



International Association of Public Transport



Sustainable mobility on a tight budget:

Unlock growth opportunities for your city!

10-12 March 2013, Nantes, France

www.uitp.org/nantes2013

Local host:



With the support of:



Discover sustainable growth opportunities

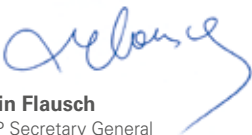
Against a backdrop of the economic crisis, sustainability is no longer optional, it is mandatory. Cities need to do more with less and environmental, social and economic agendas all need to pull in the same direction.

Cities are shaped by their transport systems. But today, cities all over Europe are suffering. Too many cars are causing high levels of traffic related congestion, pollution, the degradation of communities, economic decline and the inefficient use of precious urban space. Visionary leaders understand that world class cities need to **break from past patterns** of unsustainable, car-dependent urban growth, and move to a sustainable model of mobility.

Today's realities are also changing the way that people think about transportation. People want shorter commute times, less energy consumption, reduced pollution, and more cost efficient ways to get where they want to go. With limited budgets, cities need to find immediate solutions for their citizens. Now is the time for cities to **rethink their overall approach to sustainable mobility** in order to maximise their performance and efficiency.

Advancing the goals of sustainable mobility is about much more than hardware, technology and infrastructure. It's about mainstreaming mobility in urban policies, changing mindsets and influencing individual behaviour. Nantes, the European Green Capital 2013, has been rewarded for the way that it has achieved this in an integrated way. This makes it a reference point for sustainable mobility.

More and more cities are deciding to take up the challenge to become more sustainable, as shown by the growing number of signatories to the Covenant of Mayors. This conference will be the opportunity to share best practices and explore successful aspects of sustainable mobility and public space planning from across Europe and to reflect on Nantes' achievements.



Alain Flausch
UITP Secretary General



Gilles Retière
Nantes Métropole President



The International Association of Public Transport (**UITP**) is the international network for public transport authorities and operators, policy decision-makers, scientific institutes and the public transport supply and service industry. It is a platform for worldwide cooperation, business development and the sharing of know-how between its 3,400 members from 92 countries. UITP is the global advocate of public transport and sustainable mobility, and the promoter of innovations in the sector.



Nantes Métropole is the local authority of the Greater Nantes area (600,000 inhabitants, 24 towns). In addition to mobility, its competence covers environment, housing, economic development, energy and water management, employment, land-planning, higher education and research. Nantes has been awarded the label of “European Green Capital” for the year 2013, as a recognition for its continuous commitment to sustainability.



With over 4,000 signatories, the **Covenant of Mayors** is the mainstream European movement involving local and regional authorities, voluntarily committing to increasing energy efficiency and use of renewable energy sources on their territories. By their commitment, Covenant signatories aim to meet and exceed the European Union 20% CO₂ reduction objective by 2020.





How to register for the conference?

Register online: www.uitp.org/nantes2013

Contact person:
Nathalie Simon
nathalie.simon@uitp.org
+32 2 663 66 66



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Programme

Sunday 10 March 2013

Evening

Local Host Welcome Reception

Monday 11 March 2013

09h00 – 10h30

Opening session: Reconcile green and growth with public transport

Mayors from across Europe are rising to the challenge of creating jobs and growth while reducing costs and environmental impact over the long run. Sustainable mobility can play a central role in delivering growth and making cities become cleaner, greener and happier in the future. Be inspired by the keynote speakers and make your city a role model for sustainable urban mobility, in Europe and beyond.

11h00 – 12h30

Governance and strategic sustainability planning

Sustainable development in cities does not materialise by accident. Cost, energy, and space-efficient urban mobility requires politicians and experts to make decisions based on a consistent vision that integrates investment, policy and territory considerations in an effective governance system. This will better connect urban development with mobility policies, better match supply with demand and offer a better link between different mobility networks. This session will showcase exemplary cities which have succeeded in striking the right balance between resource preservation, quality of life and socio-economic development.

14h00 – 15h30

Sustainability for the people

Sustainability is usually perceived as a political and governmental objective but it is less often approached through the lenses of the people. Experience shows that results tend to be more compelling when taking into account and managing the expectations and desires of citizens. What are the benefits and risks? How to better share policies with citizens? How to best involve them when planning measures which affect the way they move around? What pitfalls should be avoided? What are the natural trends and changes in the mobility behaviour of urban dwellers? How can they be influenced? Are these compatible with local political objectives? Find the answers here.

16h00 – 17h30 **Quest for sustainable funding**

In times of tight budgets, public authorities are tempted or forced to spend less even though the demand for alternative mobility solutions is rising. Does it mean that sustainability ambitions should be put on hold, waiting for better days? “Less is more” is a new popular mantra - what does it mean for mobility? How can you invest to save? How can cities implement ambitious mobility plans? What new solutions could transport authorities do to do “more with less”? How to share and better reflect the true cost of transport? What alternative funding and revenue streams could be devised? Panellists will share their experiences of dealing with these tricky issues.

Evening

Networking dinner

Tuesday 12 March 2013

09h00 – 11h00 **Green Capital of Europe: Share the recipe for success!**

With the coveted label “European Green Capital”, Nantes has been rewarded for more than three decades of hard work addressing environment, land-use and mobility in an integrated way. Persistence pays off and Nantes is one of the very few French cities where people are using their car less often as good alternatives exist. Not only has mobility been changing, public spaces have been transformed and are more beautiful and engaging. This workshop gives you the opportunity to hear why Nantes is the European Green Capital and to share best practices and good ideas amongst cities and regions facing similar challenges.

11h30 – 12h30 **Closing session**

14h00 – 17h00 **Technical visits**

The Conference will conclude with a choice of technical visits enabling you to discover some of Nantes’ major achievements covering:

- Multi-modal and public transport networks
- Soft policies - walking, cycling and traffic management.



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