

CiViTAS FORUM 2010

ANNUAL CONFERENCE • 27-29 SEPTEMBER • MALMÖ



SUSTAINABLE MOBILITY AND GROWTH...ACHIEVING BOTH

		Parallel Events ¹
ANCHOR DAY (MONDAY 27TH SEPTEMBER) <i>Rådhuset (Malmö City Hall), "Stortorget" Square</i>		
1400-1900	Conference registration	
Afternoon: 1500-1700	Site Visits (detailed on back page) A: Malmö by bike! B: Going Underground! Exploring Malmö's Citytunnel C: Alternative fuels gain momentum in Malmö D: Improving real-time public transport information	Political Advisory Committee Meeting (Closed Event)
Evening: 1900	Cocktail reception hosted by the Deputy Mayor of Malmö, Anders Rubin, at the Rådhuset (City Hall) on Stortorget - its 16 th century "big square."	
DAY 1 (TUESDAY 28TH SEPTEMBER) <i>"Orkanen," Malmö University College, Nordenskiöldsgatan 10, Västra hamnen (western harbour)</i>		
0830	Conference registration	
Morning: 0900-1000	Welcome Addresses: <ul style="list-style-type: none"> ▪ Ilmar Reepalu, Mayor, City of Malmö, Sweden ▪ Zoltan Kazatsay, Deputy Director-General for Mobility and Transport, EC ▪ Bruno Pereira, Vice-Chair, CIVITAS Political Advisory Committee <i>Chair: Kerstin Gustafsson, City of Malmö, Sweden</i>	
PRESS BRIEFING²/COFFEE BREAK		
1045-1130	Keynote Addresses: Sustainable Mobility and Growth: CIVITAS, cities and you <ul style="list-style-type: none"> ▪ <i>CIVITAS II at the Finishing Line</i> - Results, lessons learned and key messages. Don Guikink, coordinator of CIVITAS GUARD, DTV Consultants, The Netherlands ▪ <i>Innovation in Practice: Malmö</i> - The perspective of a CIVITAS II city. Christer Ljungberg, Trivector Traffic, Lund, Sweden ▪ <i>Tomorrow's World: The Future of Transportation in Urban Life.</i> Helle Lis Søholt, Co-Founder and CEO, Gehl Architects, Denmark 	
1130-1230	Panel and plenary discussion on sustainable mobility and growth with the contributions of the aforementioned speakers and Anders Rubin, Deputy Mayor, City of Malmö, Sweden <i>Chair for both sessions: Kerstin Gustafsson, City of Malmö, Sweden</i>	

¹ 1500-1700: CIVITAS Plus II Informal EC [Information Session/CIVITAS Marketplace](#) adjacent to conference registration

² An opportunity to meet for an open question & answer session with the Mayor of Malmö and the EC's Deputy Director-General for Mobility and Transport (MOVE). Venue: Havet room, Library, Orkanen, 5th floor



Parallel Events^{3 4 5}

BUFFET LUNCH ⁶		
<p>Afternoon: 1400-1530</p>	<p>Technical Session 1: Sparking the Market: Challenges to Bringing Alternative Fuels and Clean Vehicles to the Masses (Room ORD 1331)</p> <ul style="list-style-type: none"> ▪ Berlin-Potsdam - a model region for electro-mobility. Thomas Meissner, Berlin (DE) ▪ Major investment in biogas and public transport in Örebro, Sweden. Per Elvingson, Örebro (SE) ▪ Hydrogen-powered buses and their refueling infrastructure: Results from the HyFLEET:CUTE project. Klaus Stolzenburg, PLANET GbR Engineering and Consulting, Oldenburg (DE) <p><i>Moderator: Dagmar Gormsen, City of Malmö, Sweden</i></p>	<p>Roundtable Session 1: Active Travel: Mobility for Health (Room ORC 233)</p> <p><i>Moderator: Lee Parker, London Borough of Sutton, UK</i></p>
	<p>Technical Session 2: Improving Access to and Connecting Public Transport Modes (Room ORC 231)</p> <ul style="list-style-type: none"> ▪ Embracing tourists as a public transport strategic target. Claudio Mantero, Funchal (PT) ▪ ULTra PRT - Sustainable personal transport that waits for you. Nick Ford, ULTra PRT Ltd, Bristol (UK) ▪ Summary of experiences carried out within five CIVITAS cities. Anne Vicenzotti, CIVITAS CATALIST <p><i>Moderator: Stina Nilsson, City of Malmö, Sweden</i></p>	<p>Roundtable Session 2: Urban Mobility in an Aging Society: Old and on the Go (Room ORA 227)</p> <p><i>Moderator: Angelika Gasteiner, Salzburg AG, Austria</i></p>
<p>COFFEE BREAK</p>		

