

# Green Move

Municipality of  
Valongo

3<sup>rd</sup> Event  
15-17 October 2025  
Podstrana (Croatia)



October, 2025

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- Peri-urban municipality located 10 km from Porto
  - Around 100,000 inhabitants
  - 58% of the territory is forest or scrubland
  - “Eco-city” model with strong environmental commitment
  - Winner of the European Green Leaf Award 2022



# Territorial and Demographic Context

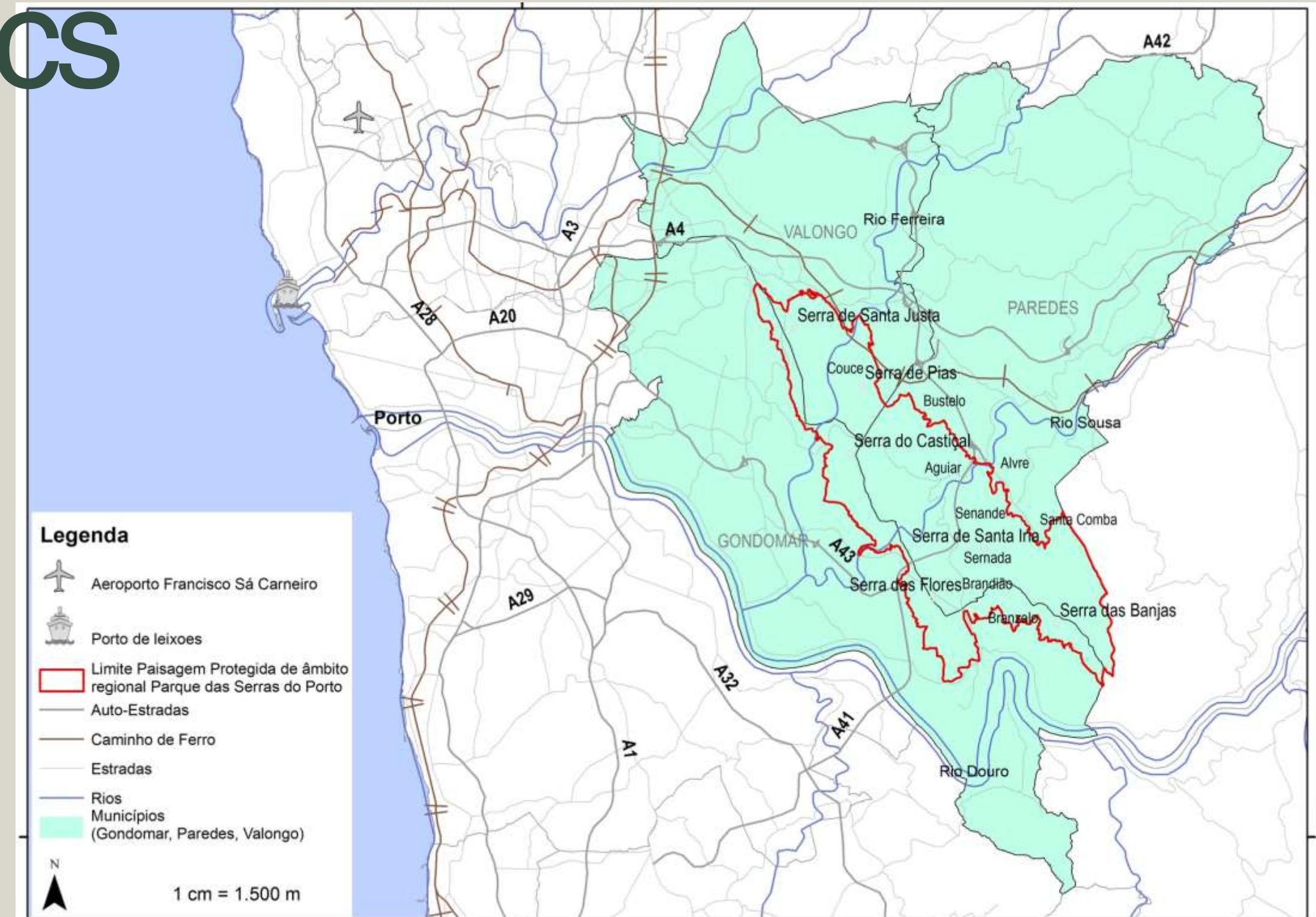
# Tourism Profile



- Nature and cultural tourism centred on Porto Mountain Park
- Main activities: hiking, MTB, environmental education
- 102,000 overnight stays in 2023, predominantly national day visitors
- Very low seasonality (11.3%) with stable flows throughout the year

# Visitor Demographics

- Domestic and proximity segment: families, school groups, nature sports enthusiasts
- International segment (small): geologists, pilgrims
- Specific groups: older adults, people with disabilities, students



VII Gala  
Círculo Trilhos  
de Valongo 2025

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Sala das Artes do  
Forum Vallis Longus  
Valongo

