



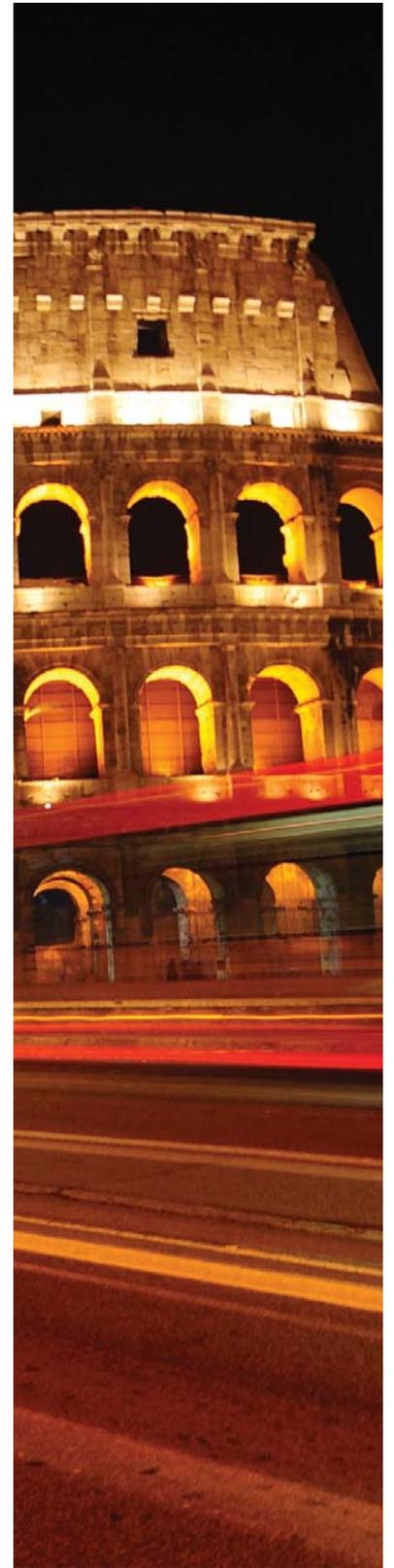
2010 IMPACTS Conference Rome

## Programme

### Urban Sustainable Mobility – New Projects and Technologies towards Sustainability / Rome meets Europe

Palazzo delle Esposizioni  
Via Milano 9/A  
00184 Roma

30 June -2 July 2010



**mva**consultancy



ROMA

## Information Management Policies Assessment for City Transportation Systems (IMPACTS)

IMPACTS is an international network of European, North American and Latin American cities established as a forum for exchanging information about urban mobility and transportation policies. The diverse cities recognise that they share similar problems, and recognise the value in sharing information as they work toward their common vision of sustainable transportation solutions.

IMPACTS is a federation of three organizations:

### IMPACTS Europe

IMPACTS Europe is an association registered in France with its Secretariat located in the offices of MVA Consultancy in London. The network brings together political decision makers from Amsterdam, Barcelona, Berlin, Brussels, Budapest, Geneva, Göteborg, London, Paris, Rome, Vienna and Zagreb.

### IMPACTS North America

IMPACTS North America was created in 1996 on the initiative of NACTO, the National Association of City Transportation Officials. The cities are typically represented by high-ranking transportation officials, who work directly with their Mayors and are responsible for proposing and implementing mobility strategies.

### IMPACTS America Latina

IMPACTS America Latina was formed in 2004. The first conference was held in Quito. IMPACTS Europe through its member cities of Barcelona and Geneva provide assistance, and further collaboration between the European and Latin American cities is planned.



# Welcome to Rome

I would like to extend a warm welcome to our city on behalf of the Mayor of Rome.

As in previous years we invite delegates to join us in an informal and relaxed debate about issues that affect all our cities, whether they are large or small. This year's conference focuses on the theme of 'Urban Sustainable Mobility'. The topic responds to new projects and technologies that aim to achieve sustainability in our cities.

Across the globe 2010 is a year of challenging economic times. Some governments find themselves in deficit, forced to cut expenditure on services including transport, yet we all need to invest in sustainable transport to keep our cities moving forward. At this year's conference we will exchange information about actions we are taking and debate the difficult task of securing funding to finance urban mobility projects.

I look forward to seeing a strong representation from member cities at what has become a vibrant annual gathering, and look forward to meeting you all in Rome this summer.

## Sergio Marchi

**President of IMPACTS Europe**

## Conference Registration & Help Desk

The registration desk staffed throughout the conference is located next to the conference room. It will open from 09:30 on Thursday 1 July 2010.

Interpretation in French and English will be provided for all conference sessions.

