

## Practical Information

Please arrive at the venue **30 minutes** in advance as registration and security checks at the European Economic and Social Committee will take some time.  
Welcome coffee will be provided after registration.

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FOR INNOVATIVE TRANSPORT SOLUTIONS



European Economic and Social Committee

Venues: 29 and 30 November 2011

Please consult the conference programme for exact information on venue and room



**1**  
European Economic and Social Committee  
(main venue for 29-30 November 2011)  
Room JDE 61, 62, 63  
Rue Belliard 99  
1040 Brussels  
Metro station:  
Malbeek or Schuman (line 1 or 5)  
Bus stop: Luxembourg  
[www.eesc.europa.eu/?i=portal.en.contact-info](http://www.eesc.europa.eu/?i=portal.en.contact-info)

**2**  
International Press Centre  
"Residence Palace"  
(venue for certain sessions on 29 November 2011 only)  
Room Maalbeek  
Entrance:  
Chaussée d'Etterbeek  
Rue de la Loi 155  
1040 Brussels  
Metro station:  
Schuman (line 1 or 5)  
Bus stop: Schuman  
[www.presscenter.org](http://www.presscenter.org)

**3**  
European Economic and Social Committee  
(venue for 1 session on 30 November 2011 only)

Room TRE 7701  
Rue de Trèves 74  
1040 Brussels  
Metro station:  
Malbeek or Schuman (line 1 or 5)

**4**  
Polis office  
(venue for 1 session on 30 November 2011 only)

Rue du Trône 98  
1050 Brussels  
Metro station: Trône  
Bus stop: Luxembourg  
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European Economic and Social Committee

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In 2009, the EESC was awarded the prestigious «Ecodynamic Enterprise» label by the Brussels Institute for Management of the Environment (IBGE), obtaining 3 stars, the highest level possible. This label rewards organisations for good environmental performance.

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# 2011 Annual Polis Conference

Polis & the European Economic and  
Social Committee

Innovation in Transport  
for Sustainable Cities  
and Regions

Brussels, 29 and 30 November 2011



Tuesday,  
29 November  
2011



8.30\_ Registration and welcome coffee

9.15\_ Welcome by Polis, Jörn Marx, presidency of Polis, and Stéphane Buffetaut, Veolia, President of the TEN section, European Economic and Social Committee (JDE 62)

9.45\_ Opening Plenary Session (JDE 62)

**Answering ambitious policy objectives, the Strategic Transport Technology Plan**

Fotis Karamitsos, Director Innovative and Sustainable Mobility, European Commission DG MOVE

**Roundtable discussion** with the participation of Stéphane Buffetaut, Economic and Social Committee, Members of the European Parliament and representatives from European cities and regions

**European research activities on urban and regional transport**

Dr Andras Siegler, Director, European Commission DG RTD

**The future of urban mobility**

Patrick Oliva, Director Perspectives and Sustainable Development, Michelin

11.00\_ Coffee Break

## 11.30\_ **Parallel Sessions 1**

### A. Looking to the future – the role of ICT to support seamless and sustainable travel

#### **Take your card and leave your car!**

Elio Catania, ATM, Milan

#### **Are we all connected? The transport sector's quest for beneficial social media strategies**

Daniel Kerpen, University of Kaiserslautern

#### **The benefit of EGNOS in urban transport**

Philippe Hamet, European Commission

#### **Multimodal driving with car and public transport**

Pim Grol and Bram Munnik, Fourtress/reisinformatiegroep 9292

### B. Vulnerable road user needs and communication on road safety

Chair: *Raymond Hencks, European Economic and Social Committee*

#### **Safer Mobility for Elderly Road Users) (SaMeRU)**

Paul Mathieson, Southend-on-Sea Borough Council and Adrian Dean, Atkins

#### **European safety urban motorcycling**

Veneta Vassileva, ACEM

#### **Educating our most vulnerable: teens and adolescents**

Aisha Siahajja, Noord Brabant Province

#### **ROSYPE: a unique road safety awareness campaign led by Michelin**

Patrick Ozoux, Michelin

### C. Roundtable – Supporting sustainable transport planning

In its white paper "Roadmap to a single European Transport Area", the European Commission has clearly shown support for sustainable urban mobility plans. This roundtable will provide concrete examples of mobility planning in Europe's urban areas. The question of the role of the European Commission to encourage sustainable urban mobility plans, and of the incentives which can be used for this purpose, will be discussed.

**With the participation of the European Commission, the European Economic and Social Committee, representatives from cities and regions and key stakeholders, including Dávid Vitézy CEO, BKK (Centre for Budapest Transport), Jean-Christophe Monnet, STIF-Île de France, Dr Matthias Mohaupt, City of Dresden.**

Following the session, a short summary document will be produced which will highlight the most important points brought up in the discussion.

