



# POP-UP URBAN SPACES

## E-NEWSLETTER

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Time flies, and with just one year left in the PopUpUrbanSpaces project, we are entering the most exciting phase. Our pilot projects are rolling out into the streets, digital campaigns are running, evaluations are underway, and we have started developing solutions for wider adoption.

As pilots take shape, we are gathering valuable insights on tactical urbanism interventions, public transport improvements, and digital engagement strategies. Early results are promising, showing how small-scale changes can significantly enhance urban mobility and community interaction. Feedback from local communities is helping us fine-tune these interventions for greater impact.

Looking ahead, we are working on solutions that will help cities replicate and scale these interventions. A toolkit is in development, consolidating lessons learned to provide practical guidance for local authorities and urban planners. Policy recommendations will also be drafted to ensure the project's impact extends beyond its duration.

The final phase will culminate in a Dissemination and Mainstreaming Conference in Kamnik, where we will showcase key outcomes and strategies for long-term adoption. We are excited to share these results with stakeholders across Europe. Stay tuned for more updates as we move forward!

POPUPURBANSPPACES  
E-NEWSLETTER

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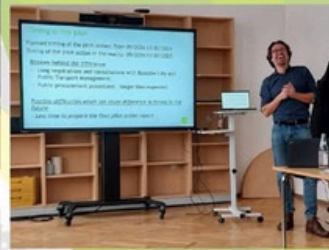
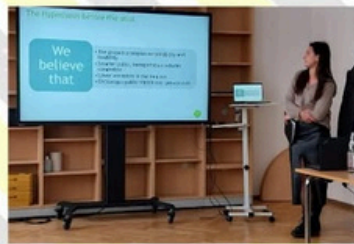
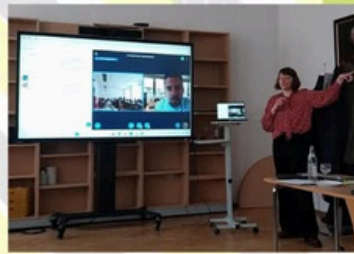
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# MEETING #5



Bamberg



Pilot status  
presentations



PopUpUrbanSpaces

From March 3-5, the PopUpUrbanSpaces project partners gathered in Bamberg, Germany, for an intensive and productive meeting. The event was officially opened by Wolfgang Metzner, Third Mayor of Bamberg, setting the stage for fruitful discussions. Over the course of the meeting, partners worked on finalizing their pilot projects and planning the next steps for solution development.

A highlight of the first day was the interactive workshop on pilot actions. Knowledge providers played a key role in preparing this session, where pilot partners presented their progress. Each presentation was followed by insightful feedback from designated reviewers, leading to a dynamic discussion that fostered shared learning. In the afternoon, the focus shifted to digital campaign pilots, with a highly engaging session based on the "Show & Tell" methodology. Partners rotated between feedback stations, exchanging ideas to enhance their campaign strategies.

Stepping outside the meeting room, partners took part in a walkshop, exploring Bamberg's pilot location and discussing how tactical urbanism can transform public spaces. Experiencing the city's urban mobility challenges firsthand provided valuable inspiration for the upcoming demonstration actions.

The final day was dedicated to Transnational Planning Co-Creation Workshops, where partners collaborated in three thematic groups—Tactical Urbanism, Tactical Transit, and Digital Campaigning—to refine their solutions. By sharing key experiences, successes, and challenges, they laid the groundwork for the final project solution, ensuring that the approaches developed will have a lasting impact on future urban mobility strategies.

With pilot implementation now in full swing, this meeting marked an important milestone in the project. The insights gained in Bamberg will help partners fine-tune their interventions and maximize their impact, bringing us one step closer to creating people-centered urban spaces across Central Europe.



Bamberg



Delivering final solutions



PopUpUrbanSpaces

5-6 MARCH  
BAMBERG



PopUpUrbanSpaces – Urban/rural workshops in progress under Work Package 1  
It might be said that nothing new is under the sun, as the PopUpUrbanSpaces partners have already developed the key deliverables and outputs of Work Package 1 – “Transformation”:

