafting a **Design Guideline** for station surroundings
 - **Integrated transport concepts** for the new underground line U5
 - Redesigning the **station forecourt** in Hamburg-Harburg in cooperation with Deutsche Bahn
 - **Design lab** for streamlining processes to keep station surroundings clean and inviting
 - Establishing processes to systematically **upgrade bus stops** to be barrier free
- ➔ **Get everybody on board!**





Katsushika Hokusai:
The great wave

Get into people's heads

- Increase awareness
 - Look for quick wins
 - Set realistic priorities
 - Find allies
 - Get things already happening on board
 - Think out of the box:
Include pt providers, urban planning and health
- ➔ **Establish Walk+Ride as a cross-sectional approach**
- ➔ **Co-operate to advance walkability**

Explore accessibility using personas

Aiming for the inclusive city

A common goal of all ministries!

- Who needs accessible spaces?
- Universal design – strengths and pitfalls
- The use of personas in planning and evaluation

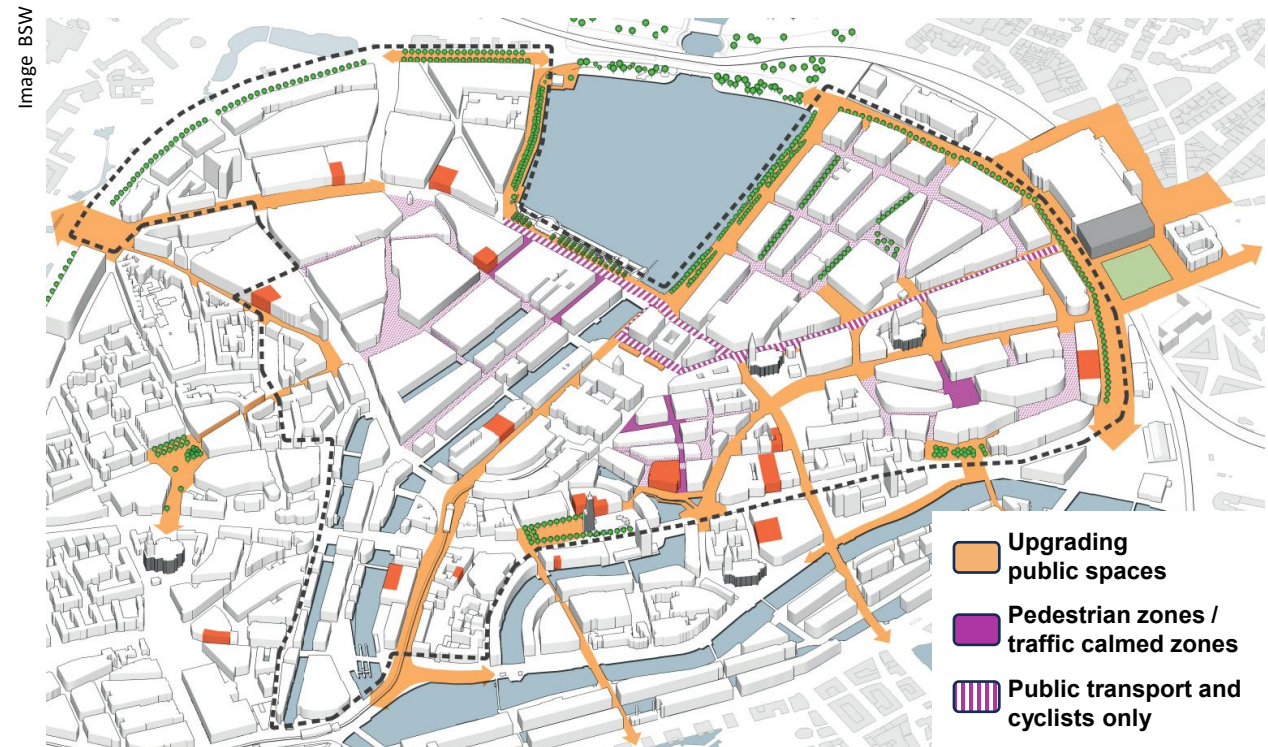
BVM/Saken Design



Hamburg's New Walkable City Centre

„an attractive inner city for all“
A common goal of all ministries!

1. More space for pedestrians
2. Excellent accessibility and connectivity
3. Improved quality of stay in public spaces
4. Versatile use and more housing
5. Collaborative development



Thanks for your attention !

