

START

Connecting People & Places
Across Europe



27 & 28 October 2011 – Lisbon
Transnational Forum

THE event on sustainable territorial development
for decision makers and transport practitioners

How To Make Sustainable Transport Easy To Use By All?

A key objective for local and regional authorities as part of carbon reduction strategies and a key challenge in the Atlantic Area



Simultaneous interpretation in English, French, Spanish and Portuguese

The venue is fully accessible, however should some participants have any specific requirements please contact info@start-project.eu before the Forum.

Organised by the **START** project, with the support of the Atlantic Area Transnational Cooperation Programme



Investing in our common future



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START

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The START “Seamless Travel across the Atlantic area Regions using sustainable Transport” project is addressing the accessibility issue in relation to the transport of passengers. Its long-term aims are to capitalise on the work being carried out in order:

1. To improve the accessibility of regions and the interconnection of passenger transport networks;
2. To establish an open network of regional and local authorities and other actors to promote enhanced accessibility and performance of the transport systems within the Atlantic Area.

From the EU Regional Policy to the START Transnational Forum

The European Union's Regional Policy promotes the balanced development of Europe with particular attention to the needs of peripheral regions; this includes the considerable effort made for expanding the Trans European transport Networks. The growth in low-cost airlines has also increased inter-regional accessibility.

At the level of towns, regions and countries, the territories of Atlantic Europe enjoy public passenger transport infrastructures that have largely been completed over the last few decades. Progressively, urban transport systems have extended, and more rural zones have been better served. New technological and logistical solutions have emerged out of the thinking and discussion between the bodies responsible for organising transport, industrial bodies and local or national public authorities.

But, whilst the development of policies encourage the economic growth of the regions, it is important that they are accompanied by measures to reduce the impact of increasing mobility on the environment and meet EU Climate Change goals. Mobility policies need to be sustainable in order to support sustainable development.

New challenges are being set in terms of passenger transport. They include the intermodality of movement, the interconnection of transport systems, and the governance of these systems. The challenges concern not only the extension of networks, but also the method of their utilisation by passengers, and in the efficiency of passenger transport systems.

How can we all ensure that travellers will rely on sustainable transport options and use them? How can we ensure travellers are provided with accurate information and payment systems for them to use public transport options across regional and national boundaries?

The Transnational Forum

The **START** European project has supported the development of new ticketing and information technologies and systems in 9 regions of the Atlantic Area. Their cooperation has made possible the emergence of a transnational brand, which acts as a label for the quality of the information given to all users and a web based portal for transnational travel information – **INTEGRA** (www.integra-travel.eu).

During the forum, the **START** partners will discuss with local and regional decision makers and practitioners in the field of transport and information for territorial development; the issue of deploying these solutions all over Europe:

- ▶ What governance is to be put in place to ensure the development of such intermodal solutions?
- ▶ How can local transport services be improved to encourage visitors from other regions to use sustainable forms of transport?
- ▶ What travel information services should be developed to encourage all travellers to use sustainable forms of transport wherever possible?
- ▶ How can transport ticketing be adapted for interregional travellers?
- ▶ Can the **INTEGRA** concept be applied throughout Europe as an international standard for seamless travel?
- ▶ What can be done by political institutions at all levels – European, national, regional and local] to decouple economic growth and transport growth?
- ▶ Should we create a transnational network of regional and local authorities to ensure the quality and interoperability of travel information services within the Atlantic Area and beyond?





AGENDA

THURSDAY 27 OCTOBER: CENTRO CULTURAL DE BELÉM (CCB), Praça do Império, 1449-003 Lisboa

0830 - 0900 Forum Registration. Coffee

0900 - 0925 **Opening Session. Welcome Addresses:**

- ▶ **Ana Teresa Lehman:** Vice-President of the Commission of Coordination of the Northern Region, President of the Managing Authority of the Atlantic Area Transnational Cooperation Programme, PT
- ▶ **Neil Scales:** Chief Executive and Director General of Merseytravel, Merseyside Passenger Transport Authority, UK
- ▶ **Prof. Fernando Nunes da Silva:** Town-councillor of Lisbon's Municipality, PT

0925 - 1045 **Plenary Session:**

Key challenges faced by regions and cities regarding sustainable mobility and territorial development.

- ▶ **Moderator, Robert Stussi:** Mobility Consultant, PT
- ▶ **Paulo Simões:** City-councillor of Lisbon's Municipality, PT
- ▶ **Patrick Anvrouin:** Director for Transport at the Conference of Peripheral Maritime Regions - CPMR
- ▶ **Isabel Seabra:** Director of Planning, Innovation and Assessment of the Institute for Mobility and Land Transport (IMTT), PT

1045 - 1105 **COFFEE BREAK**

1105 - 1120 **Short introduction to the round tables by the START project:**

How to encourage travellers to use Public Transport when planning their trip and when travelling in Europe? How to make it easy to use by them?

- ▶ **Paulette Lapin:** Merseytravel, UK
- ▶ **Matthieu Graindorge:** La Rochelle Urban Community, FR

The Round tables will each explore a barrier to sustainable transport choices and discuss the response experienced in **START** and elsewhere. 3 Key note speeches will be discussed by a panel composed of high level representatives from **START** and other regions as well as experts.

1120 - 1220 **Roundtable 1: How to encourage travellers to “think collective means of transport” in their pre-trip planning? What travel information services should be developed?**

- ▶ The experience of the Regional Journey Planners developed in Brittany and Upper-Normandy,
- ▶ **Fabrice Girard** (Brittany Region) and **Pierre Lascabettes** (Seine-Maritime County Council), FR
- ▶ The **START** answer: the **INTEGRA** portal, **Xavier Detappe** (EIGSI), FR
- ▶ Presentation of the European **WISETRIP** project, **speaker tbc**

The following panellists will discuss data interoperability :

- ▶ **Gérard Lahellec:** Vice-President of Brittany Region, FR
- ▶ **Emilio Miralles Claver:** Head of Division, an expert on Urban Transport Studies, INECO, Engineering and Economics of Transport, SA, SP
- ▶ **John Elliot:** Chief Executive of Traveline Scotland, UK
- ▶ **Rui Dias Camolino:** President of ITS Portugal, PT

1220 - 1350 LUNCH

1350 - 1450 Round Table 2: How to provide travellers with high-quality information services during their trip?

