

PROJECT-LEVEL EVENT REPORT

Type of the events:	<input type="checkbox"/> D 3.3.2 – Training course to a wider audience <input type="checkbox"/> D 3.3.3 – Interactive workshop to a professional audience <input checked="" type="checkbox"/> D 5.3.4 – Final interactive workshop
Partners:	Development Centre of the Heart of Slovenia, Municipality of Nyíregyháza City with County Rank, Municipality of Oradea, SRC BISTRA PTUJ, Regional Development Agency of the Pilsen Region, City of Valjevo, City of Varaždin, Municipality of Varna, Municipality of Weiz
Name of the cities:	Kamnik, Nyíregyháza, Oradea, Ptuj, Stříbro, Valjevo, Varaždin, Varna, Weiz
Countries:	Slovenia, Hungary, Romania, Czech Republic, Serbia, Croatia, Bulgaria, Austria
No. of events:	11
No. of participants:	249
Agenda of the workshop and methods used:	<p>The partner cities used this opportunity to present the CityWalk project's outputs and results through presentations and/or a practical demonstration (i.e. showcasing the pilot actions during a walk). The most common topics were the following:</p> <ul style="list-style-type: none"> • ongoing and planned transport policy actions in the city; • details of the Local Walkability Strategy; • describing the pilot actions implemented in the city; • introducing the methodology toolkit developed during the project; • promoting the Walk'n'Smile mobile application; and • discussing/refining the local and national policy proposals. <p>The specific participants varied between the partner cities, but they tried to be as wide-reaching as possible, in accordance with the goal of the workshop. There was a significant level of interest from decision-makers (the vice-mayor or the mayor, in some cases), members of the press and other media representatives (TV, radio, internet, etc.).</p>
Key findings and conclusions:	The goal of the event was to involve local community opinion leaders and people responsible for policy-making on the local and national level, winning them over. At the same time, the

	<p>workshop also served as a final informative and promotional event to the project.</p> <p>It was stated in many cases, that the CityWalk project contributed added value to the city – the participants found it interesting and useful and gave positive feedback regarding the quality of the Local Walkability Plans and the pilot actions. Every partner city realized that they need to constantly update their strategy and try to involve new stakeholders, implementing more policies through other future projects. Some possible policy changes were mentioned:</p> <ul style="list-style-type: none"> • the gradual decrease of on-street parking places; • changing the budgetary distribution of funding according to the modal split; • integrating PT with cycling, providing bicycle holders on buses; and • making tighter national standards on the import of used vehicles. <p>The most commonly mentioned output was the Walk’n’Smile mobile application – although it has the potential to generate initial interest, a lot more has to keep the users and truly promote walking (e.g. through gamification and interesting visual effects).</p>
Methodology	
What worked well?	<p>The workshop presented an opportunity for professionals in the field to interact with the actual users of the city streets – all participants were actively involved in the discussions: communication and interactivity worked very well. The presentations that were given during the meetings were very detailed and introduced all results achieved during the implementation of the project as well as their benefits.</p>
What could be improved?	<p>Although a lot of local decision-makers were present, relevant national policy makers could have been motivated more to participate.</p>