Get in touch with me



Susanne Elfferding (Doctor of Engineering, Waseda University)

Hamburg Ministry of Transport and Mobility Transition

susanne.elfferding@bvm.hamburg.de

www.hamburg.de/fussverkehr



Co-funded by
the European Union

Towards Inclusive Mobility: The Next Step of the hvv Custom App

Funded by the **European Urban Initiative (EUI)**

Project start: Oktober 1st, 2025

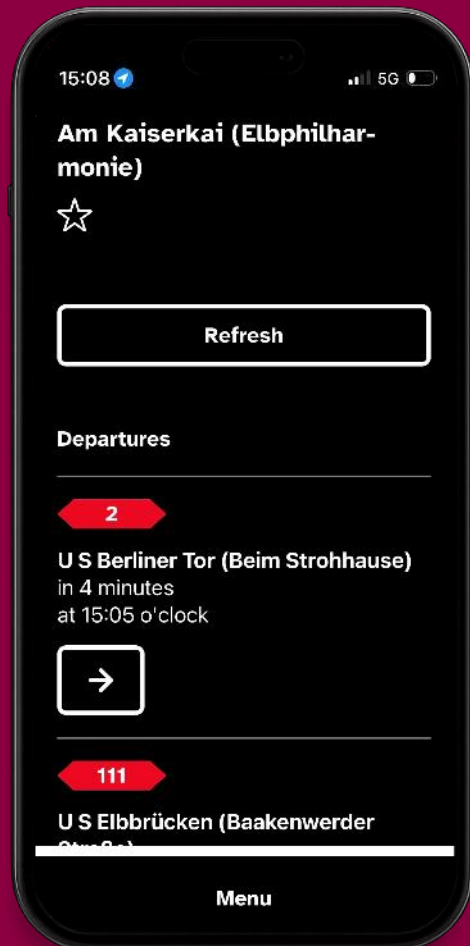


What We Build On



Co-funded by
the European Union

Building on the existing hvv Custom App



The app was developed with the constant involvement of the target group to support people with visual and hearing impairments.

Present features:

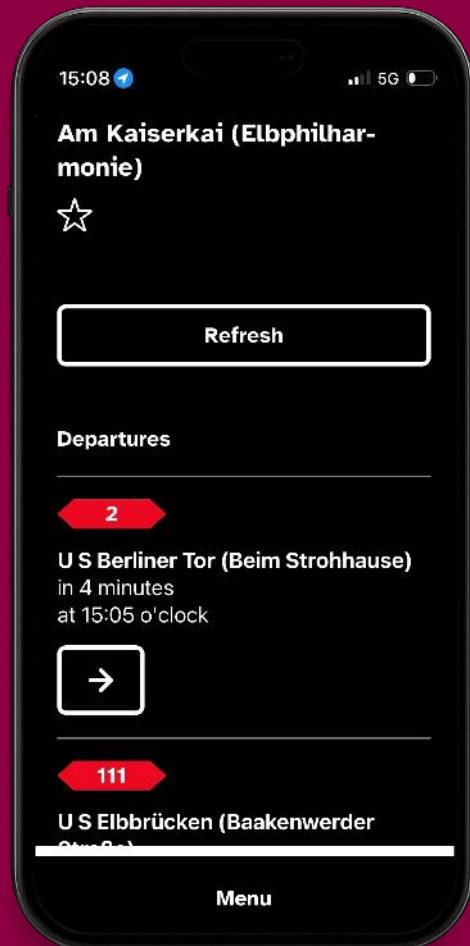
- 1 Departure monitor
- 2 Route progression
- 3 Journey registration
- 4 Help in disruption situations

The Vision Ahead

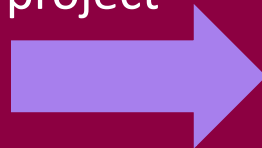


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Evolving from the existing hvv Custom App to the next-generation CUSTOM platform



EUI-
funding
project



Our Objectives during the Funding Period:

