

4th édition

#JEMS18

La **MOBILITÉ** dans les villes
Européennes



© Jérôme DORKEL, Eurométropole de Strasbourg

Program

Version provisoire

How to integrate shared services into urban mobility offer?

From 28 to 30 november 2018
Strasbourg (France)



PARTNERS:



In collaboration with :



This event is organized by Cerema (Centre for Studies on Risks, Environment, Mobility and Urban Planning) and CNFPT (National Institute of Territorial Studies). “Compare to understand” and “understand to act” is the aim of this meeting which targets public and private actors of mobility. The exchanges will be based on implementations and experimentations presented by European decision makers, experts and engineers.

All debates and presentations will be translated into English.

Wednesday, 28 November 2018

13h30 *Welcome*

14h00 **Opening address**

Robert Hermann – Director of Eurometropole of Strasbourg
Véronique Robitaille – Assistant Director General of CNFPT
Pascal Bertheaud – executive director of Cerema

Session 1 **GENERAL GUIDELINES** facilitator : Benjamin Marcus – GART

14h30 **Shared mobility : the point of view of the European Parliament**

Karima Delli – Présidente de la commission « Transports et Tourisme » du Parlement Européen*

15h00 **Individual modes, public transport, shared mobility : a story of mobility policies**

Pierre-Henri Emangard – Mestrans

15h30 *Coffee Break*

15h45 **Bike-sharing scheme Velhop in Strasbourg**

Camille Janton – Eurometropole of Strasbourg

16h15 **Integrating car-sharing in urban transport systems in the UK**

Alistair Kirkbride – Directeur Executif de CoMoUK*

16h45 **Developing carpooling in a cross border territory : example of Jurassic Arc region**

Nicolas Mercat – Inddigo

17h15 **Implementing transport services adapted to territory**

Jean Robert – Cerema

18h00 *Closure*

19h00 *Reception at the City Hall of Strasbourg*

Thursday, 29 November 2018 (morning)

08h30 *Welcome*

Session 2 **SYSTEMIC AND OPERATIONAL APPROACH** facilitator : Christine Peyrot – Transdev

09h00 **Mobility Pass in Strasbourg**

Camille Janton – Eurometropole of Strasbourg

09h30 **Observatory of shared mobility in Italy**

Massimo Ciuffini – leader of Sustainable Mobility of sustainable development foundation

10h15 **Implementation of car-sharing in Montreal**

Marco Viviani – Communauto Inc

11h00 *Coffee Break*

11h15 **Integrating shared transport in carbon-free society**

Laura Foglia - Project manager “low carbon mobility” - the shift project

11h45 **Multi-modal information et multi-operators services in Madrid**

Sergio Fernández Balaguer – project manager “sustainable mobility” Empresa municipal de tranportes de Madrid

12h15 *Lunch Break*

* To confirm

Thursday, 29 November 2018 (afternoon)

Session 3 GOVERNANCE AND NEW ACTORS facilitator : Gunnar Heipp – UITP

- 13h45** **New actors in mobility scope**
France Digitale*
- 14h15** **The collaborative economy in mobility systems**
Laura Brimont – Research Fellow, Cities and Mobility - Institute for Sustainable Development and International Relations
- 14h45** **Financing shared vehicles services**
Seban & Associéss – law firm
- 15h15** *Coffee Break*
- 15h30** **The role of public authorities**
Benoît Bellec - deputy chairman of French communities assembly in charge of mobility – executive director of Concarneau urban community
- 16h00** **Labelling and partnerships**
Cerema Centre-Est*
- 16h30** **Data management for shared mobility services**
Julien Honnart – director of Klaxit
- 18h00** *Closure*

Friday, 30 November 2018

08h30 *Welcome*

Session 4 PERSPECTIVE AND PROSPECTIVE facilitator : Cerema

- 09h00** **Feedback of the exchanges by 2 great observers**
Cristina Pronello – Professor at the Compiègne university of technology
Pablo Salazar Ferro – Independent urban planner
- 10h30** **Round table discussion**
Jean-Baptiste Gernet – delegated counsellor in Eurometropole of Strasbourg, deputy leader in Strasbourg, in charge of alternative mobilities
Yann Mongaburu – vice president of “syndicat mixte des transports en commun” in Grenoble agglomeration
Marie-Claude Dupuis – Director Strategy, Innovation et Development RATP
Marie Cheron – in charge of mobility for Foundation for nature and human
Michel Quidort – director of European passengers’ federation
Christian Curé – director of Cerema Territories and city
- 12h00** *closure*

Places for lunch and visit during the afternoon are limited to the 50 first persons registered.
Thanks to think about it when register your participation.

