



REYKA: A City in Motion

Most people think they know Vinnytsia. The fountains. The Tower. The postcard version of a city that fits neatly into a single afternoon. But a city's real story – its layers, its streets, its overlooked corners – rarely makes it onto a postcard. A team of young Ukrainians decided to change that, and they chose the most democratic canvas available: a tram. REYKA: Коліями до вражень ("Along the Rails to Discovery") transformed an ordinary municipal tram into a moving cultural experience. Historical posters, an audio guide, QR codes linking to a dedicated website, and an interactive city map turned a daily commute into an informal encounter with the history many passengers had never thought to seek out. The knowledge was already there – it simply needed a new form.

The beta launch brought 84 residents and guests on board – among them 23 internally displaced people, for whom discovering a new city's identity carries a particular resonance. Aged 14 to 30 and beyond, participants tested the QR codes, listened to the audio guide, and experienced Vinnytsia's past in the same moment they were moving through its present. The team amplified the project through social media and regional television, ensuring the tram's story reached far beyond its route.

What REYKA understood from the start is that learning does not require a classroom – only the right moment, the right setting, and a story worth telling. The tram is still running.

84

Participants
Historical posters

23

IDPs on board
Audio guide

14+

Age range
QR codes & website

7

Partners
Interactive city map

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Implemented as part of the British Council's Youth Connect for Ukraine programme, in partnership with Urbanrukh, Vinnytsia Transport Company, Vinnytsia City Council, the Tourism Office, Radio "Misto nad Buhom," Youth Centre "Kvadrat," and the Vinnytsia Museum.

