



Summary | Annual Conference
Paris, 14 - 16 June 2023

„Sustainable mobility and transport in leisure mobility and event management“



On the invitation of IMPACTS president Tristan Guilloux, the annual IMPACTS conference in 2023 took place in Paris. **“Sustainable mobility and transport in leisure mobility and event management”** served as the umbrella theme for the conference.

When 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 has focused on this important but often underestimated part of urban mobility policies and strategies. With 38 million tourists hosted in 2019 at the Greater Paris scale, 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 was the perfect place to discuss these issues in different formats and sessions.

Opening and introduction

The conference in the Hôtel de Ville (city hall) was officially opened by Paris' Deputy Mayor, **David Belliard**, not only welcoming the participants of the conference but also already giving first insights into the big challenges Paris is facing regarding sustainable mobility and the strategies and programs the city is working on with a special focus on public space.



The keynote speech to set the frame for the discussion during the following days was given by **Patricia Pelloux**, Deputy Director of the Paris Urbanism Agency APUR: *“How great events transform our city mobilities”*. In her presentation, Patricia first gave an overview of the legacies the host cities of the Olympics since 1992 had achieved as lasting benefits for their citizens concerning quality of life and especially mobility, like the new metro network in Beijing 2008 or the BRT system for Rio de Janeiro 2016. A special focus was set on London 2012 with a broad range of measures for sustainable mobility and a very successful communications strategy. For Paris 2024 it's about a “triple legacy”, urban, social and environmental, being a part of the Paris-Seine-Saint-Denis urban renewal project. Sports facilities will create new benefits for the local population, bathing is supposed to be possible again in the Seine and Marne rivers, a new mobility approach improves the cycling network, the conditions for pedestrians and gives a boost for public transport (e. g. the new Grand Paris Express metro network).

This keynote was followed by a panel discussion with the headline *The “big picture” – how can cities organize event and leisure mobility traffic in a sustainable way and remain attractive destinations?* moderated by IMPACTS Secretary **Burkhard Horn**. The panelists (**Simone Rangosch**, Zurich; **Lola Ortiz**, Madrid; **Eugenio Patanè**, Rome; **David Belliard**, Paris, **Patricia Pelloux**, APUR) picked up on Patricia's keynote (and in addition on the second big topic of the conference, the issue of mobility related to leisure and recreational activities) and discussed the challenges from the view of their cities along these questions:

- The traffic caused by activities related to leisure and recreation or by great events is often underestimated although in some cities up to one third of all daily trips are caused by these activities. How do you deal with this issue on the strategic level?
- This kind of traffic doesn't stop at city borders. What kind of cooperation with the neighbouring municipalities and regions do we need?

- The question of leisure and recreation activities and the traffic they cause is closely related to urban development strategies and land use planning. How do you ensure that there is a sufficient integrated view on this issue?
- If we talk about mobility concepts for great events there are different targets (ensuring good accessibility of the venues for visitors and organizers, minimizing the effects on local residents and businesses, fulfilling the goals of the overall mobility strategy...). How do you prioritize?
- The immense effort necessary to carry out an event like the Olympics is only justified if you have a large and lasting positive legacy for your city. Sometimes it has worked very well like in London, sometimes not. What are the key factors to ensure this legacy?
- All over Europe, there is more and more scepticism among the people living in the cities when it comes to a political decision about applying for such a big event as the Olympics. Do we have to generally rethink the necessity of these events respectively the way they are carried out? Which part plays the mobility aspect in these discussions?

The discussion showed clearly that more or less all cities are dealing with these questions. And especially the aspect of leisure related mobility is an issue where many cities are still developing integrated strategies. But to meet the challenges is not only a question of strategy or implementing the right measures. It's also very much about governance: Do we have the right structures and enough resources within the city administrations to work effectively on these topics? This also concerns the overall issue of acceptance and participation. There are good reasons why often the majority of the people living in our cities reject the idea of having big events within the city borders. The larger the lasting benefits you can create for the people the more justified these events and the better the chances that you can get the necessary acceptance.



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

The first session (chaired by **Willem van Hejningen**, City of Amsterdam) with inputs from the IMPACTS member cities Zurich, Rome, Madrid and Paris dealt with different strategic approaches to integrate health aspects and leisure oriented traffic into general urban planning and mobility strategies.

Rupert Wimmer, working as Head of transport and urban space planning in the Department for Civil Engineering of the City of Zurich, started the session with his input on *“Health aspects and leisure activities from a holistic approach to urban space and mobility: strategy and pilot projects from Zurich”*. Based on the overall strategy *“Urban space and mobility 2040”* Zurich has developed a vision and guiding principles on health and climate-oriented design of public space including promoting cycling and walking. Pilot projects as part of the implementation of the strategy include temporary interventions in street space during summer (*“take it to the streets”*), heat reduction in public space by water fountains and redesign of important pedestrian areas along lake and river shores. One key issue is the conflict between public and commercial use of space. A clear priority for the public interest is crucial.

