**DAY 1**

**MONDAY 30TH SEPTEMBER**

- **13.00 - 18.00** Registration, Informal programme & side events
- **14.00 - 16.30** Brest site visits:
  - Discovering Brest by tram
  - The Capucins cable car project
  - Cycling in the city centre
  - Walking along the harbor area
- **19.30** Cocktail reception hosted by Brest Métropole Océane - Brest City Hall

**DAY 2**

**TUESDAY 1ST OCTOBER**

- **8.30 - 13.00** Registration of participants

**FORUM OPENING**

- **9.30 - 10.30** Official opening of the Forum
  - Welcome addresses
  - François Cuillandre - Mayor of Brest and President of Brest Métropole Océane
  - European Commission
  - Incoming CIVITAS Political Advisory Committee Chair
  - Moderator: Laurie Pickup – International Director, Vectos Ltd. and Professor of European Transport Policy, University of Aberdeen
- **10.30 - 11.00** Coffee Break

**PLENARY SESSION: How implementing sustainable urban mobility with less?**

- **11.00 - 13.00**
  - **Sustainable Transport: new paradigm for development** - Heather Allen, TRL
  - **Business models for sustainable urban mobility** - Rosario Macário, Professor of Transportation, Instituto Superior Técnico, Lisbon University and President of Shareholders Assembly of TIS, Portugal.
  - **Moving forward: urban mobility in the Middle East and North Africa region** - Ayman Smadi, Director of Transport and Traffic Management, Greater Amman Municipality, Jordan

  - Moderator: Laurie Pickup – International Director, Vectos Ltd. and Professor of European Transport Policy, University of Aberdeen
**DAY 2  TUESDAY 1ST OCTOBER**

13.00-14.00  Lunch break

**PARALLEL ACTIVITIES (I)**

14.00-16.00  Technical Session 1 – Salle 3  
Ridesharing, walking and cycling: simple actions, great impact, new challenges  
Moderator: Katrin Dziekan - Germany Federal Environment Agency  
- Carpooling: how to promote its development - Christophe Saroli, CERTU  
- CHAMP: How to become a Champion Cycling City in Europe - Karen Vancluysen, Polis  
- The next driver in cycling mobility: cycle highways - Fabian Kuester, European Cyclists’ Federation Association  
- Walking in Stuttgart: Participatory Approach to a more sustainable city - Patrick Daude, Mobility Department, City of Stuttgart  

16.00-16.30  Coffee Break  

16.00-16.30  Technical Session 2 – Salle 2  
Rethinking Urban Mobility Planning  
Moderator: Tom Rye - University of Lund  
- Sustainable Urban Transport in Belgrade - Natasha Martins, UNDP  
- The Greater Toulouse SUMP - Alexandre Blaquiere, Tisséo-SMTT, Toulouse  
- A comprehensive approach to an urban master plan - Antoine Stouff, Brest Métropole  
- QUEST – an effective tool for stimulating and improving cities’ sustainable mobility policies - Maija Rusanen, Union of the Baltic Cities Commission on Environment  

16.30-17.30  Session Francophone – Salle 1  
Bonnes pratiques CIVITAS en France et ailleurs, comment reproduire, étendre, intégrer ?  
Moderator: Marie Launay - Euro Project Consult, Chef de projet des réseaux nationaux CIVINET, Secrétariat CIVINET Francophone  
- Le travail de « jurisprudence » mené par le projet STARS - Fiona Mc Lean, London European Partnership for Transport  
- L’expérience d’une ville « de l’Est » ou comment ne pas tout copier de « l’Ouest » - Monika Evini, City of Gdansk  
- L’expérience d’une ville française de CIVITAS à la Ville Durable - Jean-François Retière and Damien Garrigues, Nantes Métropole  

16.30-18.00  Technical Session 3 – Salle 2  
Off the beaten path: changing mobility mind-sets and road spaces in cities  
Moderator: Jan Bloemheuvel, Municipality of Utrecht  
- Have CIVITAS measures changed the mobility mind-sets of car drivers: the case of carrots and sticks in Perugia - Laurie Pickup, International Director, Vectos and Professor of European Transport Policy, University of Aberdeen  
- Up more space for people: traffic calming in 47 city streets - Juan Carlos Escudero, City of Victoria-Gasteiz  
- Different parking scenarios to control traffic demand at central areas in Kocaeli, Turkey - Abdulmuttalip Demirel, Kocaeli Metropolitan Municipality Transportation Department  
- Green parking purchase – a model for smart mobility solutions in urban development - Elin Pietroni, City of Umeå and Håkan Gustafsson, Municipal parking company of Umeå
**16.30-18.30**