- ▶ The **INTEGRA** concept implemented at regional gateways, **Stephen Leonard** (Merseytravel), UK
- ▶ Real-time information: START achievements, **Matthieu Graindorge** (La Rochelle Urban Community), FR
- ▶ The ICMA project in Frankfurt and other cities, **Johannes Theissen** (traffiQ, Local Public Traffic Authority City of Frankfurt a.M.), DE

The following panellist members will discuss if high-quality information necessarily implies developing new information & communication technologies:

- ▶ **James Sharples**: Merseyside Brussels Office, UK
- ▶ **David Duthie**: HITRANS Partnership Director, Scotland, UK
- ▶ **Raymond Linssen**: CIVITAS VANGUARD / NL Agency, NL

1450 - 1550 Round Table 3: How to guarantee travellers high-quality Public Transport services?

- ▶ The Cantabria Smart Card experience, **Orestes Cendrero Aso** (CTL Cantabria), SP
- ▶ Integrated ticketing to increase use of Public Transport, **Michael Milne** (SPT), UK
- ▶ High-quality door-to-door Public Transport services, **Prof. Álvaro Jorge da Maia Seco** (University of Coimbra), PT

The following panellist members will discuss the issue of high-quality PT services, illustrated by their own local and regional experience:

- ▶ **Patrick Larible**: Regional councillor of Poitou-Charentes Region, FR
- ▶ **Francisco Cardoso dos Reis**: President of Metropolitano de Lisboa, PT
- ▶ **Maria Regina Lourenço Ferreira**: President of OTLIS (Group of Transport Operators in Lisbon Region), PT
- ▶ **Fermín Llaguno Mazas**: Regional Director of Transport, Cantabria, SP

1550 -1610 COFFEE BREAK

1610 - 1710 Round table 4: How to “Change minds”?

- ▶ Transport Communication: Psychology and Change, **John Porter** (Interaction Ltd) UK
- ▶ Change of behaviour, convincing kids: the CP - Comboios de Portugal and FMNF experiences, **Carla Martins** (CP) and **Maria José Teixeira** (FMNF), PT
- ▶ The European AENEAS project with elderly people, **Matthias Fiedler** (Rupprecht Consult), DE

The following panellist members will discuss the issue of changing minds:

- ▶ **Denis Leroy**: Deputy Mayor of La Rochelle Urban Community, FR
- ▶ **Rhian Davis**: Managing Director of Act Travelwise, UK
- ▶ **Fernando Liesa**: General Manager of CNC-LOGISTICA, Coordinator of the Spanish Technology Platform in Logistics, Intermodality and Mobility - Logistop - SP
- ▶ **María Soledad Perlado Hergueta**: Technical Advisor, General Directorate of Quality and Environmental Evaluation and Mobility Observatory (Ministry of Environment), SP

1710 - 1730 Conclusion of Day 1 and potential for the INTEGRA concept

Gérard Lahellec: Vice-President of Brittany Region and **Denis Leroy**: Administrator of GART – Groupment of French Transport authorities

1730 Close of the Day 1

2000 DINNER

Estufa Real Restaurant - near CCB, in the heart of the 18th Century Ajuda Botanical Gardens

0900 - 1100 **Future of INTEGRA** (Merseytravel – Neil Scales)
 This session will discuss the practicalities of implementing such a labelling system in Europe. Reminder of the concept, its interest and benefits as well as the commitments it requires, it will look at the future.
 Presentation of the ALPINE PEARLS by **Karmen Mentil**: Alpine Pearls Manager, AT highlighting a similar experience of turning a European project into a not for profit organisation.
 Discussion with the audience on the adoption of **INTEGRA** by cities and regions, lead by **David Blackledge**: Chairman & Director of European Affairs of Transport & Travel Research (TTR), UK.

1100 - 1115 Signature of the Lisbon Declaration of Intent to develop **INTEGRA**

1115 - 1130 COFFEE BREAK

1130 - 1230 **Closing session:**

- ▶ Chaired by **Carlos Humberto de Carvalho**: President of the Metropolitan Junta of Lisbon, PT
- ▶ Summary of the sessions by **Robert Stussi**: Forum moderator
- ▶ View on the Forum perspectives by **Patrick Anvroin**: Director for Transport at the CPMR
- ▶ Closure of the forum by **Ana Gomes**: Member of the European Parliament Committee on Foreign Affairs

1230 - 1400 LUNCH
 Press Conference

1400 - 1700 **Technical visit** - Registration directly at the Forum registration desk.

Option 1 – 1400 – 1700 – Visit to Campolide station and journey to Rossio (50 people max), organised by CP – language: Portuguese, simultaneous translation in English



- ▶ Campolide station, its modern architecture, the second-generation signalling post, the surrounding area
- ▶ The rolling stock repair workshops, the Engineering Department laboratory
- ▶ Rossio Tunnel
- ▶ The modernisation of the line and the rolling stock
- ▶ Rossio station, its architecture, historical background, tiling, its importance on the urban train line



Option 2 – 1400 – 1700 – Visit of Carris (Bus Company from Lisbon) traffic centre and experience of a well run and up to date information service to customers (50 people max), organised by Carris – language: English



Option 3 – 1400 – 1700 – Visit of a catamaran and of a control centre from Transtejo/Soflusa (River Transport in Lisbon's Metropolitan Area) including a trip on Tagus River (50 people max), organised by Transtejo/Soflusa – language: English

Moderator



Robert Stussi is Senior consultant, researcher and activist in Transport and Urban Mobility, prioritising the last few years in advising cities on new mobility concerns and the introduction of soft and complementary modes: walking, cycling, traffic calming, car sharing and pooling, flexible transports and on the introduction of alternative vehicle and fuel technologies. He has directed for two and a half years a demonstration program with electric mini buses involving 25 cities in Portugal. (2001-05)
He is currently in charge of the evaluation of the CIVITAS Plus MODERN – Coimbra project. President of the Portuguese Electric Vehicle Association, he was President of the European Association for Battery, Hybrid and Fuel Cell Electric Road Vehicles and of the World Electric Vehicle Association.

Speakers and panellists



Ana Teresa Lehmann is Vice-President of the Commission of Coordination of the Northern Region, Portugal. Among other responsibilities, she is in charge of international cooperation and serves as President of the Managing Authority of the Atlantic Area Operational Programme. A former Pro-Rector and Professor at the University of Porto, Visiting Professor in several US/European universities, and a President/Board Member of the European International Business Academy, she has a MSc, PhD and postdoctoral studies specialising on International Business/Foreign Direct Investment. A regular speaker in top-level conferences, she is an Editor of scientific journals and an author widely published in her field. She has been a consultant to leading international institutions (OECD, UNCTAD) and to Portuguese policy-making organisations, as well as being involved in the management of several companies and foundations.



