"Climate and Mobility Sustainable City" Programme

1 Analysis framework: The current situation of sustainable mobility in Croatia

The overarching goals of this analysis are to understand the current state of urban and regional sustainable mobility across Croatia, identify key challenges and stakeholder needs, explore opportunities for collaboration, and outline priority areas for capacity building and training. Additionally, the study aims to identify the most relevant topics for future workshops, training sessions, and strategic documentation that can effectively support local authorities in advancing towards climate-neutral mobility systems within the "Climate and Mobility Sustainable City" Programme.

1.1 National and regional mobility strategies, policies and practices

Croatia's national policy framework for sustainable mobility is anchored in several key strategic documents that together set the direction but leave significant responsibility to the local level. The Transport Development Strategy 2017–2030 establishes the transition towards sustainable and integrated transport systems and requires cities and functional urban areas to prepare transport master plans aligned with SUMP principles, making such plans a de facto prerequisite for major public transport investments. This strategic orientation is reinforced by the National Development Strategy 2030, which provides an overarching framework and positions sustainable mobility as a cross-cutting priority for territorial cohesion, economic competitiveness and long-term environmental sustainability. More sector-specific guidance is provided by the National Cycling Development Plan 2023–2027, which promotes active mobility through support for local cycling projects and financing measures, while complementing broader transport and climate objectives. Finally, the National Recovery and Resilience Plan 2021–2026 translates strategic ambitions into concrete financial instruments, allocating substantial EU funds to sustainable mobility, public transport and rail investments, and enabling the co-financing of measures defined within SUMPs. Together, these documents signal strong alignment with EU policy goals, yet their effectiveness largely depends on local planning capacity and the existence of coherent, well-implemented SUMP frameworks.

Research regarding the state of sustainable urban mobility in Croatian cities conducted by Munta (2023) finds that cities of all sizes face significant challenges. Small cities face fundamental structural and capacity-related challenges in advancing sustainable urban

mobility. These cities are highly dependent on higher levels of government and external funding sources, which limits their autonomy and ability to prioritise investments. Public transport is often financially unsustainable or underdeveloped, while alternative mobility infrastructure (walking, cycling, electric mobility) remains fragmented or absent. Limited human and technical capacity within municipal administrations constrains strategic planning, project preparation and access to EU funding. Sociocultural barriers are also pronounced, including strong car dependency, low traffic awareness and difficulties in changing citizens' mobility habits. In addition, weak connectivity with surrounding settlements contributes to social exclusion, particularly for vulnerable groups such as older residents, young people and persons with disabilities (Munta, 2023).

Medium-sized cities experience a combination of capacity constraints and governance complexity. While they typically have greater institutional resources than small cities, they face challenges related to fragmented administrative responsibilities, complex EU funding procedures and discontinuous financing. The lack of qualified staff for integrated and cross-sectoral mobility planning remains a key barrier. Car-oriented mobility patterns persist, alongside insufficient public transport services and limited infrastructure for active and alternative modes. Medium-sized cities also report difficulties in aligning citizen expectations with policy objectives, low levels of trust in institutions and limited public participation. Weak integration with surrounding municipalities further exacerbates issues of accessibility, congestion and social inclusion (Munta, 2023).

Large cities encounter more complex, multi-layered governance and coordination challenges. Although they generally possess stronger institutional capacity, they face constrained financial flexibility for integrated mobility measures, uncertainty in EU funding allocation and long, bureaucratic public procurement processes. Fragmented competences across administrative levels and institutions hinder coherent policy implementation, while political cycles contribute to policy discontinuity. Persistent car dominance results in congestion, parking shortages and pressure on urban space, often at the expense of green areas. Large cities also struggle with outdated consultation practices and insufficient horizontal coordination between departments. Topographical and spatial constraints further limit the expansion of multimodal and active transport networks, reinforcing the need for more integrated spatial and transport planning (Munta, 2023).

Transport data collection and monitoring in Croatia remain highly decentralised and uneven. There is no harmonised national database or common methodology for mobility indicators, which impedes cross-municipal comparability and systematic evaluation of policy impacts. Local authorities often adopt disparate approaches to data gathering – from manual counts

and isolated surveys to small-scale digital tools – but without national coordination or standardised indicators, analytical capacity and evidence-based decision-making vary widely (NSSP, 2025).

1.1.1 Important CLIMASUM findings

Findings of the EUKI-funded CLIMASUM project highlight a very limited uptake of SUMPs: as of mid-2023, only 17 local self-government units (16 cities and one municipality) had prepared a SUMP, covering approximately 17,4 % of the national population. Most plans have been developed in the context of EU-funded projects rather than through systematic national support, and implementation and monitoring of adopted measures remain weak (Makar et al., 2023). By 2025, the number of adopted SUMPs increased marginally, with two additional cities bringing the total to 19 which still represents only about 14 % of Croatian cities (NSSP, 2025).