Brings uf d'Strass («Take it to the streets»)

Temporary transformation of streets



Fabio Nussio from the Service Mobility Agency for the City of Rome gave insights about the strategic framework for sustainable mobility in Rome regarding the upcoming *“Jubilee 2025”*, where millions of pilgrims are expected in Rome: *“The Rome Jubilee 2025 event: new tramways, new Low Emission Zone (LEZ) and active mobility improvements”*. The strategy is based on the SUMP for Rome, adopted in February 2022 (with an extension regarding the metropolitan area adopted in December 2022). The fields of action and measures range from demand management and Mobility as a Service (MaaS) to the extension of tramway and cycling networks. Some special routes for cycling and walking are designed for the Jubilee 2025.

In the third input **Lola Ortiz Sanchez**, General Director for Planning and Mobility Infrastructures of the City of Madrid, gave a general introduction about Madrid's approach regarding the conference topic: To improve health conditions in the city air quality is a key issue, working for example with low emission zones, electrification of the bus fleet and better conditions for cycling and walking – with positive results. Concerning leisure related mobility, accessibility to alternatives for private car use is important, but also the creation of attractive and vibrant public space for the people living in the city. The plans for the new “Santiago Bernabeu Sustainable Neighbourhood in Madrid” around the stadium of Real Madrid are an excellent example for this strategy also addressing the issue of large events and entertainment areas.

Finally, **Bastien Belleil**, City of Paris, General delegation of Olympic and Paralympic games and great events, explained with his presentation “*The legacy of the Olympics for sporting activities on the public space*” how Paris is using the transport plan for the Olympics 2024 to generally improve the conditions for sustainable and healthy mobility, be it walking, cycling or public transport.

The short discussion after the presentations focused on the question if we have enough reliable data for developing and implementing our strategies and measures on these issues. Are we measuring enough? Does only count (for politics and the public) what is measured? Do we have enough resources for gathering and interpreting data?

Session 2: Sustainable transport management for great events

The second session, chaired by **Mikael Ivvari**, Senior Advisor at the Department for Urban Environment of the City of Gothenburg, dealt with the experiences of different cities on how to deal with big events regarding sustainable mobility, each focusing on different aspects. After the short presentations, the participants were able to discuss each case in more detail in small groups (world café format). These were the examples discussed:

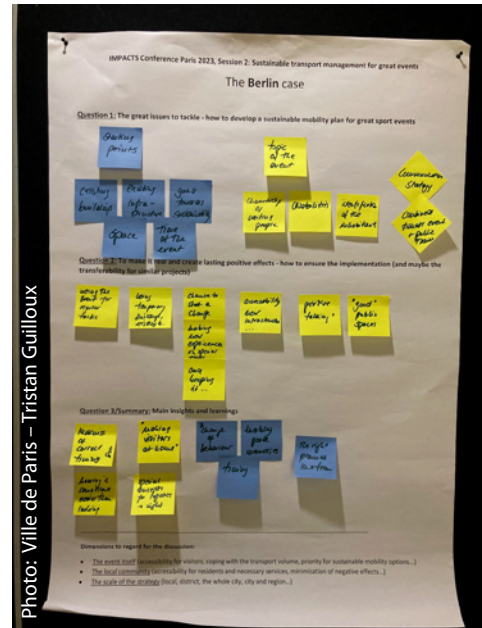
“Towards enhanced active mobility for the Paris 2024 Olympic and Paralympic Games” (**Yasmina Channaoui**, City of Paris, senior project manager, General delegation of Olympic and Paralympic Games and great events)



“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)



The summary for all at the end of the session underlined once again how important it is to learn from other cities. Some other general conclusions:

- Mobility management can be at least equally important as new infrastructure.
- Communication and negotiation are crucial elements of each process.
- The city should always be in the lead of such complicated projects: Only there is the legitimation and the competence to integrate the different aspects and interests.



Site visit: Visit of the “Metro factory” (Grand Paris Express)

The first day of the conference closed with a site visit guided by IMPACTS president **Tristan Guilloux**, Head of Mobility Agency at the City of Paris: a visit to the “fabrique du metro”, a fascinating exhibition space outside of Paris about “Grand Paris Express”, a huge project of extending the metro network into the region (<https://www.societedugrandparis.fr/>). After a ride with Paris’ fastest metro line (no. 14) to the suburb of Saint-Ouen the participants of the conference had a guided tour through the exhibition, 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. After the tour, **Benoit Dupuis**, executive director of Société du Grand Paris, the project company of Grand Paris Express, gave a presentation about the project, also dealing with the project history, financing and the effects on the spatial development of the region, causing a lively discussion with the participants afterwards.





Site visit: Walking tour in the vicinity of Hôtel de Ville /City Hall the transformation of the Seine River embankments and Rivoli street

The second day of the conference started with a sunny morning and a walking tour through parts of the city centre, led by **Tristan Guilloux**. The focus was on projects to win back public space previously used by motorized traffic for leisure purposes and for cycling and walking. The first example was the development of a former urban expressway on the southern bank of the Seine river to a waterfront park for recreation, also used as a new cycling route. The transformation has taken the form of interventions on the existing road rather than a total refurbishment in order to have a rapid transformation of the public space. The second example was the redistribution of traffic space in an arterial road by tactical urbanism, Rue de Rivoli, in favour mostly of cycling, now being part of a main cycling route through Paris, a quite radical transformation.