Neil Scales is Chair of the Merseyside Transport Partnership and Chief Executive/Director General of Merseytravel. Merseytravel promotes an integrated transport network responsible for 300 million passenger journeys per year by train, bus, ferries and through the Mersey Tunnels – which provide cross river links 365 days a year. Under Neil Scales' leadership Merseytravel has been transformed into an award-winning learning organisation with the establishment of Merseylearn, a leader in its field and is the first PTA/PTE to achieve the ISO 14001. Before joining Merseytravel Neil Scales was an independent transport and engineering consultant working for the World Bank on projects across Europe. Educated at a technical school, he has a BSc in engineering, an MSc in Control Engineering and Computer systems, an MBA and is a Fellow of the three major engineering institutions.



Fernando Nunes da Silva (PhD) holds a doctorate in Civil Engineering from the Universidade Técnica de Lisboa [Lisbon Technical University] (awarded in 1992). He has been a Professor at the Instituto Superior Técnico [Higher Educational Technical Institute] at the Universidade Técnica de Lisboa since 2002.
He was also President of CESUR (Centre for Urban and Regional Systems) at the Instituto Superior Técnico from 2002 to 2006 as well as a research fellow. Specialist Member of Transport and Urban Planning in the Ordem de Engenheiros [Portuguese Engineering Association] since 2000. He currently holds the position of Councillor in the Lisbon Town Council in the department of Mobility. His main areas of professional interest include sustainable mobility, urban planning, transport planning and urban strategies for sustainable mobility.
He is the author of more than 100 publications (books, book chapters, magazine articles in national and international publications and seminar lectures)
Experience: Transport Consultant in urban planning for several towns and regional bodies.

Speakers and panellists



Paulo Simões is an advisor to the Councillor for Mobility and Road Infrastructure, Professor. Nunes da Silva, in Lisbon City Hall. Master of Transport (1997) and graduated in Civil Engineering (1991) from the Instituto Superior Técnico of the Technical University of Lisbon. In addition, he is undertaking a PhD in Engineering and Transport Infrastructure at the Polytechnic University of Madrid and is a professor in the Faculty of Engineering of the Catholic University of Portugal (since 2003). Previous teaching activity at the Instituto Superior Técnico (UTL) and the International University centres on the scientific areas of Roads and Transport. He has also developed a career as a specialist consultant and has worked with several companies and institutions (since 2000), having coordinated and conducted numerous studies in the fields of Highway Engineering, Traffic and Transport Planning.



Patrick Anvroin is the Director of the General Secretariat of the CPMR. In this organisation he has developed a high expertise in maritime issues, following all the European Commission initiatives in the area in the last years. He is now in charge of transport issues in the CPMR general secretariat (promotion of maritime transport, TEN-t review), and he co-ordinates and supports the Balkans and Black Sea Commission.



Isabel Seabra is director of the Department for Planning, Innovation and Evaluation, Institute for Mobility and Land Transport (IMTT), Portuguese Ministry of Economy and Employment. She is a senior expert in land use, transport and mobility management. Between 2005 and 2007, she was Deputy Mayor of the City of Lisbon. She has 22 years of experience in consulting and advisory services to organizations and leaders of central, regional and local administration, in areas like spatial planning and urban transport and mobility. Her latest tasks include the coordination of the Portuguese Mobility Package (guidelines on mobility management and sustainable mobility plans) and of the Working Party charged with the preparation of the Portuguese National Plan for the Promotion of Cycling. She is a member of the Portuguese National Statistical Superior Council.



Paulette Lappin is Corporate Partnership Manager for Merseytravel. Over the past 25 years, Paulette has gained considerable experience in the field of multi-agency, public and private sector partnership. Her role as the manager of the Corporate Partnership Division for Merseytravel (Passenger Transport Authority and Executive) requires her to lead and manage all things relating to all stakeholder partnerships. The role of the Department (which she set up in 1995 and which has now grown to a 10 staff team) includes regeneration, partnership and stakeholder engagement, European projects, children and young people, community/voluntary sector, engagement and development and information provision. She has been involved in community regeneration since 1983 and is committed to the values of local community ownership.



Matthieu Graindorge, postgraduate in Political Science (IEP Lille ; Université Paris I – Panthéon-Sorbonne), worked from 2000 to 2006 in Urba 2000 as a consultant. He worked in European projects related to mobility policies and intelligent transport systems : Digital Chronotachograph Card Issuing Working Group (DGTREN), FREDERIC, FIDEUS (DGRESEARCH). He has also been involved in the animation of IMPACTS network. He organized consultation forums related to the use of alternative energy in Ile-de-France region. From July 2006, Matthieu has been working for the La Rochelle Urban Community as European Projects manager, in charge of coordinating the measures implemented in the framework of INTERREG-PARTNER (2004-2007), CIVITAS-SUCCESS (2005-2009), IEE-BIOSIRE (2008-2011) and INTERREG-START (2009-2012) projects. He has also been involved in the CIVINET French network. In 2011, he participated in FP6-CITYMOBIL's demonstration of cybercars in La Rochelle – as well as in the organisation of the final conference of this project.

Speakers and panellists



Fabrice Girard is Assistant director of Mobility and Transport in Brittany. Trained as an engineer, he started his career working for international military cooperation programmes, before taking on responsibilities for new technologies projects in the telecommunications sector. In 2003 he joined the Brittany Region as Assistant Director of Information Technology and for 3 years managed the Mobility and Regional Passenger Transport service in Brittany, which used the skills of the Transport Authority with the principal aim of developing the regional passenger network (modernisation of rolling stock, station renovation, increasing services, ...)



Pierre Lascabettes is Director of public transports in Seine-Maritime County council. He worked in the railroad domain (SNCF – French national railway company) on studies of market and transfer of traffic. He then conducted work experience in Mexico in the urban planning applied to the mobility. Since 2007, he has dedicated himself to the development and to the management of the offer of transport in a territory which counts more than 1.2 million inhabitants, by developing in particular new technologies applied to public transport.



Xavier Detappe is a research professor at EIGSI, the engineering school in La Rochelle. He works on various projects within the field of information systems and mobility. He notably developed the communication system for CITYMOBIL, an experiment which was open to the public in an urban environment, which was carried out between January and June 2011, involving an unmanned passenger transport vehicle. He started his career as a consultant. After having progressed to the position of technical director, his role has led to him running network and information systems integration projects for corporate clients such as AIR FRANCE, TOTAL and EDF.