While Croatia has developed transport master plans for several functional regions in line with the Transport Development Strategy 2017–2030, there is no legally binding obligation for cities or municipalities to prepare SUMPs, nor is there an established National SUMP Support Programme, despite a European Commission recommendation from 2023. This gap is particularly critical in the context of the TEN-T regulation: although Zagreb, Split, Rijeka, Osijek and Varaždin are designated TEN-T urban nodes expected to adopt SUMPs and collect urban mobility data by 2025, only Varaždin and Split currently have approved SUMPs (Makar et al., 2023; NSSP, 2025).

CLIMASUM identifies the absence of a National SUMP Support Programme as a critical structural weakness. The study proposes a comprehensive national response, including the establishment of a national coordination framework, stable financial support mechanisms, capacity-building and training programmes, improved inter-municipal cooperation within functional urban areas, and harmonised systems for data collection, monitoring and evaluation. Strengthening national guidance and institutional support is identified as a prerequisite for scaling up SUMP adoption, improving implementation quality, and ensuring that sustainable urban mobility policies in Croatia move from strategic intent to measurable local impact (Makar et al., 2023).

The Integrated Action Plan (IAP) for a National SUMP Support Programme recently developed under URBACT reflects recognition of these systemic shortcomings and proposes a structured national response. The IAP outlines a framework to establish institutional support, tailored guidelines, stable funding mechanisms, cross-sectoral cooperation and capacity building to enable municipalities to prepare, adopt and implement high-quality SUMPs. It also

emphasises the need for a national data collection and monitoring system, which would address the current lack of harmonised mobility data, reporting and benchmarking across cities (NSSP, 2025).

1.2 Survey analysis

The survey was conducted online between March and May 2025 and disseminated through ODRAZ's official communication channels, including the ODRAZ and CIVINET newsletters. It targeted practitioners, experts, and decision-makers involved in urban mobility planning, policy, and implementation.

The main goal was to map existing practices, measures, and challenges – such as infrastructure constraints, funding limitations, and institutional capacity – providing a practical basis for targeted project interventions. The survey also explored learning needs and knowledge exchange preferences, informing the design of relevant, engaging capacity-building activities.

Finally, the results help prioritise key topics for future workshops, peer learning, and strategic support, ensuring that project activities address the expressed needs of municipal stakeholders and maximise their impact and applicability.

1.2.1 Participant Profile (Descriptive Statistics)

The survey sample was predominantly composed of respondents aged 40 – 49 (3,5 %) and 30 – 39 (27,9 %), age groups that typically correspond to mid-career professionals, many of whom hold positions involving operational or strategic decision-making. A substantial proportion of respondents also fell within the 50 – 59 age group (23,3 %), further strengthening the representation of experienced professionals. Gender distribution within the sample was relatively balanced, with 51,2 % male and 46,5 % female respondents.

With regard to educational attainment, the vast majority of respondents hold a master's degree (95,3 %), while the remaining respondents possess a doctoral degree (4,7 %), indicating a highly educated sample with strong subject-matter expertise. In terms of organisational affiliation, respondents predominantly work as city or municipal officers (25,6 %), consultants or advisors in the field of urban mobility (18,6 %), and academics or researchers (16,3 %). The sample further includes representatives of non-governmental organisations, public transport operators, directors of city-owned companies, as well as senior public officials such as a deputy mayor and mayor, reflecting a broad institutional spectrum relevant to urban mobility governance.

Information on the population size of the respondents' cities or municipalities, provided exclusively by participants working within city or municipal administrations, indicates that most respondents are based in medium-sized towns with populations between 20.000 and 50.000 inhabitants (38,5 %). Smaller municipalities with fewer than 20.000 inhabitants and larger urban areas exceeding 100.000 inhabitants are equally represented, each accounting for 30,8 % of responses.

1.2.2 Current Status of Sustainable Mobility Implementation

The survey results indicate that a wide range of sustainable mobility measures have already been implemented across the participating cities and municipalities, reflecting varying but generally advanced stages of transition towards more sustainable urban transport systems. The most widely adopted measures are public transport enhancement initiatives, including electrification and network expansion, and cycling and pedestrian infrastructure, both reported by 76,9 % of respondents. This highlights a strong focus on strengthening core sustainable mobility modes and improving accessibility for non-motorised and public transport users.

More than half of the respondents (53,8 %) reported the implementation of micromobility systems, such as shared bicycles and e-scooters, indicating growing acceptance of flexible and low-emission transport options. Smart mobility solutions, including Mobility as a Service (MaaS) platforms and digital ticketing systems, have been introduced in 38,5 % of the surveyed contexts, suggesting moderate but increasing uptake of digitalisation in urban mobility management. In contrast, more regulatory and system-level interventions, such as low-emission zones or vehicle access restrictions, remain less common, having been implemented by 23,1 % of respondents. Car-sharing initiatives are currently limited, reported by only 7,7 % of participants, while green logistics and last-mile delivery solutions have not yet been implemented in any of the surveyed cities or municipalities.

With regard to strategic planning, the existence of Sustainable Urban Mobility Plans (SUMPs) is relatively high. A clear majority of respondents (69,2 %) indicated that a SUMP has been fully developed and is currently being implemented. Smaller proportions reported that a SUMP has been developed but is not yet implemented (7,7 %), is currently under development (7,7 %), or that its development is under discussion (7,7 %). Only 7,7 % of respondents stated that there is no official SUMP in place, suggesting that strategic mobility planning is well established among the surveyed administrations.

