

e-smartec + MOBI-MIX

Joint Final Conference

23 - 24 November 2022 | Brussels, Belgium

Do not miss this unique occasion to explore different sides of sustainable urban mobility. The e-smartec and MOBI-MIX projects will bring together mobility experts from across Europe to discuss all things mobility.

The **e-smartec + MOBI-MIX Joint Final Conference** will cover what has been achieved by both projects, forge long-lasting collaborations, and foster the exchange of knowledge to successfully reach a **low-carbon future for all**.

To **register** for the conference, please click the link below:

[REGISTER HERE](#)

The event will be **live with a live-stream option (links in the following pages)**.

About the projects

Sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers. Given this need, e-smartec proposes accompanying each step of sustainable mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision-making.

MOBI-MIX, on the other hand, intends to facilitate the uptake of new innovative transport solutions (from e-scooters to shared mopeds and bikes) to fulfil their potential and have a positive impact on reducing carbon emissions. MOBI-MIX has developed and sourced state-of-the-art public-private collaboration models for more effective implementation of micromobility and MaaS solutions, ultimately leading to liveable cities.

Both projects aim to **enable behavioural change in higher level mobility goals**. The synergy between the projects is special, as **both envision a low-carbon future for our cities** and regions and, ultimately, our citizens — **but approach it in different ways**: on one hand, building a co-creation and engagement process using the innovative tools of marketing throughout planning, and on the other, working to decarbonise road transport by effectively and flawlessly implementing innovative Shared Mobility and MaaS solutions.

Agenda

DAY 1 – e-smartec Final Event

23 November 2022

<https://us06web.zoom.us/j/88132611479>

Time	Activity
12:30 – 13:30	Registrations and light lunch
13:30 – 14:00	Introduction <ul style="list-style-type: none">• Launch – Alessia Giorgiutti, POLIS Network• Welcome words – Maria Morfoulaki, Centre for Research and Technology Hellas• Keynote speech – Etienne Verhelle, Interreg Europe
14:00 – 14:15	Project's key achievements Laura Babío Somoza & Alessia Giorgiutti, POLIS Network
14:15 – 15:15	Panel Discussion I Youth awareness-raising actions for sustainable mobility Moderated by Maria Morfoulaki, Centre for Research and Technology Hellas Introduction to Action Plans' (APs) development from the e-smartec regions of: <ul style="list-style-type: none">• Sunil Budheo, Coventry City Council• Chrysanthi Kiskini, Region of Central Macedonia• Ghadir Pourhashem, University of Žilina
15:15 – 15:30	Coffee Break
15:30 – 16:30	Panel Discussion II Stakeholders' participation in sustainable mobility Moderated by Alessia Giorgiutti, POLIS Network Introduction to Action Plans' (APs) development from the e-smartec regions of: <ul style="list-style-type: none">• Susanne Fischell, HTAI/Fachzentrum Nachhaltige Mobilitätsplanung Hessen• Dieter Schepers, Venlo Region• Marco Surace & Chiara di Majo, Roma Servizi per la Mobilità
16:30 – 17:15	Panel Discussion III Lessons learned from public engagement and awareness-raising actions in shared mobility Moderated by Laura Babío Somoza, POLIS Network Joint MOBI-MIX session on marketing techniques for boosting shared mobility, featuring: <ul style="list-style-type: none">• MOBI-MIX preview – Giel Mertens, Bax & Company• Pitches from the MOBI-MIX regions on public engagement in shared mobility:<ul style="list-style-type: none">○ Veerle De Meyer, City of Mechelen○ Matthew Hayward, Norfolk County Council
17:15 – 17:30	Wrap up
17:30	End of DAY 1

