



**CiViTAS**  
Cleaner and better transport in cities

**DYN@MO**

AACHEN • GDYNIA • KOPRIVNICA • PALMA

## Summer University

*Developing “Mobility 2.0” systems and services*

Palma (Mallorca), 4-6 November 2015

## PROGRAMME



**Universitat**  
de les Illes Balears

Ajuntament  **de Palma**



Departament de Ciències de la Terra  
Grup d'Investigació de Turisme,  
Mobilitat i Territori (GITMOT)



Societat Municipal  
d'Aparcaments  
i Projectes de Palma



THE CIVITAS INITIATIVE  
IS CO-FINANCED BY THE  
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## Purpose of the DYN@MO Summer University

### General aim of the DYN@MO Summer University concept

Structured learning and building of professional competences in sustainable urban mobility is a major aim of the CIVITAS DYN@MO project. To promote European level exchange and learning about CIVITAS themes, the project is offering three sessions of the DYN@MO Summer University. The target groups of the Summer University are students and young professionals, as well as mid-career employees and selected decision makers working on sustainable urban mobility.

The sessions are being organised by the Universitat de les Illes Balears in 2013, 2014 and 2015. The University offers an excellent infrastructure for holding summer courses and dedicated University staff ensure effective delivery of such courses. The easy access with many direct plane connections to many European countries makes Palma a suitable destination for urban transport professionals. Each of the sessions lasts for three days and focuses on one of the three challenges of the CIVITAS DYN@MO project:

- Engaging in a dynamic dialogue for SUMP development (2013) (documentation is available from: [http://gitmot.uib.es/USB\\_Summer\\_University/START.html](http://gitmot.uib.es/USB_Summer_University/START.html));
- Implementing city and citizen friendly electric vehicles (2014) (documentation is available from <http://gitmot.uib.es/SummerUniversityII/SU2014.html>);
- Developing “Mobility 2.0” systems and services (In November 2015).

The University partners, competence centres and measure leaders of the CIVITAS DYN@MO project provide the content of the courses. In addition international experts are invited to contribute to each of the courses. To make the courses accessible to Spanish speaking young professionals and students, the University provides simultaneous translation for the first and second day which is held in English. The courses during the third days will be held only in Spanish.

### Specific aim of the 3<sup>rd</sup> DYN@MO Summer University in Palma, November 2015

- To give a practical overview about 2.0 Mobility aspects to project partners and associates;
- To involve students and young professionals in the knowledge of 2.0. mobility tools.
- To engage stakeholders and citizens to new forms of public participation using the possibilities offered by social media and web 2.0.

## Concept of the 2015 DYN@MO Summer University in Palma

The Third Summer University will be held on 4-6 November 2015.

The main language of the first and second day is English. Those days simultaneous interpretation between Spanish and English will be provided.

The third day will be in Spanish. There will be no interpretation.

## Outcomes of the Summer University

The Summer University 'students' will gain new information and knowledge from transport researchers and professionals on implementing 2.0 Mobility tools in sustainable mobility planning. A certificate of attendance at the end of the DYN@MO Summer University will declare that the 'students' have acquired basic knowledge about requirements of topic.

Registration here: [http://dct.uib.es/summer\\_university/form](http://dct.uib.es/summer_university/form)

# PROGRAMME

## *Developing “Mobility 2.0” systems and services*

CIVITAS DYN@MO Summer University 2015  
4-6 November 2015, Palma (Mallorca), Spain

<b>DAY 1 – 4 November 2015</b> <b>General aspects of Mobility 2.0 systems and services</b> <b>Venue: Edifici Sa Riera, UIB, C/ de Miquel dels Sants Oliver 2, Palma</b> <i>Moderator: Marcel Braun, Rupprecht Consult, DYN@MO Project Manager</i> <i>Languages: English and Spanish (simultaneous translation available)</i>	
14:30	<b>Registration of participants</b>
15:00	<b>Welcome speeches</b> <ul style="list-style-type: none"> <li>• <i>Jaume Carot, Vice-Chancellor, Research and Graduate Studies, University of the Balearic Islands</i></li> <li>• <i>Joan Ferrer, Councillor for Mobility, City of Palma</i></li> <li>• <i>Eckard Larosch, City of Aachen, DYN@MO Project Coordinator</i></li> <li>• <i>Miquel Grimalt, Head of Department of Earth Sciences, University of the Balearic Islands</i></li> <li>• <i>Joana Maria Seguí, University of the Balearic Islands, DYN@MO Project Site Evaluation Manager</i></li> </ul>
15:30	<b>Big Data and Human Mobility. The EUNOIA project</b> <i>Dr. Maxi San Miguel, Institute of Interdisciplinary Physics and Complex Systems, IFISC (CSIC-UIB)</i>
16:30	COFFEE BREAK
16:45	<b>An overview to the Mobility 2.0 approach in CIVITAS-DYN@MO project</b> <i>Ralph de Jong, Union of the Baltic Cities, DYN@MO Project Dissemination Manager</i>
17:30	<b>Evaluation of 2.0 Mobility actions</b> <i>Tom Rye, Professor of Transport Policy and Director of Transport Research Institute, Edinburg Napier University, DYN@MO Project Evaluation Manager</i>
18:15	<b>End of session day 1</b>