Looking ahead to the next five years, respondents identified cycling and pedestrian-friendly infrastructure as the highest priority, selected by 92,3 % of participants. This is followed by

public transport expansion and smart and digital mobility solutions, both highlighted by 69,2 % of respondents, indicating a strong commitment to integrated and technology-enabled mobility systems. Fleet electrification and shared mobility or mobility-on-demand services were each identified as priorities by 30,8 % of respondents, while freight and logistics decarbonisation received comparatively less attention (15,4 %). The development of Park & Ride systems and the establishment of public transport networks were identified by a smaller share of respondents (7,7 % each), reflecting either lower immediate relevance or more advanced existing provision in these areas.

Overall, the findings suggest that while many cities and municipalities have already implemented foundational sustainable mobility measures and strategic planning frameworks, future efforts are expected to focus on deepening active mobility infrastructure, expanding public transport services and accelerating digital transformation to support integrated and user-centred mobility systems.

1.2.3 Drivers and Challenges

The survey results highlight a range of structural, social and institutional challenges currently affecting the implementation of sustainable mobility measures in cities and municipalities (Figure 1). The most frequently reported challenge is public resistance to change, identified by 76,9 % of respondents, indicating that societal acceptance remains a critical barrier to the successful introduction of new mobility policies and interventions. This is closely followed by infrastructure constraints (69,2 %), reflecting limitations related to existing urban layouts, space availability and outdated transport systems that restrict the deployment of new mobility solutions.

Lack of financial resources represents another major obstacle, reported by 61,5 % of respondents, underscoring the continued dependence of cities and municipalities on external funding sources for capital-intensive mobility investments. Capacity-related challenges are also evident, with 38,5 % of respondents indicating a lack of institutional or human capacity to design, implement and manage sustainable mobility initiatives effectively. More systemic and governance-related issues, such as a lack of public policies or institutional resistance, a lack of strategic approach, and insufficient technical expertise, were each identified by 15,4 % of respondents, suggesting that while less widespread, these factors still hinder progress in a subset of municipalities. Challenges related to data availability and knowledge gaps were least frequently reported (7,7 % each), indicating that these issues, while present, are not perceived as dominant constraints across the surveyed cities and municipalities.