Gérard Lahellec has been the Vice-Chairman responsible for Mobility and Transport (regional passenger transport, ports, airports and waterways) at the Regional Council of Brittany since 2004. Hailing from the Côtes d'Armor, and a telecoms technician, he held various union responsibilities before being elected to the Regional Council of Brittany. In his role as Vice-Chairman, he works for the development of a high-quality public service and better accessibility throughout Brittany, notably through the “High Speed Brittany” project.



Emilio Miralles Claver currently works for INECO, where he serves as Head of Division, as an expert on Urban Transport Studies. He is a Civil Engineer (1973), has a Bachelor of Economics (1978) and a Masters in Transport Planning from the Imperial College of Science and Technology, University of London (1977). He took part in setting up the Madrid Transport Consortium, in which he held different posts, including Technical Director. He has been Deputy Minister of Transport for the Community of Madrid, Director General of Transport and Communications for the Principality of Asturias and adviser in the office of the Minister of Public Works. He has worked as a consultant for several transport companies in Spain and abroad.

Speakers and panellists



John Elliot has worked in Public Transport for 46 years, he has been Chief Executive of Traveline Scotland for the past 10 years and before that has held various positions in Scottish bus companies ranging from bus conductor to managing director. John is a Fellow of the Chartered Institute of Logistics and Transport and is a strong advocate of the provision of good quality, accurate and understandable public transport information as a key driver in modal shift.



Rui Dias Camolino - After Rui graduated in Telecommunications and Electronics in 1978 at Instituto Superior Técnico of Lisboa (IST), he worked in Telecommunications, Control and Military Systems in Centrel Group from 1979 till 1993 and afterwards in Telecommunications at EFACEC, S.A. (Electronic Systems) from 1993 till 1997.

From February 1988 to January 1989 he was also President of Section II-A, responsible for the Measurement, Control and Automation Equipment and Systems Industries of ANIMEE (National Association of Electric and Electronic Industries)

From 1997 till 1998 he was partner and manager of ENSIMÉDIA, Lda, (Telematics and Multimedia Engineering and Systems Company).

Since 1998 he works with Brisa, S.A. (Motorways Concessionaire) where he had a range of responsibilities. In representation of BRISA, since 2005 he coordinates the Permanent Committee 3 on ITS of APCAP, the Portuguese Tolerated Motorways, Bridges and Tunnels Association and since 2008, he has been the President of ITS Portugal. Internationally, Rui chairs since 2004 the Permanent Commission III on ITS of ASECAP, the European Tolerated Motorways, Bridges and Tunnels Association, and since 2009 co-chairs the e-Safety Initiative of the European Commission, recently renamed i-Mobility, representing ASECAP.



Stephen Leonard is European Project Manager for Merseytravel and is in charge of the **START** project. He graduated from the University of Liverpool in 2005 having completed a Masters Degree in Town & Country Planning. The **START** project is the second European project Stephen has worked on having previously been involved in the Atlantic Area INTERREG IIIB funded PARTNER project which ran from 2004 -2007. Stephen worked for two years for a large consulting and business services group specialising in transport and development planning for large scale developments for both public and private sector clients across the UK.



Johannes Theissen, born 1948 in Moenchengladbach, he studied law and political science at Bonn University. In 1984, he graduated with a PhD. He worked on occupational activities in a scientific association in Bonn, as assistant to the mayor of the city of Moenchengladbach and from 1984 up to end of 2001 as assistant executive director of the CDU-fraction in the city council of Frankfurt/Main. Since January 2002, he has held the posts of Area Manager and authorised signatory of traffiQ, local Public transport authority (PTA), head of European projects unit and area Manager for customer & market and new distribution formats, e.g. electronic ticketing. He has also been project manager in several EU-Projects (e.g. PIMMS, PIMMS TRANSFER, ICMA, EVUE and PIMMS CAPITAL).



James Sharples has been working for the Merseyside Brussels Office (MBO) since 2002. The office helps Merseyside to influence policy, access funds, build European partnerships and promote its good practice on the European stage. The focus is on areas of joint EU-Merseyside interest including, among others, regional policy and transport. The MBO also provides Brussels representation to the Passenger Transport Executive Group, whose membership consists of the passenger transport executives of all the major English conurbations. Before joining the MBO, James worked mainly in local government in the UK.

Speakers and panellists



David Duthie is Partnership Director of HITRANS, the Transport Partnership for the Highlands and Islands. In 1996, he joined Argyll and Bute Council and from 1997 he filled the post of Head of Network Management responsible for the management and maintenance of the Council's transportation assets including roads, bridges, piers, ferries, and airfields, and the provision of supported public and school transport services in the area. He subsequently took on the role of Head of Transportation in 2001. He was appointed as the first Partnership Director of HITRANS in June 2007 with the challenge of working with partners to deliver the Regional Transport Strategy for the Highlands and Islands with a clear focus to enable the growth of the economy in the region in a sustainable manner.



Raymond Linssen studied at The Netherlands Institute for Tourism and Traffic (today called: Breda University of Applied Sciences) and graduated on the topic of public transport and leisure in the Dutch province of Gelderland. After that, he continued studying Human Geography at Utrecht University.

He started his career at the Netherlands Institute for planning and housing (Nirov), an association for professionals in urban and regional development. With over 10.000 members from many different disciplines Nirov has a very diverse network in planning and housing. Raymond has organised many conferences, excursions and study tours, with a focus on the topic of traffic & transport and land use planning.

In 2006, he started working at NL Agency, the former SenterNovem, as consultant on sustainable mobility, mainly on the topics of mobility management and the integration of transport and land use planning. He is working on the transnational call Electromobility+, a contribution to the European Green Cars Initiative in the framework of ERA-NET TRANSPORT (ENT) and on the CIVITAS Initiative, a programme that allows cities to learn from each other and facilitate exchange of ideas on sustainable urban mobility.



Orestes Cendrero Aso currently works as a Transport Coordinator for the General Directorate of Transport and Communications belonging to the Government of Cantabria on the following activities: development and coordination of public transport networks and services, intermodality, metropolitan collective services, fare system and public funding, development of rural areas through flexible transport systems, implementation of NIT in transport, cooperation in European programs, building and management of transport infrastructures. He has graduated in Economic science and Business Management from Cantabria University, and possesses a wide background in the field of transport as he worked for several Spanish passenger transport companies.



