

Active mobility consultancy to increase awareness and use of public transport

Final conference

Agenda

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

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



Wednesday, 22nd June 2016

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, EASME</i></p> <p>Keynote speech <i>Florian Krummheuer, Geschäftsentwicklung und Verkehrsplanung Bus, DB Regio AG (business development and traffic planning bus, German railway company)</i></p>
10.30 – 10.45	<p>Introduction to the SmartMove approach Active Mobility Consultancy campaigns in 8 different implementation areas</p> <p>The idea of Active Mobility Consultancy is to distribute individualised information about public transport and sustainable mobility in the regions among selected target groups supported by accompanying active measures at site.</p> <p><i>Roman Klementschatz, Institute for Transport Studies, Vienna University of Natural Resources and Life Sciences (BOKU)</i></p>
10.45 – 11.15	Coffee break
11.15 – 11.45	<p>Framework conditions and initial phase of Active Mobility Consultancy campaigns</p> <p>Active Mobility Consultancy campaigns need to be adapted according to the the implementation areas' peculiarities. Different strategies need to be developed to get in contact with the particular target groups in order to motivate them for participation.</p> <p><i>Marek Bauer, Cracow University of Technology</i></p>
11.45 – 12.30	<p>Information provision & dialogue with people: towards the tailor-made approach</p> <p>Active Mobility Consultancy campaigns need careful preparation of all elements, involving tailor-made information packages and accompanying active measures. Considering the local framework conditions is the basis of successful campaigns.</p> <p><i>Evangalos Genitsaris, Aristotle University of Thessaloniki</i> <i>Bernd Knieling, Verkehrsverbund Rhein-Sieg GmbH</i></p>

12:30 – 13.30	Lunch break
13.30 – 14.30	<p>The achievements</p> <p>Active Mobility Consultancy campaigns aimed at an increase of patronage of public transport, mobility behavior change and its ecological consequences. Satisfying results have been achieved within the SmartMove implementation areas.</p> <p><i>José María Díez, Civinet Spain and Portugal</i></p>
14.30 – 15.15	<p>External resume to 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)</i></p> <p><i>Florian Krummheuer Geschäftsentwicklung und Verkehrsplanung Bus, DB Regio AG (business development and traffic planning bus, german railway company)</i></p>
15.15 – 15.45	<p>The way forward and recommendations for Europe</p> <p>Experiences and results of SmartMove are worthwhile to be transferred to other regions all over Europe including strategies, roadmap on local and European level supported by the Application Guide and e-learning training courses developed.</p> <p><i>Silke Frank, Rupprecht Consult</i></p> <p><i>Gereon Rottmann, Ingenieurbüro für Systemberatung und Planung GmbH (ISUP)</i></p> <p><i>Cornelius Sommerfeld, Nahverkehrsservice Sachsen-Anhalt GmbH, NASA (public transport association Sachsen-Anhalt GmbH)</i></p>
15:45 – 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	End of the meeting, informal networking with coffee and drinks

How to reach the event?

The office of VRS is within walking distance from Cologne Main Station.