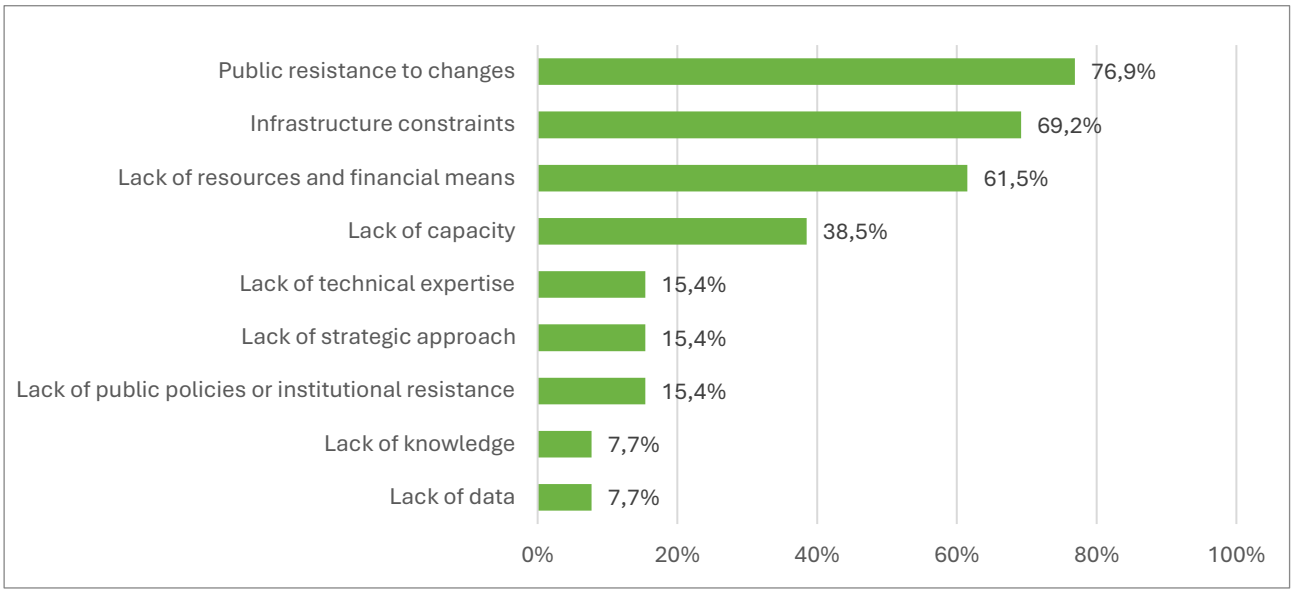

Figure 1. Main challenges in implementing sustainable mobility measures

In parallel, the findings point to several strong drivers supporting the advancement of sustainable mobility at the municipal level (Figure 2). Political will and access to funding emerge as the most influential drivers, each identified by 92,3 % of respondents, highlighting the central role of committed leadership and financial instruments in enabling mobility transitions. Public awareness and citizens' demands were also identified as a key driver by 76,9 % of respondents, suggesting that societal support and growing expectations for sustainable and inclusive transport systems are increasingly shaping local policy agendas. Furthermore, national and European Union regulations were recognised by 53,8 % of respondents as an important enabling framework, providing policy direction, legal certainty and incentives for action at the local level. In contrast, private sector participation was identified as a driver by only 7,7 % of respondents, indicating that collaboration with private actors remains limited or underdeveloped in many cities and municipalities.

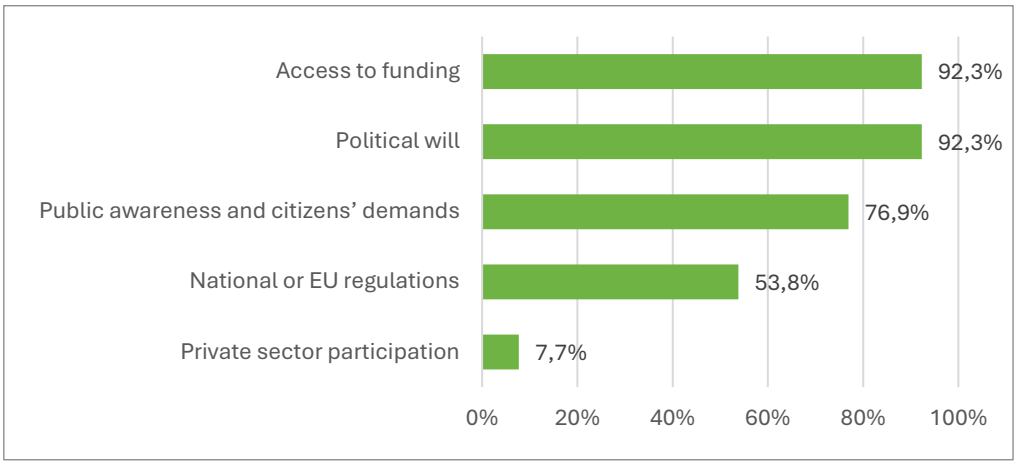

Figure 2. Main drivers of sustainable mobility at the municipal level

Overall, the results illustrate that while cities and municipalities benefit from strong political commitment, funding opportunities and growing public awareness, they continue to face significant challenges related to public acceptance, infrastructure limitations and resource constraints. Addressing these challenges will be essential to fully leverage existing drivers and accelerate the implementation of sustainable urban mobility measures.

1.2.4 Learning and Knowledge Exchange Preferences

The survey results provide valuable insights into the preferred formats for learning, capacity building and knowledge exchange among cities and municipalities engaged in sustainable mobility implementation (Figure 3). Workshops emerged as the most favoured learning format, selected by 74,4 % of respondents, indicating a strong preference for interactive, practice-oriented settings that facilitate direct exchange and problem-solving. Conferences were also highly valued, with 60,5 % of respondents expressing interest, reflecting their role as platforms for networking, strategic dialogue and exposure to innovative approaches. Seminars (44,2 %) and webinars (39,5 %) were moderately preferred, suggesting that both in-person and online formats are considered relevant, particularly when flexibility and accessibility are required. In contrast, manuals and written guidance materials were selected by a smaller share of respondents (23,3 %), indicating a lower preference for purely self-directed learning formats.

