



**Moderators: EUI and URBACT experts Bonnie Fenton and Mary Dellenbaugh-Losse**

Day 1   Tuesday, 28 October	
📍 Dialoghaus Hamburg gGmbH, Alter Wandrahm 4	
08:30 – 09:00	<b>Welcome coffee, registration &amp; informal networking</b>
09:00 – 09:15	<b>Setting the feet and wheels in motion: Welcome &amp; opening</b> With the City of Hamburg and Dialoghaus – partner of EUI-IA <a href="#">CUSTOM</a> project.  <i>Christoph Holstein, State Secretary, Hamburg Ministry for the Interior and Sports            Dialoghaus Hamburg.            EUI and URBACT Permanent Secretariat</i>
09:15 – 10:00	<b>Moving differently, living better: The active mobility revolution</b> Defining active mobility within integrated mobility systems  <i>Anke Koller, Head of Transport Development and Mobility Strategy, City of Hamburg            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</i>
10:45 – 11:15	<b>Coffee/tea break</b>
11:15 – 11:30	<b>Cities leading the way: Active mobility experiences across Europe</b> Introduction to active mobility gallery with city representatives from:  <i>Brussels (BE), Faenza (IT), Turku (FI), Coimbra (PT), and Lahti (FI)</i>
11:30 – 13:00	<b>Active Mobility Gallery: Learning from city to city – Round 1</b> Poster presentation from above mentioned cities.
	<b>Active Mobility Gallery: Learning from city to city – Round 2</b> Poster presentation from above mentioned cities.
13:00 – 14:00	<b>Lunch break</b>
14:00 – 14:30	<b>Walk the Talk: Hamburg’s active mobility and introduction to site visits</b>  <i>Susanne Elfferding, Hamburg Ministry of Transport and Mobility Transition            André Mezzich-Santaya, Product Owner Custom-App, EUI Innovative Action CUSTOM project            Dialoghaus Hamburg</i>

14:30 – 18:00	<p><b>Site visits</b></p> <p>Exploring active mobility projects across the City of Hamburg:</p> <p><b><i>Dialoghaus "Dialog im Dunkeln" workshop</i></b></p> <p><i>Guided by blind or visually impaired hosts, participants will navigate urban environments around the Dialoghaus—crossing streets and using public spaces with mobility tools such as a walking cane and specifically modified glasses to simulate different visual handicaps. This experience challenges perceptions and enhances empathy, transforming how we understand movement in the city and revealing what true accessibility, orientation, and trust mean when sight is no longer available.</i></p> <p><b><i>EUI Innovative Action CUSTOM project</i></b></p> <p><i>The CUSTOM project in Hamburg promotes inclusive mobility through an accessibility app that enables seamless travel for people with disabilities, enhancing autonomy and participation in urban life. The visit will include a presentation of the app's features followed by a guided walk around the Hamburg streets, allowing participants to test its functions and experience how digital tools can make urban mobility more accessible for all.</i></p> <p><b><i>Hamburg's new walkable city centre</i></b></p> <p><i>The visit will explore Hamburg's transformation toward a car-free city centre, showcasing projects from its 2020 action plan "An attractive city centre for everyone." Participants will walk through redesigned areas around Jungfernstieg —once car-dominated streets now prioritising pedestrians, cyclists, and shared spaces—illustrating how collaboration between city authorities and stakeholders drives active mobility and urban liveability.</i></p> <p><b><i>Connecting walking with public transport: reshaping public space for walkable cities</i></b></p> <p><i>The visit will highlight how Hamburg integrates public transport and walking infrastructure to enhance walkability, connectivity, and accessibility. Through a walking tour around Jungfernstieg, participants will explore redesigned spaces — including new pedestrian links and improved station areas.</i></p>
18:00	<p><b>Informal networking dinner at Dialoghaus</b></p>

Day 2   Wednesday, 29 October		 Dialoghaus Hamburg gGmbH, Alter Wandrahm 4
08:30 – 09:00	Welcome coffee, registration & informal networking	
09:00 – 09:15	Introduction and short recap of first day <i>Moderators: EUI and URBACT experts Bonnie Fenton and Mary Dellenbaugh-Losse</i>	
Active Mobility Insights: City-to-City Breakout Exchange <i>Discussion rounds with the cities featured in the Active Mobility Gallery</i>		
09:15 – 10:00	Inclusive journeys: behaviour change and accessibility hand in hand Breakout discussion room with leading cities on: <ul style="list-style-type: none"><li>• Behaviour change</li><li>• Accessibility &amp; inclusion</li></ul>	
10:00 – 10:45	Beyond boundaries: modal shift and urban–rural synergies Break-out discussion room with leading cities on: <ul style="list-style-type: none"><li>• Intermodality / modal shift</li><li>• Urban-rural linkages</li></ul>	
10:45 – 11:15	Coffee/tea break	
11:15 – 12:00	Safe streets, shared spaces: reimagining mobility together Break-out discussion room with leading cities on: <ul style="list-style-type: none"><li>• Public space reallocation / low-traffic zones</li><li>• Safety</li></ul>	
12:00 – 12:30	Wrapping up and shaping tomorrow’s mobility: what’s next? Presentation of EUI and URBACT opportunities	
12:30 – 13:30	Lunch/end of the EU City Lab	