³ The following side events take place - by invitation only!

⁴ **1500-1630: "Politicians' Forum"** at the [Malmö Börshus](#), 'gamla börssalen' on Bagersplats, hosted by the Mayor of Malmö, Ilmar Reepalu, Roman Jakic, Chair of the CIVITAS Political Advisory Committee and Ms. Magda Kopczynska of DG MOVE, EC (with the media observing) to discuss the role of the public in ensuring transport measures' success. Chaired by Jan Wifstrand: media entrepreneur and CEO of Rapidus, and followed by a Group Photo. *NB: The venue is five minutes walk from Orkanen, opposite the Central Station*

⁵ **1645-1730: Turning Torso: Malmö from the 49th Floor** including an informal view of its harbour re-development programme (Journalist's "site visit") hosted by the Mayor of Malmö, Ilmar Reepalu in the presence of Ms. Magda Kopczynska of DG MOVE, EC, incl. interview opportunities

⁶ Lunch will be hosted in the same locale offering an exhibition of transport industry players, the media & CIVITAS projects.

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<p>Afternoon: 1600-1730</p>	<p>Technical Session 3: Demand-management strategies: Using Incentives and Disincentives to Achieve more Sustainable Urban Transport (Room ORD 131)</p> <ul style="list-style-type: none"> ▪ Innovative technology usage in historical cities. Leonardo Naldini and Stefania Papa, Perugia (IT) ▪ Mobility credit model as an innovative demand management strategy based on permissions. Claudia Podestà, Genoa, and Marco Troglia, Quaeryon srl (IT) ▪ Answers for livability in cities. Mattias Juhasz, TeRRaCe Ltd., Budapest (HU) <p><i>Moderator: Gerhard Ablasser, City of Graz, Austria</i></p>	<p>Roundtable Session 3: From Relic to Renaissance: The Resurgence of the Streetcar (Room ORC 223)</p> <p><i>Moderator: Magnus Fahl, City of Malmö, Sweden</i></p>
	<p>Technical Session 4: The Power of Persuasion: Communications and Planning Measures to Enhance Sustainable Transport (Room ORC 231)</p> <ul style="list-style-type: none"> ▪ Participative Communication Policy: The Gent Example. Fabian van de Velde. Gent (BE) ▪ The Ad Personam project: an innovative direct marketing campaign for the promotion of Local Public Transport (LPT). Andrew Varley, Lancashire County Council (UK) ▪ The Incentive-Zone: Influencing community-based behaviour in Enschede. Marcel Meeuwissen, Enschede (NL) <p><i>Moderator: John Porter, Interactions, Ireland & CIVITAS MIMOSA</i></p>	<p>Roundtable Session 4: From Pilot to Permanent Measures: the Legacy of CIVITAS (Room ORA 227)</p> <p><i>Moderator: Bernd Decker, Rupprecht Consult, Germany</i></p>
<p>Evening: 1900</p>	<p>Conference Dinner at the Malmö Opera and Music Theatre combined with the CIVITAS Award Ceremony (incl. media corner)</p>	



