

EMMA CONFERENCE

PUBLIC AND PRIVATE COOPERATION
IN MOBILITY MANAGEMENT

Genoa, 1 March 2004
Palazzo Garbaro, Sala Nobiliare,
via Garibaldi 2

Deadline for registrations: Monday 23 February

Mr/Mrs.....Name.....

Surname

Title

Department

Organisation

Address

Post Code.....City.....

Country.....

Telephone

Fax

e-mail

■ I will also attend the ACCESS Workshop on 2 March 2003
(for further information: access@eurocities.com)

Conference Secretariat

Euromobility Association

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To register:

www.access-eurocities.org/registration2/register.html
Fax: 0032 2 552 08 89



EUROPEAN MOBILITY MANAGEMENT DAY

EMMA

GENOA

1 March 2004

Emma Conference

Public and Private Cooperation
in Mobility Management

GENOA 2 March 2004

Access Workshop

Public and Private Partnerships
For Sustainable Mobility



The European Mobility Management Day, or EMMA, aims to put commuter travel in the spotlight, by promoting awareness raising actions in cities and among employers and employees on sustainable ways of going to work. The EMMA Day successfully took place last 22 September 2003.

The EMMA Conference "Public and Private Cooperation in Mobility Management" is organised in Genoa (Cultural Capital 2004) to present the results of EMMA in 2003 and launch the 2004 edition which will also foresee a European award.

Besides a general presentation of EMMA and the EMMA-day 2003 experiences, the Conference will provide an overview on how the public and private cooperation in implementing mobility management initiatives can lead to successful results. This will be presented from a public point of view and a private one: three European cities and three European companies will present their experiences.

Finally a round table will bring together public and private partners to debate about Mobility Management and the value of the cooperation between the public and private sector.

Just after the EMMA Conference, ACCESS – Eurocities for a New Mobility Culture will hold a workshop on 2 March on "Public and Private Partnerships for Sustainable Mobility". This workshop aims at fostering the exchange of experiences and knowledge on public - private partnerships across the transport field.

Programme

9.00 Registration

9.30 Opening remarks

Mr Alberto Santel, City of Genoa

9.45 First session: EMMA within European Mobility Management Policy

General Presentation of EMMA and the guidelines for participation

Mrs Karen Vancluysen, ACCESS – Eurocities for a New Mobility Culture

Overview of the EMMA day 2003

Mrs Cristina Sozzi, Association of Italian Cities for Sustainable Development

National and local mobility management policies throughout Europe

The Mobility Management in Austria

Mrs Astrid Wilhelm- Fgm Amor

The Mobility Management in Italy

Mr Carlo Iacovini, Euromobility

11.15 Coffee

11.45 Second session: National examples of private and public cooperation in mobility management: the public point of view

Mobility Management for the Remy-site

Mr Louis Buelens, City of Leuven, Belgium

The mobility campaign in the Province of Rimini

Mr Giancarlo Arlotti, Province of Rimini

Effective partnership between the public and the private sector - Cambridgeshire Travel for Work Partnership's experience

Mr Mark Webb, Travel for Work Development Manager, Cambridgeshire

13.00 Lunch

14.30 Third session: National examples of private and public cooperation in mobility management: the private point of view

Institut Gustave Roussy

Mrs Maryse Kalsch, Villejuif, France

DaimlerChrysler

Mrs. Marion Mueller, Berlin, Germany

Andritzer Maschinenfabrik (Andritz Group)

DI Hans Tschrischnig, Graz, Austria

15.45 Round table debate

- Mr Guido Del Mese, ASSTRA
- Mr Franc Sam, mobility management Schiphol Airport NL
- Mr Renato Gorgoni, Province of Venice
- Mrs Giovanna Rossi, Italian Ministry of Environment
- Mr Maxime Jean, CERTU, France

16.45 Conclusions: Plans for the future, and launch of the 2004 EMMA day

Closing remarks

Mr Arcangelo Merella, Association of Italian Cities for Sustainable Mobility

17.15 Cocktail