DAY 2 – MOBI-MIX Final Event

24 November 2022

<https://us06web.zoom.us/j/83343041810>

Time	Activity
9:30 – 10:00	Introduction <ul style="list-style-type: none">• Launch – Giel Mertens, Bax & Company• Welcome words:<ul style="list-style-type: none">◦ Michel Mostert, City of Rotterdam◦ Fayçal Ramdane, Joint Secretariat Interreg2Seas• Keynote speech – Dani Sprecher, MyWheels
10:00 – 10:45	Panel Discussion I Data-based policymaking Moderated by Joan Estrada, Bax & Company, and Laura Babío, POLIS Network <i>Featuring:</i> <ul style="list-style-type: none">• Matthew Hayward, Norfolk County Council• Stijn Vernailen, City of Antwerp• Antonia Roberts, CoMoUK
10:45 – 11:00	Coffee Break
11:00 – 11:45	Panel Discussion II Public/Private collaborations Moderated by Giel Mertens, Bax & Company <i>Featuring:</i> <ul style="list-style-type: none">• Joeri van den Ende, City of Rotterdam• Stijn Vernailen, City of Antwerp• Nick Van den Eynden, Poppy
11:45 – 12:30	Panel Discussion III Setting up a Shared Mobility Pilot Moderated by Laura Babío, POLIS Network <i>Featuring:</i> <ul style="list-style-type: none">• Melina Guerras, Metropolitan area of Valenciennes• TBD, University Gustave Eiffel• Veerle Demeyer, City of Mechelen
12:30 – 13:15	Lunch Break
13:15 – 14:45	Panel Discussion IV – High-level roundtable Supporting guidance for Sustainable Mobility Planning on public engagement and shared mobility Moderated by Laura Babío, POLIS Network Joint e-smartec session on supporting guidance for Sustainable Mobility Planning on public engagement and shared mobility, featuring: <ul style="list-style-type: none">• Glykeria Myrovali, Centre for Research and Technology Hellas• Marco Surace & Chiara di Majo, Roma Servizi per la Mobilità• Dieter Schepers, Venlo Region• Stefan Schimmel, City of Rotterdam• Matthew Hayward, Norfolk County Council
14:45 – 15:00	Wrap up
15:00	End of DAY 2

Practical information

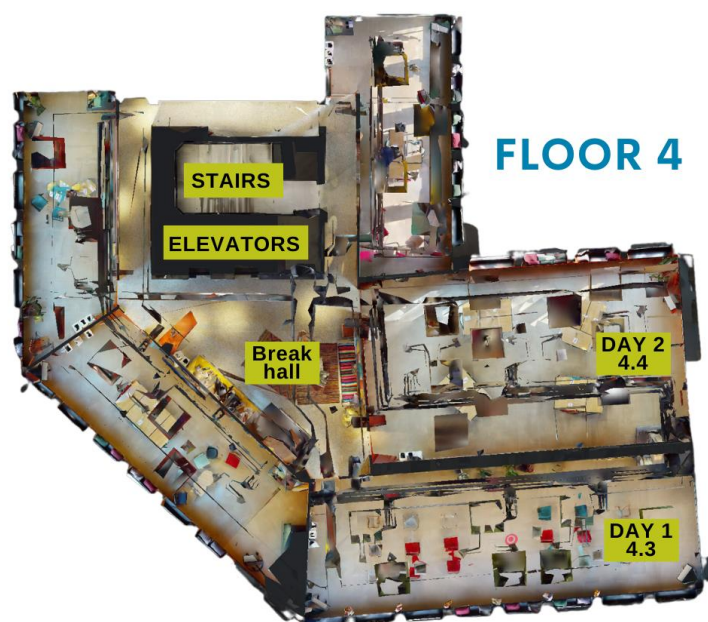
Venue

The **e-smartec + MOBI-MIX Joint Final Conference** takes place at **Comet Meetings – Louise**, a fantastic venue near the European Quarter.

To view transport connections to the venue, please check our map:
<https://www.google.com/maps/d/u/0/edit?mid=1r0xjnObgClDLHEjclhpLpAnB93NKm0&usp=sharing>.

When you arrive at Comet Meetings, grab your badge and join us:

- On **Day 1**, on **Floor 4**, **Room 4.3 The Blooming Mercado**
- On **Day 2**, on **Floor 4**, **Room 4.4 The Tatacoa Escape**



Livestream

To join us online, click the links below:

DAY 1 – e-smartec Final Event (23 November 2022)

<https://us06web.zoom.us/j/88132611479>

Connect at 13:30 CET to kick off the first day of the Conference!

DAY 2 – MOBI-MIX Final Event (24 November 2022)

<https://us06web.zoom.us/j/83343041810>

Connect at 09:30 CET to kick off the second day of the Conference!