DAY 2 (WEDNESDAY 29TH SEPTEMBER)

“Orkanen,” Malmö University College, Nordenskiöldsgatan 10, Västra hamnen (western harbour)

<p>Morning: 0900-1030</p>	<p>Technical Session 5: Safety First: Technologies and Strategies to Enhance the Safety and Security of Sustainable Urban Transport (Room ORD 131)</p> <ul style="list-style-type: none"> ▪ Innovative integrated prevention programmes on public transport: community and youth-oriented prevention strategies. Tim Surmont, De Lijn East-Flanders (BE) ▪ The Strategy to Enhance Road Safety in Ústí nad Labem. Jiří Landa, Ústí nad Labem (CZ) ▪ Shifting the focus within accident analysis to improve safety for active modes. The thematic accident approach in Berlin, Germany. Hans-Joachim Becker, TU Berlin (DE) <p><i>Moderator: Liz Brooker, London Borough of Lewisham, UK</i></p>	<p>Roundtable Session 5: Meeting European Policy Targets on a Shoestring Budget (Room ORC 233)</p> <p><i>Moderator: Ruud Schuthof, ICLEI, Germany</i></p>
	<p>Technical Session 6: Promoting Lifestyles that are Less Dependent on Private Transportation (Room ORC 231)</p> <ul style="list-style-type: none"> ▪ Yes, it's possible: better mobility with fewer cars! Car-Sharing as element for a more attractive city. Michael Glotz-Richter, Bremen (DE) ▪ Click your way - Gathering empirical data on urban cycling to support planning process. Biba Tominc, Urban Planning Institute of the Republic of Slovenia (SI) ▪ Mobility Management Action in Brescia. Giandomenico Gangi, Brescia (IT) <p><i>Moderator: Adrian Webb, London European Partnership for Transport, UK</i></p>	<p>Special Session: Introducing the European Road Safety Charter (Room ORA 227)</p> <p><i>Moderator: Martine Aitken, European Road Safety Charter</i></p>
<p>COFFEE BREAK</p>		

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<p>1100-1230</p>	<p>Technical Session 7: Efficient Freight Logistics and New Concepts for Goods Distribution (Room ORD 131)</p> <ul style="list-style-type: none"> ▪ Efficient Freight Logistics in San-Sebastián. Iratxe Garcia, Instituto Vasco de Logística (ES) ▪ Beer Boat, Cargohopper: Innovative inner city distribution in Utrecht. Mark Degenkamp, Utrecht (NL) ▪ The Copenhagen-Malmö model for successful implementation of Urban Consolidation Centres. Carl-Magnus Carlsson, Mats Janné University of Malmö (SE) and Tanja Ballhorn Provstgaard, Municipality of Copenhagen (DK) <p><i>Moderator: Lisa Sundell, City of Goteborg</i></p>	<p>Roundtable Session 7: Public Bicycles: What's the Formula for Success? (Room ORC 233)</p> <p><i>Moderator: Brian Deegan, London Cycle Network+, UK</i></p>
	<p>Technical Session 8: The Well-Informed Traveller: Information & Communications Technologies to Aid Travel Decisions (Room ORC 231)</p> <ul style="list-style-type: none"> ▪ How to succeed with traffic information using real time traffic messages and statistics. Krister Nordland, Skånetrafiken (SE) ▪ Towards intelligent traffic management and control in the city centre of Skopje. Kostandina Veljanovska and Daniela Koltovska Necoska, St. Kliment Ohridski University, Bitola (MK) ▪ ITS 2.0 - User-based planning and implementation. Andrew Nash, Vienna Transport Strategies (AT) <p><i>Moderator: Karen Vancluysen, POLIS</i></p>	<p>Roundtable Session 8: Mobility for Social Inclusion: Ensuring Good Transport Opportunities for All (Room ORA 227)</p> <p><i>Moderator: Vanessa Holve, EURO CITIES</i></p>
<p>BUFFET LUNCH</p>		<p>Parallel Event</p>
<p>Afternoon: 1400-1530</p>	<p>Closing Plenary incl. Conclusions on achieving both sustainable urban mobility and growth with a short plenary discussion.</p> <ul style="list-style-type: none"> ▪ Reflection and report back on the parallel sessions: Christer Ljungberg, Trivector ▪ Forthcoming perspectives: Magda Kopczynska, Head of Unit, DG MOVE ▪ CIVINET: National and regional CIVITAS networks: José María Díez, Project Coordinator, City of Burgos, Spain ▪ Closing statements: Anders Rubin, Deputy Mayor, City of Malmö, Sweden ▪ Announcement of the next CIVITAS Forum host city: Chair, CIVITAS PAC ▪ Welcome address by the next CIVITAS Forum host city <p><i>Chair: Kerstin Gustafsson, City of Malmö, Sweden</i></p>	