Michael Milne is Head of Integrated Ticketing for Strathclyde Partnership for Transport (SPT), the Regional Transport Partnership serving twelve Local Authorities, 2.1 million citizens and 42% of the Scottish population. He has been Company Secretary for Scotland's national Traveline public timetable information Company since its inception in 2000 and is responsible for its financial management. In pursuing SPT's investigations since 2007 into the procurement of a smartcard system for the Subway and for a successor to the SPT ZoneCard, he has built up an extensive knowledge of the challenges and issues and contributed to the national discussions through presentations at events, conferences and to transport publications.



Alvaro Jorge da Maia Seco holds a degree in Civil Engineering from the University of Coimbra. His Masters degree was awarded from the University of Oporto and his Doctorate in Transport was awarded from the University of Leeds. Alvaro is currently Associate Professor in the Department of Civil Engineering at the University of Coimbra.

Joint Head of Subject for Communication Methods I and Seminar on Urban Planning, Transport and Transport Routes (UTVC) in the Combined Masters in Civil Engineering programme at the University of Coimbra. Throughout the years he has held the position of Head or Joint Head of Subject in various Masters' and Doctorate programmes at Universities within Portugal.

Coordinator of the University of Coimbra's participation in Portuguese and EU investigative projects and Supervisor for various Masters and PhD Transport Engineering programmes both past and present. Chairman of the Board of the company Metro Mondego S.A., from 2007 to 2010. Author of several Traffic and Mobility Studies namely in Viseu, Leiria, Setúbal and Coimbra

Speakers and panellists



Patrick Larible has been the La Rochelle town councillor responsible for public health since 2001, and regional councillor responsible for disabilities for the Poitou-Charentes region since 2004. An administrative manager in the community health sector for 15 years, he was assistant director of a sheltered housing complex for disabled people, and since 2004 has devoted himself to his responsibilities as an elected representative. He initiated the implementation of Agenda 22 in the Poitou-Charentes Region. He represents the ARF (Association of the Regions of France) at the CNCPH (National Consultative Council of Disabled People in France) and is a member of the “Equal opportunities for disabled people” working group of committee 2 of the AER (Assembly of European Regions).



Francisco Cardoso dos Reis is Chairman of the Board of the Metropolitano de Lisboa (Lisbon Metro) since June 2010. Working in the public transport sector for nearly 30 years, he has a broad curriculum and extensive experience, having previously chaired the CP-Portuguese Railways, where he began his career as an engineer of the company. At the level of international institutions in the sector, he was Vice President of the Association of European Rail Infrastructure Managers-EIM, and he was member of the Management Committee of the CER-Community of European Railways and Infrastructure Companies and the Management Committee of the UIC-Europe. Currently he belongs to the Policy Board of UITP, the International Union of Public Transport, where he's also a member of the Metro Assembly and of the European Union Committee, on behalf of Portugal.



Maria Regina Lourenço Ferreira is an economist, expert in Business Management, Planning and Transport Economics and Contactless Ticketing and Fare Systems. Since 2006, she has been Chairperson of the Board of OTLIS, ACE, the consortium of mass transit operators, managing and developing the Lisbon Interoperable Contactless Ticketing System. After having been a member of the Board of Metropolitano de Lisboa, the Lisbon underground operator from 2001 to 2003 she became in 2004 Board advisor of Metropolitano de Lisboa. From 2005 to 2008, she was chairperson of the Board of Ferbritas S.A., the engineering company held by REFER, the Portuguese railway infrastructure company.



John Porter has a BSc in Biological Sciences, an MSc in Organisational Behaviour (Birkbeck College, London) and extensive experience in research design and execution in transport, radio, communications studies, branding, market feasibility, consumer goods and services. In addition, his work within organisations includes culture, climate and communications, change management, stress management, and personnel selection. He studied clinical psychology at the Centre for Personal Construct Psychology where he conducted therapy sessions with clients suffering from a variety of personal issues and problems. John founded Interactions Ltd in 1989. He is a former Director (Research Committee) of the Marketing Society of Ireland, Member of the Marketing Institute of Ireland and former Chairman of the Eastern Chapter of the Irish Institute of Training and Development.



Carla Martins has been Head of Tariffs, Sales Channel and Pre- and Post-Service of CP Comboios de Portugal, Central Marketing, since June 2010. Began working in CP in 1999 and has held various positions: started as a marketing account manager in the CP unit dedicated to Long-distance journeys, then in charge of Marketing and later as Intercity Alfa Pendular Product Manager in the same unit, and finally responsible for the Strategic Marketing in the Central Marketing department. Began her career in Correios de Portugal in 1995 (Account manager for large customer accounts), and subsequently held executive responsibility for the Department of Logistics and Implementation at Wunderman Cato Johnson.

Speakers and panellists



Maria José Teixeira is Head of the Department for Development and Projects Management at Fundação Museu Nacional Ferroviário (FMNF) since 2007. Among other responsibilities, she is in charge of the management of co-financed projects. She has been involved in European Cooperation projects since 1999, without interruption. She has a Masters in Projects Management. Before working at FMNF she worked at Lisbon Municipality; Portuguese Institute for the Book and Libraries; Oeiras Municipality and at the former Ministry for the Qualification and Employment.



Matthias Fiedler is a human geographer (Technical University of Munich, University of Munich and University of Seville, Spain). He is specialised in integrated mobility strategies, sustainable urban/regional development and civic participation. His work experience includes research and planning in urban transport and renewable energies related projects. Due to his long lasting activity in Munich's NGO Green City he is also skilful in campaigning and network activities. Matthias has carried out a study on the impact of demographic change on public transport for EMTA (European Metropolitan Transport Authorities) in 2007 and is managing the AENEAS project on Urban Mobility and Ageing Societies since August 2008. He was further providing technical coordination support to CIVITAS-MOBILIS and has assessed the performance of CIVITAS cities within the METEOR project. Matthias is involved in further European projects such as Presto, Niches+, Eltis+ or CIVITAS-ELAN.



Denis Leroy's former position as an activity leader in charge of social and cultural activities in a district in La Rochelle enabled him to be familiar with how to mobilise "consciousness" among citizens and how to find innovative ways to make them feel like actors of the life of their local area and their city.

Based on this experience, Denis Leroy has been further involved in citizen consultation and behaviour change as the Cabinet director of the former Mayor of La Rochelle, Michel Crépeau. In 1997, he actively took part in the creation of the first "Day Without My Car", in La Rochelle. Before this he presided over the European Association "In Town Without My Car" and exchanged best practice with numerous European Cities.

Since March 2008, his position as a Vice-President of La Rochelle Urban Community in charge of mobility and transport has been a new opportunity to encourage a new culture of mobility.