Only participants who have received confirmation of their registration to the roundtable will be able to attend this session.



### D. Integrating public transport in the urban mobility system

Chair: *Krzysztof Kamienecki, European Economic and Social Committee*

#### **Changing a railway station into a multimodal and multifunctional transport node including coordinated city development – the case study of Linz**

Roman Klementschatz, Institute for Transport Studies (Boku)

#### **Integration of the Dresden tram system and its stopping points into different urban spaces**

Axel Wittstock, City of Dresden

#### **Back to the future! Trolleybuses – the smart solution for Europe's urban public transport**

Johann Kogler, Salzburg AG for Energy, Transportation and Telecommunication

13.00\_ Lunch

## 14.30\_ **Parallel Sessions 2**

### A. Innovative solutions for urban freight

Chair: *Stefan Back, European Economic and Social Committee*

#### **The future for freight transport – is technological innovation necessary for increased efficiency? An investigation of the Irish freight sector**

Eoin Farrell, National Transport Authority (Ireland)

#### **Distribution systems – optimising sustainability**

Soren Hylstrup Larsen, Eurocommerce

#### **Cooperative systems: enabling beneficial freight partnerships**

Nuno Rodrigues and Jaap Vreeswijk, Peek Traffic

## B. Tools and methodologies to promote soft modes

Chair: Paul Curtis, London European Partnership for Transport

### Reasons for the success of Dublin's bike scheme

Lord Mayor of Dublin Andrew Montague

### Making Walking Count – an international benchmarking tool to measure local walking activity and community walkability to ensure cost effective investment

Bronwen Thornton, Walk 21

### ICT applications for safe cycling in Europe

Marjolein de Jong, IMOB

### EPCA Programme: the evaluation of pedestrian crossings from a safety perspective

Antida Aversa, Automobile Club Italia

## C. Roundtable – ITS benefits and evaluation

Moderator: Michael Aherne, National Transport Authority (Ireland)

One of the barriers to ITS deployment is the lack of evidence on impacts and benefits in relation to policy. ITS is not systematically evaluated against the key transport policy objectives at local, national and European level. This lack of an evaluation culture (compounded by the absence of a common evaluation framework) makes it difficult for decision-makers to take informed decisions. This session will bring together ITS experts, practitioners and decision-makers to debate what actions can be taken to overcome this situation, building on the tools and methodologies that have already been developed in projects such as CONDUITS and 2DECIDE.

With the participation of Gerbrand Klijn, Noord Brabant Province; Pierre Schmitz, Brussels Capital Region; Pawel Stelmaszczyk, ITS Unit, European Commission, Martin Böhm, Austriatech; Richard Harris, ACS Inc; Dietrich Leihns, KapschTrafficCom

Following the session, a short summary document will be produced which will highlight the important points brought up in the discussion.

Only participants who have received confirmation of their registration to the roundtable will be able to attend this session.



## D. Buses with a high level of service – Fundamental characteristics and recommendations for decision-making and research (COST TU 0603 action final event)

Location: JDE 62

### Presentation of the analysis of 35 schemes of bus with a high level of services from across Europe.

Results will present barriers, lessons and recommendations for decision-makers. With the participation of the following speakers:

Chair: Brendan Finn, ETS Ltd

### BHLS, a wide spectrum of solutions

François Rambaud (CERTU) and Arno Kerkhof (UITP)

### Nantes, a new network concept

Sebastien Rabuel (Nantes Metropole)

### Cambridge, the guided system, now open for business

Bob Menzies (Cambridgeshire transport)

### COST BHLS: results and recommendations

Odile Heddebaut (IFSTTAR)

16.00\_ Coffee Break

## 16.30\_ Parallel Sessions 3

### A. Improving the efficiency of urban goods distribution

Chair: Alberto Preti, Institute for Transport and Logistics

### FILET: Integration of public transport facilities in the urban supply chain

Joël Danard & Xiaoning Yang, RATP

### Urban Freight Distribution, the new Green Hub Concept in Arnhem/Nijmegen

Marcel Michon, Buck Consultants International

### “Laboratory area” for innovative transport technologies and concepts for commercial transport in Berlin

Julius Menge, Berlin

### SUGAR – promoting optimal transfer of good practice regarding urban goods distribution in EU cities

Isabel Mortetó and Simon Hayes, Barcelona Municipality

## B. Bringing greater accessibility to enable social inclusion

Chair: Meelis Joost, European Economic and Social Committee

### Strathclyde Passenger Transport: The role of IT in Virtual Fleets

Bruce Kiloh, Strathclyde Partnership for Transport

### Bwcabus – Delivering a public transport revolution in rural Wales

Owen Clark, Wales Transport Research Centre

### What to do when regular public transport can no longer be used?

Ricardo Poppeliers and Sebastiaan Witte, NEA

### Planning for accessibility in a real world

Jo Baker, Mott MacDonald

## C. Roundtable – Stakeholders cooperation for the deployment of electromobility

This roundtable will gather electromobility stakeholders, including OEMs, cities and regions, to discuss how the technological transition towards electromobility can support sustainable local transport policies, how the stakeholders can further intensify their cooperation to accelerate deployment, and what their expectations are from the EU.