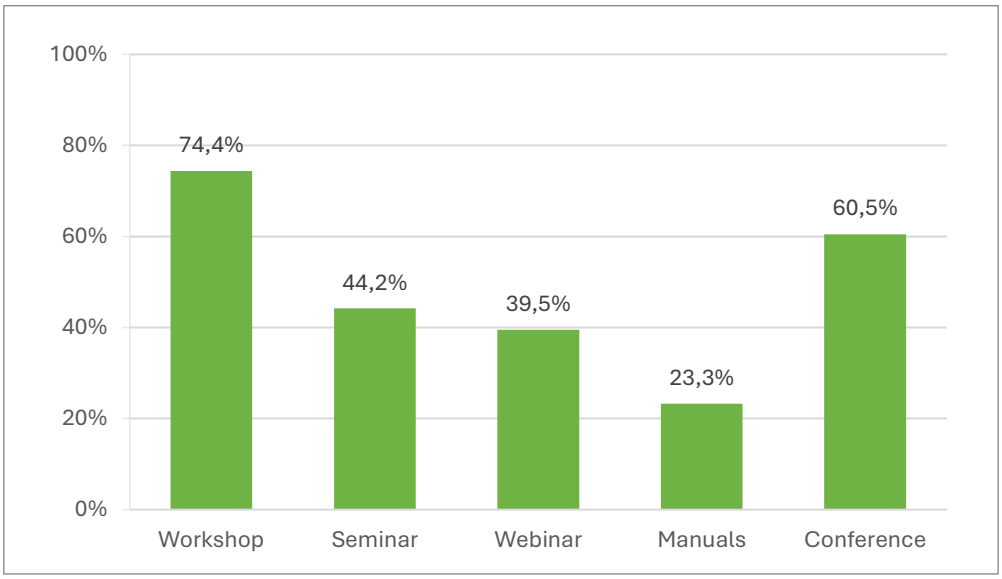

Figure 3. Preferred formats of educational programmes

In terms of valuable types of support for advancing sustainable mobility, respondents expressed the strongest interest in financial support mechanisms, including project financing opportunities and subsidies, which were identified as a priority by 100 % of respondents. This finding underscores the critical importance of funding-related knowledge and support for cities and municipalities seeking to implement sustainable mobility measures. Technical expertise and capacity-building support was also highly prioritised (53,8 %), highlighting the demand for practical know-how and skills development. Furthermore, public awareness and citizen engagement strategies were identified by 46,2 % of respondents as an important area for exchange, reflecting the recognised need to address public acceptance and behavioural change. Political guidelines and regulatory frameworks were selected by 38,5 % of respondents, indicating interest in policy alignment and governance models that support local implementation. In contrast, the exchange of best practices as a standalone category was selected by a relatively small share of respondents (7,7 %), suggesting that cities and municipalities may prioritise more targeted, solution-oriented support over general knowledge sharing.

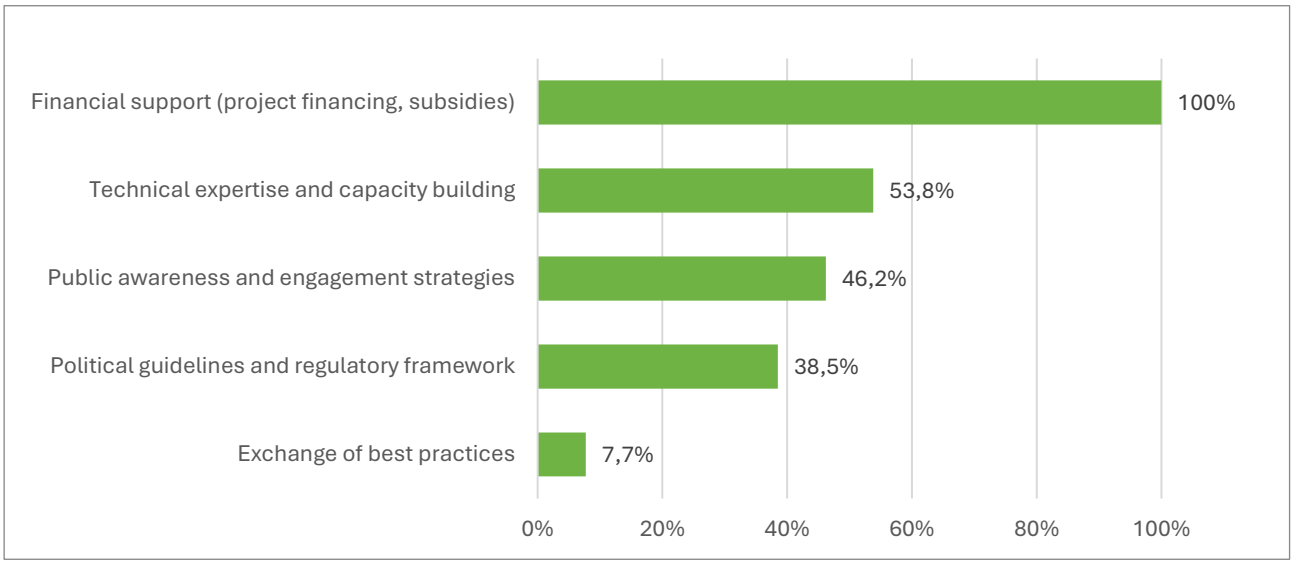

Figure 4. Most valuable types of support for advancing sustainable mobility

1.2.5 Assessment of Key Topics

The assessment of key thematic areas relevant to sustainable urban mobility was based on respondents' average ratings, reflecting perceived importance and relevance for cities and municipalities. Overall, the results indicate a strong and balanced prioritisation across policy, planning, infrastructure, governance and behavioural dimensions (Figure 5).

Efficient public transport received the highest average score (4,6), confirming its central role as a cornerstone of sustainable urban mobility strategies. Closely following were public participation and behavioural change (4,5), highlighting widespread recognition that technical measures alone are insufficient without citizen engagement and societal acceptance. Urban (public) space management and parking policy (4,4) and integrated and inclusive mobility planning (4,4) were also rated very highly, underscoring the importance of reallocating street space and ensuring accessibility for all user groups within holistic planning frameworks.

High importance was additionally attributed to active mobility and traffic safety, funding opportunities, and national support for SUMP development, all with an average score of 4,3. These results suggest that cities and municipalities perceive safe walking and cycling conditions, stable financing mechanisms, and supportive national frameworks as key enablers of successful implementation. Digitalisation and smart mobility (4,1) and TEN-T networks and integrated mobility (4,0) were also positively evaluated, reflecting growing awareness of the need for connectivity across governance levels and the role of digital tools in improving efficiency and user experience.

