



## *Invitation*

*June 1 to 3, 2014  
Stuttgart*

*City on the move  
Rethinking and  
implementing mobility*

7th International Congress  
Cities for Mobility



## Dear Cities for Mobility Friends,

For many years in urban planning the maxim was to separate the various areas spatially: areas for working, living, leisure, consumerism and education. A central consequence of this maxim

was an increase in mobility and traffic, in an effort to connect these separate areas. This growing need for more mobility was, at the end of the day, met with the construction of more roads.

The car-friendly city also shaped our way of thinking. "We are too obsessed with arriving," is as Leon Wieseltier puts it in his essay "The Art of Wandering". With the enormous spread of automotive mobility, arriving – reaching a destination – became easy, comfortable and fast. However, nowadays it is difficult to keep what that product actually promised. For many people mobility means polluted air, noise, traffic jams and stress. All over the world under the

generic term "Sustainable mobility" people are seeking ways to get out of this traffic chaos, but more often than not, we fall back into the old patterns and respond to the new questions with old answers.

Is it enough to build more cycle tracks and foot paths, to improve local public transport and offer a more intelligent control of traffic? Or do we have to make a fundamental make-over of our idea of City and Mobility? Is it not time to think more about the "software" of our cities, that is, about behaviour, networking, communication, intelligent incentive systems and, most of all, about how we can improve our citizens' quality of life.

I would like to invite you to join us and some very bright minds from all over the world to discuss how we can make mobility and our cities more humane.

Yours sincerely,  
Fritz Kuhn  
Mayor of Stuttgart

## Program

Sunday, June 1, 2014

7.00 pm

### Welcome Get-together at City Hall Stuttgart

Venue: City Hall Stuttgart (Rathaus),  
Roof terrace, 4th floor  
Marktplatz 1  
D-70173 Stuttgart

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# Program

Monday, June 2, 2014

## City on the move Rethinking and implementing mobility

**From 8:00 am**

### Registration

*City Hall / Rathaus, 3rd floor*

**9:00 am**

### Moderation and introduction

*Kathleen Elsig (Switzerland)*

*Smartmove*

**9:05–9:30 am**

### Opening speech

### Rethinking and implementing mobility in Stuttgart

*Fritz Kuhn*

*Mayor of Stuttgart*

**9:30–10:00 am**

### Active mobility – Cities for people

*Lars Gemzoe (Copenhagen, Denmark)*

*Architect and urbanist, Gehl Architects*

**10:00–10:30 am**

### The transformation of Rosario – More mobility, More quality of life

*Mónica Alvarado (Rosario, Argentina)*

*Sub-secretary of Mobility and Safety,  
Director of the Entity of Mobility*

**10:30–11:00 am**

### Coffee break

**11:00–11:30 am**

### Achieving sustainable mobility through intelligent municipal policies

*Klaus J. Beckmann (Germany)*

*President of the Academy for Spatial  
Research and Planning (ARL)*

**11:30 am –12:30 pm**

### Discussion with the audience

*Introduction to parallel workshops*

**12:30–1:45 pm**

### Lunch

**1:45–4:30 pm**

### Parallel Workshops

- 1) Avoid:** New ways of urban planning; working and housing; city of proximity; mobility behaviour
- 2) Shift:** Strategies for shifting motorized individual traffic to public transport; cycling and walking; mobility management; intermodal transport services
- 3) Improve:** Traffic management and mobility management; e-mobility; city-logistics
- 4) Trainig Workshop GIZ:**  
*Providing Priority for sustainable Urban Transport Modes*  
Successful planning examples and tools regarding pedestrian mobility; integrated cycling networks; public transport

**4:30–5:00 pm**

### Plenary session: Impressions from the workshops and conclusions

**5:00–5:15 pm**

### Cities for Mobility: Current situation and outlook

*Patrick Daude*

*Coordinator Cities for Mobility*

**6:00 pm**

### Joint transfer to evening event

Meeting point: City Hall entrance

**7:00 pm**

### Evening event

Kursaal Bad Canstatt

# Program

Tuesday, June 3, 2014

## City on the move Rethinking and implementing mobility

**8:30–9:00 am**

**Morning coffee**

**9:00–9:45 am**

**Behaviour and mobility culture  
for sustainable cities**

*Jonathan Daly (Australia)*

CEO Mutfung

**Sustainable mobility in practice:**

**An example from Stuttgart**

*Christian Riethmüller (Germany)*

CEO Osiander Bookstore

**9:45–10:45 am**

**Coffee break with poster  
presentation**

**10:45 am–12:15 pm**

**Transformation of cities in Latin  
America using the examples of  
Bogotá and Medellín in Colombia**

*Carlos Pardo (Bogotá, Colombia)*

Director of the foundation Despacio

**Sustainable mobility and urban  
planning in Scandinavian cities**

*Tom Rye (Sweden)*

University of Lund, Professor of  
Transport Policy, Transport and Roads  
Department

**Discussion with the audience**

(followed by practical information about  
the afternoon program)

**12:15–12:30 pm**

**Closing words**

*Fritz Kuhn*

Mayor of Stuttgart

**12:30–2:00 pm**

**Lunch**

**In the afternoon**

**Tours and visits**

Car2go, Intermodal City Tour, Mercedes-  
Benz Museum Stuttgart, Porsche plant  
Stuttgart-Zuffenhausen, walking through  
the city centre



### Workshop I

#### » *Avoid*

Sustainable mobility can be created if we can manage to avoid motorized private transport. This is possible for example with land use planning and housing development concepts that concentrate on short distances, for instance between work and home. With a good and safe network of footpaths and amenities close-by to meet everyday needs, active mobility is possible with less usage of car.

### Workshop II

#### » *Shift*

Sustainable mobility can be achieved if we shift from the private car to public transport or walking and cycling. We can do this for example by giving priority to local traffic through attractive intermodal and multimodal offers, such as car and bike sharing, through first-class information when it comes to choosing a means of transport, and through incentives, such as job tickets as well as an increase in the awareness for the needs of pedestrians and cyclists.

### Workshop III

#### » *Improve*

Sustainable mobility can be achieved if we manage to control the traffic more efficiently, thus reducing traffic jams and pollutants. We can optimise the flow of traffic by means of telematics, information and logistical concepts and the stationary traffic by parking management. We are making an important contribution to this, insofar as we are using more electro-mobility both at private and public level.



### Training Workshop GIZ:

#### » Providing Priority for sustainable Urban Transport Modes

Successful planning examples and tools regarding

- sidewalks; safe crossings; pedestrians first
- integrated cycling networks
- buslanes; signaling priority for high capacity corridors (BRT)



## Venue

City Hall of Stuttgart,  
Marktplatz 1, 70173 Stuttgart

## Registration

Please send the enclosed registration form via fax or e-mail to the Coordination Office by **May 5, 2014, at the very latest by May 12, 2014**. Online registration is available at: [www.cities-for-mobility.org](http://www.cities-for-mobility.org)

Together with our partners:

### Premium Partners

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## Fee

**Attendance is free of charge.** The costs of travel and hotel accommodation must be covered by the participants themselves.

## Practical information

See the reverse of the enclosed registration form.

### International Partners



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LA VILLE  
EN  
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cities for  
mobility

## Contact

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