

Unlocking Urban Mobility Behaviour Change Joint Project Conference: MOBI, PTP-CYCLE, STARS

18 February 2016

BIP: Place Royale 11, 1000 Brussels, Belgium

DETAILED PROGRAMME		
12:00-12:45	Lunch	Salle des Guichets
	Welcome and introduction from conference moderator	Marianne WEINREICH , Weinreich Mobility, Chair of Cycling Embassy of Denmark
12:45-13:15	Introduction to the projects - Plenary session MOBI, PTP-CYCLE, STARS	Paul CURTIS , LEPT In-House Consultant Sander BUNINGH , Team Leader, DTV
13:15-13:45	Key note - Plenary session What makes us change behaviour? Tapping into human psychology	Helmut PARIS Traffic Psychologist, Ministry of Mobility & Public Works, Belgium
13:45-14:30	Experts debate - Plenary session Unlocking urban mobility behaviour change Moderated by Marianne WEINREICH	Matthias VAN WIJNENDAELE , Cabinet of the Brussels Minister of Mobility and Public Works Karen VANCLUYSEN , Secretary General, Polis Network Stephan RENNER , Project Officer, EASME Neil SMITH , Senior Project Officer, Sustrans Benedicte SWENNEN , Urban Mobility Officer, European Cyclists' Federation
14:30-15:00	Coffee break	Es. BELGA 1 st floor
15:00-17:00	Parallel sessions <i>See below for details</i> STARS - Schools MOBI - Workplaces PTP-CYCLE – Households, Workplaces, Universities	Each project provides 2 sessions, one hour each. See below for details about the Parallel sessions.
17:00-17:30	Coffee break	Es. BELGA 1 st floor
17:30-18:00	Participants debate: real experiences from the projects - Plenary session Moderated by Marianne WEINREICH	Student and teacher from STARS: Muhummad Amaan MAPARA and Usman MAPARA , Tawhid Boys School Commuters from MOBI: Pedro SOARES and Susana CORTEZ , ANA Aeroportos de Portugal Champion from PTP-Cycle: Wim DE SMET , mobility manager at Securex
18:00-18:30	Awards ceremony	Didier GAMBIER , Head of Department, EASME
18:30	Social drink	Salle des Guichets

15:00 – 17:00 Parallel sessions		
STARS		
15:00-16:00	A1. PRIMARY SCHOOLS CASE STUDIES 1. STARS Methodology - Lies Lambert, Mobiel 21 2. Successful local case studies from across Europe - Lorna Henderson, Edinburgh – Darek Niewitala, Krakow – Monica Vercesi, Milan – Ronald Soemers, Noord Brabant	Room ZINNEKE 2 nd floor
	A2. SECONDARY SCHOOLS CASE STUDIES Successful local case studies from across Europe - Fred Schelp, Bielefeld – Wim Billet, Brussels – Patrik Tóth, Budapest – Ignacio Ramos, Madrid	
16:00-17:00	A3. RESULTS OF STARS 1. Success factors of Accreditation and Youth Travel Ambassador schemes - Ronald Soemers, Noord Brabant Province – Sander Buningh, DTV 2. Qualitative and quantitative assessment of the impacts of the STARS programme - Isabela Velazquez, Gea21	
	A4. INNOVATION AND FUTURE STEPS 1. Transferable and innovative initiatives - Tyler Linton, Hackney 2. Policy Recommendations. STARS legacy, free guides and how to get involved in the network! - Paul Curtis, LEPT In-House Consultant	
PTP-CYCLE		
15:00-16:00	B1. RESIDENTIAL SETTING: 1. Integrating PTP projects, targeted programmes and incentives for greater uptake of cycling and walking - Edwin Leigh, London Borough Haringey 2. Understanding correlating factors enabling travel behaviour change - Amandeep Kellay, Royal Borough Greenwich 3. Delivering PTP in residential areas - José María Diez, Burgos	Room MAGRITTE 2 nd floor
	B2. UNIVERSITY SETTING: 1. Working with stakeholders (PT operators, student networks, social enterprises) - Simon Koblar, Ljubljana Training and guidance materials and success factors to set up your own PTP programme. Policy Recommendations - Paul Curtis, LEPT In-House Consultant	
16:00-17:00	B3. WORKPLACE SETTING: 1. PTP, demand management and infrastructure planning - Steven Windey, Antwerp 2. How to conduct an effective travel advice conversation - Neil Smith, Sustrans & Kate Mouncher, LEPT	
	B4. PUBLIC 'IN THE FIELD' EVENTS: 1-2. Organising in the field events - José María Diez, Burgos - Olita Anča, Riga Evaluating your PTP project – Freya de Muynck, Traject	
MOBI		
15:00-16:00	C1. GAMIFICATION Effective changing behaviour elements - Jan Christiaens, Mobiel 21, Belgium	Room BREL Ground floor
	C2. SEGMENTATION Who is playing the game? - Lea Catincescu, ABMEE, Romania	
16:00-17:00	C3. RECRUITMENT Company arguments and how the MOBI approach can be effective in different conditions - Ina Karova, Energy Agency of Plovdiv, Bulgaria	
	C4. EVALUATION Best practices and overall results. Policy Recommendations - João Bernardino TIS, Portugal	