With the participation of Marien Bakker, Agentschap NL; Jessica Dirks, DHV; Jeroen Kroonen, Noord Brabant Province; Sébastien Pant, Nissan Europe.

Following the session, a short summary document will be produced which will highlight the important points brought up in the discussion.

Only participants who have received confirmation of their registration to the roundtable will be able to attend this session.

## D. Advanced public transport systems and services (COST TU 0603 action final event)

Location: JDE 62

Chair: Stéphane Buffetaut, Veolia, European Economic and Social Committee

### World-wide trends in high-quality bus systems

Lloyd Wright, Asian Development Bank

### Bus priority system and complementary tools to improve the bus network's overall level of service

Alexandre Blaquièrre, Tisséo-SMTC

### European Bus System of the Future

Umberto Guida, UITP

### Innovation in public transport from the perspective of the European Transport Workers' Federation (ETF)

Sabine Trier, European Transport Workers Federation

18.00\_ End of sessions

19.30\_ Conference dinner – Restaurant La Manufacture, rue Notre-Dame-du-Sommeil 12-20, 1000 Brussels

# Wednesday, 30 November 2011

## 9.00\_ Parallel Sessions 4

### A. Optimising infrastructure maintenance, costs and safety

Chair: Steve Phillips, FEHRL

#### Flanders new road lighting scheme

Erik De Bisschop, Flemish region

#### N329 Road of the Future

Linda de Klein, Provincie Noord-Brabant

#### A new tool to monitor public transport stops, measure safety/security and prioritise upgrades

Tommaso Bonino, SRM Bologna Public Transport Authority

### B. Parking as a tool to manage urban mobility

Chair: Gerhard Trost-Heutmekers, Secretary-general of the EPA

#### Interaction between parking policies and urban accessibility

Peter Martens, policy and strategy committee, EPA

#### Information and communication technologies applied to urban parking management in Lisbon

Tiago Farias, Lisbon Mobility and Parking Municipal Company

#### New Sofia Parking policy

Prof. Lucia Ilieva, CSDCS

#### Parking and Urban Mobility: an uneasy relationship?

Giuliano Mingardo, Erasmus University Rotterdam

# Wednesday, 30 November 2011

## C. Roundtable – Why transport decisions make an impact on everyone's health, and what we can do about it?

Chair: Mark Frost, London Borough of Hounslow and LEPT

A roundtable discussion will highlight the important impacts that transport has on health, and what role local and regional authorities play in creating healthy urban environments. Specific emphasis will be placed on the role of active travel modes (walking and cycling) in improving citizens health, and how the built environment can help to promote active travel choices.

With the participation of **Natacha Grenier, DG Health and Consumers, European Commission; Francesca Racioppi, World Health Organization; Phil Insall, Sustrans; Michael Meschik, BOKU.**

Following the session, a short summary document will be produced which will highlight the important points brought up in the discussion.

Only participants who have received confirmation of their registration to the roundtable will be able to attend this session.

## D. Raising quality in public transport

Chair: Alexandre Blaquièrre, Tisséo-SMTC

### **ENERQI Let the public transport customer be the judge!**

Patrick van Egmond & Johan Janse, DTV Consultants

### **Benchmarking customer reviews in the Netherlands gives incentives to improve the quality of public transport**

Wim van Tilburg and Gerard van Kesteren, KpW

### **Boosting Advanced Public Transport Systems in Northwest Europe**

Olaf Lewald, City of Bielefeld, Germany

### **BEST: The future of benchmarking in public transport?**

Antti Vuorela & Kjetil Vrenne, Helsinki Region Transport

11.00\_ Coffee break

11.30\_ Closing plenary session (room JDE 62)

Roundtable "Integrating transport in the urban management of the future intelligent city"

With the participation of Professor Margaret Bell, Newcastle University, Dr Hendrik Ammoser, TÜV Rheinland Group and representatives of European cities and regions

**Urban and regional mobility in the European transport policy**

Keir Fitch, Deputy Head of Cabinet of Vice-President Kallas, European Commissioner for transport

12.40\_ Presentation of the Eltis Award

12.50\_ Closing words by the Polis presidency and the European and Economic Social Committee

13.00\_ End of the conference

14.15\_ Polis annual general assembly (for Polis members only)

17.00\_ End of Polis annual general assembly

