

Forum Civitas

200 spécialistes réfléchissent à une nouvelle culture de la mobilité

Du 17 au 19 novembre, la ville hollandaise de Rotterdam a hébergé l'édition 2004 du forum annuel de l'initiative Civitas dont l'objectif est la promotion d'une approche intégrée des transports urbains et de l'énergie. Le thème de la conférence était « Une nouvelle culture de la mobilité ». 200 spécialistes des transports, en provenance des 19 villes européennes adhérant à l'initiative, ont confronté leurs idées et leurs expériences, dans le cadre d'ateliers déclinant trois grandes problématiques autour du thème central : les produits et services, la mise en oeuvre des décisions, et la communication. Nous vous proposons une sélection d'interventions. L'ensemble des rapports est disponible sur le site de Civitas.

Pour plus d'informations (en anglais):

Civitas :

<http://www.civitas-initiative.org/>

Forum Civitas

200 Fachpersonen diskutieren über die neue Mobilitätskultur

Vom 17. – 19. November 2004 fand in Rotterdam die Jahrestagung der Civitas-Initiative statt. Ziel des Forums Civitas ist die Stärkung einer gesamtheitlichen Betrachtungsweise des städtischen Verkehrs und der Energie. Schwerpunkt der Konferenz war „Eine neue Mobilitätskultur“. 200 Verkehrsexpertinnen und –experten aus 19 europäischen Mitgliedstädten tauschten ihre Vorstellungen und Erfahrungen im Rahmen von Workshops und Vorträgen aus. Die zentralen Themen: Produkte und Angebote, Umsetzung der Entscheide und Kommunikation.

Mobilservice stellt Ihnen eine Auswahl der Referate vor. Die vollständige Referatesammlung finden Sie unter der Website der Civitas-Initiative.

Weitere Informationen (auf English):

Civitas :

<http://www.civitas-initiative.org/>

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Soutenu par:



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A New Mobility Culture for European Cities

**Draft Programme
CIVITAS FORUM 2004
17-19 November, Rotterdam (NL)**

CIVITAS
Cleaner and better transport in cities



THE CIVITAS INITIATIVE
IS CO-FINANCED BY
THE EUROPEAN UNION

A NEW MOBILITY CULTURE FOR EUROPEAN CITIES

Draft Programme

WEDNESDAY 17 NOVEMBER

17:30 – 22.00

WELCOME RECEPTION AND BUFFET DINNER, AT THE EUROMAST
HOSTED BY THE PORT OF ROTTERDAM
WELCOME BY MR IVO OPSTELTEN, LORD MAYOR OF ROTTERDAM



THURSDAY 18 NOVEMBER – CITY HALL

08:45 – 09:15

REGISTRATION

09:15

PLENARY SESSION: OPENING SPEECHES

Welcome by the City of Rotterdam

Welcome by Mrs Helen Holland, Chair of the CIVITAS Policy Advisory Committee

Interventions by:

Ministerial representative of the Dutch Presidency of the European Union (invited)

Mr Paolo Costa, Chair of the European Parliament Committee on Transport and Tourism and Mayor of Venice

European Commission, DG Transport and Energy

Mrs Marcy Rood, Deputy Director, US Clean Cities Program (invited)

10.30

Coffee Break

11.00

PLENARY SESSION: CHANGING URBAN MOBILITY CULTURE

1. Future Urban Mobility: a vision for the next decades, Reinier de Graaf Office for Metropolitan Architecture

2. Communication as tool to change mobility culture, Olivier Nickel, BrandIcon

Introduction to the workshops

12:15

LUNCH BREAK

14:00 – 17.00

PARALLEL WORKSHOPS (MEETING POINT: CITY HALL)

ONSITE PRACTICAL TRAINING ON MOBILITY CULTURE ISSUES

A. IMPROVING THE IMAGE OF PUBLIC TRANSPORT (WORKSHOP FOCUSING ON TECHNICAL ISSUES)

How can a public transport operator promote the use of public transport? Which elements are important for the traveller, (e.g. safety, price, travel information)? How suitable is the use of a classic marketing approach: product, place, price, package and promotion?

Chair: City of Stockholm (Mr Gustav Landahl); Presentations by the City of Lille (Mr Jean Pierre Guiraud) and the City of Aalborg (Mr Hans Fink)

B. INFLUENCING URBAN GOODS DELIVERY (WORKSHOP FOCUSSED ON MANAGERIAL ISSUES)

What are the infrastructure challenges for a more sustainable urban goods delivery system? How do you demonstrate the environmental needs for this type of measures? How do we involve companies to think and act differently?

Chair: Barcelona (Mr. Julio Garcia Ramon) ; Presentation by the City of Barcelona, a company using the MultiCore tube and the City of Göteborg (Johan Axelsson and Maria Ottosson).

C. CAMPAIGN MANAGEMENT (WORKSHOP FOCUSSED ON MANAGERIAL ISSUES)

How does the development and implementation of a communication campaign in urban transport work? And why is a campaign not successful?

