



City network for Sustainable Mobility and
Transport for Liveable Cities

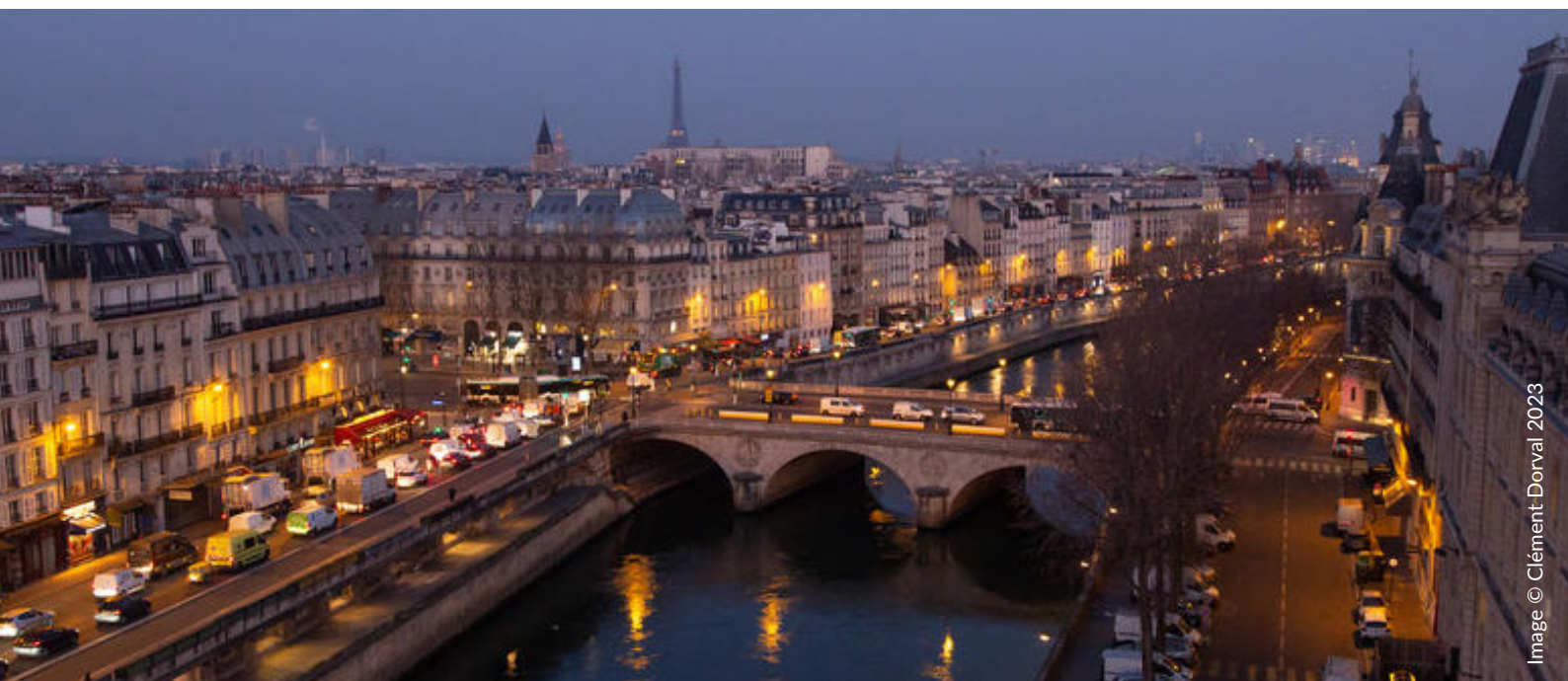


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2023 IMPACTS Conference Programme

Sustainable mobility and transport in leisure
mobility and event management

Paris
14 - 16 June 2023



Welcome to Paris

It is with great pleasure that I invite you to the IMPACTS network annual conference in Paris on 14 to 16 June 2023 with the topic **“Sustainable mobility and transport in leisure mobility and event management”**.

If we talk about sustainable mobility in our cities today we mostly focus on climate change and what's to be done to meet this almost overwhelming challenge. But sustainable mobility is so much more. It's about health and livability for the people, for whom outdoor activities are growing in importance, but it's also about organizing the traffic caused by the people visiting our cities. In some cities one third of all trips is caused by leisure and event activities. Therefore, this conference will focus on this important but often underestimated part of urban mobility policies and strategies. And, of course, with 38 millions tourists hosted in 2019 at Greater Paris scale, Paris is the perfect place to discuss these issues. Being the host city of the Summer Olympics and Paralympics 2024 and having put a strong focus on health aspects in the mobility policy Paris can contribute a lot of its own experience but is also keen to learn from other cities. The different sessions within the conference will take a closer look at the following topics:

- Health aspects and leisure activities as a part of urban planning and mobility strategies
- Sustainable transport management for great sports events
- E-scooters in city centres: a valuable contribution for sustainable urban mobility or just a nuisance?
- Management of tourist traffic



Our conference will give the opportunity to discuss this and much more, not only in the sessions but also during interesting site visits and of course within the social events like the conference dinner.