- The Baseline Study compiles the latest scientific and practical insights on tactical urbanism and tactical placemaking, emphasizing how these methodologies contribute to fostering sustainable urban mobility.
- The Urban Mobility and Travel Behaviour Audit, conducted in the seven pilot cities, evaluates the current mobility landscape, examining existing infrastructure and key obstacles in delivering sustainable mobility solutions and optimizing public space usage. Additionally, the audit explores residents' travel behaviours and their willingness to adopt alternative mobility options.
- The Good Practice Catalogue presents a collection of popup strategies and their potential outcomes, offering an easy-to-use resource for cities, stakeholders, and the general public.
- The Capacity Building Strategy defines the framework for knowledge transfer at both transnational and local levels. In addition to setting key objectives, it outlines the necessary knowledge, skills, and competencies while recommending targeted actions and interventions to strengthen the capacity of the intended groups.
- The strategy was developed based on a Training Needs Analysis conducted across all partner cities, along with Co-Creation Sessions during the 2nd transnational meeting in Ferrara, Italy. These sessions played a crucial role in shaping the concept, structure & content of the strategy.
- The strategy directly supported the preparation of the Interactive Capacity Building Sessions in Varaždin, Croatia, held during the 3rd partner meeting. These sessions equipped the "PopUp Mobility Ambassadors" with the necessary skills to plan and execute pilot actions under WP2.

However, the partners remain actively engaged: they must regularly organize urban-rural partnership network workshops to involve and raise awareness among stakeholders, ensuring their active participation in the project implementation. The involvement of local actors is crucial, as they:

- supported the preparation of demonstration actions in each city,
- contribute to the implementation of the pilot interventions,
- engage the community during digital campaigning activities, and
- will actively participate in the action planning process until the end of the year.

Without the knowledge, experience, and networks of these stakeholders, the project's results could not be seamlessly integrated into urban development practices across the partner cities. Their continued participation ensures the long-term impact and sustainability of the PopUpUrbanSpaces initiative.

# WHAT WE ACHIEVED SO FAR



Photo by Ante Klečina

## WHAT WE ACHIEVED SO FAR

It's (almost) time to say goodbye...

...of course, by goodbye we mean leading Work Package 2. Now we're handing over to our colleagues from IPOP, because it's time for Work Package 3 - SOLUTIONS AND POLICY RECOMMENDATIONS. It's now the last year of the project, which means home stretch!

According to the timetable, we've finished Work Package 2, but we haven't finished the work associated with it. Now it's time to sum up.

The last year has passed very quickly, but very effectively. Some partners have started to plan their demonstrations, some of them were closer to finishing them (or even finished them). For us, as Knowledge Provider and leader of Work Package 2, it has been an intense and productive time. Together with colleagues from IPOP, UWK and EMFIE, we've prepared workshops on the basis of which we've been able to prepare 3 Action Plans entitled:

- Tactical urbanism methods to test sustainable urban mobility solutions in public space
- Tactical transit methods to improve the user experience of public transport
- Digital campaigning for raising awareness

Based on different approaches, viewpoints, problems and ideas, the Territorial Partners have prepared great input for our Action Plans.

These three documents should serve as a roadmap for all other cities in Europe. Implementing a tactical urbanism or a tactical transit project will be easier with our Action Plans. Preparing a proper digital campaign for it won't be an easy task - that's why our document "Digital Campaigning for Awareness Raising" comes to your aid!

The last few months have been dedicated to preparing for another workshop in Bamberg, Germany. It was a great time full of sharing experiences, problems, solutions and good practices.

During the last 2 periods, Territorial Partners had to focus on their demonstration projects. Knowledge Providers provided expertise, help and feedback by organising regular online meetings.

We can't wait to see the impact of the partners' demonstrations!



Photo by Ante Klečina



## WHAT IS ONGOING

### WP3: Solutions and Policy Recommendations

In March, we began the third and final work package — Solutions and Policy Recommendations, which will continue until the project's conclusion at the end of February 2026. As you're aware, the core approach of this project is "SHOW and TELL." Partners have been implementing pilot interventions, testing methods in tactical urbanism, tactical transit, and digital campaigning to demonstrate how these strategies can drive behavior change. Work Package 3 will build upon these experiences to TELL stories from partner cities across Central Europe.

Together, we will develop tools focusing on the project's three thematic pillars. A key deliverable, the Toolkit, will cover all the above-mentioned topics addressed throughout the project and will be specifically tailored for local authorities, public sector bodies and civil society organizations in small and medium-sized towns. It will provide practical solutions to scale up tactical approaches in their cities.

We kicked off WP3 in Bamberg with Activity 3.1, holding a transnational co-creation workshop to design the toolkit. Here are some key insights from the workshop:

- Get locals involved early: Bringing local stakeholders on board from the start can really boost a pilot project's success.
- Secure political backing: Having the support of decision-makers is crucial for smooth implementation.
- Blend planning with creativity: Mixing urban planning with art and creativity can strengthen community identity and cohesion.
- Communicate effectively: Combining digital methods with clear offline communication is essential, especially for reaching older residents and ensuring interventions are visible in space.
- Leverage existing platforms: Using platforms that already have engaged audiences can enhance communication efforts.