Chair: John Porter (Interactins Ltd. Ireland) and Heinvan den Bemt (City of Rotterdam)

D. PROMOTION AND KEY FEATURES OF PARK AND RIDE (WORKSHOP FOCUSSED ON MANAGERIAL ISSUES)

The implementation of P+R facilities stimulates multi modal transport. What can local authorities do to promote the use of P+R facilities? What are key features and success factors for a good P+R product and concept? What difficulties are encountered?

Chair: Hampshire County Council (Andy Wren); Presentations by Hampshire County Council, the City of Cork (Ms Anita Lenihan) and the City of Graz (Gerhard Ablasser).

12:15 – 17:00

MEETING FOR MAYORS AND COUNCILLORS,
HOSTED BY MR HULMAN, COUNCILLOR OF THE CITY OF ROTTERDAM

19:00

OFFICIAL DINNER AND CIVITAS AWARD CEREMONY (SCHIELANDHUIS)

FRIDAY 19 NOVEMBER

09:00

PARALLEL WORKSHOPS – MEETING POINT: WILLEMSPLEIN
ONSITE PRACTICAL TRAINING ON MOBILITY CULTURE ISSUES

E. TELEMATICS: INFLUENCING TRAVEL BEHAVIOUR THROUGH INFORMATION

How does travel information influence travel behaviour? To what extent can we influence travel behaviour at all? Are citizens willing to change to different modes of transport? What are the key factors for success?

Chair: City of Rotterdam; Presentations by the City of Bucharest (Florin Dragomir); City of Rotterdam (Leon Deckers)

F. MOBILITY MANAGEMENT FOR COMMUTERS (WORKSHOP FOCUSSED ON MANAGERIAL ISSUES)

How do you create political support on a local level for soft measures? How do you demonstrate as a local authority their need and feasibility? How do cities organise company support for mobility management? How do you persuade employees to commit themselves?

Chair: City of Rome (Mr Carlo Gentile); Presentations by the City of La Rochelle (Mr Jean-Marie Grellier) and the Lancashire County Council (Mr Stuart Wrigley)

G. INTRODUCING NEW FORMS OF TRANSPORT (WORKSHOP FOCUSSED ON MANAGERIAL ISSUES)

How do cities establish public - private co-operation to stimulate the use of alternative transport means and modes? How do they find customers for new transport concepts? How to fund marketing initiatives if a lot of energy and money goes into operating the system?

Chair: City of Berlin (Friedeman Kunst); Presentations by the city of Rome and the City of Kaunas (invited)

H. IMPROVING THE IMAGE OF WALKING AND CYCLING (WORKSHOP FOCUSING ON MANAGERIAL ISSUES)

What unique aspects of infrastructure promote the user acceptance and the use of a bicycle and pedestrian network? Which marketing concepts were successful in the past, which were not? What is the relation between cycling and walking, infrastructure, and communication?

Chair: City of Nantes (Mr. Olivier Sorin); Presentations by the City of Nantes, the City of Pecs, (invited), Sustrans and the City of Cork (Ms Sarah Danaher).

I. CITIZENS INVOLVEMENT IN LOCAL TRANSPORT POLICY (WORKSHOP ADDRESSING POLITICAL ISSUES)

Why do cities actually want to involve citizens? What way of approaching citizens facilitates the process towards a concrete result? What are the barriers?

Chair: Camille Durant, City of Nantes; Presentations by the City of Nantes, the City of Rotterdam (Mr Joost Voerman) and the City of Bremen (Michael Glotz-Richter)

12:30 LUNCH BREAK - Cruiseterminal

14:00 FINAL PLENARY SESSION: STATEMENT FOR A NEW MOBILITY CULTURE –
CRUISE TERMINAL

Including Mr Jacques Barrot, Vice President of the European Commission, Nominated Commissioner for Transport

An intensive and interactive working session where the CIVITAS Forum participants will contribute to the development of the Forum's statement. Observers with different backgrounds and fields of expertise will provide the Forum with feedback from the Parallel Workshops and with a set of concrete questions. The participants will work together, in small creative working groups, on the answers.

16:00 END OF THE CIVITAS FORUM

PRACTICAL INFORMATION: available at www.civitas-initiative.org. The main conference language, and the only language of the Parallel Workshops, is English. Information on hotels is available on the website.

PARTICIPATION FEE: Participation in the CIVITAS Forum is limited to and free of charge for CIVITAS Forum members. The number of participants is limited to 5 representatives per CIVITAS Forum member city. Travel and accommodation are at the expense of each participant.

REGISTRATION: To register, please use the registration form. Use one form per participant. Deadline for registration is 20 October 2004.

ROTTERDAM ON THE INTERNET:

www.rotterdam.nl (City of Rotterdam website) – www.vvv.rotterdam.nl (Tourist info)

INFORMATION ABOUT THE CIVITAS FORUM/CIVITAS FORUM MEMBERSHIP

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