I hope you will have an inspiring and exciting conference, as well as a pleasant stay in Paris and that you might choose to stay on and explore this beautiful city further.

Tristan Guilloux

IMPACTS President, City of Paris, Head of Mobility Agency

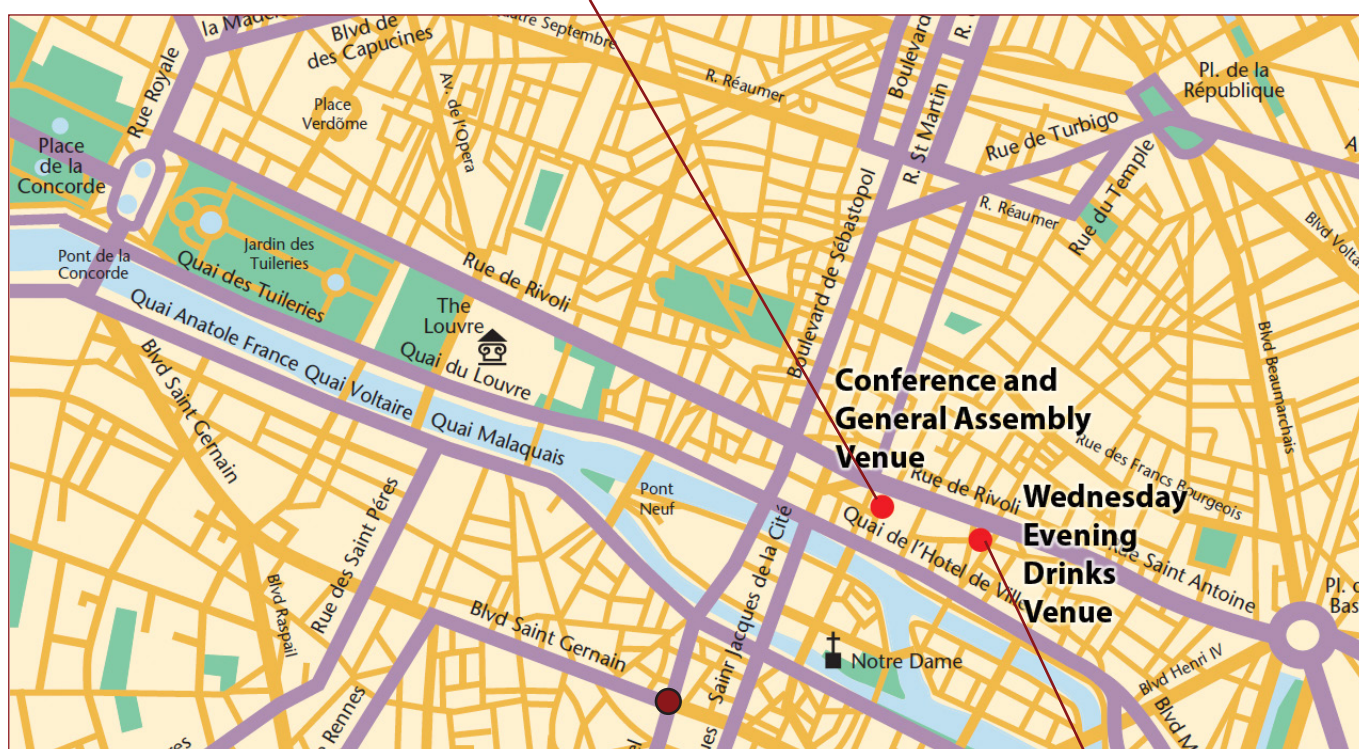


Conference venues

Directions to Hôtel de Ville

“Salle Xavier Lacoste”, 75004 Paris - Access via 5 rue Lobau

Metro: Hôtel de Ville (line 1)



Venue “La Fabrique du Métro” :

50 rue Ardoin - 93400 Saint-Ouen-Sur-Seine

Metro Line 14 / Mairie de Saint-Ouen



Bar “Buvette” reception of the Académie du Climat, <https://www.academieduclimat.paris/>
tbc Académie du Climat

Wednesday, June 14th

Paris invites attendees to an informal drinks reception at:
Bar “Buvette” at the Académie du Climat from 18:30 to 20:30

Thursday, June 15th

Umbrella Theme: “Sustainable mobility and transport in leisure mobility and event management”
VENUE: Hôtel de Ville/City Hall Registration opens at 8:30