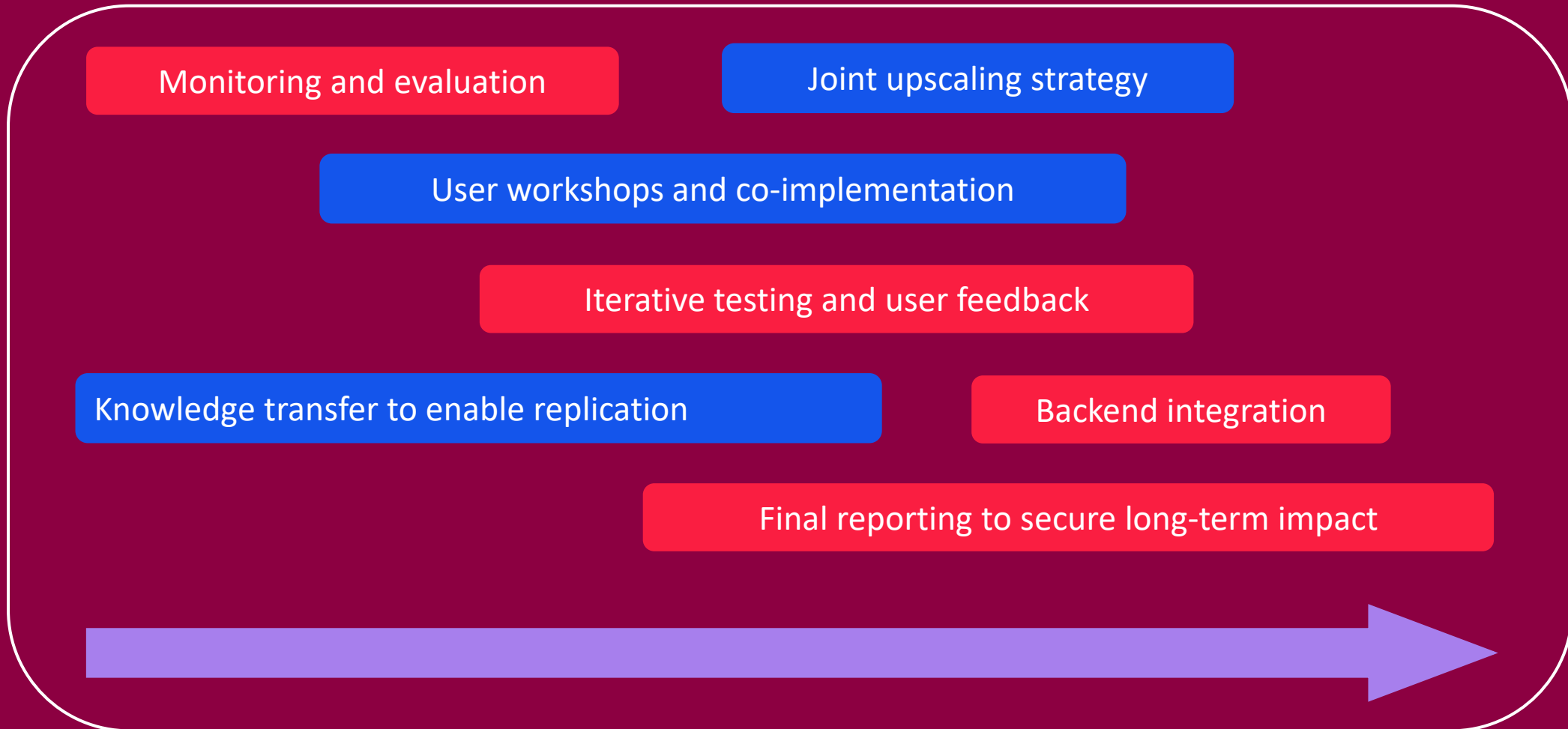
- Further technical integration of buses, trains, and ferries in the Hamburg metropolitan region into the hvv Custom App
- Improvement and automation of existing app functions to enhance usability and efficiency
- User-centered development of new designs and features in close cooperation with the target group
- Assessment of transferability of CUSTOM solutions across Germany and the EU