Topics related to climate neutrality, climate change adaptation and mitigation, and SUMP development and indicators all achieved average scores of 4,0 indicating strong alignment with European climate and policy objectives. Slightly lower, but still positively rated, were urban logistics and cleaner freight solutions (3,9), resilient and adaptable mobility planning (3,8), and mobility, tourism and carrying capacity assessment (3,8), suggesting that while these topics are recognised as relevant, they may currently receive less operational focus at the municipal level. Clean and energy-efficient vehicles received the lowest average score (3,6), possibly reflecting the perception that vehicle technology alone cannot address broader systemic mobility challenges.

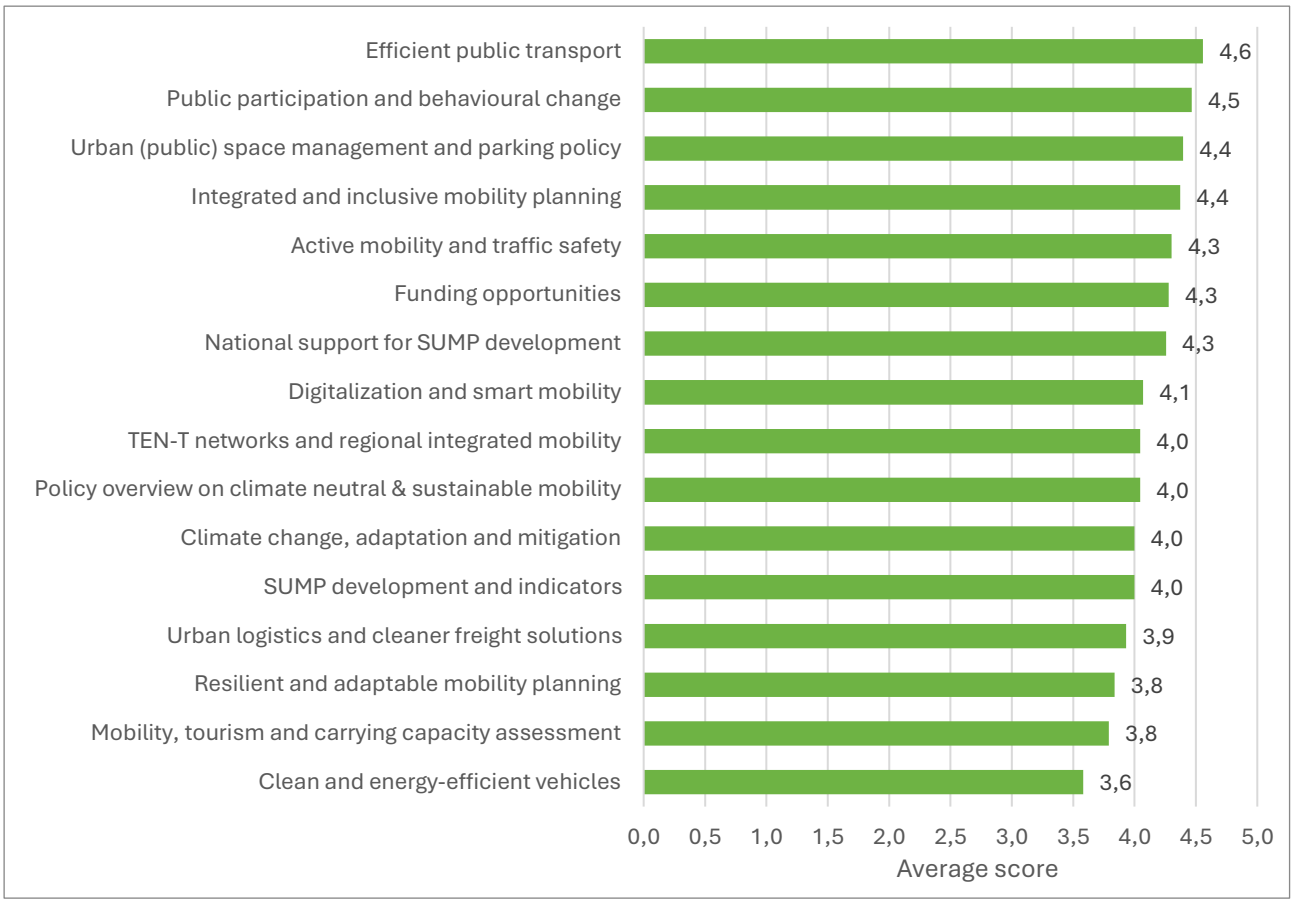

Figure 5. Assessment of key thematic areas relevant to sustainable urban mobility

Qualitative insights from open-ended responses

The open-ended comments provided by respondents add important qualitative depth to the quantitative assessment and reveal several cross-cutting themes and emerging priorities. A recurring topic is the need for integrated transport systems, including better coordination between modes, governance levels and spatial planning. In this context, Park & Ride systems

were frequently mentioned as a critical but underdeveloped tool, alongside questions of how to effectively incentivise car users to shift towards public transport.