<p>1600-1800</p>	<p>Site Visits⁷ (repeat)</p> <p>A: Malmö by bike! <i>This two and a half-hour tour for approx. 40 cyclists in four groups of ten will combine an introduction to Malmö’s new sustainable housing area Västra Hamnen (Western Harbour) and highlight the efforts Malmö has undertaken with the support of CIVITAS SMILE to nurture alternate modes of transport via bicycle prioritisation, monitoring and..pumps!</i></p> <p>B: Going Underground! Exploring Malmö’s Citytunnel <i>The City Tunnel will provide a 17-kilometre rail link that runs between Malmö Central Station and the Oresund Line (Oresund Bridge). Six kilometres of new railway runs underground through the city centre and this tour will offer appx. 50 persons an opportunity to see inter-modality “under construction” as well as to visit Hyllie station shortly before it opens in Dec. 2010.</i></p> <p>C: Alternative fuels gain momentum in Malmö <i>Malmö has undertaken steps to meet the EU target of 10 percent transport fuel provided by biofuels by 2020, by switching its buses to biogas. This tour will visit a biogas production plant and the E.ON biogas upgrade and refuelling station for city buses. The tour is for appx. 50 persons and will encompass newly launched city electrical charging stations for citizens’ electric vehicles too.</i></p> <p>D: Improving real-time public transport information <i>Since CIVITAS SMILE and the introduction of a series of new Malmö bus routes, passenger numbers have steadily increased. Skånetrafiken, that company responsible for public transport across the region of Scania is now turning its attention toward improving customer information. This tour, for appx. 50 persons will highlight real-time information transmission to bus-stops and cell phones, and e-ticketing examples.</i></p>
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⁷ The site visits on the Anchor Day will depart from the City of Malmö’s Rådhuset (City Hall) at “Stortorget” square in Malmö’s town centre; on Day 2 from the Forum venue; Orkanen.



TECHNICAL SESSIONS

The eight Technical Sessions will broadly take the eight categories of CIVITAS that have structured the programme to date as their starting point and will share leading innovations in these fields that will contribute to sustainable urban mobility and growth. Following an introduction on the category by the moderator, speakers from each phase of the CIVITAS Initiative will present examples (via ppt) of specific measures' success. Related contributions from those not involved in CIVITAS will also be shared, with the overall aim being to exchange good practice, successful business models and proven technologies. During the course of 90 minutes, emerging challenges within the discipline will also be mapped, with the moderator inviting the 80 or so participants to help answer a handful of pertinent questions that will also record suggestions for upscaling and exploitation (see the session descriptions below for further details). Conclusions of all sessions will be captured and in a single powerpoint slide, that will be fed into the final plenary session: Achieving both Sustainable Urban Mobility and Growth, by Christer Ljungberg of Trivector Traffic, Lund, Sweden.