More will follow in the Toolkit that will be developed by the end of Period 5.

In Activity 3.2, we will design territorial policy action plans based on insights gained from the project, including strategies, demonstration actions, peer reviews, and co-creation workshops. These plans will outline how the developed tools can be used to influence travel behavior on a larger scale. They will also propose policy changes at both the local and national levels to support the shift towards sustainable urban mobility. Where possible, the action plans will be annexed to the city's Sustainable Urban Mobility Plan (SUMP) or integrated into local/regional climate and energy strategies.

In addition to the action plans, partners will work on a transnational position paper and sign a Letter of Cooperation to ensure continued collaboration and promotion of the project's findings in the future.

The final activity of WP3, Activity 3.3, will focus on mainstreaming the results to international audiences and networks. The concluding event of the PopUpUrbanSpaces project will be the Dissemination and Mainstreaming Conference, organized in Kamnik, the city of the lead partner. At this event, we will present the project's results, tools developed and policy proposals while officially marking the project's completion. We look forward to it!



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## MOK (SLO)

The Municipality of Kamnik will carry out an interesting spatial intervention in the area below the Mali grad hill as part of the PopUpUrbanSpaces project. The area in front of the Veronika Café was chosen because of the exceptional historical and ambient significance of this part of the city, both for residents and visitors. In the past, this area (almost – the square) has been the venue for some events, e.g. the Kamfest and the Days of National Costumes. It is also a meeting place for people in the nearby café, where Kamnik residents meet for ice cream in the summer. This is also the coolest part of town during the summer heat. We always like to retreat to the foot of castle hill, which surprises visitors with the silhouette of its unique Romanesque chapel and its northern walls. The municipality of Kamnik has decided to launch a pilot action to test possible improvements to this part of the town centre, which is currently used for car parking. The safety of children, who often play in the car park while their parents sit having coffee, is also at risk due to the parked vehicles.

Taking into account the guidelines of tactical urbanism, a conceptual design for a pilot intervention was prepared, which we called PARK(ing) Veronika. The main "attraction" of the design is a uniquely designed bicycle rack, which takes into account the legend of Veronica of Kamnik, and which will be the work of a renowned sculptor from Kamnik.

The construction of the bicycle rack, together with the wooden screen that will serve as a visual screen for the waste disposal area and the benches for visitors, will follow this spring. This is a temporary/test arrangement of a public area that will be used for various activities or events for all citizens and other visitors to the centre of Kamnik. Test events will be held after the site has been developed from June 2025 up to and including September 2025.

The municipality of Kamnik has already had some experience with such initiatives, as a number of temporary development projects have been carried out in Kamnik over the past decade. This is why the team of Kamnik artists, the Municipality of Kamnik and the Štajn Group, with the expert support of the Institute for Spatial Policy (IPOP), has formed a successful, reliable and effective partnership. The knowledge acquired in recent years through this type of intervention has been successfully shared with other participating cities.

PARK(ing) Veronika is currently being developed under the guidance of architects and students from the Štajn Group and local sculptor Nina Koželj. Together, they have been working intensively over the last few months on the design of the layout, which will primarily test the potential of the pilot location and bring a rather innovative and unique urban amenity to the city of Kamnik. Sketches are being drawn up in the architectural bureau and prototypes of the rack and other equipment are being created in the sculptor's workshop. Stone companies are also heavily involved in the prototype, ensuring that the metal and reinforced concrete in the prototype will be properly treated. The project is not only an innovative temporary arrangement of public space, but also a good practice example of quality cooperation between artists, spatial planners, local authorities and local construction companies/artisans.

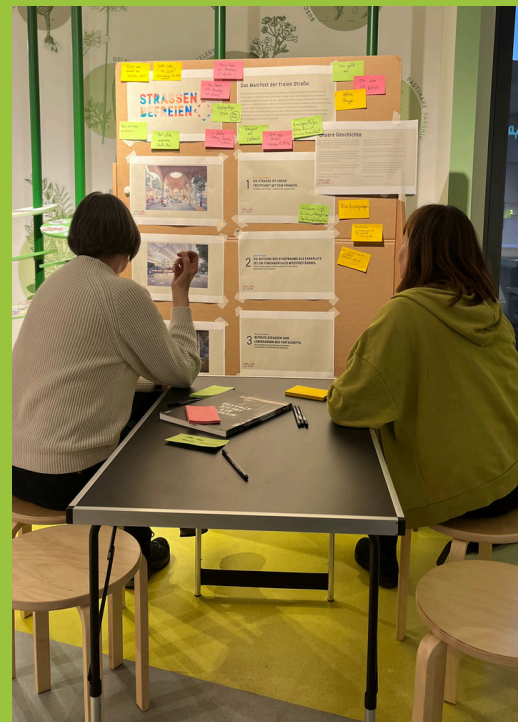




# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

ZWB (GER)