### IMPACTS Europe Secretariat

MVA Consultancy  
Second Floor  
17 Hanover Square  
London W1S 1HU  
Tel +44 (0)20 7529 6555

**Email:**  
[IMPACTS-Europe@mvaconsultancy.com](mailto:IMPACTS-Europe@mvaconsultancy.com)

### Conference Organiser

Rome Mobility Agency  
Chiara Di Majo  
Linda Groenenboom  
Via Mosca, 9  
00142 Roma - Italy  
Tel: +39 06 4695 6853  
Fax: +39 06 4695 6683

**Email:**  
[chiara.dimajo@agenziamobilita.roma.it](mailto:chiara.dimajo@agenziamobilita.roma.it)





## Wednesday 30 June

The City of Rome invites delegates to meet for an informal drinks reception  
19.00 - 22.00 Informal drinks reception - Casa del Cinema, Villa Borghese

## Thursday 1 July

- 09:00 - 9:30 Registration with coffee - Palazzo delle Esposizioni  
Via Milano 9/A 00184 Roma
- 9:30 - 10:00 Welcome from **Cllr. Sergio Marchi**, IMPACTS President  
Welcome from the Mayor
- 10:00 - 10:30 Keynote presentation - The innovative Strategic Plan for  
Sustainable Mobility for Rome - **Stefano Giovenali**,  
Coordinator of the technical secretariat of Rome's Sustainable  
Mobility Master plan
- 10:30 - 11:00 Coffee Break

### Session 1: City of Rome presentations on theme of conference

- 11:00 - 12:00 Chair Person: **Maria Krautzberger**, Berlin  
The re-organisation of mobility in Rome and the Sustainable  
Mobility Policies and actions - **Massimo Tabacchiera**,  
President Rome Mobility Agency  
On going activities for the implementation of major mobility  
infrastructures in Rome - **Federico Bortoli**, CEO - Roma  
Metropolitane  
What future for Public Transportation in Rome? **Adalberto  
Bertucci**, CEO ATAC

### Session 2 - part 1: Presentations on theme of conference from other cities

- 12:00 - 13:00 Chair Person: **Claude Dargent**  
Barcelona Mobility Urban Master Plan. Evaluation 2006-  
2009 - **Julio Garcia Ramon**, Barcelona  
ITS Vienna Region - **Nicole Prikoszovits**, ITS Vienna
- 13:00 - 14:30 Lunch Break

### Session 2 - part 2: Presentations on theme of conference from other cities

- 14:30 - 15:30 Chair Person: **Jörgen Linder**, Gothenburg  
Impacts of recently published Mayors transport strategy on  
urban sustainable mobility - **Keith Gardner**, TfL London  
Towards the European directives: air quality, projects and  
policy visualized in the monitor tool - **René Meijer**, Amsterdam
- 15:30 - 16:00 Break

### Session 3: Roundtable discussion - can sustainable urban mobility be achieved?

- 16:00 - 17:30 Chair Person: **Rene Meijer**, Amsterdam  
Panel composed of political representatives

20.00 Conference Dinner - *Casa del Jazz*

## Friday 2 July

### Session 4: Presentations on theme of conference

09:00 - 10:30 Chair Person: **Francesc Narváez i Pazos**, Barcelona  
The New Berlin Transport Strategy: Process and Expectations - **Friedemann Kunst**, Berlin  
ITS Action Plan - **Claude Dargent**, Paris

10:30 - 11:00 Coffee Break

### Session 5: Financing urban mobility projects and new tools

11:00 - 12:30 Chair Person: **Alexandra Vogl**, Vienna  
Alternate sources for financing urban transport infrastructure - **Visnja Bedenko**, Zagreb  
Congestion charges and financing infrastructure investments in Gothenburg - **Jan Rinman**, Gothenburg  
A fair share of parking spaces - parking space management and garage building schemes - **Rainer Mueller**, Vienna

13:00-14:30 Lunch Break

### Session 6: Large and sport event management in cities (Stadium Project)

14:30 - 15:30 Chair Person: **Keith Gardner**, London  
Stadium Project and the South Africa and Delhi demonstrators - **Maurizio Tomassini**, Rome  
Organisation of London 2012 Olympic games, **Ed Thompson**, Transport for London  
Rome 2020 Olympic Games candidature - **Enrico Sciarra**, CEO Rome Mobility Agency

### IMPACTS Europe General Assembly (members only)

15:30 - 17:30 Chair Person: **Fabio Nussio**, Rome  
Separate agenda provided by Secretariat.

## Technical/Site visits - 2 July

15:30 - 17:00 Visit to the construction site of the new METRO B1 Line - guided by Roma Metropolitana





# Directions to the Conference

Palazzo delle Esposizioni  
Via Milano 9/A  
00184 Roma  
Call center 06 39967500



## Directions to Palazzo delle Esposizioni

Underground

metro A (get off at Repubblica)

metro B (get off at Cavour)

Bus

40 - 64 - 70 - 71 - 117 - 101 - H (BUS STOP Nazionale/Palazzo Esposizioni)

From the train station (Stazione Termini) From Piazza dei Cinquecento (in front of the station) take the aforementioned bus lines (towards Piazza Venezia)

4 stops and get off at Nazionale/Palazzo Esposizioni

# Conference Dinner at Casa del Jazz



The Casa del Jazz is immersed in 25,240 square meters of greenery, and this park is open to the public from sunrise to sunset. In the summer, the Casa del Jazz organizes outdoor events.

Casa del Jazz

Viale di Porta Ardeatina, 55

00153 Roma

[www.casajazz.it](http://www.casajazz.it)



