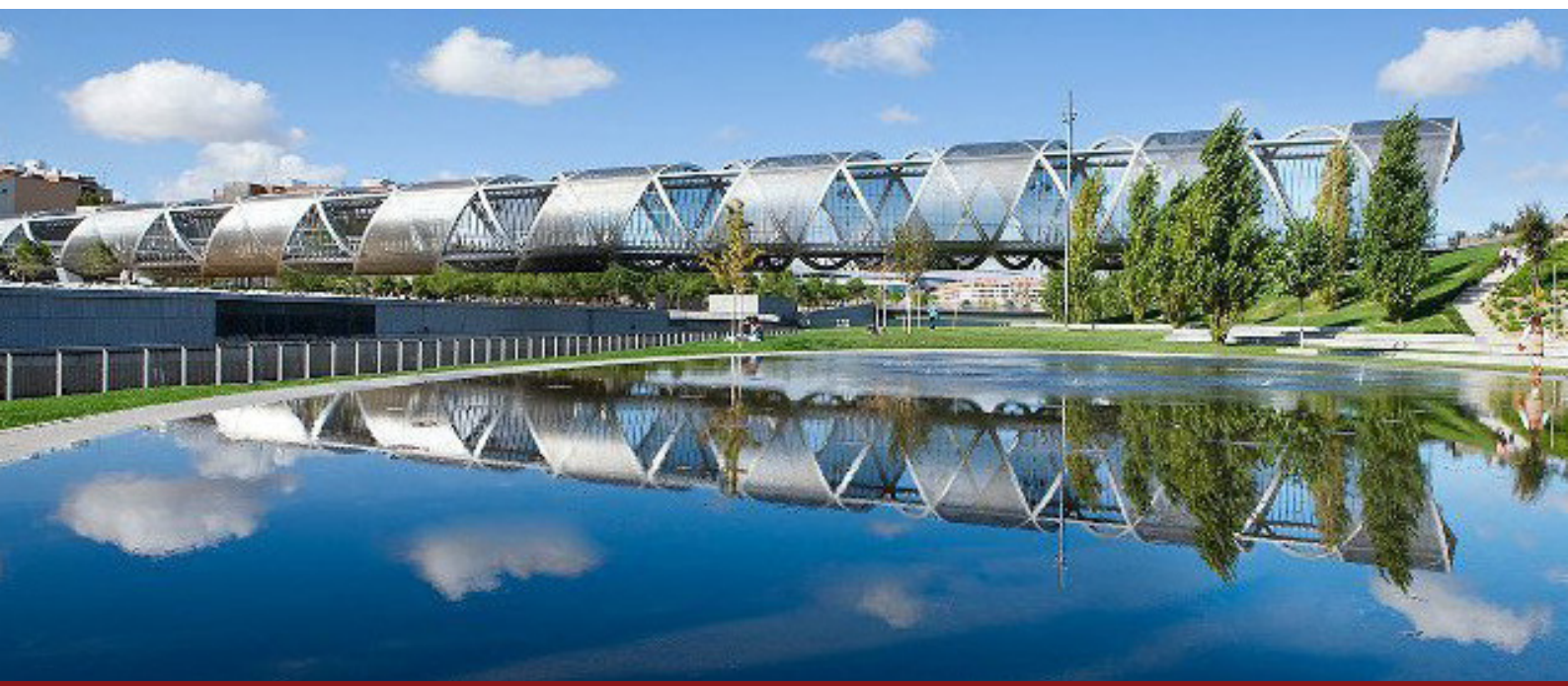




**City network for Sustainable Mobility and  
Transport for Liveable Cities**



## **2024 IMPACTS Conference Programme**

**Sustainable mobility and air quality in city  
centres**

**Madrid  
10 - 12 April 2024**



**MADRID**

# Welcome to Madrid

It is with great pleasure that I invite you to the IMPACTS network annual conference in Madrid on 10 to 12 April 2024 with the topic **“Sustainable mobility and air quality in city centres”**.

Of course, sustainable mobility is an issue not only for city centres. If we want to achieve a fundamental improvement regarding sustainability of our mobility system and more livable cities we need to act in all parts of our cities and the regions around. However, there are various reasons why we want to focus on city centres in the conference:

- In the centres quite a lot of transport related problems can be observed clustered in a small area (air pollution, noise, traffic safety...).
- Almost all inhabitants of a city come to the centre more or less regularly, it's heart, pulse and show facade of a city all in one. The focus of politics and public is on the city centres: What happens there is interesting for everyone.
- Public space is rare in city centres – but everyone wants a share of it: pedestrians, cyclists, public transport, delivery, private cars. And due to climate change more green spaces and trees are needed.

In the past years, our city centres have already changed a lot. We have gathered a lot of experiences we would like to share in this conference, from low emission zones to new pedestrian areas, from congestion charges to new public parks instead of highways. Madrid is the perfect place to do this. Here we have fully complied with the European emissions directive

for two consecutive years, something unthinkable before. I am looking forward to show you how this city has changed in its central areas.

