

Integrating cycling into mobility policy and building a cycling culture

Date:	17 June 2025
Duration:	All day
Location:	Palatul de Cultură, N. Bălcescu 9, Ungheni, Moldova
Languages:	English and Romanian, with simultaneous interpretation

Agenda	
8h30-9h00	Registration and welcome coffee
9h00-10h30	<p>Welcome & Introduction</p> <ul style="list-style-type: none"> Welcome from the Municipality of Ungheni – Vitalie Vrabie, Municipality of Ungheni Introduction to Interreg Europe & the Policy Learning Platform – Thorsten Kohlisch , Interreg Europe Joint Secretariat <p>Setting the Scene: Policy Framework and Situation in Moldova</p> <ul style="list-style-type: none"> Cycling in the frame of the Policy Learning Platform – Simon Hunkin & Katharina Krell, Policy Learning Platform The Benefits of Cycling Today – Holger Haubold, European Cyclists' Federation (Cycle Right) Ungheni's Sustainable Urban Mobility Plan & Cycling Projects Already Implemented¹ – Ina Olearciuc, specialist principal primăria mun, Ungheni Republica Moldova Brief introductions from the other participating municipalities <p>Ice breaker</p>
10h30-11h00	Coffee Break
11h00-12h30	<p>Cycling Policy and Infrastructure: From Political Will to Safe and Well-Connected Cycling Networks</p> <p>Introduction of the session: Holger Haubold, European Cyclists' Federation (Cycle Right) - 10 min.</p> <ul style="list-style-type: none"> From cycling strategy to becoming a cycling city – Lorenza dell'Erba, Metropolitan City of Bologna (CYCLE RIGHT) Integrated Sustainable Infrastructure Development – Alexandra Cojocaru, Regional Development Agency South-West Oltenia, Romania (CYCLING WATERWAYS) <p>Followed by a panel discussion</p>
12h30-13h30	Lunch Break
13h30-15h00	<p>Changing Behaviour & Building a Cycling Culture</p> <p>Introduction of the session: Katharina Krell, Policy Learning Platform – 10 min.</p>

	<ul style="list-style-type: none"> • Promotion of cycling activities in Rezekne City – Georgijs Orlovs, Rezekne City Municipality, Latvia (PROMOTER) • Promoting "cycling to work" habits through a bike competition – Dimitrios Nalmpantis, Aristotle University of Thessaloniki (Greece) (PE4Trans) <p>Followed by a panel discussion</p>
15:00-15:30	Coffee Break
15:30-17:00	<p>Policy Design Workshop – Serious Game</p> <p>Moderators: Interreg Europe team</p> <p>The session offers an interactive way for you to engage in a structured reflection that fosters a meaningful learning process. You'll immerse yourself in a simulation that mirrors real-world challenges, delivered in a playful yet educational format. Specifically, you'll explore how to design a cycling-friendly territory for one or more Moldovan municipalities represented at the event, encouraging you to think creatively and strategically about promoting cycling in your local context.</p> <ol style="list-style-type: none"> 1. Introduction (10 minutes, with interpretation) 2. Challenge identification (10 minutes, without interpretation) 3. Cycling Strategy Planning (20 minutes, without interpretation) 4. Pitch Preparation (15 minutes, without interpretation) 5. Pitch Session (20 minutes, with interpretation) 6. Feedback and Award (15 minutes, with interpretation)
17:00-17:15	Conclusions and collection of key takeaways – end of the workshop
17:15-18:00	<p>Optional Activities: Participants are invited to choose one of the following options:</p> <ol style="list-style-type: none"> 1. Guided Bike Tour in Ungheni Municipality <p>Ungheni City Hall will provide 30 bicycles for a guided city tour, offering participants the opportunity to explore the cycling network and key features of the city. Participants are encouraged to wear reflective elements or visibility accessories.</p> <ol style="list-style-type: none"> 2. Artistic Masterclass – Urban Mobility: The Future of Cities <p>Painter Cristina Dragomir will lead a creative workshop on the theme "Urban Mobility – The Future of Cities", held in an inspiring venue in Ungheni. All necessary materials will be provided by Ungheni City Hall. The artworks produced will be displayed in a mini-exhibition at the end of the conference.</p> <p>Additional Proposed Activities:</p> <ol style="list-style-type: none"> 3. Photo exhibition "Ungheni – A City on the Move" (featuring images illustrating urban mobility in Ungheni)
18:00-19:00	<p>Cocktail reception</p> <p>The evening will continue with a cocktail reception featuring a mini folk music performance by local artists from the Ungheni Palace of Culture, including the "Struguraș" Ensemble.</p>