Technical Session 1: Sparking the Market: Challenges to Bringing Alternative Fuels and Clean Vehicles to the Masses

CIVITAS encourages the greater use of vehicles that run on alternative fuels, such as biogas, hydrogen and compressed natural gas, as well as hybrid vehicles because of their low contributions to local air pollution and global greenhouse gas emissions. This session will focus on:

- Challenges in terms of infrastructure to support alternative vehicle use;
- The prospects for technological breakthroughs to make them more practical and environmentally friendly; and
- Recommendations for strategies that cities can take to stimulate the market for alternative fuels and clean vehicles (e.g. clean and joint public procurement).

Technical Session 2: Improving Access to and Connecting Public Transport Modes

In order to achieve a shift away from “monomodal” private-car transport, it is necessary to improve access to public transport and the connections between different modes of transport. This can be achieved through synchronisation of network timetables; construction of multimodal interchanges; integration of ticketing schemes; and improved cooperation between authorities and operators.

This session will examine:

- Possible achievements in terms of modal shift from private car use;
- Challenges for public administrations in fostering cooperation necessary for intermodality; and
- Innovative efforts and enhancements of intermodal passenger transport that can be scaled up and replicated.

Technical Session 3: Demand-management strategies: Using Incentives and Disincentives to Achieve more Sustainable Urban Transport

Urban passenger transport can be made faster and more efficient through the creation of economic (dis)incentives, regulatory measures (including zoning and spatial planning), and tele-services. This session will explore:

- Challenges in using parking tariff systems as a demand-management tool;
- The use of reduced-speed zones to discourage and/or calm motor traffic; and
- Useful innovations in the field of road-user charging that might be scaled up or replicated in other cities.



Technical Session 4: The Power of Persuasion: Communications and Planning Measures to Enhance Sustainable Transport

Cities can bring about more efficient urban transport by influencing travel behaviour and modal choice through mobility-management plans, marketing, communication, education and information campaigns. This session will look at soft measures to enhance sustainable transport, including sustainable urban mobility plans, a priority activity in the EC's Action Plan for Urban Mobility. The session will look into:

- Innovative communications strategies that can be recommended to other cities;
- The role the private sector and citizens can play in the development and implementation of sustainable urban mobility plans; and
- Recommendations in terms of training and capacity building for cities to embark on a sustainable urban mobility plan.

Technical Session 5: Safety First: Technologies and Strategies to Enhance the Safety and Security of Sustainable Urban Transport

This session looks at ways to enhance the safety of users of different modes of transport, and also at security issues connected to public transport. Authorities and public transport operators can address these concerns through infrastructure improvements, surveillance systems, deployment of security personnel and communications efforts among others. This session will explore such issues as:

- Challenges in reducing crime on public transport and maintaining system attractiveness; and
- Strategies to enhance road safety for cyclists and pedestrians;
- Cost-effective ways to security problems that can be scaled up or replicated elsewhere.

Technical Session 6: Promoting Lifestyles that are Less Dependent on Private Transportation

This session looks at innovations that help city dwellers reduce their reliance on private cars. These solutions can include mobility services based upon clean and energy-efficient vehicle fleets; car-free housing; sustainable leisure and recreation; shared use/ownership of cars; and motorised two-wheelers and bicycles. The key advantages of such approaches are the public benefits of cleaner air and safer streets and personal benefits of incidental exercise. Focus topics will include:

- Successes and achievements in realising less car-intensive lifestyles;
- Challenges in promoting lifestyle alternatives such as car-pooling/sharing schemes and active travel to children and the elderly; and
- Recommendations for increasing the adoption of such innovations within transportation planning.

Technical Session 7: Efficient Freight Logistics and New Concepts for Goods Distribution

Freight transport is a significant contributor to local air pollution as well as traffic congestion. However, the circulation of goods around the city is essential to the vitality of the economy and the population. This session will discuss:

- Challenges in implementing time, zone and vehicle class restrictions;
- Innovative ideas for reducing emissions from freight vehicles, including the deployment of trucks running on electricity and on alternative fuels as well as hybrids; and
- Recommendations for ways that cities can encourage better efficiency in goods delivery in order to reduce the number of freight trips.