The fourth phase of the Bamberg project was largely shaped by preparations for the upcoming Pop-Up event. A major challenge remained unresolved: finding a suitable location. After careful consideration of various options, the team set its sights on Domplatz—a central square in the heart of Bamberg. Though officially designated as a pedestrian zone, it is frequently used by cars. At the same time, the Archdiocese of Bamberg had plans to transform the space into a green oasis. Domplatz seemed like an ideal location for the Pop-Up event. However, most of the area is under the jurisdiction of the Bavarian Palace Administration, which, unfortunately, was unable to support the project. This setback prompted a fresh start in the search for a new venue.

To refine the selection process, Urban Lab, our project partner, organized two out of three planned stakeholder dialogues. These gatherings brought together representatives from civic associations, institutions, heritage organizations, and sustainability and mobility groups. Through thematic discussion islands, participants explored key topics such as mobility in Bamberg, Tactical Urbanism methods, stakeholder mapping, and potential alternative locations for the Pop-Up.

Three sites emerged as particularly promising: Heumarkt, Theuerstadt, and Färbergasse. Each of these locations is home to an engaged local community advocating for improved public spaces, sustainable mobility, and climate adaptation measures. Their enthusiasm and commitment make them strong candidates for hosting the Pop-Up.

By early April 2025, the final location will be determined, allowing us to begin on-site engagement and detailed planning. By June 2025, the Pop-Up will become a visible part of Bamberg's UNESCO World Heritage site, bringing new energy to the city's public spaces.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

IPOP (SLO)

## SC meeting in Bamberg

Co-creation workshop for designing the Toolkit  
5-6 March 2025



We have entered the final year of the project, and things are moving fast – plans are unfolding, pilots are taking shape and valuable insights are emerging!

Partner cities are actively engaged in the final planning, implementation, and evaluation of their pilot interventions. At our last partner meeting in Bamberg, cities presented their progress and selected pilot locations. We have seen exceptionally well-planned pilots that integrate citizen participation, tackle mobility issues and open public spaces to pedestrians and cyclists, and we are excited to see the final outcomes. Over the past months, we have provided ongoing support to partners as they prepare and implement their pilots, facilitating regular meetings and exchanges. We held four online partner meetings, creating a space for partners to share updates and discuss challenges.

In parallel, we coordinated regular meetings with fellow knowledge providers to divide responsibilities, review deliverables, and ensure a smooth workflow across the project.

As leaders of Work Package 3 (WP3), we are already deep in the planning phase of the last Work package. Together with our partners, we are developing a toolkit aimed at helping local authorities, public sector bodies, and civil society in small- and medium-sized towns in Central Europe shift toward sustainable mobility. The toolkit will focus on the three pillars of the project: tactical urbanism, tactical transit, and digital campaigning. To gather insights from partners that will help shape the toolkit, we organized a co-creation workshop in Bamberg, which turned out to be highly productive and inspiring.

This period has been marked by strong collaboration, knowledge exchange, and steady progress across various work packages. As we move forward, we look forward to final contributions and evaluations from all partners as we shape the last phases of the project together.



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## IRMIR (POL)

Time flies. IRMiR has just started its adventure as leader of Work Package 2 – Demonstrations and we are already handing over the reins to our colleagues from IPOP.

At the beginning of October, IRMiR presented the PopUpUrbanSpaces project to a wider audience. During the 4th Congress on Urban and Regional Policy in Krakow on 7–8 October, we had the opportunity to present a poster outlining the main ideas of the project and the demonstrations already partly implemented by Territorial Partners. The last period was marked by an exchange of experiences and consultations with the city partners. As Knowledge Providers, i.e. mentors and advisors of sorts, we supported our partner city colleagues in their activities through regular online meetings.