Our Next Steps



Co-funded by
the European Union

The Journey Has Just Begun



Dialoghaus “Dialog im Dunkeln” workshop



Pia Köber, Event and Project Management, Dialoghaus Hamburg
gGmbH

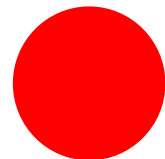


Study visit's groups

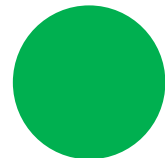
Group 1



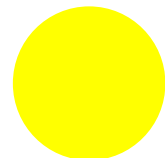
Group 2



Group 3



Group 4



EU City Lab on active mobility

Hamburg
28-29 October
Second day



Introduction and short recap of first day



I – Introduction and short recap of first day

Ana Francisca Jijon - EUI
Camilla Chiappini - URBACT

Mary Dellenbaugh-Losse – URBACT expert
Bonnie Fenton, Rupprecht Consult GmbH

Active mobility insights: City-to-City breakout exchange



Break-out rounds

EUI Policy Lab on Active and Integrated Mobility



Break-out rounds session

Aim: Forster exchange and discussion among cities around the key topics linked to active mobility:

- Behaviour change
- Accessibility and inclusion
- Intermodality / modal shift
- Urban-rural linkages
- Public space reallocation / low traffic zones
- Safety

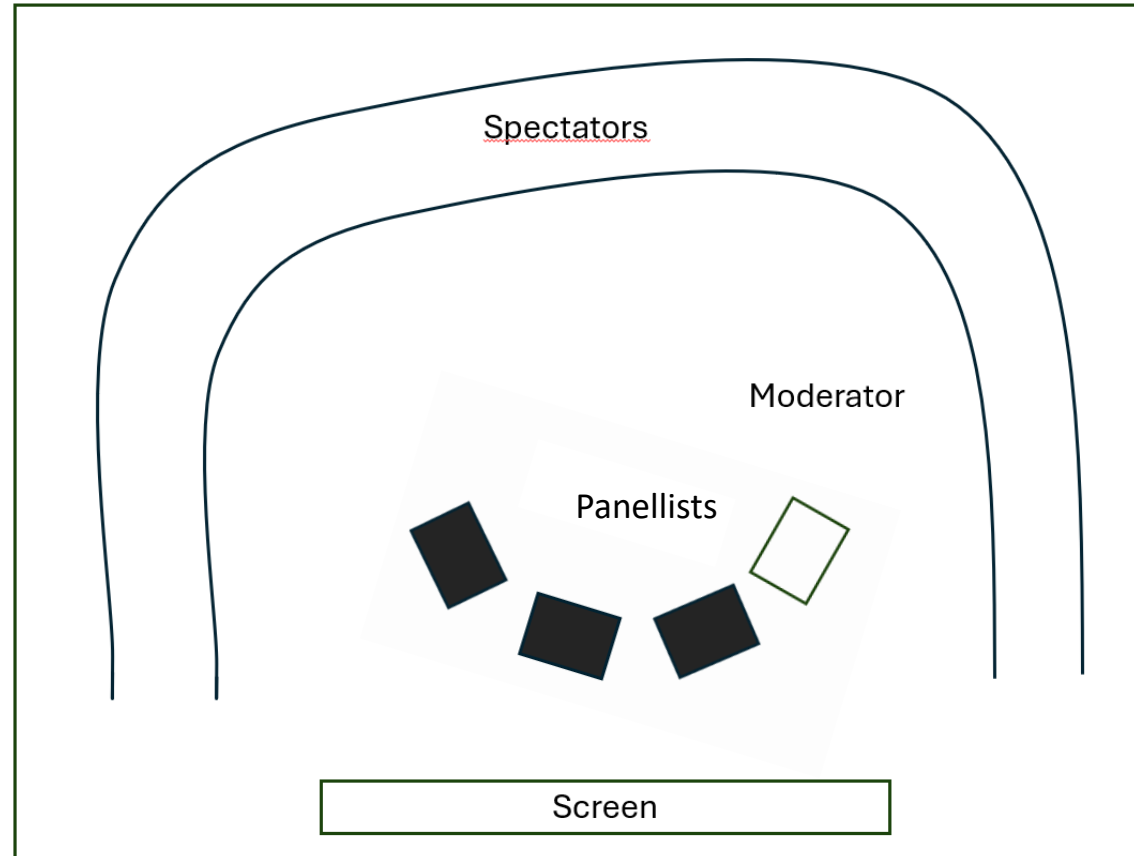
Dynamic of the session: Fish bowl

- A five-minute oral input from a city
- The first panel is formed including one speaker city, two volunteers from participants, and one empty chair.
- The session begins with kick-off questions answered by the panel.
- For every new question, one new person occupies the free chair while someone from the panel moves to the public.
- Discussion continues using the fishbowl format, focusing on questions identified the previous day.