Rhian Davies is Managing Director of ACT TravelWise, one of the UK's foremost institutions working in the field of sustainable transport. Having studied English and American Literature at the University of East Anglia she has worked extensively in marketing and business.

She joined the National TravelWise Association in 2005, 2 years before the merger that formed ACT TravelWise. As National Marketing Co-ordinator she was instrumental in bringing the merger about and remained in post, working as National Marketing and Business Manager for almost 4 years. She was appointed to her current senior management role in June 2010.

She is a chartered marketer and has recently been awarded chartered status from the Chartered Institute of Logistics and Transport.



Fernando Liesa is the General Manager of the Spanish National Center of Excellence in Logistics, CNC-LOGISTICA, and the coordinator of the Spanish Technology Platform in Logistics, Intermodality and Mobility, Logistop. He is also the external funding & knowledge transfer director at Zaragoza Logistics Center, one of the CNC-LOGISTICA associate centres. Over the last 10 years, Dr. Liesa has worked on a field of research involved in several national and international research projects. Since 2004, he has focused his career on research management, knowledge transfer and collaborative public-private research projects including 20+ European Framework Program Projects. Dr. Liesa holds a PhD from the University of Zaragoza, part of the PhD was performed at Stuttgart University.

Speakers and panellists



María Soledad Perlado Hergueta is Head of the Urban Environment and Mobility Area in the General Division of Air Quality and Industrial Environment. She is responsible for the development of urban environment issues in the Directorate General of Quality and Environmental Assessment, and for the coordination and secretariat of the Network of Local Sustainable Development Networks. Since 1975 she has worked in various public organizations dedicated to environmental issues. Since 2000, she has been Technical Advisor, of the coordination, promotion and monitoring of the sustainable mobility issues at national and European level under the competences of the Ministry of Environment, Rural and Marine Affairs, such as the Spanish Strategy for Sustainable Mobility (approved in April 2010), the European project of the European Mobility Week and since its inception in 2000, the Metropolitan Mobility Observatory.



Karmen Mentil studied tourism management and is certified trainer. Consultant for tourism and regional development, she is senior partner of the ÖAR Regionalberatung GmbH since 1997. She specialises in strategy development and management for tourism development projects. She is supporting the initiation, implementation, management and evaluation of local, national, transnational and EU-projects. As an external process facilitator and responsible manager for implementation of such projects, she knows current EU policies. This wide experience has resulted in many personal contacts, broad knowledge, and excellent management abilities for international projects. Since 2006 she manages Alpine Pearls, the European Network of Tourism Destinations focussing on soft mobility and sustainable tourism development.



David Blackledge is Chairman & Director of European Affairs of Transport & Travel Research (TTR), a UK-based consultancy company with extensive experience in European projects over 20 years. Before establishing TTR David worked as Head of Research for a large urban transport authority. He therefore has a thorough understanding of both public and private sectors. David has directed many projects in the UK and Europe covering a wide variety of subjects including alternative fuels, automated urban vehicles, passenger information, mobility management, land use and transport research and road pricing. In the CIVITAS Programme – the flagship programme for urban transport demonstration projects in Europe - he has taken various roles in the SUCCESS, ARCHIMEDES and CATALIST projects. He is Project Adviser to CIVINET, a project that has set up 5 CIVITAS National Networks covering 9 countries.



