



International Association of Public Transport  
Union Internationale des Transports Publics  
Internationaler Verband für öffentliches Verkehrswesen  
Unión Internacional de Transporte Público

## Sustainable mobility on a tight budget:

Unlock growth opportunities for your city

EU Green  
Capital  
Conference

10 – 12 March  
2013  
Nantes, France

A joint event by:  
UITP

Nantes Metropole  
Covenant of Mayors



Connecting the world of public transport

# Partners



**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% CO<sub>2</sub> reduction objective by 2020.

# Conference Objectives

	Objective	Justification
1	<b>Sustainability at risk in times of crisis</b>	Highlight how adopting a sustainable approach helps deliver value for money by making the most out of every € invested.
2	<b>UITP's flagship message – PTx2</b>	To preach the message of UITP's PTx2 - show how it provides an attractive mobility vision for the future of our cities, while at the same time delivering EU objectives.
3	<b>Reinforce action between UITP and the Covenant of Mayors</b>	As an Associate Partner to the Covenant of Mayors, UITP will help to share good practices with Covenant actors and help show how sustainable transport can deliver mitigation opportunities.
4	<b>Nantes, Green Capital of Europe 2013</b>	Raise visibility of the EU initiative - act as a role model to inspire other cities and raise the visibility of successful concepts, projects and research results employed in Nantes.
5	<b>Covenant of Mayors and mobility issues</b>	Raise awareness of Covenant of Mayors to sustainable mobility (and public transport) as a key sector for carbon reduction opportunities.

## Who is it aimed at?

Elected  
representatives  
involved in the  
Covenant of Mayor's  
initiative

Transport  
professionals from  
public authorities  
and operators

Decision makers and  
urban planners at  
local, regional,  
national and EU  
level

Transport industry  
representatives and  
researchers

Economic actors and  
business community  
representatives

# Conference format

11 – 12 March 2013

## Day 1

Opening:

Keynote speeches

Strategic sustainability planning

## Lunch

Sustainability *for* the people

Sustainable funding mix

Gala Dinner

## Day 2

Workshop - case study

The recipe of success in Nantes:

Implement, deliver and improve

Conference conclusions

Choice of 2 visits:

- PT: Tram / tram-train / BHNS etc
- Soft mobility, traffic calming etc.

# Programme outline: Day 1

2 “classical sessions”

## 09h00 – 10h30 Opening: Reconcile green and growth with PT

*Key note speakers will highlight the role central role sustainable mobility can play in delivering growth and making cities become cleaner, greener and happier.*

- Chair & Welcome : Nantes Metropole
- Welcome : Political representative
- Keynote 1 : Covenant of Majors
- Keynote 2 : UITP

## 11h00 – 12h30 Governance and strategic sustainability planning

*This session will showcase exemplary cities which have succeeded in making decisions based on a constant vision that integrates investment, policy, territorial considerations in an effective governance system.*

- Chair: Covenant of Mayors
- 3 presentations from cities
- Time for reflection and questions from the audience

# Programme outline: Day 1

2 panel discussions

## 14h00 – 15h30 Sustainability for the people

*Changing mindsets and influencing behaviour - managing expectations and desires: demand management, behavioural changes, combined mobility, consultation and involvement*

- 4 - 5 panelists with cities across Europe

## 16h00 – 17h30 Quest for sustainable funding

*How to implement on a tight budget? Who pays for what? Fares, fees, levies, taxes... virtues and limits of revenue earmarking...*

- 4-5 high level panellists to reflect on various schemes they have implemented

Integrated Mobility Concepts

# Programme outline: Day 2

## 09h00 – 11h00 Case study workshop: Nantes, Green Capital Europe 2013

*Workshop to look at the successful aspects of the Nantes experience reflecting on the following :*

- Interaction urban planning / mobility
- Mobility strategy and policies
- Full spectrum of mobility solutions available in Nantes and budget implications

## 11h30 – 12h30 Conference conclusions

With Chairs from the previous day

## 14h00 – 17h00 Technical Visits: Nantes major achievements

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

Where's Public Transports role?





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[www.uitp.org/nantes2013](http://www.uitp.org/nantes2013)