Panelists:

- **Brussels**, Belgium
- **Coimbra**, Portugal
- **Faenza**, Italy
- **Hamburg**, Germany
- **Pombal**, Portugal
- **Turku**, Finland
- **Varaždin**, Croatia
- And volunteers who would like to join the discussion

Break-Out Rounds session



Format: Fishbowl style

Break-out rounds session

**Behaviour Change
Group 1 –**

Coimbra

Moderator: Bonnie

Room: Foyer 5

**Behaviour Change
Group 2 –**

Brussels

Moderator: Katy

Room: Brook

**Accessibility &
Inclusion Group 1**

Faenza

Moderator: Mary

Room: Steg

**Accessibility &
Inclusion - Group 2**

Turku

Moderator: Ana

Room: Kai

Break-out round 1 (09:15-10:00)

**Intermodality/Mod
al Shift Group 1**

Pombal

Moderator: Bonnie

Room: Foyer 5

**Intermodality/Mod
al Shift Group 2**

Varaždin

Moderator: Katy

Room: Brook

**Urban-Rural
Linkages Group 1**

Hamburg

Moderator: Mary

Room: Steg

**Urban-Rural
Linkages Group 2**

Turku

Moderator: Ana

Room: Kai

5-minute break to change rooms

Break-out round 2 (10:00-10:45)

**Public Space
Reallocation/Low
Traffic Zones Group
1**

Hamburg

Moderator: Bonnie

Room: Foyer 5

**Public Space
Reallocation/Low
Traffic Zones Group
2**

Coimbra

Moderator: Katy

Room: Brook

Safety Group 1

Faenza

Moderator: Mary

Room: Steg

Safety Group 2

Brussels

Moderator: Ana

Room: Kai

15-minute coffee break

Break-out round 3 (11:15-12:00)

Wrapping up and shaping tomorrow's mobility: what's next?



- What are your key takeaways from the workshop?



I – Wrapping up and shaping tomorrow's mobility: what's next?

Moderators:

Mary Dellenbaugh-Losse – URBACT expert

Bonnie Fenton, Rupprecht Consult GmbH

Ana Francisca Jijon - EUI

Camilla Chiappini - URBACT

Next URBACT and EUI funding and networking opportunities

The journey continues at EUI...

Ana Francisca Jijon



**Knowledge & Capitalisation Officer
European Urban Initiative**

...With EUI Policy Lab on integrated and active mobility

EUI Capitalisation Study of the Policy Lab on Integrated and Active Mobility.

- [Policy Lab on integrated and active mobility - Inception report | Portico](#)
- Report with recommendations to be published **March 2026**

Series of webinars:

- Under the surface: the infrastructure and systems powering active mobility, 10 November 11:00am - 12:30pm CET
- Shifting mindsets: Behavioural and inclusive pathways to active mobility 21 November 11:00am - 12:30pm CET