12h00 *Lunch Break*

- 13h50** **Visit by bike of Presqu’île Malraux, Danub and 2 rives quarter**
(estimated time 2h) Jean-Baptiste Alberico – chef de projet au service des Projets urbains de l’Eurométropole de Strasbourg
Pierre-Marie Garnier – Chargé de mission énergie à l’Eurométropole de Strasbourg
Alice Fremeaux – Responsable du développement à la SPL Deux Rives Strasbourg

REGISTRATION / ACCESS

Online registration

Form and registration modalities are available [online](#).

Rate

A financial contribution of **70 Euros** is required, except for students, speakers and journalists.

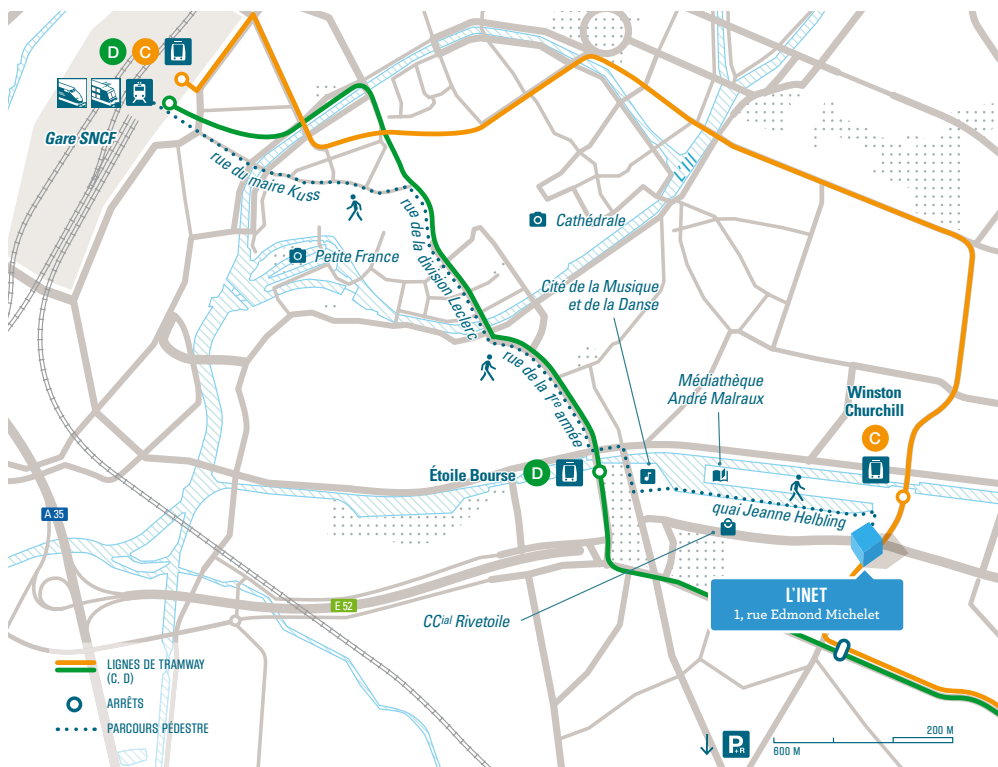
Deadline for registration: 19 november 2018

TO REGISTER 

ACCESS MAP

Institut national d'études territoriales (INET)

1, rue Edmond Michelet - Strasbourg (dans le quartier de la presqu'île à Malraux)



Accès :

En tramway : depuis la gare
- tram C, direction Neuhof, arrêt Winston Churchill (17 minutes)
- tram D, direction A. Briand, arrêt Étoile - Bourse. Longer ensuite le centre commercial Rives Étoile jusqu'au cinéma.