24 outubro · 21h00



# Mobility and Accessibility Challenges

- Limited public transport access to natural sites
- High dependency on private cars
- Lack of supporting infrastructure (parking, shuttles, shared mobility)
- Steep terrain and dispersed settlement patterns

# Soft Mobility Responses

- Extensive pedestrian and cycling network (260 km of PR and GR trails)
- Gradual introduction of clean-fuel and electric public transport
- Urban–rural connection through the Via do Peregrino pedestrian route
- Urban parks and leisure infrastructure complementing rural trails



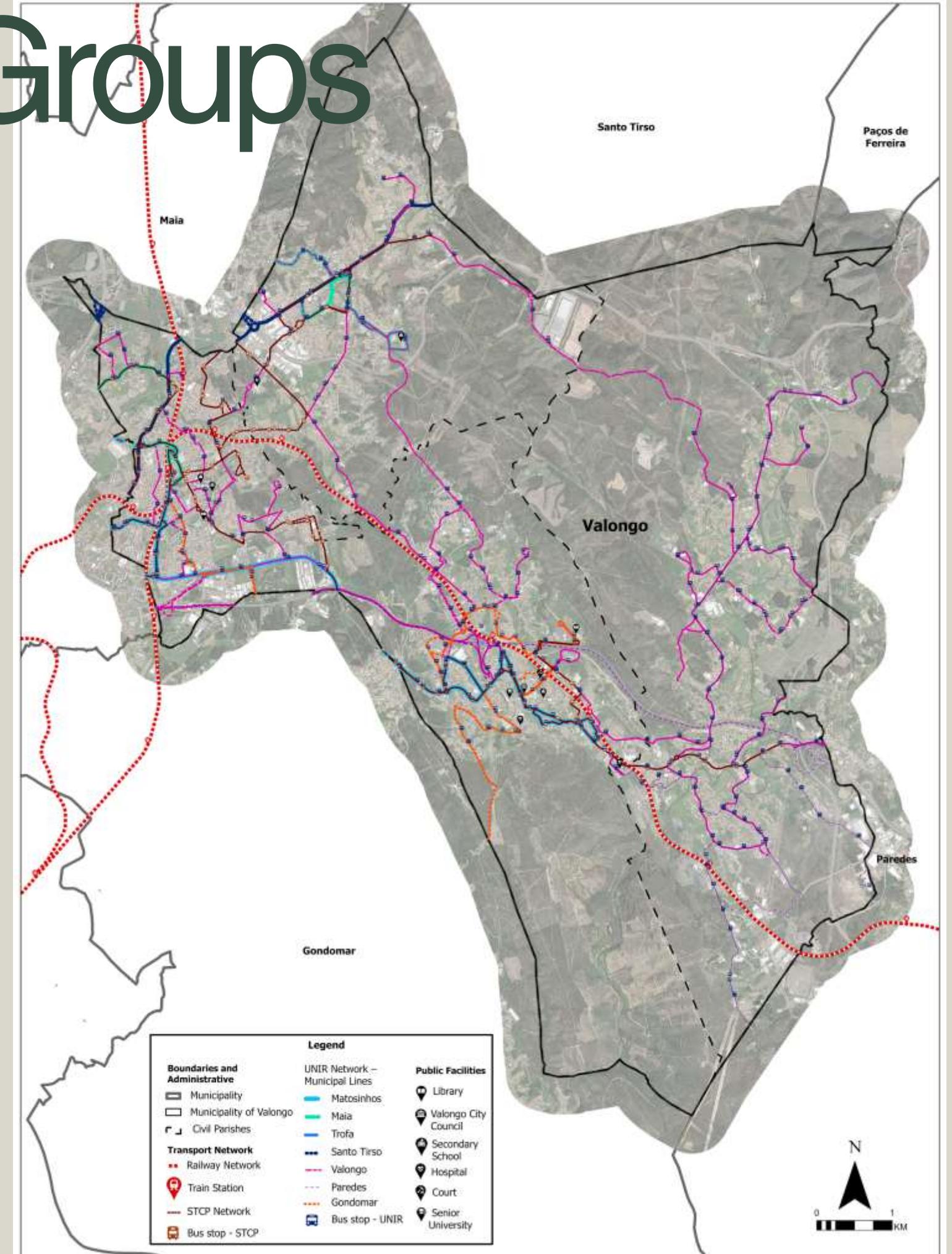
# Cultural Events and Seasonal Mobility Peaks



- Major events (e.g. Bugiada Festival) generate mobility peaks
- Measures include peripheral parking, shuttles, temporary signage, police coordination
- Seasonal transport adjustments during cultural and religious festivals

# Inclusion of Vulnerable Groups

- Barriers for older adults and people with disabilities: uneven trails, lack of accessible toilets, limited adapted transport
- Risk of social isolation in dispersed rural areas
- Pilot inclusive mobility projects are still limited