<b>DAY 2 – 5 November 2015</b> <b>ICT and ITS in Mobility, an European vision</b> <b>Venue: Edifici Sa Riera, UIB. C/ de Miquel dels Sants Oliver 2, Palma</b> <b>Moderators:</b> <ul style="list-style-type: none"> <li>• Marcel Braun, Rupprecht Consult, DYN@MO Project Manager (morning)</li> <li>• Maarten van Bemmelen, Eurolocal, DYN@MO Project Site Coordinator (afternoon)</li> </ul> <b>Languages:</b> <ul style="list-style-type: none"> <li>• English and Spanish (simultaneous translation available)</li> </ul>	
9:00	<b>Welcome</b> <i>Marcel Braun, Rupprecht Consult, DYN@MO Project Manager</i>
9:05	<b>Spatial structure of cities</b> <i>Dr. José Ramasco, Institute of Interdisciplinary Physics and Complex Systems, IFISC (CSIC-UIB)</i>
9:45	<b>Mobility 2.0 activities in Aachen</b> <i>Birgit Krücken, Head of Communication. IT and bus service offers, Aachener Verkehrsverbund GmbH</i> <i>Axel Costard, Public Relations and Marketing, City of Aachen</i>
10:30	<b>Mobility 2.0 activities in Gdynia:</b> <ol style="list-style-type: none"> <li>1. Mobility 2.0 as a tool to increase public participation. <i>Dorota Gajda-Kutowińska, City of Gdynia</i></li> <li>2. Multilevel transport model for transport analysis of CIVITAS DYNAMO tasks. <i>Jacek Oskarbski, Gdańsk University of Technology</i></li> </ol>
11:15	COFFEE BREAK
11:30	<b>Mobility 2.0 – Communication means for today and tomorrow</b> <i>Vedrana Knežević, Head of Department for Sustainable Development and European Affairs at City of Koprivnica</i>
12:15	<b>ITS contribution to sustainable mobility</b> <i>Julio Garcia Ramón, President of Intelligent Transport System ITS Spain</i>
13:00	<b>Smart mobility: challenges and opportunities</b> <i>Manel Villalante Llauradó. Industrial engineer, Barcelona Agència de Desenvolupament Urbà. Academic management of the postgraduate Smart Mobility of the Polytechnic University of Catalonia</i>
13:45	LUNCH
14:30	<b>Off spaces and new forms of social exclusion. The central place to the constellation place</b> <i>Dr. Carlos Ferrás, Permanent Lecturer of Human Geography. University of Santiago de Compostela</i>
15:15	<b>2.0. Mobility in Palma. Some results of the evaluation surveys in the CIVITAS-DYN@MO project</b> <i>Joana Maria Seguí, University of the Balearic Islands, DYN@MO Project Site Evaluation Manager</i>
16:00	COFFEE BREAK
16:15	<b>Site visit: Testing smart mobility options in Palma (self-guided tour using 2.0 mobility tools in Palma)</b>
18:00	<b>End of session day 2</b>
20:00	<i>Official invited speakers dinner</i>

<b>DAY 3 – 6 November 2015</b>	
<b>Social Media and Smart Mobility</b>	
<b>Venue: Edifici Sa Riera, UIB, C/ de Miquel dels Sants Oliver 2, Palma</b>	
<i>Moderator: Joana Maria Seguí, University of the Balearic Islands, DYN@MO Project Site Evaluation Manager</i>	
<i>Language: Spanish (no translation into English available)</i>	
<b>9:00</b>	<b>Welcome</b> <i>Joana Maria Seguí, University of the Balearic Islands, DYN@MO Project Site Evaluation Manager</i>
<b>9:05</b>	<b>SmartUIB of the University of the Balearic Islands</b> <i>Dr. Tomeu Serra, Department of Mathematics and Computers. University of the Balearic Islands</i>
<b>9:50</b>	<b>2.0. Mobility options in Palma</b> <i>Fernando Rodríguez, City of Palma, DYN@MO Project Measure Leader</i>
<b>10:35</b>	COFFEE BREAK
<b>11:05</b>	<b>2.0 strategies in public transport in the Government of the Balearic Islands</b> <i>Jaume Mateu Lladó, General Director of Transports, Balearic Islands Regional Government</i>
<b>11:50</b>	<b>Round table: Mobility 2.0 systems in Palma</b> <i>Moderated by Joan Ferrer, Councillor for Mobility, City of Palma</i> <ul style="list-style-type: none"> <li>• Antoni Salas, SMAP and BiciPalma manager</li> <li>• Mateu Marcús, Managing Director of EMT</li> <li>• Julio García of AT4 company, APP MobiPalma Developer</li> <li>• Miquel Femenia, Head of Mobility, City of Palma</li> </ul>
<b>13:00</b>	<b>Conclusions of the Summer University 2015</b> <i>Joana Maria Seguí, University of the Balearic Islands, DYN@MO Project Site Evaluation Manager</i>
	<b>Handing over of Certificates and Closing</b> <i>Jordi Llabrés, Vice-Chancellor, Innovation Knowledge Transfer, University of the Balearic Islands</i> <i>Joan Ferrer, Councillor for Mobility, City of Palma</i>
<b>13:30</b>	LUNCH