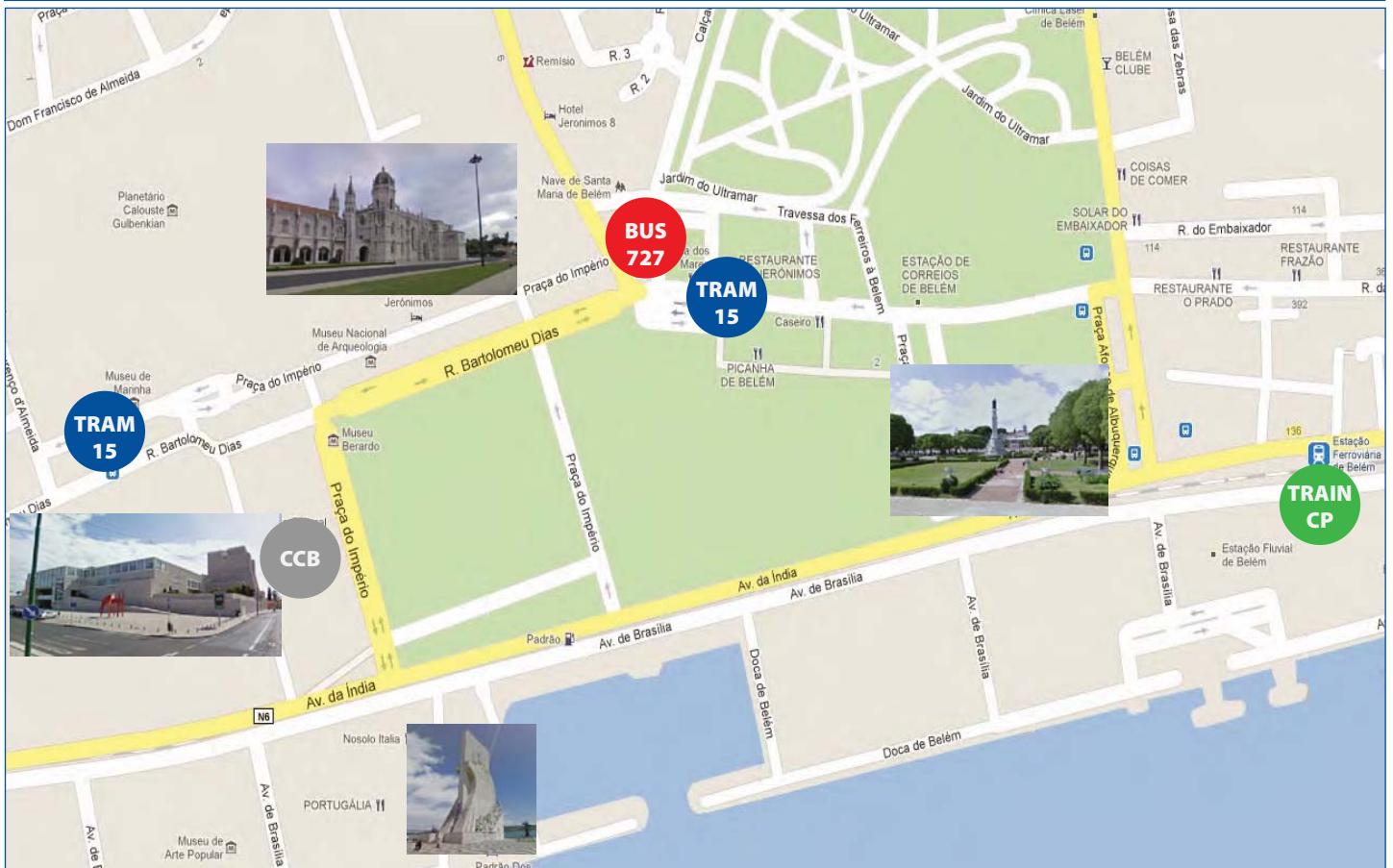
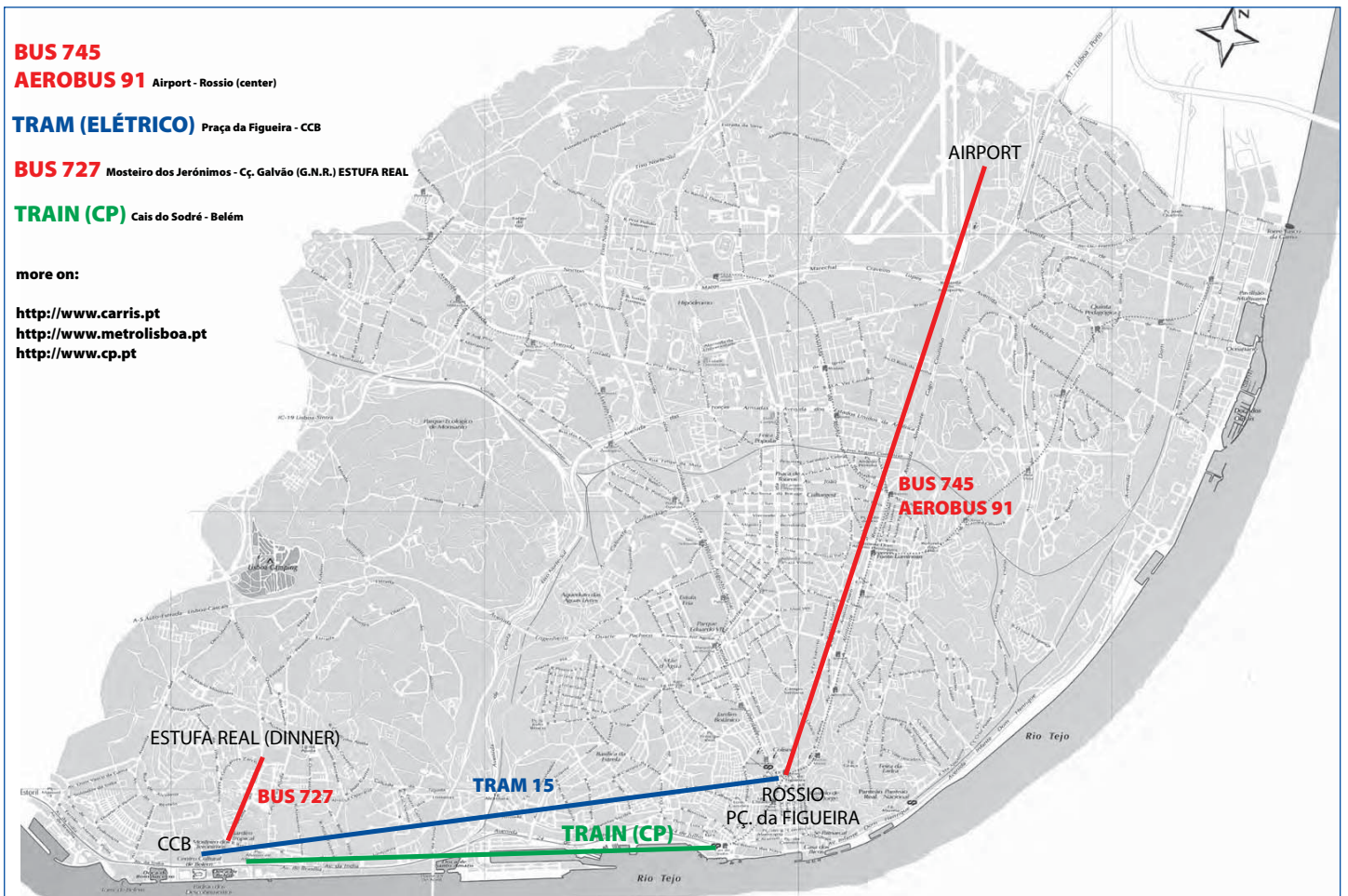
Carlos Humberto Palácios Pinheiro de Carvalho has been President of the Metropolitan Junta of Lisbon since January 2006. As President of the Metropolitan Junta of Lisbon, he belongs to the General Council of the Transport Authority of the Metropolitan Area of Lisbon, to the Strategic Advisory Board POR Lisbon, to the Commission for Monitoring the Spatial Plan of the Tagus estuary and to the Assembly of the Centre for Settlement of Consumer Disputes. In what concerns the international networks, as President of the Metropolitan Junta of Lisbon, he assumes the chairmanship of the Supervisory Board of EUROSPAN Portugal and he is a member of the Board of AIVP (International Association Cities and Ports).



Ana Gomes is a Member of the European Parliament since 2004 and was re-elected in 2009. She is also a City Council Member without executive functions at the Sintra City Council. Working as a diplomat since 1980, Ana Gomes suspended her career to enter party politics in 2003. As a diplomat, she served in the Portuguese Missions at the UN in New York and Geneva, and also in the Embassies in Tokyo and London. Between 1999 and 2003, she was Head of Mission and Ambassador in Jakarta, where she played a role both in the process leading up to the independence of East Timor and in the reestablishment of diplomatic relations between Portugal and Indonesia. In the European Parliament, her main areas of activity are: human rights, security and defence, international relations, gender issues and development.