Technical Session 8: The Well-Informed Traveller: Information and Communications Technologies to Aid Travel Decisions

Intelligent transport systems (ITS) can make transport services more efficient, more predictable, and easier to use - giving it a valuable selling point in a European market where most urban travelers choose the car. ITS systems enable travelers to get up-to-the-moment information on vehicle arrival times, allowing them to make rational route selection. Travellers with mobile devices can access system data to plan connections and get tourism information and cyclists can plot safe routes with online travel planners. For public transport operators, ITS is a tool to track vehicle location to ensure schedule adherence and enhanced security. This session will look into:

- The state-of-the-art in public transport telematics and the benefits of such systems in terms of efficiency gains in the system;
- Challenges in implementing ITS systems; and
- Impacts on customer satisfaction with ITS services and recommendations for upscaling or replication.

ROUNDTABLE SESSIONS

Roundtables will explore and develop ideas important to future innovation within CIVITAS that will contribute to sustainable urban mobility and growth. They may flag up new topics (e.g. innovative measures), or suggest actions to support the take-up and exploitation of existing results. They may even propose new policy or regulatory initiatives. Not as transient as a “speed café” nor as formal as a panel discussion, roundtables will be the occasion for a small group of 20-25 Forum participants: mobility experts and city practitioners, to enjoy vivid “multi-way” discussion and interaction (there will be no use of powerpoint). During the session, the moderator will ‘steer’ discussion towards answering a handful of pertinent questions that will also record suggestions for upscaling and exploitation (see the descriptions below for further details). Conclusions of all sessions will be captured in a single powerpoint slide and will be fed into the final plenary session: Achieving both Sustainable Urban Mobility and Growth, by Christer Ljungberg of Trivector Traffic, Lund, Sweden.

Roundtable Session 1: Active Travel: Mobility for Health

In addition to the community benefits of cleaner air and safer streets, sustainable transport offers personal benefits of incidental exercise -- the kind you get when you're not even working out. The European Commission's Action Plan for Urban Mobility supports transport activities that can address such problems as respiratory ailments, obesity, cancer and injuries. And health was the focus of this year's European Mobility Week. But what challenges do cities face in promoting the health benefits of sustainable transport? What best practices can be recommended for promoting active travel in Europe and abroad? And what approaches can be recommended for promoting active travel to different age groups, including children and the elderly?

Roundtable Session 2: Urban Mobility in an Aging Society: Old and on the Go

The babyboom generation is nearing retirement and it is predicted that this generation will continue to use cars well into their golden years. Eurostat statistics show that older people on holiday make the most and longest trips (Eurostat, 2008b) of European travelers. They will also benefit from alternative transport modes that meet their individual needs, supported by intelligent land-use planning to provide the necessary services and facilities for elderly people in their neighbourhoods (OECD, 2001). This session will ask, what are the characteristics of an urban transport system that works well for the elderly? What challenges do European cities face in addressing the coming demographic shift? Are there replicable examples from CIVITAS cities for better serving elderly travellers?

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Roundtable Session 3: From Relic to Renaissance: The Resurgence of the Streetcar

Tram networks, once seen as an outmoded means of urban transport, are undergoing a renaissance. Throughout Western Europe, cities that tore out their streetcar lines in the postwar years to make room for cars are now bringing them back. In Central and Eastern Europe, where trams have largely been kept in place, cities are reinvesting in and updating their systems. With streamlined profiles and lowfloor access, modern trams and lightrail networks offer the advantages of high capacity, priority right of way, comfort and efficiency. Some cities see them as an emblem of forward-thinking transport. This session will look at:

- The spatial and financial challenges of retrofitting new tram systems onto urban road networks;
- The comparative merits of streetcars with alternative systems of public transport; and
- Recommendations on strategies for going forward with tram implementation.

