

# CIVITAS FORUM 2013

## IMPLEMENTING SUSTAINABLE URBAN MOBILITY WITH LESS



30<sup>TH</sup> SEPTEMBER – 2<sup>ND</sup> OCTOBER

**BREST** Venue : LeQuartz Congress Centre

## MEDIA PROGRAMME

**DAY  
1**

**MONDAY 30<sup>TH</sup> SEPTEMBER**

13.00 - 18.00

Conference registration

14.00 - 16.30

Site visits:

**A. Discovering Brest by tram**

- Discover the city of Brest by tram. See how the tramline integrates urban projects, social housing, industrial and commercial areas. Explore how the vertical lift bridge was transformed to accommodate the tram and how the urban redesign improved the connection across the Penfeld River for pedestrians and cyclists.

**B. The Capucins cable car project**

- Take the opportunity to visit the Capucins area project site, where the cable car will be operational in 2015. This former military area will be renewed into an urban area combining housing, offices and leisure. Visualize the importance of the Capucins cable car project and the reasons behind it.

**C. Cycling in the city centre**

- Explore the city by bike through a short guided tour that will challenge you to experience cycling in a steep urban area. Emphasis will be put on how Brest dealt with the characteristic of the city center to create a more cycle-friendly environment.

**D. Walking along the harbor area**

- Take a walking tour to see the port Le Chateau and the Gare Maritime. Discover how this harbor area was converted into a commercial and leisure area and how a pedestrian friendly area will be designed and progressively improved.

20.00 - 22.00

Cocktail reception hosted by Brest MétropoleOcéane - Brest City Hall

**DAY  
2**

**TUESDAY 1<sup>ST</sup> OCTOBER 2013**

9.00 - 10.30

Welcome addresses – Opening Session

10.30 - 11.00

**Press briefing – Salle 1**

# CIVITAS FORUM 2013

**DAY  
2**

**TUESDAY 1<sup>ST</sup> OCTOBER**

- 11.00 - 13.00 Plenary session: how implementing sustainable urban mobility with less?  
3 brilliant and charismatic keynote speakers will make this session very interesting:
- **Heather Allen**, Programme Director Sustainable Transport at TRL,
  - **Rosario Macário**, Professor of Transportation, Instituto Superior Técnico, Lisbon University
  - **Ayman Smadi**, Director of Transport and Traffic Management at the Greater Amman Municipality.
- 13.00 - 18.00 **Politicians' Forum: Include lunch, photo group and site visit. Journalists are invited to participate.**  
Venue: Brest City Hall
- 14.00 - 16.00 Choose between the different Technical Sessions. For further information consult the General programme.
- 16.00 - 16.30 Pecha Kucha session
- 16.30 - 18.30 Choose between the different Technical Sessions. For further information consult the General programme.
- 19.30 **Conference Dinner** Oceanopolis Brest, including a short visit to the Marine pavilions.

**DAY  
3**

**WEDNESDAY 2<sup>ND</sup> OCTOBER 2013**

- 8.30 - 9.00 Pecha Kucha
- 9.00 - 11.00 Choose between the different Technical Sessions. For further information consult the General programme.
- 11.00 - 11.30 Pecha Kucha
- 11.30 - 13.30 Choose between the different Technical Sessions. For further information consult the General programme.
- 14.30 - 16.30 Closing Plenary session, with the brilliant intervention of Shin-pei Tsay about "New York City, a City of Street Smarts", CIVITAS AWARDS Ceremony and Announcement of the CIVITAS CITY HOST 2014.
- 16.30 - 18.30 Site Visits (same as Day 1)

### Note for visiting journalists

- For **general inquiries** about the **media programme** and **interview opportunities**, please contact: [pr@civitas.eu](mailto:pr@civitas.eu)
- Download the full programme of the conference [here](#)
- Download the Politicians' Forum [here](#)
- Don't forget to register [here](#)
- A press room with internet access will be available at **LeQuatz**, Salle1.
- For Forum photographs please contact Mirjam Simpson-Logonder: [MLogonder@gmail.com](mailto:MLogonder@gmail.com)