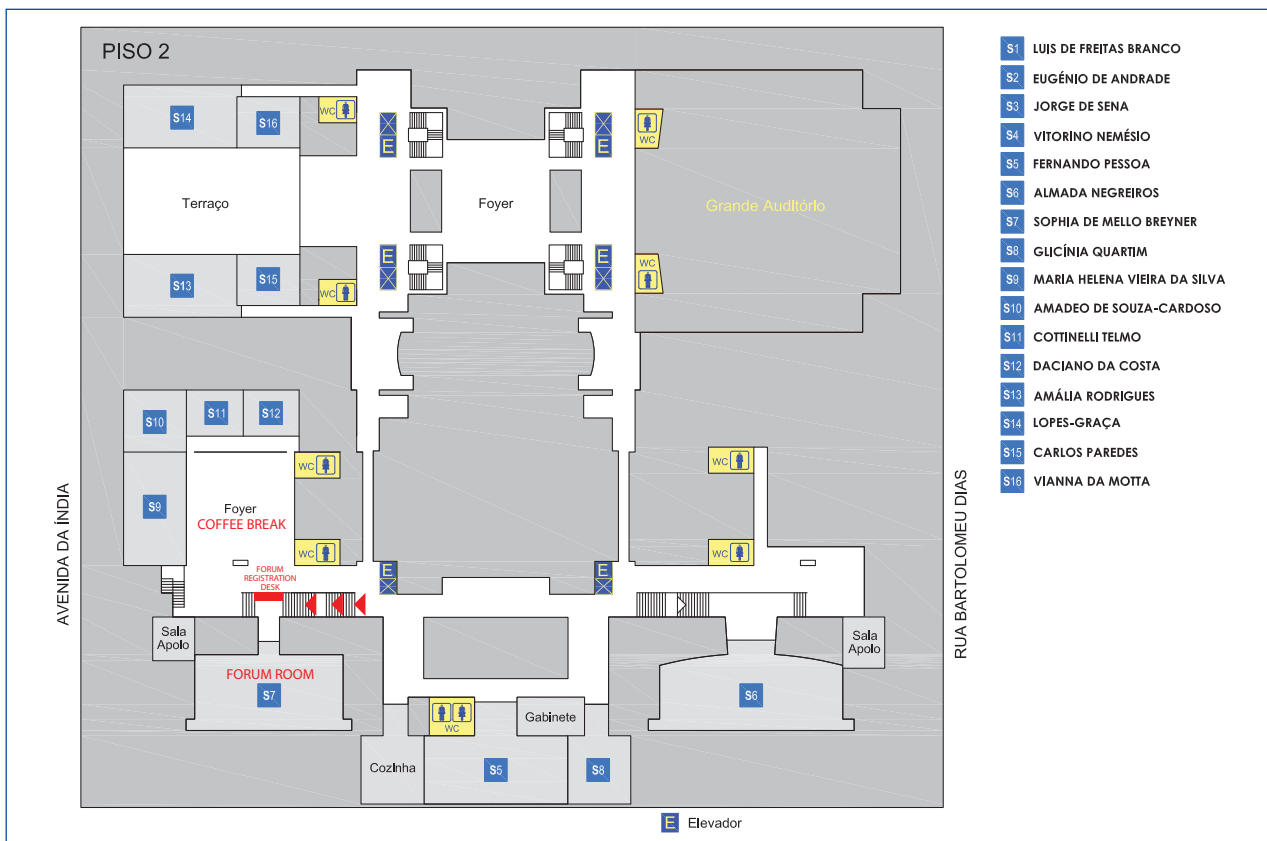
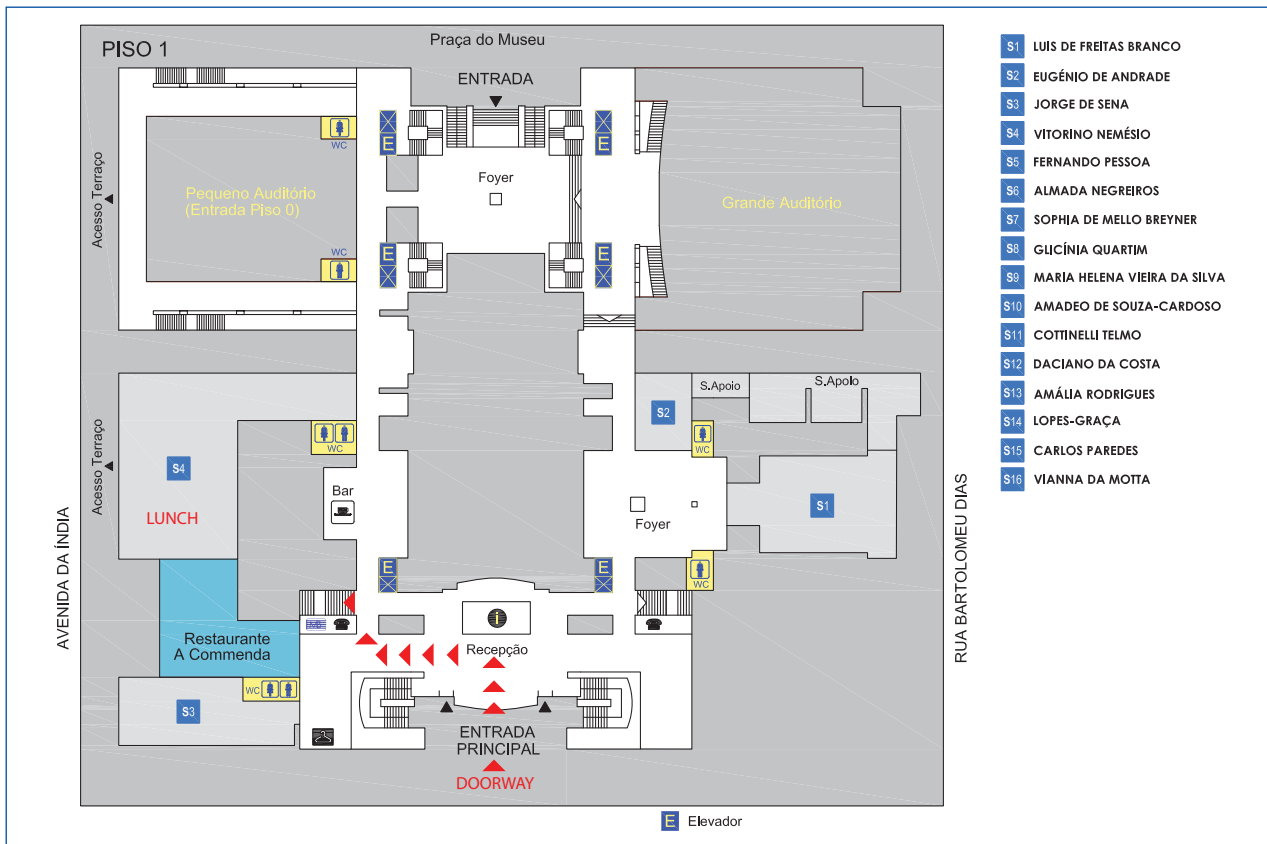
Practical Information

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Practical Information

CCB Overview



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