The different formats within the conference (keynote, sessions, panel discussion...) will take a closer look at the following topics:

- Developing emission free city centres: Low emission zones and other approaches
- Just “push” or also “pull”: Do we need more and stronger regulation to make urban mobility sustainable?
- Solutions for high capacity roads: benefits for city centres?
- Car free/car reduced zones in city centres: experiences and learnings

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 Madrid. Maybe you might choose to stay on and explore this beautiful city further – spring time is the ideal season for visiting Madrid.

**Lola Ortiz Sanchez, IMPACTS President, City of Madrid, General Director of Planning and Mobility Infrastructures**





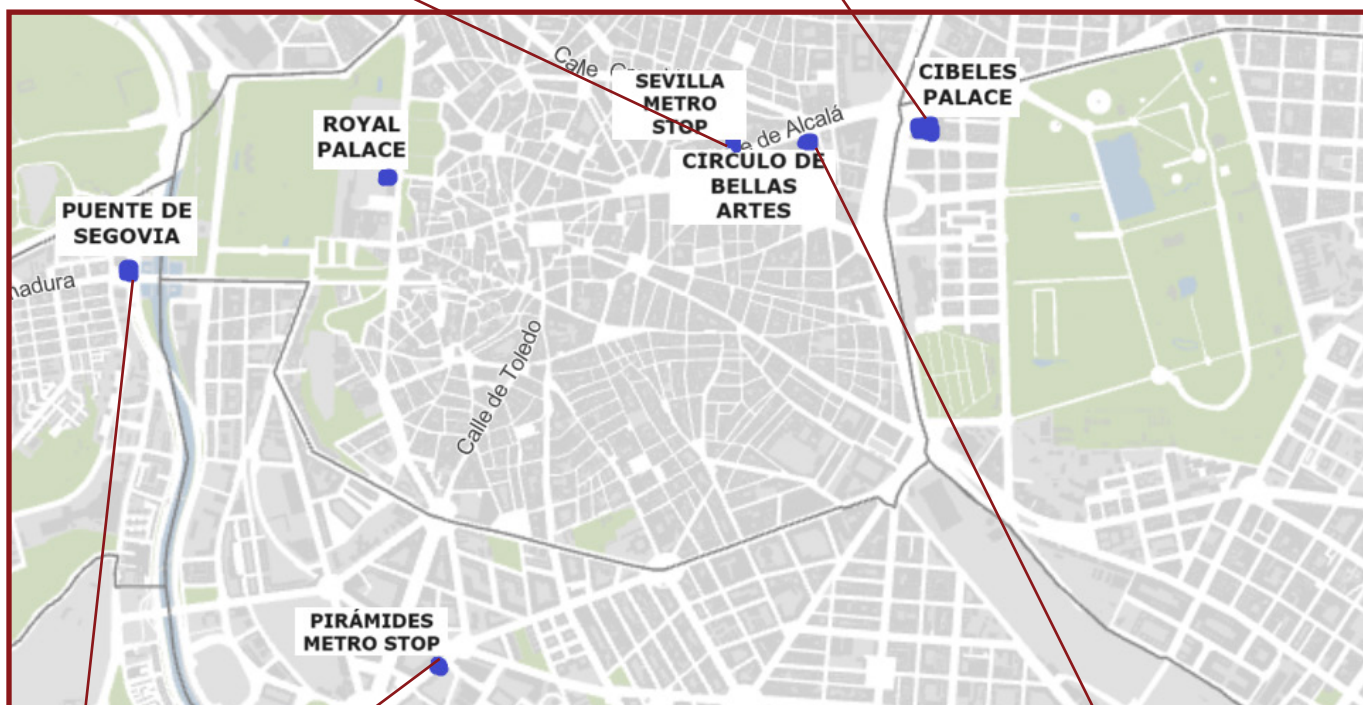
# Conference venues

Site Visit “Sol new pedestrian Area and Canalejas Mobility Hub”:  
Metro Stop: L2 “Sevilla”



## First day drinks

Cibeles Centro Rooftop/Palacio de Comunicaciones  
Rooftop - Cibeles Palace - Plaza de Cibeles, 128014, 1,  
Retiro, 28014 Madrid  
It is the same address as for the Conference.



Site Visit “Madrid Río”:  
Puente de Segovia Area  
Metro Stop: L5 “Pirámides”



## Conference Dinner Venue

Círculo de Bellas Artes rooftop, C. de Alcalá, 42,  
Centro, 28014 Madrid

# Wednesday, April 10th

Madrid invites attendees to an informal drinks reception at:  
Cibeles CentroCentro Rooftop - Palacio de Comunicaciones Rooftop  
Plaza Cibeles, 1, Retiro, 28014 Madrid from 18:30 to 20:30 (Same building and entrance as conference venue).

Free 48hr Public Transport tickets for Madrid will be available at the drinks reception Wednesday evening and at the registration desk on Thursday morning.

# Thursday, April 11th

VENUE: Palacio de Cibeles (Rooms "Berlanga"/"Begué") Registration opens at 8:30.