Concerns were also raised regarding the impact of mobility infrastructure on urban green areas, calling for stronger urban design and planning approaches that balance mobility needs with environmental protection. Governance and capacity constraints also emerged with municipalities reporting limited institutional capacity, staffing and financial resources, particularly smaller cities that depend on regional or county-level public transport systems. This was accompanied by calls for better-aligned planning frameworks, advocating for fewer, more coherent strategies with clear action plans, financing sources and measurable objectives, rather than multiple parallel documents.

Finally, respondents placed strong emphasis on public participation, communication and awareness-raising, noting that resistance to new measures remains a major barrier. Suggestions included closer engagement with neighbourhood councils, more local roundtables, continuous dialogue with citizens, and stronger involvement of civil society, academia and the private sector. Overall, the qualitative feedback reinforces the quantitative findings, as well as previous research, by highlighting that sustainable mobility is not only a technical challenge, but also a governance, capacity and societal one, requiring integrated, participatory and context-sensitive approaches at the municipal level.

2 Thematic workshop modules

Based on the key needs identified and thematic preferences of participants, potential workshop modules and their focus have been designed to reflect these priorities:

STEP 1

TRAINING NEED IDENTIFIED	FUTURE WORKSHOP MODULE TOPIC
Lack of integrated SUMP approaches	*Role of Public Transport in Achieving Climate Neutrality*
Weak cross-sectoral coordination and insufficient inter-municipal cooperation	*Building Cross-Sectoral and Inter-Municipal Mobility Partnerships*
Continued dominance of private car use and underdeveloped active and alternative mobility modes	*Designing Multimodal, Active and Inclusive Mobility Systems*

Resistance from the public and low levels of participation	*Citizen Engagement and Behaviour Change in Mobility*
Low levels of technical capacity	*Data, Tools, and Digital Mobility Solutions*
Funding gaps and lack of know-how	*Financing Sustainable Mobility Projects*
General capacity gaps in public administrations	*Strengthening Institutional Capacity for Sustainable Urban Mobility Implementation*

Due to time constraints, only the modules listed in the "2. Step" will be implemented within the CLIMove project.

STEP 2

MODULE 1: The Role of Public Transport in Achieving Climate Neutrality

Activity type	Workshop, study visit, round table
Goal	To explore the development of an efficient, sustainable, and inclusive public transport system.
Target group	Representatives of ministries, cities, transport providers, scientists, and experts, students
Duration	2 days
Methodology	• Interactive lectures and expert presentations • Group work (scenario analysis, mapping, strategy building) • Simulations and role-play • Study visit and on-site evaluations
Key parts	1. Introductory Lecture Introduction to the concept of climate neutrality and the impact of transport, especially public transport – on greenhouse gas emissions. Overview of current challenges and opportunities, including relevant EU and national strategies and the specific barriers faced by Croatian cities. 2. Simulation and Role-Playing, Planning Workshop Through stakeholder simulations (local authorities, operators, citizens, vulnerable groups), participants experience planning from multiple perspectives.

	They identify obstacles and collaborative solutions for inclusive, equitable improvements in transport systems. Participants work in groups to analyse the current state of public transport and create a vision for an integrated, accessible, and climate-resilient transport system. Focus areas include service coverage, line frequency, intermodal connections, energy efficiency, and new technologies. 3. Field Visit / Site Assessment Visits to selected city locations that illustrate either good or problematic examples of transport infrastructure, accessibility, or digital information services. Participants evaluate the situation on the ground and discuss improvement and replicability of the situation.
Learning outcomes	By the end of this module, participants will: • Understand the link between public transport and climate neutrality • Recognize local challenges and opportunities • Develop actionable ideas to improve public transport • Improved cross-sectoral collaboration

MODULE 2: Transformation of Urban Space and Transport Policies

Activity type	Workshop
Goal	To better understand the process of redistribution of road space and the challenges that such changes bring
Target group	Representatives of cities, associations, academia, public utility companies and the private sector
Duration	1 day
Methodology	• Interactive lectures and expert presentations • Group work (role-play) • Acceptability Canvas
Key parts	1. Introductory Lecture

	Introduction to the concept of urban space transformation as a way to lower car dependency and increase safety and functionality of public space. Alongside ways of achieving it through push and pull measures, concrete examples of urban transformation will be presented. 2. Expert presentations City officials will give examples of good practice from Croatian cities leading the way towards more inclusive and climate neutral public spaces. 3. Group work Participants have the opportunity to work on a street transformation solution paying attention to traffic, parking, safety, noise and accessibility. They define a common challenge and then create a street vision that supports: • 30% less car traffic • 30% less on-street parking • 50% more use of public transport, cycling and walking • efficient use of large investments in modernising the transport system. Using the 4 phases of Acceptability Canvas – understanding the context, defining the challenges, exploring solutions, shaping the proposal – participants are able to learn from experience.
Learning outcomes	By the end of this module, participants will: • Increased understanding of the concept of urban space transformation • Improved understanding of the connection between spatial planning and mobility • Developed competencies for the implementation of transport policies aimed at sustainable mobility • Encouraged cross-sectoral cooperation, exchange of knowledge and experiences