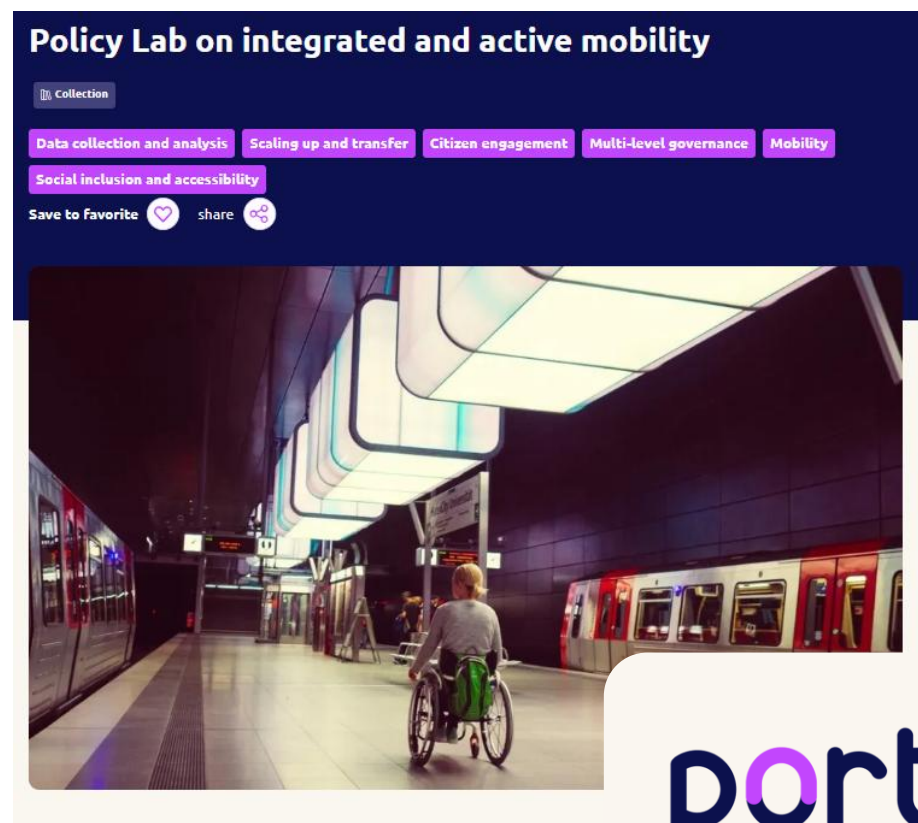
Register
here for
webinar 1



Register
here for
webinar 2

...Portico knowledge hub

- [+1500 resources online](#)
- [401 resources](#) on 'mobility'



...With City-to-City Exchanges

Still looking for the perfect fit?

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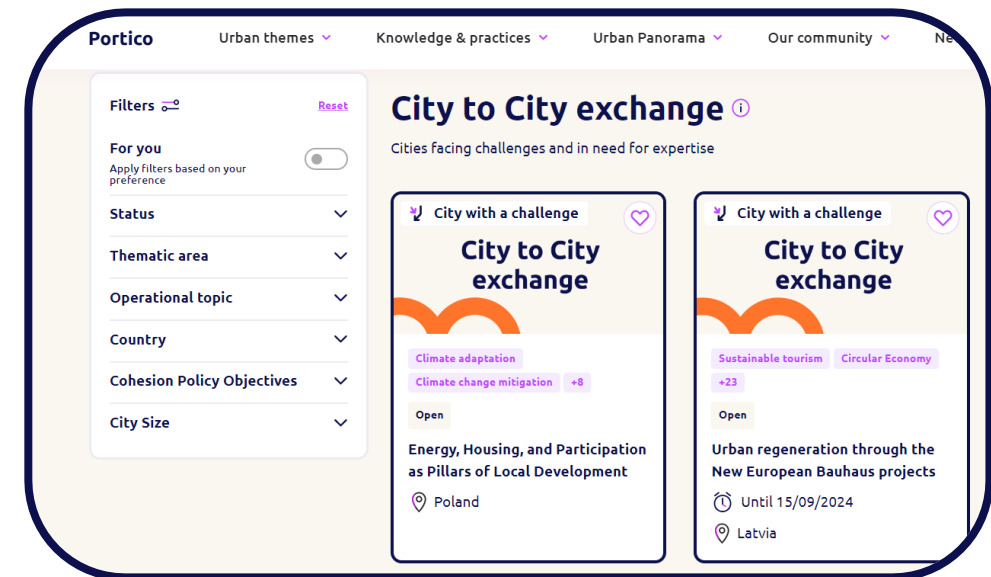
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➤ Explore the [Portico Urban Match Maker](#)

➤ Tool that helps cities match with each other to share knowledge & expertise for city-to-city and

Innovative Action calls

➤ Ask the Capacity Building Unit for support in finding a match: <https://www.urban-initiative.eu/news/sign-city-city-exchange-assistance-service>



...With EUI and the Urban Agenda for the EU



- Upcoming **Call 4 for Innovative Actions Projects**, to be launched **early 2026**
- Apply for a **Peer Review** by 18 November, 12:00 CET
- Apply for a **City-to-City Exchange** - call permanently open, matchmaking support sign-up by 25 November



Let's meet again!

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➤ EUI events

- EUI Focused Policy Lab, 'Cities for housing – making affordable housing work' – **Fuenlabrada, ES, 18th & 19th November**
- Join us in Barcelona for the **Smart City Expo World Congress 2025** – visit EUI stand and participate to sessions
- Join our next **national Capacity Building Events**: Slovenia (18-20 Nov), Ireland (26-27 Nov), Sweden (4 Dec), Czechia (20-22 Jan), Belgium (27-29 Jan), Germany (11-12 Feb), Finland (19-21 May), Denmark (9-10 June)...