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

Back at the conference venue, the Hôtel de Ville, the programme continued with the third session, chaired by **Brendan O'Brien**, Dublin City Council, Environment and Transportation Department, Head of Technical Services. It dealt with the positive and negative contributions of shared e-scooters to sustainable mobility especially in the city centres.



Natalia Ciciarello, City of Paris, Shared mobility project manager, Mobility agency, started with an introduction about the experiences in Paris as a city with an already very broad range of experience and a public vote in spring 2023 for banning e-scooters from public space. First, Natalia described the history of shared micro mobility in Paris, focusing on the numbers of use of the different micro mobility modes (with some amazing numbers: 60.000 trips by shared e-scooters per day in July 2022) and the several (only partly successful) attempts of regulation. In the second part of her presentation, Natalia raised some questions about how to get the best from the different sharing modes for the cities, regarding the environmental impact, the contribution to reducing car traffic by commuters and the limitation of public space in the city centres in relation to the density of users.

This was followed by short pro and contra positions on the benefit of e-scooters for our cities by **Orest Oleskiv**, City of Lviv, Head of transport office (pro: e.g. additional mobility option as alternative to private car, almost no additional infrastructure needed) and **Pedro Fernandez**, Head of Department for International Projects in Mobility and Environment Area, Madrid City Council (contra: e. g. safety, conflicts with pedestrians and cyclists, limited effects).

The short final discussion can be summarized by the remark of one participant: No matter how big the advantages or disadvantages are – “we won’t get rid of something that’s popular”.

Session 4: Management of tourist traffic



The fourth and last session of the conference (chair: **Tristan Guilloux**) focused on tourist traffic, quite relevant for all IMPACTS member cities.

“How to deal with ‘overtourism’ in popular districts: Insights from Amsterdam” was the headline of the first presentation given by **Willem van Heijningen** and **Mick Werkendam**, City of Amsterdam, Directorate Infrastructure Traffic and Transport. Amsterdam (21 million visitors in 2019) is a perfect example to show how the disadvantages of too many tourists can get a higher significance than the benefits of being a tourist hotspot. Social media platforms like Instagram or TikTok contribute quite a lot to this development. Willem (as strategic planner) and Mick (as crowd manager, a new job beside the traditional traffic managers) showed how the city tries to reduce and manage tourist crowds with a mixture of regulation and communication, based on a new “Vision on tourism in Amsterdam 2035”. Summing up, they put up some questions for the audience (with a broad range of responses):

- Will raising the tourist tax substantially prevent tourists from coming to Amsterdam (10, 25, 50 euro p. night?)?
- Will a higher tax on transport (EU), especially on flying, help reduce tourism?
- Will a reduction of beds in the city reduce the amount of tourists?
- Is ending overtourism wishful thinking?
- Will the measures mainly affect low-income tourists and are therefore not social/just?

The final presentation of **Gregor Stratil-Sauer**, City of Vienna, Deputy Head of Mobility, focused on a specific aspect of tourist traffic: “Access and parking management of tourist buses in Vienna”. Gregor described the importance of bus tourism for the city and the conflicts emerging from growing numbers of tourist buses, but not neglecting the advantages of this mode regarding climate (compared to visiting Vienna by plane). Based on an action plan, Vienna is implementing a broad range of measures to manage this kind of traffic, like regulation of parking, peak time management or bus driver guides in different languages. Currently, digitization and e-mobility infrastructure for buses create new challenges.

Two specific learnings laid out by Gregor (besides the necessity for adapting infrastructure and regulation and for monitoring) can summarize this session in general:

- Cooperation is a key factor (between city administration, Chamber of Commerce, the tourism board and others).
- Constant and clear communication is equally important.



Photo: Burkhard Horn

Closing Remarks

Tristan Guilloux and **Burkhard Horn** closed the conference, thanking everybody for their participation and the various contributions. The open exchange of views and experiences between the cities provided by the IMPACTS conferences has again proved to be very valuable although (as always) not all interesting questions could be discussed in depth. The presentations and discussions have shown very clearly that an integrated approach on mobility planning including issues of spatial development, climate, health and social aspects is indispensable. As already discussed in Dublin 2022, some questions should get more attention in the discussions. Are the governance structures in the cities modern and resilient enough to meet the present and future challenges? How can we get more acceptance by the broad civil society for the necessary change? The IMPACTS conference in Madrid in 2024 will provide the opportunity to continue and deepen the important exchange between the cities on these questions and others.

All presentations mentioned in this documentation can be found on the IMPACTS website free for download (<https://impacts.org/conference/sustainable-mobility-and-transport-in-leisure-mobility-and-event-management-paris-2023/>).

