

REAL PEOPLE. REAL STORIES.



Hello! My name is...



**Interreg**



EUROPEAN UNION

**Danube Transnational Programme**

## ..LJUDMILA, FROM CITY PTUJ, SLOVENIA

I am a self-employed owner of a small shop called "Skrinjica Unikatov". We sell souvenirs, home-made wooden products, re-designed clothes from used clothes, unique dishes and other craftsmen's unique products. It is my great pleasure to sell unique home-made products, as I promote and at the same time help the people who are making them.

My costumers are both locals and tourists. The shop is located at the market Slovenski trg, an excellent location in the old city centre of Ptuj, but ...





...but I encounter difficulties every day. Due to the disorder of traffic, my customers are also experiencing difficulties. I have constant problems due to incorrect construction of the sidewalks and car parking lots and due to bad concept of the whole market. Cars park directly in front of the store entrance, thus blocking the entire space intended for pedestrians and visitors of my store. Even mothers with trolleys or disabled people on wheelchairs cannot pass this footpath at that time, but they must bypass the cars stepping on the lane, and doing this expose themselves to the danger.

All this has a very negative impact on shop visits and the safety of my customers. We need help because we want pedestrians to walk safely, have normal access to shops and are separate from cars.



Hello **Ljudmila**, CityWALK is walking  
to you.



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**CityWalk**







Dear Ljudmila,

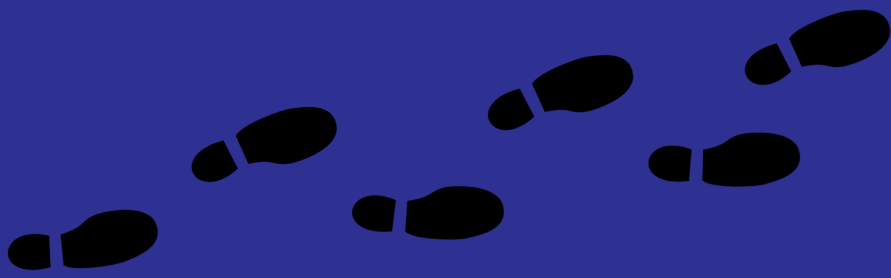
Partners of the **CityWalk** project appreciate your work and acknowledge your problems. All residents and visitors of cities in the Danube region are facing similar difficulties. That is why in the **CityWalk** project we are trying to find solutions and implement them in the environment.

Together with city council we will identify all obstacles, barriers, problems (like yours) in urban mobility and prepare examples and plans for addressing this kind of obstacles in your city. We will come up with a range of solutions that meet your needs. It is anticipated that the solutions will be adopted by the city and implementation can begin.

You know what else we are going to do? We are going to organize training courses to raise awareness of the wider audience on the importance and benefits of sustainable urban mobility and walking.

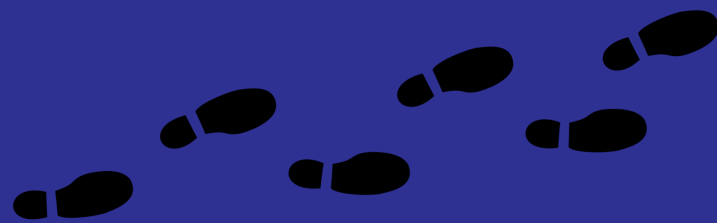
We will also carry out pilot -small interventions-like, for instance, the development of new walk paths and invest in pedestrian infrastructure. We do believe, **this projects with joint forces of 17 partners from 9 countries will make yours and other cities from the Danube region safe and walking friendly places....**and we do believe the photos like the ones you sent us will become less and less visible due to many actions undertaken within the project **CityWalk**



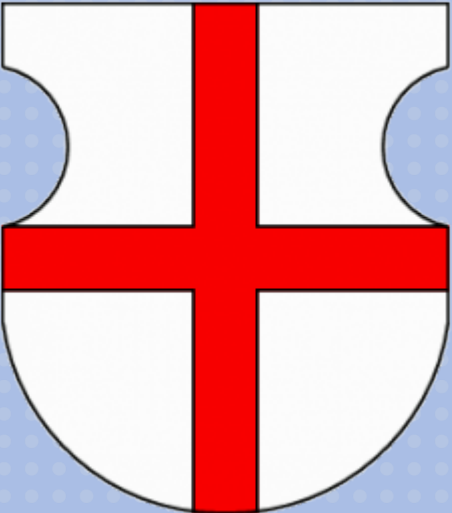


**Ljudmila**, walkability not only that improves safety, noise level, reduce emission, have a positive effect on health and happiness, improve social cohesion, it is a big factor also to strengthen the local economy and with this also your shop and your business.

For these reasons our Danube partnership is working diligently to find practical answers to urban challenges common to all cities...and as famous architecture and urbanist, Jane Jacobs said “**Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.**” And this is why we all need to pull together as a team.







# CITY MUNICIPALITY OF PTUJ

Dear Ljudmila,

Let us address you as well. We are the city municipality of Ptuj. We are aware of your problems, faced by many more citizens in many more Danube region cities. We cherish the possibility to participate in the CityWalk project financed by the Danube Transnational Programme as in such a way we can pull together as a team with other municipalities, and experts from different fields. This is a complex problem that treats to make the citizens traffic prisoners and we need to address it from different aspects. Ptuj is a medium-size city and the network of Danube medium size cities, together with other relevant stakeholders, is the right one that could bring the change forward. This complex problem requires a transnational dimension and the DTP offered it to us. Thank you!

Each journey starts  
with the walk and ends  
with the walk.



#CITYWALK



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**CityWalk**

Project co-funded by European  
Union funds (ERDF, IPA, ENI)