#### Management and scientific committee:

Joana Maria Seguí, Maurici Ruiz, Joana Maria Petrus, Jaume Mateu and Eugenio Sanchis (DYN@MO Project Site Evaluation Managers, Department of Earth Sciences, GITMOT, University of the Balearic Islands).

#### Organising committee:

Joana Maria Seguí, Maurici Ruiz, Joana Maria Petrus and Eugenio Sanchis (DYN@MO Project Site Evaluation Managers, Department of Earth Sciences, GITMOT, University of the Balearic Islands); Maarten van Bemmelen (Eurolocal, DYN@MO Project Site Coordinator Palma), Marcel Braun (Rupprecht Consult, DYN@MO Project Manager).

Registration here: [http://dct.uib.es/summer\\_university/form](http://dct.uib.es/summer_university/form)

## Practical information

Palma is the major city geographically located in the south-west of Mallorca, in the western Mediterranean Sea. Also, Palma is the capital city of the autonomous community of the Balearic Islands in Spain.

### How to get to Palma?

Palma has excellent air links with the mainland, the major European cities and the rest of the world. The international airport of Son Sant Joan, 8 km from the city of Palma is the main gateway to the island of Mallorca.

### Connection between the airport and Palma

**Bus:** EMT's line 1 connects Palma airport to the city centre. It leaves from the airport in front of the arrivals building. The trip lasts 20 minutes and you can only pay cash (3€). It will bring you to Plaça d'Espanya bus stop, Palma's major hub and intermodal station.

Timetables	
Workdays, Saturdays and holidays: Average frequency: 13 minutes	
■ Aeropuerto	Earliest departures: 06:00, 06:15, 06:35, 06:57 last departures: 00:15, 00:45, 01:15, 01:45

### MORE INFORMATION

[http://www.emtpalma.es/EMTPalma/Front/lineas.en.svr?accion=entrada&cod\\_linea=1](http://www.emtpalma.es/EMTPalma/Front/lineas.en.svr?accion=entrada&cod_linea=1)

**Taxi:** Stops are in front of the arrivals building, at the height of the door D.



**RADIO TAXI**  
Tel: +34 971 755 440; Fax: +34 971 764 545  
Languages: Spanish, Catalan, English, German and Italian

**TAXI PALMA RADIO**  
Tel: +34 971 401 414; Fax: +34 971 401 010  
Email: [info@taxispalmaradio.com](mailto:info@taxispalmaradio.com)  
Languages: Spanish, Catalan, English

Taxis are adapted for the disabled. Payment possible with credit card.

### Getting around in Palma:



**EMT** (Municipal Transport Company) is the local bus company. Tickets must be purchased for every journey, If you need to transfer buses you must buy another ticket. Bus tickets can be purchased at local kiosks.

**Sa Riera:** line 8, stop Instituts. Average frequency: 7 m.

**University:** line 19, stop Edifici Beatriu de Pinós. Average frequency: 16 minutes.

Ordinary rate - urban ticket: 1.50€

Tourist card 10 trips not rechargeable: 10€

**MORE INFORMATION**

<http://www.emtpalma.es/EMTPalma/Front/listadolinas.ct.svr>



The easiest way to get to the **University** is by **metro**. Take the downtown station in Plaça d'Espanya. The travel time is 13 minutes and the metro stops on the campus (near Ramon Llull building).

**MORE INFORMATION**

<http://www.tib.org/porta/en/web/ctm/metro>

**Universitat de les Illes Balears**



www.maps.google.com

**Sa Riera:** Address: c/ de Miquel dels Sants Oliver 2, Palma

**Weather**

Mallorca's climate is typically Mediterranean, with warm average temperatures and seasonal rains, the summer period being both hot and dry. The island's rainfall is characterised by its irregularity, varying radically from one year to the next, even reaching the point where there are drought conditions. Most of the rain that falls is concentrated within a few days of precipitation, with some very heavy rains in autumn and lighter rains over the rest of the year.

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Empresa  
D'Interès Públic de  
Transport de  
Palma de Mallorca



Societat Municipal  
d'Aparcaments  
i Projectes de Palma



Ajuntament de Palma



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Excluding the high mountain areas, the average annual temperature is between 16°C and 18°C, with a maximum summer average of 29 to 31°C and a minimum average winter night-time temperature of 5 to 9°C.

## RECOMMENDED ACCOMODATION

Hotel Jaime III \*\*\*\*  
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