MODULE 3: Integrated and Inclusive Mobility Planning and financing of sustainable mobility measures

Activity type	2- day workshop + study visit to Poreč
Goal	To strengthen the ability of local authorities and stakeholders to plan mobility systems in an integrated and inclusive way, ensuring accessibility and equity, and to equip them with green budgeting and financing approaches to prepare and fund sustainable mobility projects.
Target group	Representatives of cities/municipalities (mobility, spatial planning, finance/budget, social services), public transport operators, infrastructure/public utility companies, NGOs, accessibility and disability organisations, academia/experts, tourism and business stakeholders (as relevant).
Duration	2 days
Methodology	• Interactive lectures and expert presentations • Group work (accessibility & equity mapping, problem framing, solution design) • Study visit to Poreč good practices • Case-based discussion and peer exchange • Hands-on work on project concepts and financing pathways
Key parts	**Day 1 – Integrated & inclusive mobility planning** 1. Introductory lecture: Integrated planning & liveability - linking mobility, land use, public space, services and climate objectives. 2. Tools for inclusive planning - accessibility and equity indicators (acces to stops/services, safety, continuity, affordability). 3. Group work: From problems to integrated solutions - Participants develop an integrated package of measures for a local challenge (e.g., access to schools/health services, historic centre accessibility, intermodal connections), combining: public space design, public transport access, active mobility, parking/access management, governance/maintenance. **Day 2 – Green budgeting & financing sustainable mobility projects** 5. Green budgeting fundamentals for mobility - What green budgeting is and how to apply it to mobility and public space projects.

	6. Financing options and project preparation - overview of financing mechanisms for sustainable mobility (national sources, EU programmes/funds, loans/blended finance where relevant). 7. Group work: Funding pathways - groups choose one selected measure into a draft "project concept": problem, target groups, scope, expected impacts, rough cost categories, delivery model, timeline, risks, monitoring indicators
Learning outcomes	By the end of this module, participants will: • Understand how to integrate mobility planning with spatial planning and public space management through an inclusion and equity lens. • Be able to identify accessibility barriers and equity gaps and translate them into integrated measure packages. • Know how to apply green budgeting principles (objectives, tagging, KPIs) to sustainable mobility investments. • Be able to outline financing pathways and prepare a basic project fiche aligned with typical funding requirements.

MODULE 4: Public Participation and Achieving Behaviour Change – Engaging Citizens and Stakeholders in Planning to Improve Public Space Quality and Accept Urban Mobility Measures

Activity type	Workshop + round-table style session
Goal	To build practical skills for designing meaningful public participation and communication processes that increase acceptance of mobility measures and support behaviour change (mode shift, safer streets, better use of public space).
Target group	City/municipal staff (mobility, spatial planning, communications, community engagement), NGOs and citizen groups, neighbourhood councils, schools/youth representatives, public transport operators, business associations, experts/facilitators.
Duration	1 day
Methodology	• Interactive lectures and expert presentations • Group work (stakeholder mapping, participation design, communication planning) • Role-play / simulation of a public consultation

Key parts	1. Introductory lecture: Why participation fails (and how to fix it) - Participation vs. information: levels of engagement and when to use which. 2. Designing a participation process that delivers outcomes - Stakeholder mapping: citizens, vulnerable groups, businesses, institutions; Choosing formats: workshops, walkshops, citizen panels, online tools, pop-up engagement; Ensuring inclusion: removing participation barriers (timing, language, accessibility, outreach). 3. Behaviour change in mobility: practical approaches - push/pull measures, small pilots and tactical urbanism to test and build acceptance. 4. Group work + simulation: - groups design an engagement + communication plan for a selected measure, then a short role-play simulates a public meeting with different stakeholder roles.
Learning outcomes	By the end of this module, participants will: • Know how to design a participation process that is transparent, inclusive and decision-relevant. • Be able to build stakeholder maps. • Apply behaviour change principles to increase acceptance and use of sustainable mobility options. • Produce a draft engagement + communication plan for a concrete urban mobility measure.

Sources

Makar, M., Plevnik, A., Slavulj, M. & Pavić-Rogošić, L. (2023). Nacionalna podrška izradi planova održive urbane mobilnosti.Zagreb: ODRAZ – Održivi razvoj zajednice. https://www.odraz.hr/wpcontent/uploads/2023/09/Nacionalna-podrska-izradi-SUMP-ova.pdf

Munta, M. (2023). Preko trnja do zvijezda: upravljački kapaciteti hrvatskih gradova za tranziciju prema održivoj mobilnosti. *Političke analize, 12* (47), 14-41, https://hrcak.srce.hr/309798.

National SUMP Supporting Programme (NSSP) in Croatia – Integrated Action Plan, URBACT (2025), https://urbact.eu/sites/default/files/2025-12/IAP%20ZAGREB%20-%20NATIONAL%20SUMP%20SUPPORTING%20PROGRAMME%20%28NSSP%29%20IN%20CROATIA.pdf