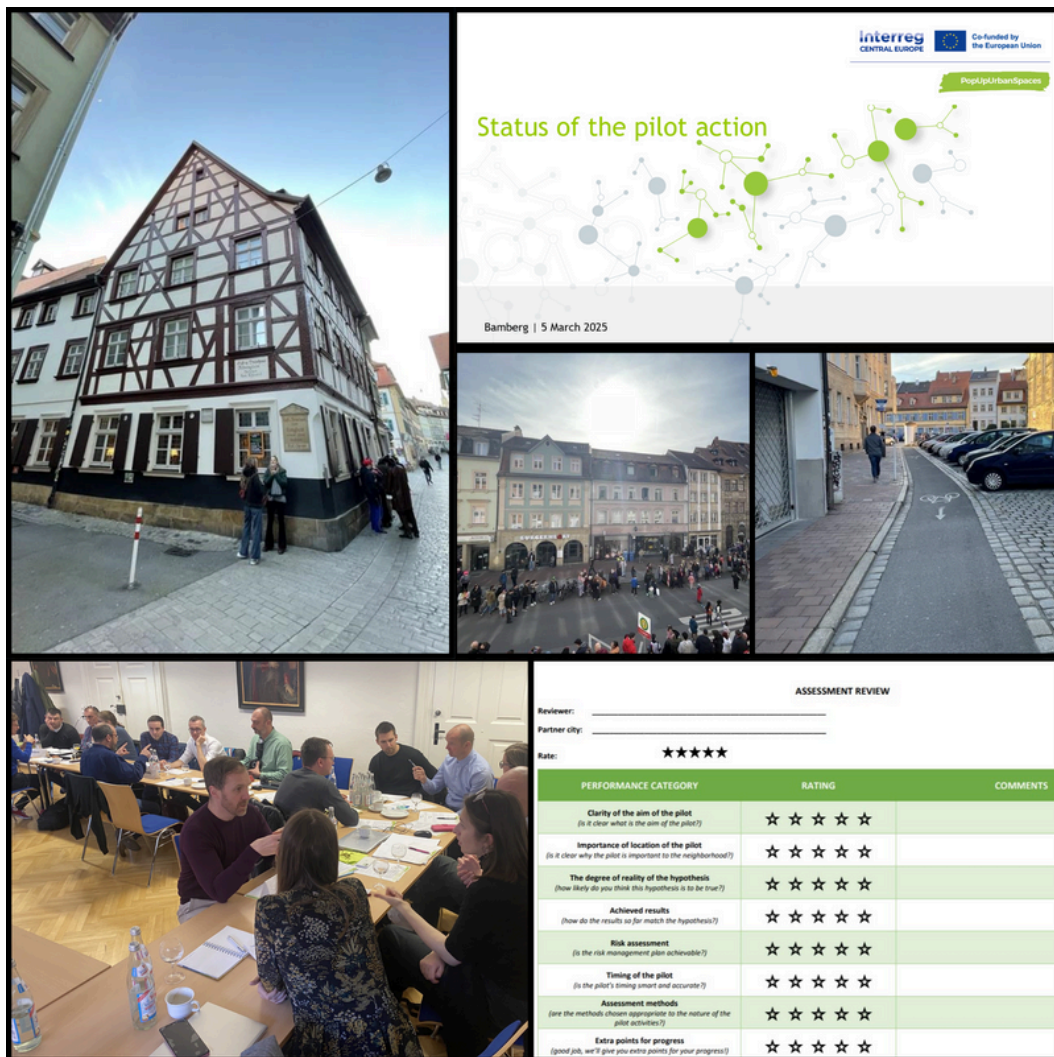
The exchange of knowledge and experience, both with experts and between city partners, was a fantastic stimulus for further activities.

In recent months, we have also been preparing for a workshop to be held in early March in another twinned city, Bamberg, Germany.

We prepared an assessment review for the Territorial Partners – each city was assigned two partners to assess their activities according to certain criteria.

Each partner was able to find out directly – both from their colleagues representing other cities and from Knowledge Providers – whether they were on the right track, what they needed to improve and what they thought was a great move worth remembering. As well as a huge dose of knowledge and inspiration, we were also blessed with beautiful weather and a wonderful carnival parade, the Faschingsumzug, which takes place on Shrove Tuesday, the day before the start of Lent on Ash Wednesday.

WP3 officially started on 1 March, but this does not mean the end of the demonstration activities. There is still a lot of work ahead of us – and especially our city partners. We look forward to seeing the final results and the wonderful changes in their spaces for the better and wish our IPOP colleagues much strength and perseverance in this final Work Package 3.