## 09:00 - 9:45 Welcome

- 09:00 Opening of the conference - **María José Aparicio Sanchiz**, General Coordinator for Mobility, Madrid City Council and **Lola Ortiz Sanchez**, General Director of Planning and Mobility Infrastructures, City of Madrid
- 09:15 Keynote speaker: **Naiara Vegara**, Vice President Metropoli Foundation, Director Metropoli CitiesLab - METROPOLI. *Designing Future Cities*
- Keynote speaker: **Alfonso Molina**, Innovation project manager Citylogin - CITYlogin: *new ways of delivery in the city*

## 9:45 - 11:30 Session 1 - Developing emission free city centres: Low emission zones and other approaches

Chair: **Pedro Fernandez**, City of Madrid, Head of Dept for International Projects – Mobility and Environment Area

*The approach to an emission free mobility system of Amsterdam (vision, strategy, implementation, successes and challenges)* – **Jillian van der Gaag**, City of Amsterdam, Senior Policy Advisor Emission Free Mobility

*Electrification of urban transport in Gothenburg* – **Mikael Ivari**, City of Gothenburg, Urban Transport Administration, Senior Advisor

*Evolution of the Low Emission Zone in Barcelona* – **Adrià Gomila**, City of Barcelona, Mobility Director

*Experiences with Low emission zones and other approaches to improve air quality in Rome* – **Fabio Nussio**, Service Mobility Agency for the City of Rome

11:30 - 11:45 Coffee break





**11:45 - 12:45** Panel discussion - *“push” or “pull”: Do we need more and stronger regulation to make urban mobility sustainable?*

Chair: **Burkhard Horn, IMPACTS Secretary**

Keynote speaker: **Naiara Vegara**

**Àngel López, Mobility Coordinator in the Barcelona Municipality**

**Eugenio Patanè, Rome, Deputy Mayor for Mobility**

**Simone Rangosch, Zurich, Head of Department for Civil Engineering**

**Lola Ortiz Sanchez, Madrid, General Director of Planning and Mobility Infrastructures**

**12:45** Lunch venue: Hall between meeting rooms

**13:30** **Session 2 - Solutions for high capacity roads: benefits for city centres?**

Chair: **Brendan O'Brien, Dublin City Council, Environment and Transportation**

*Paseo Verde Suroeste: How a motorway becomes a new pedestrian and green walk -*

**Lola Ortiz Sanchez, City of Madrid, General Director of Planning and Mobility Infrastructures**

*Complementary measures in the city centre to the extension of a highway with focus on the masterplan around the main station -* **Rupert Wimmer, City of Zurich, Department for Civil Engineering, Head of transport and urban space planning**

*Temporary closure of high capacity road Weesperstraat in Amsterdam -* **Willem van Heijningen, City of Amsterdam, Directorate Infrastructure Traffic and Transport, Strategist**

**15:15** Coffee break



<b>15:45</b>	<b>Site visit - Madrid Río</b>
15:45	<i>Short introduction: Madrid Río: How a motorway ring becomes a linear park along our river - Antonio Tocino de la Iglesia - Director Gerente Madrid Calle 30 and Javier Berges, Director of facilities in Madrid Calle 30.</i>
16:00	Leave for the visit from conference venue Madrid Río, Puente de Segovia Area - Metro Stop: L5 "Pirámides"
20:30	Conference dinner: Círculo de Bellas Artes rooftop C. de Alcalá, 42, Centro, 28014 Madrid

## Friday, April 12th

<b>8:45</b>	<b>Site Visit</b>
	Sol new pedestrian Area and Canalejas Mobility Hub - Metro Stop: L2 "Sevilla"
10:15	Coffee Break
<b>10:30 - 12:15</b>	<b>Car free/car reduced zones in city centres</b>
	Chair: Àngel López, Mobility Coordinator in the Barcelona Municipality <i>Dublin City Centre Transport Plan 2023 - Brendan O'Brien, Dublin City Council, Environment and Transportation</i> <i>Central pedestrian zone in Lviv and the plans for its further expansion - Orest Oleskiv, City of Lviv, Head of transport office</i> <i>Redesign of major roads as part of the strategy on CBD in Hamburg - Dr. Tina Wagner, City of Hamburg, Director-General of Transport</i> <i>Traffic calming in the city-centre of Vienna - Gregor Stratil-Sauer, City of Vienna, Deputy Head of Mobility Strategies</i> <i>Two actions by the City of Paris to calm public spaces: implementation of a limited traffic zone in the historic center; feedback on school streets - Cécile Honoré, Deputy Head of the PEPQA (Public Space Sharing and Air Quality) Department, Paris Mobility Agency</i> <i>Pedestrian areas in the city centre of Madrid - Javier Carvajal Naranjo, City of Madrid, Head of Mobility Planning Department</i> Discussion
12:15	Closing Remarks: Borja Carabante, Deputy Mayor for Urbanism, Environment and Mobility, City of Madrid
12:30	Lunch venue: Hall between meeting rooms

<b>13:15 - 15:00</b>	<b>General Assembly</b>	<b>VENUE: Palacio de Cibeles (Rooms "Berlanga"/ "Begué")</b>
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## 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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