Register to
Focused Policy
Lab on **Housing**



EU for resilient green cities

SMARTCITY
EXPO WORLD CONGRESS

**THE EVENT FOR
BETTER CITIES**
4 - 6 NOVEMBER 2025
BARCELONA



Next URBACT funding and networking opportunities

Camilla Chiappini



**Communication & Knowledge Officer
URBACT**

Upcoming opportunities from URBACT



Upcoming opportunities from URBACT



We welcome:

City representatives

Urban development enthusiasts

**Registrations will open
on 4 of November!**

**Stay tuned on
urbact.eu**

Become part of an URBACT network

A new Call for Networks* will open
from April to June 2026

Stay tuned on: urbact.eu/get-involved



Cities and local
stakeholders
co-produce an
Integrated Action Plan
to tackle their common
policy challenges.



*Type of Network tbc

URBACT at the Smart City Expo World Congress

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SMARTCITY

EXPO WORLD CONGRESS

4 - 6 NOVEMBER 2025

BARCELONA



Fira Barcelona

www.smartcityexpo.com



THE TIME
FOR CITIES

- **5 November 2025**
14:20 - 15:05
How to create a greener urban economy? Stories from URBACT cities
- **4-6 November 2025**
URBACT stand at the Exhibition area

Save the date!

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**URBACT webinar:
What is a thriving green
urban economy?**

**13 November 2025
14.00-15.30 CET
Online on Zoom**

Register now: urbact.eu/events

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Save the date!

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**URBACT webinar:
How to use storytelling
to engage citizens in
local projects**

**19 November 2025
10.00-11.30 CET
Online on Zoom**

Register now: urbact.eu/events

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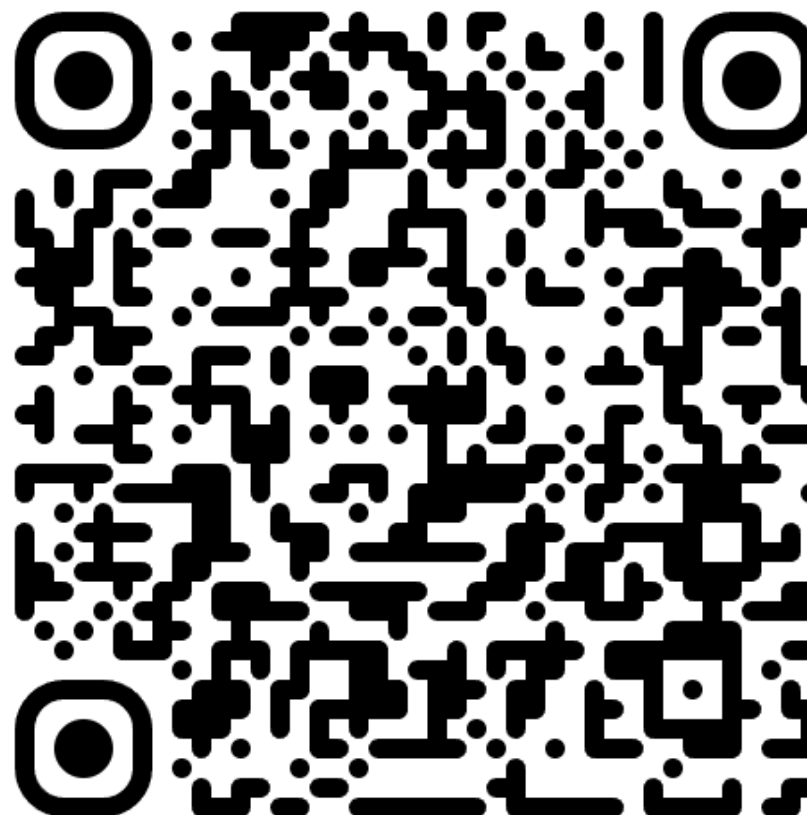


URBACT Knowledge Hub

- Greening urban economies
 - Nature based solutions
 - **December 2025 on** urbact.eu/knowledge-hub
-

We'd like to learn and improve these EU City labs!

Please scan this QR code:



Thank you for having been with us!

Get in touch with us

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