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## RARR (POL)

In the 4th period RRDA project team was mainly engaged in the implementation of transnational demonstration actions (TDA). The task has not been completed, all activities are still in progress and has been divided into 2 sub tasks:

### Activities under G2 intervention

Under Intervention G2, in accordance with the previously created Action Plan, the RRDA project team worked with Public Transport Authority in Rzeszów (ZTM) as the main stakeholder to build a bicycle shelter beside the bus stop. The idea of the pilot action is to check the influence of creating bicycle infrastructure on number of bicycles users in Rzeszów. Moreover by building bicycle shelters beside the bus stops we provide residents the opportunity to combine bicycle journeys with public transport. In order to run the pilot action RRDA team established formal cooperation with ZTM by signing a cooperation agreement. RRDA and ZTM jointly selected the site for the bicycle shelter, agreed on the details of its construction and also divided the remaining responsibilities between themselves. Finally, ZTM launched a public procurement procedure to select a contractor for the construction of the bicycle shelter and a bus stop.

### Activities under G3 intervention

As part of this intervention, the project team created and was implementing a digital campaign to promote the project's pilot action and to encourage residents of Rzeszow and the surrounding areas to choose public transportation and bicycles more often while moving around Rzeszow. We believe that it is very important to convince people that by choosing bicycles and buses instead of cars, it might have a significant influence on comfort of life at cities. With help of a new project team members – a graphic designer and a marketing specialist, the digital campaign plan has been created. Within the campaign a short film promoting cycling and public transport in Rzeszow has been prepared. The film, under contract with ZTM, was displayed in city buses. In addition, one infographic was created and posted on RRDA and ZTM social media – Instagram and Facebook.

The RRDA project team also organized a stakeholder meeting on the 18th of October 2024, attended by representatives of the RRDA and ZTM. The meeting was held to discuss issues related to the pilot action.

In this period RRDA project team participated in a project partners meeting in Krems, Austria on the 17.09.2024. Initially, the meeting was to be organized on-site in Krems but due to the threat of flooding it was canceled and organized remotely. The meeting was aimed at monitoring the progress of the project, planning further activities and also discussing matters related to project management and communication.





# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## EMFIE (HUN)

Over the past period, the territorial partners have officially launched their pilots, marking a significant milestone in the project. These pilots fulfill the "Show" phase of the project's core "Show & Tell" concept by executing tactical urbanism and tactical transit solutions. EMFIE has played a key role in coordinating the "Tell" phase, supporting pilot partners in designing and executing their digital campaigns. These campaigns are essential for explaining the implemented interventions to local residents, fostering public engagement, and ensuring the sustainability of urban mobility solutions. Throughout this period, EMFIE has provided continuous assistance in campaign planning and implementation, working closely with project partners to refine their strategies. Additionally, EMFIE collaborated with other knowledge providers to prepare for the first review of the digital campaigns. To support this process, EMFIE developed a structured methodology for campaign evaluation, enabling a systematic assessment of their effectiveness. This framework allows pilot cities to measure key performance indicators, understand public perception, and refine their approaches accordingly.



Following validation, these pilots will transition into fully developed solutions, representing a crucial step toward the project's long-term impact. While this marks significant progress, the finalization of solutions falls under Work Package 3, where further developments

In its communication leadership role, EMFIE has maintained its responsibilities by ensuring timely and effective project dissemination. This includes managing the project's official website, which has seen regular updates, with news articles published in recent months to provide stakeholders with the latest developments. Additionally, EMFIE has continued producing eNewsletters and overseeing all graphic design elements within the project, from newsletters to promotional materials. The project's social media presence remains a priority, with EMFIE actively managing LinkedIn and Facebook channels. Over the past six months, 36 posts have been published, significantly increasing public awareness and engagement around project activities.

Through its combined efforts in communication, knowledge provision, and technical support, EMFIE has been instrumental in advancing the objectives of the PopUpUrbanSpaces project. By ensuring that pilot actions are effectively communicated and evaluated, EMFIE contributes to the broader mission of promoting sustainable urban mobility solutions across Europe.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## DAN (CRO)

