

CIVITAS Training

“Cycling 2.0”

Date	Friday 8 April 2016, 9:00h-18:00h
Location	The Hoxton: Herengracht 55, Amsterdam, The Netherlands
Target group	The English-language training is open to professionals involved in policy development, planning and promotion of cycling. This includes local and regional authorities, businesses and NGOs from The Netherlands, Europe and beyond.
Costs	Training is free of charge (in case of no-show to the training we will send you an invoice to cover the costs made by the organisers)
Certification	This training is certified by the CIVITAS Learning Centre
Registration	By email: learningcentre@civitas.eu
Language	English

The CIVITAS training ‘Cycling 2.0’ will bring you the best of the Dutch cycling culture. Learn how cycling has gained strong foothold in sustainable urban mobility policies and about some great Dutch examples of bike promotion projects. It will enable you to design effective and creative cycling projects in your own city. Join us at The Hoxton in Amsterdam on 8 April and experience the Dutch (bike) culture!



The Hoxton, a beautiful Amsterdam design hotel, consisting of five old canal houses. In former times the residence of the mayor!

We offer you some great speakers:



Marco te Brömmelstroet
 University of Amsterdam

Marco te Brömmelstroet

Marco currently holds the position of Assistant Professor in Urban Planning at the University of Amsterdam. His teaching in Planning Bachelor and Master's programmes centers around the (problematic) integration of land use and mobility and ways to improve this. His research is strongly intertwined with planning practice. He has done several studies on how to improve the use of knowledge in urban strategy making processes. Recently, he extended his curiosity into the role of the bicycle in the functioning of cities and vice versa. He tries to combine a fanatic advocacy attitude towards cycling in cities with a healthy distant view as academic researcher.



Meredith Glaser
 Copenhagenize/
 M.A.G. Planning

Meredith Glaser

Meredith is an urban strategy and mobility consultant, based in the Netherlands since 2012. She is originally from California, holds Masters degrees in urban planning and public health from UC Berkeley. Meredith holds a guest appointment at the University of Amsterdam, where she conducts research on cross-national policy transfer and knowledge exchange related to cycling and mobility. She hosts other university-level student groups and international professional delegations for cycling and mobility study tours. Meredith also directs the Amsterdam office for Copenhagenize Design Co., which advises cities and towns around the world regarding bicycle urbanism, re-establishing the bicycle as transport in cities, policy, planning, communications and general urban design.



Sander Buningh
 DTV Consultants

Sander Buningh

Sander is an mobility consultant at DTV consultants. His background is a broad education in traffic and transport which enables him to have impact in complex and innovative project environments. Over the years he has worked with small firms, large organizations and the public sector to design and deliver varied projects against challenging timelines. His main interest are the areas of changing behaviour projects, strategic alliances and innovations. Mostly in The Netherlands but also for the European Commission and outside Europe. He was involved by several changing behaviour (bike) project like Bike The Track-Track, the Bike, MOBI, Ride2Scool and is very willing to give you some Dutch practical experiences of DTV Consultants such as B-riders/Electric Freeway.



Pascal van den Noort
 Vélo Mondial

Pascal van den Noort, Vélo Mondial

Pascal is a conceptual thinker, skilled moderator and mobility consultant whose projects include Velo Mondial, Velo. Info, Pas-Port to Mobility, Pas-Port to Cycling, [With a Dutch Touch] and 'Low Lijn, Water Walking Path and Hanging Gardens'. Through his work, Pascal has helped cycling transform into an essential mode of transport across Europe. Working with VELO.INFO, he helped make huge strides in cycling policy and policy implementation in Barcelona, Berlin, Bucharest, Gothenburg, Ploiesti and Rome.

After this training you:

- Will know the latest insights in planning and marketing for cycling
- Are able to apply them to their local context
- Have experienced Dutch cycling first hand during a 2h guided bike tour!

Who can participate?

The English-language training is open to professionals involved in policy development, planning and promotion of cycling. This includes local and regional authorities, businesses and NGOs from The Netherlands, Europe and beyond.

Combining the training with a visit to Intertraffic 2016

The training is organised in conjunction the Intertraffic 2016 exhibition (5-8 April, Amsterdam) and Intertraffic 2016 Smart Cities Side Event (6 April). A great opportunity to get the best out your visit to Amsterdam.

How to register?

Register for this training by sending an email with your name, organisation and contact details to learningcentre@civitas.eu

The training is limited to 25 participants.

Location:

Amsterdam The Netherlands

[The Hoxton, Herengracht 55](#)

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Organiser:

CIVITAS CAPITAL more information go to: <http://www.civitas.eu/content/civitas-training-cycling-20>

Agenda

Time	Theme
9:00h-9:30h	Registration + Welcome Coffee & Tea
9:30h	Welcome and introduction to the training program
	Expert presentations <ul style="list-style-type: none"> • “Learning from the Netherlands” by UvA/ Marco te Brommelstroet • “Communicating change” by Copenhagenize/ Meredith Glaser
	Action learning session about marketing <ul style="list-style-type: none"> • What does these insights means for your own city? • What will you do? • What is necessary to facilitate this?
+/- 12:30h	LUNCH
13:30h	Field trip Amsterdam by bicycle <ul style="list-style-type: none"> • Brief explanations at selected spots • Observational work
	Expert presentation <ul style="list-style-type: none"> • Practical examples of behavioural change projects by DTV Consultants/Sander Buningh
	Syntheses <ul style="list-style-type: none"> • Presentations of group work • Reflection
17:45h	Close <ul style="list-style-type: none"> • Final remarks and conclusions • Handover of certificates
18:00h	Drinks