Roundtable Session 4: From Pilot to Permanent Measures: the Legacy of CIVITAS

As an initiative involving cities as “living laboratories,” CIVITAS is concerned with the impacts of its demonstration projects and with the lessons they impart and the future work they inspire. With CIVITAS nearing its 10th year, this session will look at examples of past demonstration cities that have followed through on CIVITAS measures by instating them as permanent features of their transport systems. It will look at challenges that CIVITAS cities have had in disseminating lessons learned to other cities. And it will produce recommendations for monitoring project results and reporting on findings.

Roundtable Session 5: Meeting European Policy Targets on a Shoestring Budget

Policy targets for European cities are becoming more and more ambitious (sustainable urban transport plans being the newest alongside others such as disabled persons’ access to public transport). Yet the economic crisis continues to diminish EU member cities’ credit ratings, cash-flow and revenues. So are long term returns with reduced resources “mission: impossible”? Or are there alternative revenue streams still to be tapped? For instance, charging car users the external tolls they impose on the environment and society, or leveraging European sources of funding to complement a city’s own resources (e.g. European Investment Bank; the EBRD; the EC through CIVITAS, its cohesion and structural funds and IEE/ELENA)? This session invites city representatives to: demonstrate how they’ve tackled policy targets during the economic downturn, discuss challenges and obstacles in realizing sustainable mobility investments to this end, and recommend ways that the EC can assist cities in realizing long term benefits.

Special Session: Introducing the European Road Safety Charter

The European Road Safety (ERS) Charter is an EC initiative aimed at halving the number of road fatalities in Europe. Launched in Jan. 2004, by May 2010, 1,800 entities - companies of all sizes, local authorities and associations - had signed the Charter. This interest has helped establish the charter as the biggest source of good practices in road safety in Europe. This session will share information on the movement and its innovations and approaches to address behaviour, vehicle safety and infrastructure safety. It will invite CIVITAS Forum participants to relate how they themselves have tackled the issue of road accidents, and discuss challenges and obstacles to further reducing road fatalities and injuries. Suggestions for future innovations that could further help reduce casualty numbers will also be heard, considering that the EC’s next Road Safety Action Programme is due before the end of 2010. *NB: An ERS Charter signing event could follow the session, contingent on expressions of interest from potential signatories (cities & regions) to: secretariat@civitas.eu.*

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Roundtable Session 7: Public Bicycles: What's the Formula for Success?

Bike sharing systems, also known as public bicycle rentals, offer travellers a sustainable means of circulating in the city without the worry of caring for the bike while not in use. The schemes have become trendy globally, with a reported 160 systems operating worldwide at the end of 2009. While bike sharing has spurred dramatic increases in cycling levels in some cities, there are numerous challenges in terms of theft and vandalism, ensuring reliable levels of service, and financial sustainability. This session will look at the particular challenges of implementing small-scale systems and ask whether bike-sharing schemes must meet a certain size threshold to impact travel behaviour. It will also seek to recommend basic DOs and DON'Ts for cities seeking to implement their own systems, and will examine efforts to fit such systems into the larger city transport network with ticketing integration and inter-operability strategies.

Roundtable Session 8: Mobility for Social Inclusion: Ensuring Good Transport Opportunities for All

In order to fully participate in society, people need access to employment, schools, health care providers, shopping, social and recreational facilities and more. This requires mobility. Unfortunately, many people are less mobile than they would like to be because they can't afford the available means of transport; their neighbourhoods are underserved by transport; they are intimidated by the lack of security of the available options; or are physically isolated due to sprawling development patterns. Cities can take proactive steps to ensure wider access to mobility by increasing public transport services in areas of low car ownership, improving bicycle and pedestrian access to neighbourhoods and identifying other particular needs in neighbourhoods where mobility is hampered. This session will identify the main obstacles to enhancing transport for better social inclusion. What innovative ways can transport systems better address social exclusion? What recommendations can cities offer for better cooperation between transport authorities and companies and other stakeholders to foster social inclusion?