

## **European Union Sustainable Energy Week**

### **Conference on Urban Mobility**

Charlemagne building - Room Alcide de Gasperi

Wednesday 24 March 2010 – 15:00 to 18:15

### **PROGRAMME**

- 15:00 – 15:15**      **Opening by the European Commission**  
**Siim Kallas**, Commissioner for Transport
- 15:15 – 15:30**      **Intervention by the Spanish Presidency**  
**José Luis Cachafeiro**, Secretary-General for Transport
- 15:30 – 15:45**      **Intervention by the European Parliament**  
**Brian Simpson**, Chair of the Transport Committee
- 15:45 – 16:00**      **Intervention by the Committee of the Regions**  
**Sir Albert Bore**, Rapporteur on Urban Mobility
- 16:00 – 16:30**      **Break**
- 16:30 – 17:45**      **Panel discussion with stakeholder representatives**
- Allgemeiner Deutscher Automobil-Club e.V. (ADAC)  
Björn Dosch, Director, Transport
  - Association of European Chambers of Commerce and Industry (Eurochambres)  
Maxence Brachet, Directeur de cabinet du président Bruno Bonduelle et Directeur des relations institutionnelles à la CCI Grand-Lille
  - Council of European Municipalities and Regions (CEMR)  
Angelika Poth-Mögele, Director of Policy
  - European Cyclists' Federation (ECF)  
Bernhard Ensink, ECF Secretary General
  - European Metropolitan Transport Authorities (EMTA)  
Hans-Werner Franz, President, and CEO of Verkehrsverbund Berlin Brandenburg (VBB)
  - International Road Transport Union (IRU)  
Rémi Lebeda, Policy Officer

### **Theme 1 – An integrated urban transport system**

This session will look at the means to achieve a better integrated, i.e. more efficient and user-friendly urban transport system. It will look at how transport and land use planning, the effective integration between the modes, the establishment of safe walking and cycle networks and intelligent traveller services can contribute. Questions related to the organisation and governance of such a system will also be addressed.

### **Theme 2 – The perspectives for public transport**

Speakers will focus on the role of public transport for effective and sustainable urban transport systems. This session will explore the potential for improving the quality of service of public transport systems in Europe and for achieving a shift towards a more sustainable modal balance in urban mobility. Current and expected future trends in the field of urban transport will be explored, as well as the connection of public transport to other modes of transport and new mobility strategies. What are the challenges, what are the promises for future public transport systems?

### **Theme 3 – Freight: the last mile delivery challenge**

Freight delivery in cities is a significant component of the freight transport chain. Efficient interfaces are required between long-haul transport and short distance distribution to the final destination. The urban part of the journey often proves to be a major source of congestion and local pollution. The panel members will provide examples of some of the most efficient techniques currently in use in this segment of transport, and outline the possible developments towards logistic solutions able to optimise the performance of freight delivery and reduce its impact on mobility conditions and quality of environment in cities. They will also give recommendations on how to better integrate freight transport into local policies and planning and how to better manage and monitor transport flows, with a focus on actions at the European level.

**17:45 – 18:05**

**Discussion between the panellists and the audience**

**18:05 – 18:15**

**Closing remarks**

**Matthias Ruete**, Director-General for Mobility and Transport

**Interpretation:**

**EN - FR - DE - IT - ES - PL**