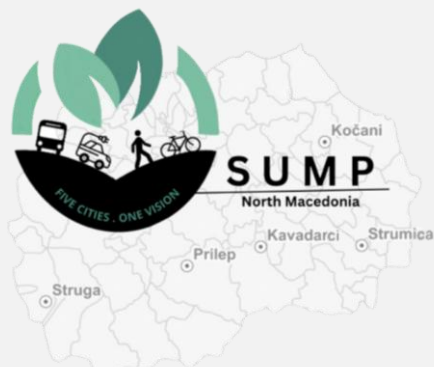


SUMP for 5 MUNICIPALITIES IN NORTH MACEDONIA

LRCP-9034-MK-CS-CQS-A.1.1.5

Technical Assistance For Development Of Sustainable Urban Mobility Plans For Five Municipalities And Providing Training On Developing And Implementation Of Sustainable Urban Mobility Plans

Kochani, Kavadarci, Strumica, Struga, Prilep



EUROPEAN **MOBILITY** WEEK
16-22 SEPTEMBER 2025
Mix & Move!



#MobilityWeek

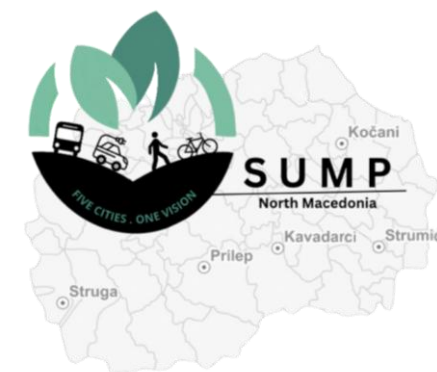
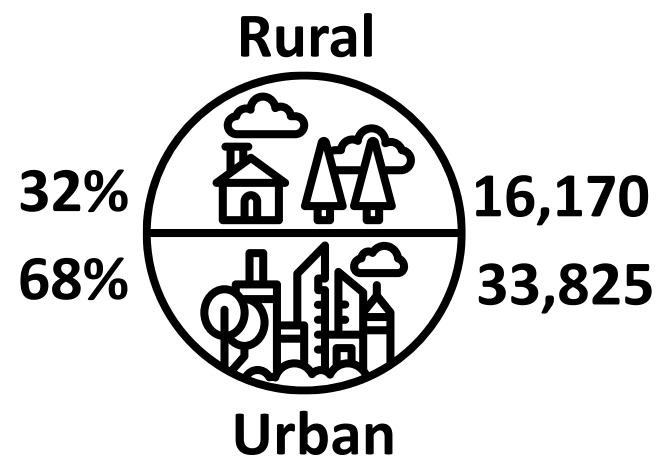


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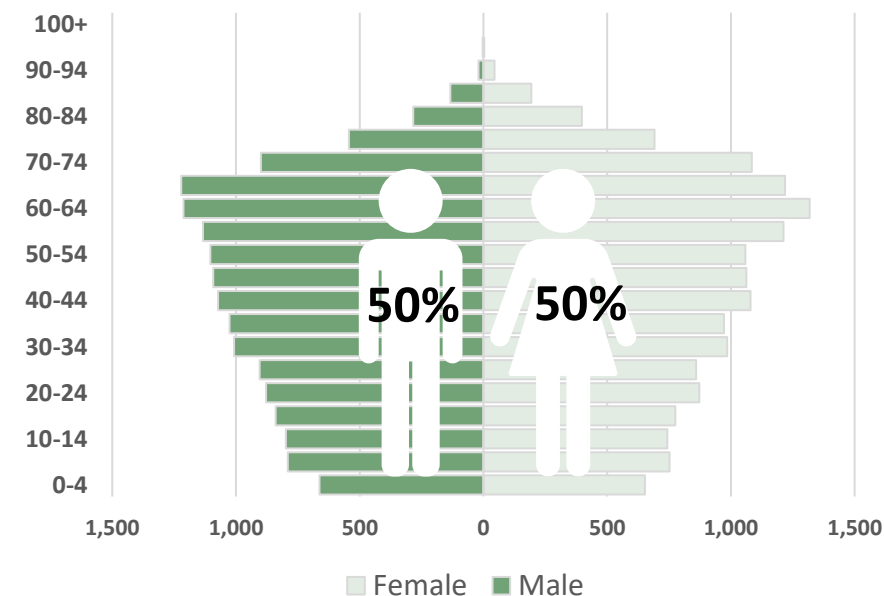
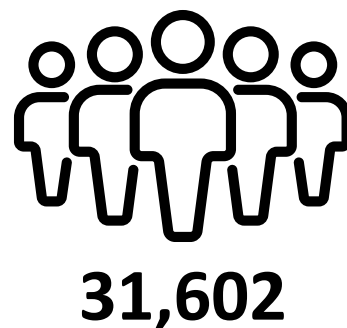
1. Introduction and context
2. SUMP Vision and objectives
3. Selected theme or topic
4. Implementation of the process
5. Challenges faced
6. Current results/Data collected
7. Expected impacts and future outlook
8. Lessons for other cities
9. Concluding link to the SUMP



Introduction and context



	Population 	Households 	Household Size 
North Macedonia	1.836.713	598.632	3,07
Eastern Region	150,234	55,781	2,69
Kochani	31,602	12,006	2,63



WORLD BANK GROUP

Bullet Points - Highlights



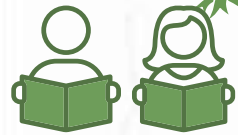
Literacy as a foundation → Core to education, social development, and active citizenship.



Enrollment trends → Decline in primary & secondary student numbers over the past 3 years.