Over the past six months, Varaždin has been actively implementing and refining its PopUpUrbanSpaces pilot project, with a focus on evaluating its impact, engaging the community, and raising awareness about the benefits of sustainable urban spaces. Through a combination of academic research, public events, and digital outreach, we have taken or will take significant steps toward reimagining public spaces in a way that prioritizes people over cars. One of the key components of our recent efforts has been the structured evaluation of the pilot project. To ensure a data-driven approach, University North was tasked with selecting appropriate evaluation methods to assess the pilot's effectiveness in transforming urban spaces and influencing mobility behaviors. After careful consideration, three distinct methodologies were chosen, each designed to capture different aspects of the project's impact—ranging from user engagement and behavioral changes to environmental and economic effects. Currently, University North is actively conducting these evaluations, collecting and analyzing data that will provide valuable insights into the success of our interventions. This phase is critical, as it will help us understand what works, what can be improved, and how our pilot can serve as a model for future urban mobility initiatives. The results of this assessment will not only benefit the City of Varaždin but also offer lessons for other municipalities looking to implement similar solutions. In addition to the evaluation efforts, we are preparing for a public event—PopUp Susedi. This one-day event will focus on revitalizing Šenoja Street, temporarily transforming it into a dynamic, pedestrian-friendly space filled with cultural and artistic activities. By bringing together local artists, performers, and community groups, PopUp Susedi will showcase how public spaces can be reimagined to foster social interactions, creativity, and a sense of belonging. The event will include a diverse program designed to engage different age groups and interests, featuring live performances, interactive art installations, workshops, and exhibitions. Through this initiative, we aim to highlight the role of culture in urban development and demonstrate how tactical urbanism can create more vibrant and inclusive city spaces. To ensure that our efforts reach as many people as possible, we have launched a strategic digital campaign to promote both our past achievements and upcoming initiatives.

Through social media, website updates, and targeted outreach, we are keeping the public informed about the progress of the pilot project, the upcoming PopUp Susedi event, and the broader goals of the PopUpUrbanSpaces initiative. This digital campaign plays a crucial role in engaging not only local residents but also stakeholders, decision-makers, and urban planning professionals who can help scale these interventions beyond our city. By leveraging digital storytelling, visual content, and interactive engagement strategies, we aim to create a lasting impact and inspire further discussions about sustainable urban transformations. As we move forward, the insights gained from our evaluation, the experiences from PopUp Susedi, and the reach of our digital campaign will guide the next steps in our journey. Our goal is to continue advocating for people-centered urban development, where public spaces are designed to promote social interaction, cultural expression, and sustainable mobility. Through our work in the PopUpUrbanSpaces project, Varaždin is positioning itself as a forward-thinking city, committed to innovative approaches in urban planning. By combining research-driven strategies, engaging public events, and effective communication, we are setting a strong foundation for long-term change—one that prioritizes the needs of the community and fosters a more livable, accessible, and sustainable urban environment.





# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## NYHMJV (HUN)

**Innovation in Motion: Nyíregyháza's Smart Transit Pilot Takes Off**

Data meets design in this tactical transit initiative. Nyíregyháza is turning heads with its forward-thinking pilot project. Using real-time sensor technology installed on public buses, the city is testing new ways to improve the passenger experience while gathering actionable data on service use. This isn't just about buses—it's about building a smarter, more connected city, one route at a time.

How does it work?

Each participating bus is now equipped with a compact array of smart sensors. These sensors silently collect information like the number of people boarding and exiting.

From Data to Design

But this tactical transit pilot is about more than tech. It's about how people interact with the system—to create smoother, more reliable public transport. With support from local stakeholders, including city officials and transit workers, the project is connecting real needs with real data.

Smart Communication is Part of the Journey

What's more, a dedicated digital campaign is amplifying awareness, using creative messaging and strong visual branding to inform riders and staff alike. Messages like "Mozgásban az innováció - veled együtt!" ("Innovation in motion - together with you!") are bringing the community into the story.

Hearing from the People Who Ride

Behind the scenes, surveys and interviews are being prepared to capture how users really feel—what's working, what's not, and what should come next.

The surveys ask questions about comfort, clarity of information, and whether people feel more informed and confident using public transport. Interviews will go deeper, surfacing personal stories and patterns in usage that may not show up in raw data.

Early Signals, Big Potential

And the early signs? Promising. Sensors are collecting data and planners are already applying insights to refine service. In just the first few weeks, the data has revealed hidden inefficiencies in stop placement and has even flagged driver route deviations during off-peak hours—information that would have been hard to capture without real-time monitoring.

Looking Ahead

This pilot might be the beginning, but its ambitions are long-term. Nyíregyháza is proving that with the right mix of technology, design, and human insight, even modest changes can lead to smarter, more responsive mobility systems.

Stay tuned: the streets of Nyíregyháza are not just moving—they're evolving. And this time, the whole city is along for the ride.



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## UWK (AUT)

**SPATIAL SPLIT DATA**

	before	after
(1) for cars and parking	242 (55 %)	0
(2) for citizens to sit, play ...	195 (45 %)	435 (+223 %)

**Our contents**

**Our claim & message**

**KREMS MOBIL - A CITY IN MOTION.**

"Krems Mobil - A City in Motion" aims at enhancing the quality of life in Krems by promoting sustainable mobility, shaping vibrant urban spaces, and encouraging healthier, more active mobility and lifestyles. We focus on rethinking how we move, live, and share public spaces to make the city more livable and environmentally friendly."

