

Active mobility consultancy to increase awareness and use of public transport

Final conference

Agenda

Wednesday, June 22, 2016
09:00 – 16:30 CET

Verkehrsverbund Rhein Sieg (VRS)
Glockengasse 37–39
Cologne • Germany



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09.00 – 09.30	Registration
09.30 – 10.00	<p>Welcome from the host <i>Wilhelm Schmidt-Freitag, CEO of Verkehrsverbund Rhein-Sieg (VRS)</i></p> <p>Welcome from the coordinator <i>Oliver Roider, Institute for Transport Studies, Vienna University of Natural Resources and Life Sciences (BOKU)</i></p>
10:00 – 10:30	<p>The SmartMove project from the EC's point of view <i>Pierre-Antoine Vernon, Executive Agency for Small and Medium-Sized Enterprises (EASME)</i></p> <p>Keynote address <i>Dr. Florian Krummheuer, Geschäftsentwicklung und Verkehrsplanung Bus, DB Regio AG (Business Development and Traffic Planning, German rail company DB Regio AG)</i></p>
10.30 – 10.45	<p>Introduction to the SmartMove approach Active mobility consultancy campaigns in eight implementation areas</p> <p>The idea behind active mobility consultancy is to distribute individualised information about public transport and sustainable mobility in the regions to selected target groups, supported by accompanying active measures on site.</p> <p><i>Roman Klementschnitz, Institute for Transport Studies, Vienna University of Natural Resources and Life Sciences (BOKU)</i></p>
10.45 – 11.15	<p>Framework conditions and initial phase of the active mobility consultancy campaigns</p> <p>Active mobility consultancy campaigns need to be adapted to the specific conditions in the implementation area. Different strategies need to be developed in order to contact particular target groups and motivate them to participate.</p> <p><i>Marek Bauer, Cracow University of Technology</i></p>
11.15 – 11.45	Coffee break
11.45 – 12.30	<p>Implementation highlights</p> <p>Active mobility consultancy campaigns need careful preparation, involving tailor-made information packages and accompanying active measures. This includes a description of the active measure concept and of how active measures can support the approach.</p> <p><i>Aristotelis Naniopoulos, Aristotle University of Thessaloniki</i></p>

12:30 – 13.30	Lunch break
13.30 – 14.30	<p>Achievements</p> <p>The goal of active mobility consultancy campaigns is to increase patronage of public transport and to change mobility behaviour and its ecological consequences. Satisfactory results have been achieved in the SmartMove implementation areas.</p> <p><i>José María Díez, CiViNET Spain and Portugal</i></p>
14.30 – 15.00	<p>External review of the SmartMove approach</p> <p><i>Moritz Kirchesch, Referat Ländliche Strukturentwicklung der Bundesanstalt für Landwirtschaft und Ernährung (Department of Rural Structural Development, Federal Office of Agriculture and Food, Germany)</i></p> <p><i>Dr. Florian Krummheuer, Geschäftsentwicklung und Verkehrsplanung Bus, DB Regio AG (Business Development and Traffic Planning, German rail company DB Regio AG)</i></p>
15.00 – 15.30	<p>The way forward and recommendations for Europe</p> <p>Other European regions can benefit from the replication of SmartMove experiences and results, including strategies, roadmaps at local and European level supported by the SmartMove Application Guide and e-learning training courses.</p> <p><i>Silke Frank, Rupprecht Consult</i></p>
15:30 – 16:00	<p>Concluding remarks</p> <p><i>Oliver Roider, Institute for Transport Studies, Vienna University of Natural Resources and Life Sciences (BOKU)</i></p>
16.00 onwards	Close of conference, followed by reception