Graduation outcomes → Rising number of graduates despite shrinking enrollment.



Gender dynamics → Women slightly ahead in higher education participation (18% vs. 15%).



Literacy level → Kochani 95.3% (vs. 95.8% national average); illiteracy 1.5%.



Generational gap → Strong literacy in youth, higher illiteracy in elderly populations.



Awareness need → Declining enrollment & literacy gap highlight urgency for public campaigns.



Inclusion focus → Disadvantaged groups (elderly, women, disabled) require targeted support.



Policy link → Education & awareness strengthen sustainable mobility and healthier communities.

SUMP vision and objectives



Dimension	Top 3 findings from Survey questions (CV & OBJ)	Draft vision statement elements	Strategic objectives
Mobility Mode Preferences	Walking, Cycling, Public Transport	Shift to sustainable, people-friendly modes	Prioritize active and collective transport; reduce private car use
Planning Principles	Safety, Inclusion, Green public space	Create safe, inclusive, and green urban environments	Reclaim space, improve safety, and expand access
Emotional Perception	Safe, Healthy, Inclusive	Design mobility systems that support well-being and equity	Foster health-supportive and accessible infrastructure
Reduce in Future	Traffic accidents, Pollution, Car dependency	Reduce environmental harm and safety risks	Improve safety and climate outcomes through low-emission mobility
Increase in Future	Walking/cycling infrastructure, Public transport use, Pedestrian safety	Invest in connected, inclusive transport networks	Expand sustainable mobility options and improve user experience
Strategic Priorities	Reclaim public space, Reduce car traffic, Ensure equitable access	Embed equity and urban liveability into mobility planning	Promote people-centred mobility and neighbourhood-scale solutions

Topic – Public Awareness & Engagement



Why it matters?



Engagement builds **shared responsibility** for mobility decisions.



Citizens' input ensures **solutions match real needs**.



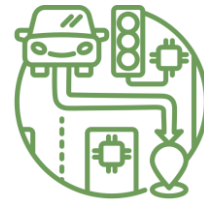
Awareness campaigns strengthen **safety, inclusivity, and sustainability**.



Co-creation fosters **trust between municipality and residents**.



Key Initiatives



Traffic Safety Campaigns → Raise awareness, reduce accidents.



Education in Schools & Workplaces → Instill sustainable mobility habits early.



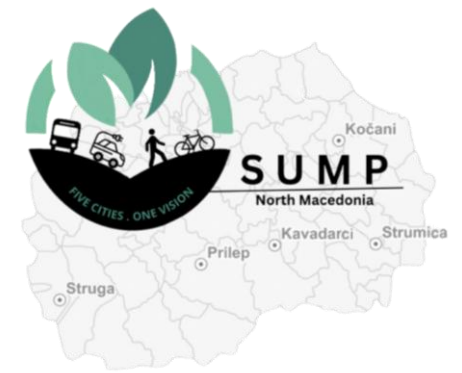
Citizen Surveys → Understand mobility preferences, barriers, and priorities.



Participatory Workshops → Co-design solutions with residents, encourage ownership.

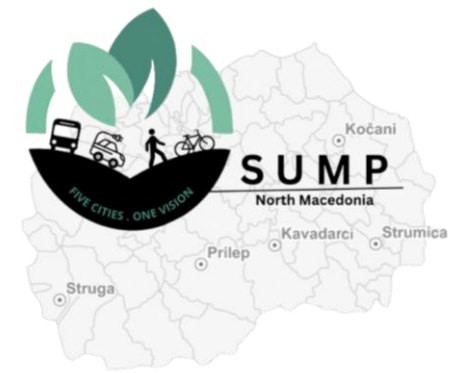
Implementation process

- Timeline: how often awareness campaigns are run.
- Stakeholders: municipality, schools, police, NGOs, media.
- Communication tools: posters, events, online platforms, surveys.



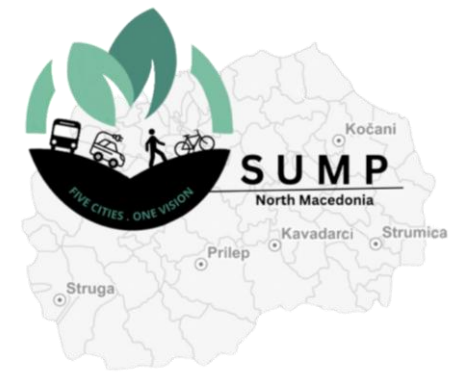
Challenges faced

- Getting citizens actively involved (low response rates, lack of trust).
- Resource limitations (budget, staff capacity).
- Measuring impact of campaigns beyond participation numbers.



Results and data collected

- Participation numbers in campaigns/events.
- Survey responses collected (examples of insights).
- Feedback from schools, citizens, businesses.
- Any observed behavioral change (e.g., more helmet use, increased walking/cycling interest).



Expected impacts



- How awareness campaigns can lead to:
 - ✓ Safer streets.
 - ✓ Greater acceptance of future SUMP measures (like pedestrian zones, cycling lanes).
 - ✓ Stronger partnership between municipality and citizens.
- Plans to expand campaigns, digitize surveys, involve more vulnerable groups

Lessons learned

- Importance of **early involvement** of citizens in planning.
- Awareness is not enough: it needs to be linked with concrete mobility improvements.
- Engaging schools helps reach families/community more broadly.



Link to SUMP development



- Public engagement is at the heart of SUMP methodology.
- These campaigns and surveys help Kochani **understand citizens' needs** and **build support** for SUMP measures.

Key takeaways:

Behavior change is as important as infrastructure change.”

“Engagement campaigns create ownership and trust in sustainable mobility planning.”

Thank you...