09:00 - 11:15 Welcome

09:00 **Opening - David Belliard, Deputy Mayor of Paris**

09:20 Keynote

How great events transforms our city mobilities - **Patricia Pelloux, Deputy Director, Apur, Paris Urbanism Agency**

10:00 - 10:45 Panel discussion - *The “big picture” – sustainable strategies for mobility and climate resilience in the context of the national and European framework*

Chair: **Burkhard Horn, IMPACTS Secretary**
David Belliard, Deputy Mayor of Paris
TBC

10:45 - 11:00 Coffee break

11:00 - 12:30 Session 1 - Health aspects and leisure activities as a part of urban planning and mobility strategies (including regional aspects)

Chair: **TBC**

Health aspects and leisure activities from a holistic approach to urban space and mobility: strategy and pilot projects from Zurich - **Rupert Wimmer, City of Zurich, Department for Civil Engineering, Head of transport and urban space planning**

The Rome Jubilee 2025 event: the new Ultra Low Emission Zone (ULEZ) and active mobility projects - **Fabio Nussio, Service Mobility Agency for the City of Rome**

The new Santiago Bernabeu Sustainable Neighbourhood in Madrid - **Lola Ortiz Sanchez, City of Madrid, General Director of Planning and Mobility Infrastructures**

Street workout, fitness trails, playgrounds: how can sport take place in public space?
- **tbc, City of Paris**

12:30 Lunch - Hotel de Ville / City Hall

13:30

Session 2 - Sustainable transport management for great events

Chair: **Mikael Ivari, City of Gothenburg, Urban Transport Administration, Senior Advisor**

Towards enhanced active mobility for the Paris 2024 Olympic and Paralympic Games
- **Yasmina Channaoui, City of Paris, senior project manager, General delegation of Olympic and Paralympic Games and great events**

Special Games Berlin 2023: inclusive app solution for passenger routing in public transport during the Special Olympics in Berlin - **Imke Steinmeyer, City of Berlin, Head of Mobility Policy and Planning**

Mobility Management for the European Football Championship 2024 in Hamburg
Tina Wagner, City of Hamburg, Head of Transport Development Planning

Sustainable Mobility Plan for the 2023-24 Barça Football Season at the Montjuïc Olympic Stadium in Barcelona - **Adria Gomila, City of Barcelona, Mobility Services Director**

15:00

Coffee break

15:15

Site visit

Visit to the “Metro factory”, a place dedicated to the construction of the Grand Paris Express metro network. Immersive visit with a guide in the new metro with projections, scale models and life-size reproductions of stations and trains. The tour follows the passenger’s journey from the metro platform to the main hall of the station.

Conference with officials from the Grand Paris Express company.

Estimated time: 2 hours in total (40 minute visit followed by a conference with an executive of Société du Grand Paris) / Saint-Ouen

20:30

Conference dinner

Location TBC



Friday, June 16th

VENUE: Hôtel de Ville/City Hall

- 9:00 Site Visit (Meet at 5 rue Lobau entrance to Hotel de Ville)
- Walking tour in vicinity of Hôtel de Ville /City Hall the transformation of the Seine River embankments and Rivoli street.
- The Seine banks: from urban expressway to waterfront park, as a major place for leisure and active mobility in Paris
- Rivoli street: tactical urbanism for a radical transformation

10:15 Coffee Break

10:30 - 11:15 Session 3 E-Scooters in city centres: a valuable contribution for sustainable urban mobility or just a nuisance?

Chair: **Brendan O'Brien** - Dublin City Council, Environment and Transportation Department, Head of Technical Services

The Paris experience - **Natalia Ciciarello**, City of Paris, Shared mobility project manager, Mobility agency

Pro position - **Orest Oleskiv**, City of Lviv, Head of transport office

Contra position (tbd)

Discussion

11:15 - 12:00 Session 4 Management of tourist traffic

Chair: **TBC**

How to deal with "overtourism" in popular districts: Insights from Amsterdam
- **Willem van Heijningen**, City of Amsterdam, Directorate Infrastructure Traffic and Transport, Strategist

Access and parking management of tourist buses in Vienna - **Gregor Stratil-Sauer**, City of Vienna, Deputy Head of Mobility Strategies

12:00 Closing Remarks

12:15 Lunch Buffet lunch in a room close to the conference room

13:00 - 15:00 General Assembly VENUE: Hôtel de Ville/City Hall (tbc)

16:00 Informal tour of the Hotel de Ville (tbc) - Optional

Notes

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IMPACTS is a network of European capital and major metropolitan cities for exchanging their experiences in providing sustainable urban mobility and transport policies to create livable. It provides city Mayors and other elected officials with a lively forum to discuss transport issues and solutions with experienced technical experts.

More information:

<https://impacts.org/>

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