**EXPERIENCE OF THE PLACE - FEEDBACK SOURCES**

**EXPERIENCE OF THE PLACE - FEEDBACK CLUSTERS**

**Our graphic designs**

**Campaign settings**

**KPIs:**

- Awareness KPIs: Social Media Reach, Website Traffic
- Engagement KPIs: Event Participation, Social Media Interactions
- Impact KPIs: upselling, replication, long term benefits of public spaces

**Target group:** People living and working in Krems

- The Everyday Commuters - People on the Move Daily
- The Change-Makers - People Interested in Sustainability and Urban Development
- The Curious - People Who Are Still Undecided
- greatest potential for behavioral change

Over the past months, on the partner level side, UWK together with the other knowledge providers of the Project has provided ongoing support to city partners implementing their pilots. We held several meetings, exchanging updates and insights. WP2 lead IRMIR coordinated our activities to ensure smooth delivery of each of our responsibilities.

On the city level side, Krems had already finalised the pilot activities in June 2024, therefore Krems together with UWK was now mostly focusing on the digital campaign delivery. UWK contracted a digital campaigner, who is taking care of regular posts and inputs on both social media channels facebook and Instagram from November 2024 - October 2025. The campaigner is designing graphics and text, under the supervision of UWK and is monitoring the campaigns performance, reporting back to UWK. The results achieved so far were shared during the partners meeting in Bamberg at the beginning of March 2025. During the campaign, a new collaboration unfolded: the project is now closely coordinating its activities and campaign with the local bicycle and walking advocates, located at the Mayors office in Krems. Together, the media channels were renamed, following a public viewers poll, resulting in "Krems mobil", a channel that will remain active with green mobility advocacy after project's completion.

One of the latest cooperation is now resulting in a joint Jane's Walk on 5 May, incorporating the already established format of the GEHSprache in Krems, an initiative that invites citizens in certain areas to join a walk while discussing every day topics or pressing issues concerning the respective area. Entering Work Package three, an initial meeting took place with city representatives to discuss, among other issues like the digital campaign, the incorporation of tactical urbanism in regular city planning instruments or integrated into local/regional climate and energy strategies. As Krems is currently working on a local Klimafahrplan, similar to other cities' strategies on how to reduce CO2 sustainably and reach national climate targets, this could provide a valuable option for integration into Krems' local administration.

Last but not least, the city's planning department has unofficially published its latest draft on the redesign of the projects pilot area Hafnerplatz: as the pilots implementation was a real success in many ways, you can check the feedback and evaluation on the next page's photo slides, the city's planning is basically incorporating the pilot's design into the long term reorganization of the square. More to follow...



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## COFE (ITA)

As 2024 rolled into the new year, the Municipality of Ferrara succeeded in finalizing the public procurement process for the implementation of its pilot action—an achievement that marked a significant step forward. The procurement procedure itself had been one of the main causes of delays in realizing the urban transformations promoted by tactical urbanism in cities.

As announced in our previous issue, the authors of “The Garden of Earthly Delights” are already known to the PopUp partners, having hosted the by-the-river workshop during the Transnational Meeting in Ferrara in October 2023.

The Basso Profilo Association – part of the Consorzio Wunderkammer – proposed to the Municipality a fascinating mix of artistic and collaborative interventions, merging traditional building techniques with the revival of a slower, more mindful use of public space.

Inspired by the famous triptych by Hieronymus Bosch, The Garden of Earthly Delights reinterprets the interventions identified by the local stakeholder group into a series of captivating actions set to unfold in the Foro Boario neighborhood between mid-April and early June:

- A murales-board by artist ANDRECO, framing the intervention and showcasing the activities, along with risograph billboards placed in key locations;
- A co-designed and co-built shelter in a reclaimed section of the parking area, led by artisan Zen Franchini, using reed—an almost-lost traditional technique from the Ferrara province;
- The painting of the Pedibus path to the Tratti-Mosti School, using co-designed molds inspired by the “neighborhood herbarium,” alongside participatory activities – including a walkshop – aimed at reclaiming and promoting the walkable dimension of the area.



*'tis the season*  
TO POP-UP & FLOURISH

All in all, art has once again proven to be a key driver in shaping engaging, pop-up tactical actions that bring communities together and inspire lasting change in established habits. Let's help our neighborhoods flourish, and see you in the next PopUpUrbanSpaces Newsletter!



Photo by Ante Klečina

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