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CITYWALK 2.0

# CityWalk 2.0

SRC BISTRA PTUJ

Ljubljana, 3/12/2024

Rok Vrban

# 1. About SRC Bistra Ptuj

## 2. CityWalk 2.0



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# Ptuj, Slovenia



- The oldest city in Slovenia
- Number of inhabitants: 23.509 (2023)
- Total area: 25,65 km<sup>2</sup>
- Average age: 43,8 years old (2023)



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# SRC BISTRA PTUJ

## HISTORY & WHAT WE DO

- Developed from the Bureau for Strategic Technological Development in 1994
- We focus on:
  - a. Developing excellence of the region Spodnje Podravje
  - b. Networking in research
  - c. Knowledge transfer from research institutions to enterprises
  - d. Co-creation of research ideas and their transfer to research environment.
  - e. Promotion, creation and shaping the knowledge and human resources in the region.

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# SRC BISTRA PTUJ

## UNITS & PROJECTS

SRC Bistra Ptuj consists of 4 units:

- Regional development agency
- Research group
- Project group
- Centre for development of entrepreneurship

We have participated as either LP or PP in over 60 EU projects so far within: Central Europe, South-East Europe, Euro-Med, Danube, SI-AT, SI-HU, SI-HR, ... etc.

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## Our Role



### COORDINATION

We will coordinate overall activities, financial and administrative management.



### CONSULTING

Consult & inform the JS in case of modification of the project



### DECISION-MAKING

Support decision-making process by the SC



### IMPLEMENTATION

Work closely with all PPs to successfully submit and implement the CityWalk 2.0 project.



# CityWalk 2.0

“If you are in a bad mood, go for a walk. If you are still in a bad mood, go for another walk.”

– Hippocrates



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# CityWalk 2.0

- **Legacy:** CityWalk 2.0 is the legacy of CityWalk (2016-19), which received the RegioStars Award 2019 public choice award. This was the first RegioStars award for any project managed by a Slovenian partner.
- **Partners:** 14 partners from 10 countries (Slovenia, Hungary, Austria, Czech Republic, Moldova, Romania, Croatia, Serbia, Bosnia & Herzegovina and Montenegro).
- **Role:** SRC Bistra Ptuj is the **Leading Partner** with Municipality of Ptuj and Ministry of Infrastructure as **Associated Partners** in the project.
- **Duration:** 30 months; 1.1.2024 – 30.6.2026
- **Project budget:** 2.466.800,00 €. The project is co-financed by the European Regional Development Fund (80%).



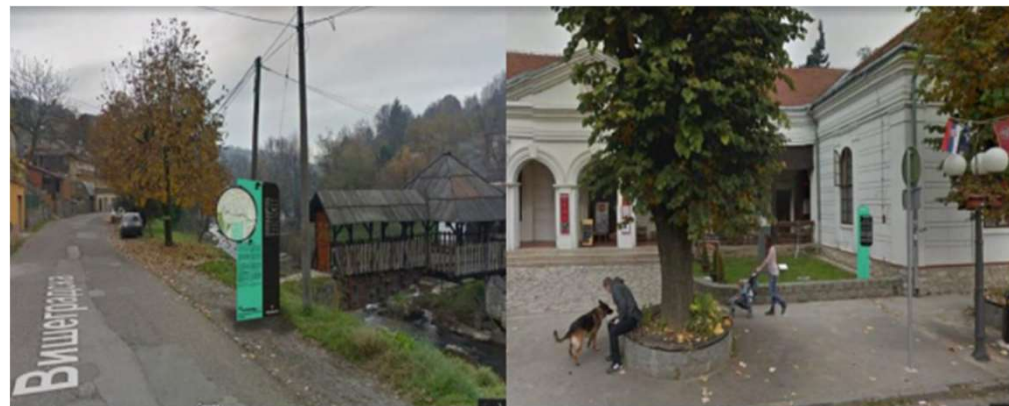
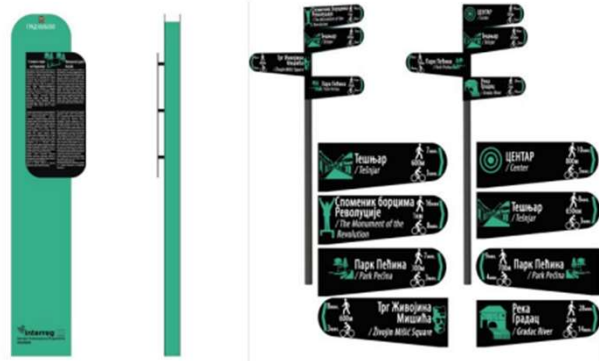
# CityWalk (2016 – 2019)

- Pivotal role in developing the first walking strategies in the Danube region countries involved in the consortium;
- Established framework for incorporating walking into urban planning through insights gained from pilot actions, workshops and engagement with local stakeholders.
- Encouraged cities to transition toward more pedestrian- and cyclist-friendly urban environments.



# CityWalk (2016 – 2019) Pilot actions & activities

# Valjevo, Serbia



# CityWalk (2016 – 2019) Pilot actions & activities

## Nyiregyhaza, Hungary





# CityWalk (2016 – 2019) Pilot actions & activities

Oradea, Romania







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# CHALLENGE

The accelerating pace of climate change and the ongoing energy crisis demand immediate action in all sectors where energy consumption and greenhouse gas (GHG) emissions can be substantially reduced.



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# SOLUTION

The quickest, most effective, and cost-efficient solution is to shift from highly energy-intensive (and inefficient) modes of transport to active mobility options like walking, cycling, and increased use of public transportation.



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# PROJECT GOALS

- The goal of the project is to implement and promote the transformation of **travel habits** of citizens. We want to reach our goal in two ways:
  - 1) **Street re-design**; to encourage active mobility and discourage car use.
  - 2) **Changing the travel behavior of citizens**; to help them recognize how their personal choices impact a more sustainable and efficient urban mobility system.
- However, it is essential to strengthen political will and commitment to drive the implementation of this transformation.

# PILOT ACTIONS

- 10 City Partners will implement various pilot actions to achieve the projected goals. From simple solutions...





# PILOT ACTIONS

- To a more complex ones.



# PILOT ACTIONS

- But all with a common goal to help our planet breath better!



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<https://www.facebook.com/CityWalk.project>

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