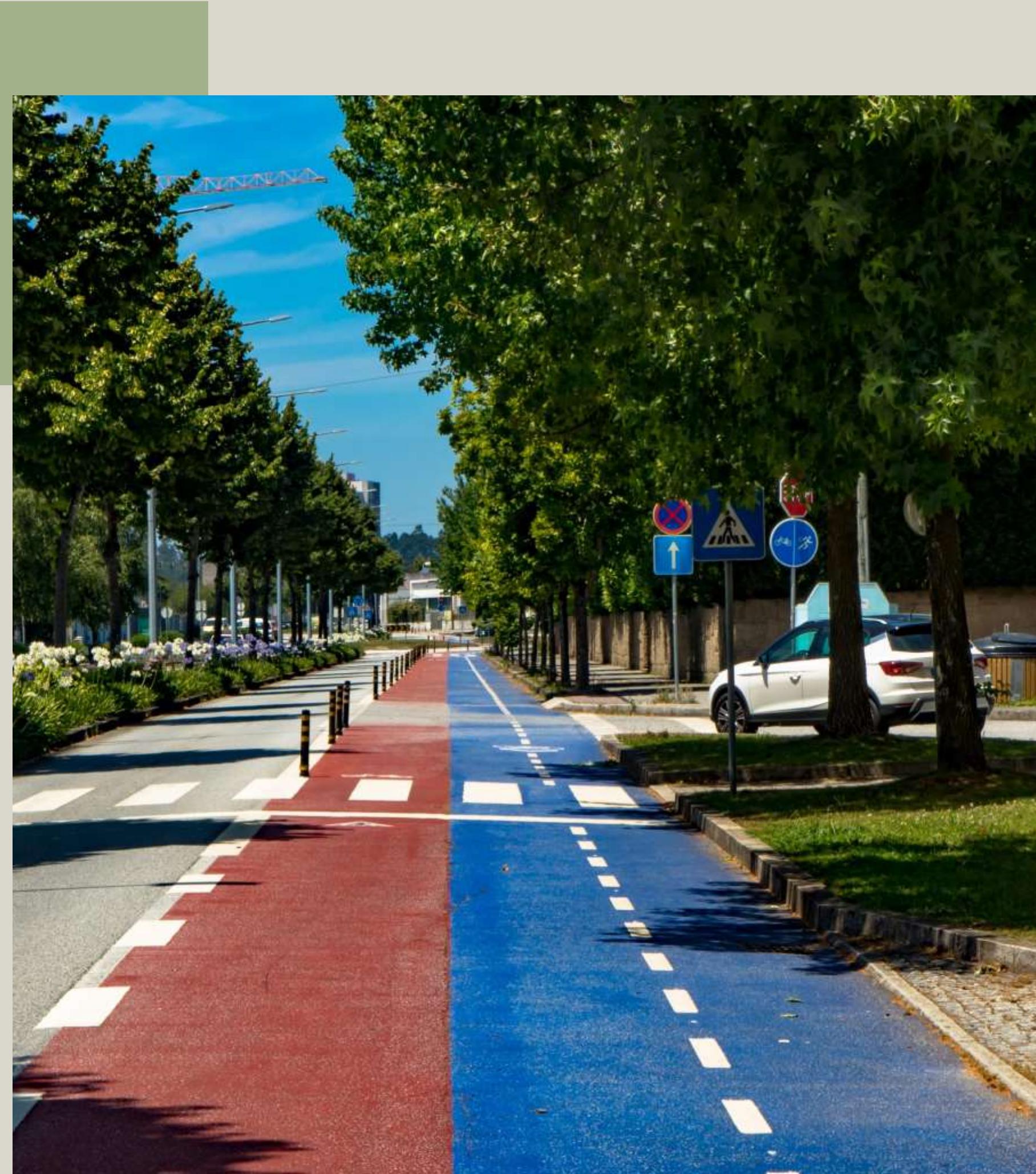
# Citizen Participation and Environmental Education

- Volunteering programmes: tree planting, river clean-ups, forest surveillance
- Educational activities in schools
- EU projects such as BiodiverCities
- Tourist involvement in conservation and awareness activities



# Strategic Planning and Funding

- Sustainable Urban Mobility Plan (183 actions, **€36.4M until 2027**)
- EU funding (LIFE, CEF, Erasmus+, GreenMove)
- Barriers: co-financing requirements, long approval processes, high maintenance costs



# Monitoring and Results

- Indicators: modal split, emissions, km of cycle paths, user satisfaction
- Use of sensors and real-time monitoring tools
- Alignment with European standards (Green Leaf Award reporting)



## Conclusions and Transferable Lessons



- Valongo demonstrates that rural/peri-urban territories can innovate in mobility and tourism
- Strategic planning, citizen participation and creative solutions are essential
- Addressing different demographic needs requires flexibility and inclusivity

# thank for your attention



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