**EuroMed Session – Salle 3**

“Urban transport in the EuroMed region”
Moderator: Vincent Leiner, EC

- **Welcome and Introduction** - Mohamed Mezghani, Team Leader, EuroMed ‘Road, Rail and Urban Transport Project.
- **Sustainable Urban Mobility Plans**
  - **Guidelines for the EuroMed Partner Countries**
  - Lorenza Tomasoni, EuroMed ‘Road, Rail and Urban Transport Project’
  - **Training on SUMP: Feedback from Jordan**
  - Ayman Smadi, Director of Transport and Traffic Management, Greater Amman Municipality (GAM), Jordan
- **Urban transport integration**
  - **Integration of transport and urban planning: The case of Jerusalem light rail** - Danny Givon, Senior Planner and Modeller, Jerusalem Transportation Masterplan, Israel
  - **Fare integration: the case of Casablanca**
  - Organising Authority of Urban Mobility (AODU), Morocco - Fatima-Ezzahra Chouraichi, Head of Control of Delegated Services, Organising Authority of Urban Mobility, Morocco
- **Urban transport modes: Tendering of Beirut bus network operation** - Abdel Hafiz Kayssi, Director General of Land and Maritime Transport, Lebanon

**EVENING PROGRAMME**

19.30-24.00
Visit at Oceanopolis Brest & Conference Banquet Dinner

**DAY 3**

**WEDNESDAY 2ND OCTOBER**

8.30 -9.00

**PARALLEL ACTIVITIES (III)**

9.00-11.00

**Technical Session 4 – Salle 2**

**Electric Mobility**
Moderator: Siegfried Rupprecht, Director of Rupprecht Consult

- **E-cargo bikes for delivery of goods, services and passengers** - Mark Mallens, MOBYCON.
- **Strategic approach to implement electro mobility** – the Berlin-Brandenburg showcase-Thomas Meißner and Gernot Lobenberg, Berlin Agency for Electromobility eMO.
- **Clean vehicles: The cases of electric bus in Gdynia** - Marcin Wolek, University of Gdansk
- **Trolley-battery hybrid buses: a new approach for clean urban transport** - Michael Glotz, City of Bremen

11.00-11.30

Coffee Break

**Pecha Kucha Session**
Moderator: Paul Tyralla

**International Session – Meridienne conference room**

**Sustainable urban mobility: visions beyond Europe**
Moderator: Mario Gualdi, Managing Director of ISIS

**Speakers**

- **Shin-pei Tsay**, Carnegie Endowment for International Peace and Director of Research and Development for TransitCenter - Rethinking Urban Mobility: Establishing Sustainable Policy for the Century of the City
- **Jérôme Pourbaix**, UITP - Developing a revenue strategy for public transport: inspiration from Asian networks

**Panel**

- **Mohamed Mezghani** - EuroMed Transport Project
- **Rosario Macário** - Professor of Transportation, Instituto Superior Técnico, Lisbon University
- **Bernd Decker** - Rupprecht Consult
PARALLEL ACTIVITIES (IV)

11.30-13.30

Technical Session 5 – Salle 2
A ticket to ride: reloading public transport
Moderator: Cosimo Chiffi, TRT

- **EPTA-Enhancing Public transport Authorities in Europe** - Dora Ramazzotti, SRM Public Transport Authority of Bologna
- **Tourism and public transport best practice toolkit in Madeira** - Cláudio Manterro, Horários do Funchal
- **Chronobus: pragmatic solutions for a new BHLS** - Damien Garrigue, Nantes Metropole
- **Increasing bus attractiveness through efficiency** - Umberto Guida, European Projects Director at UITP

Round Table - Salle 3
Smart mobility in the city – improving sustainability for and with citizens
Moderator: Eline Jonkers, TNO

- **Interactive City Tools for Transport** – Andrew Nash, GreenCityStreets.com
- **SUPERHUB: a user centric approach to improve multimodal mobility** – Marco Menichetti, Fondazione Legambiente Innovazione
- **Using crowd-sourced maps to gain citizen feedback** – Jan Christiaens, MOBIEL21
- **Experiences from DYN@MO cities** – Palma, Aachen and Gdynia

By means of an interactive exercise, this session will give cities a better view on how to tackle exploitation barriers with limited resources by looking at different aspects of business planning.

- **A case for business models: the CIVITAS Plus experience** - Gustav Friis, Polis
- **Business model group exercise**

13.30-14.30

Lunch Break

14.30-16.30

CLOSING PLENAKY SESSION – Lessons learnt and ways forward

**New York City, a City of Street Smarts** - Shin-pei Tsay, Carnegie Endowment for International Peace and Director of Research and Development for TransitCenter

- CITY AWARDS 2013 Ceremony - Don Guikink, TNO
- Forum 2014 announcement - Incoming Political Advisory Committee Chair
- Reflection and report back on the parallel sessions - Tom Rye, University of Lund
- Host closure, Michel Joanny - Vice-President for Transport and Roads, Brest Métropole Océane
- European Commission

Moderator: Laurie Pickup - International Director, Vectos Ltd. and Professor of European Transport Policy, University of Aberdeen

16.30-18.30

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