



Presentation

“**Better Mobility – Better Cities**” is the title of the fourth World Congress of the global network “Cities for Mobility”. The City of Stuttgart has the great pleasure to announce this event which will take place from **July 4 – 6, 2010** in the City Hall of Stuttgart.

Six reasons why you should attend

- **Meet over 300 decision-makers and experts** in urban transport area from more than 30 countries in one place
- **Enlarge your international profile** and network of contacts and analyze innovative transport solutions applied in cities world-wide
- **Present your own ideas and projects** to a large international audience disseminating widely the achievements in your cities
- **Share experiences and approaches** in solving and managing problems in transport area with other network members
- **Finding project partners:** Participants have the opportunity to get in contact with potential project partners and to initiate innovative cooperation proposals
- **Get inspired** by the experiences of other partners for implementing them in your city



Thematic approach

The main objective of the 2010 World Congress is to highlight the importance of urban mobility for the development of local economy. The congress aims to increase awareness on four fields of urban mobility.

We want to show that

- **pedestrians and cyclists have an impact on the economic performance and attractiveness of our cities.**
- **mega events generate long lasting benefits for cities.**
- **electric mobility has to be promoted in the context of urban planning, housing, energy supply and transport infrastructure.**
- **traffic safety contributes to a reduction of losses in local economies.**

Confirmed speakers

Christian Buchel, Member of the Board of Management of Energie Baden-Württemberg AG

Kathleen Elsig, Regional Manager Europe and Central Asia Global Road Safety Partnership (GRSP)

Prof. Dr. Andreas Knie, Innovation Centre for Mobility and Social Change

Michael Macht, Chief Executive Officer of Porsche AG

Carlos Pardo, GTZ Sustainable Urban Transport Project (SUTP)

Julio César Pereyra, President of the Federation of Argentinian Municipalities (FAM), Co-President of the Federation of Latin American Cities, Municipalities and Associations (FLACMA)

Matthias Wissmann, President of the German Association of the Automotive Industry (VDA)

Parallel Sessions

Walking and Cycling – essential assets for economic and social development



As the majority of people nowadays live in urban areas, cities have to distinguish among each other to make themselves known. City branding is very common and apart from creating identity by building architectural highlights, almost every city shows their attractiveness with images of happy people walking and cycling on squares and in streets. However when it comes to strategic urban planning for pedestrians and cyclists there seems to be another reality.

This session will present the key arguments and issues for integrating walking and cycling into our communities. Participants will discuss how to define and defend provision for cycling and walking, particularly in big developments, and how vital they are to the health of local economies. In smaller groups the debate will focus on the particular needs and issues for each mode, before preparing a summary of ideas to support practitioners and politicians in delivering better environments for people to walk and cycle and thus contribute to the economic (and social) health of their community.

Large events – a motor for city improvement



Cities all over the world are hosting a growing number of large events, such as sport competitions, con-

certs, cultural festivals, religious pilgrimages and business conventions. Experience shows that an optimized transport management as well as the upgrade of infrastructure developed for the event can create long-lasting benefits for cities.

The real challenge when hosting large events is not as much the implementation of transport strategies but rather the sustainability of these strategies for the cities. The session will concentrate on a number of “soft factors” that are equally important when developing strategies for any kind of large event, such as the efficiency of the city organisation, the chance to raise the image of the city in the competition for investments and qualified work force, the development of a feeling of common purpose among citizens and the creation of incentives for the development of local economies.

Fresh power for urban mobility



During the last years the discussion on new energy sources for urban mobility systems has gained considerable importance. Electric mobility raises high expectations and at the same time also questions about its contribution to the challenges our cities are facing in the field of transport and traffic. Electric mobility is much more than batteries and engines. In the next decade, the gradual introduction of E-mobility in our cities will cause an impact on the urban structures and the behaviour of citizens. Cities must use this opportunity as a chance to rethink their traditional urban approaches, and to guarantee that the positive effects remain sustainable.

The close relationship between mobility and urban structure implicates a set of problems that cannot be solved with new technologies alone. E-mobility can also produce an increase in the use of vehicles due to the reduction of costs and emissions. For this reason it is necessary to create a better structure of urban space, displace traffic onto more environmentally-friendly systems and create an integrated management of all transport systems and demands of customers.

SOL – Save Our Lives. A Comprehensive Road Safety Strategy

More than 1.3 million people lose their lives and 50 million are injured on the world's roads every year at an estimated annual cost to the global economy of USD 516 billion. Without users in built-up areas, especially pedestrians, cyclists and users of public transport are at greatest risk due to the rapid growth of urban populations and explosion in the number of motorized vehicles on the roads. The European project Save Our Lives (SOL) aims to prevent roads crash death and injury and increase sustainable mobility in 7 pilot communities in Central Europe by developing targeted strategies, implementing effective programs and building a transnational road safety network.

SOL will empower the participating communities with knowledge, skills and networks derived from global good practice experience so they can take a leading role in road crash injury prevention in the region. The SOL workshop will present the successful examples of London and Sao José dos Campos. Participants will develop in working groups a model city road safety program and present it back to the group pulling lessons from the examples presented and forming their own experience.



Call for posters exhibition

This year we will offer you again a platform for the presentation of innovative ideas and projects. The **poster exhibition will take place on July 5 and 6**, in the congress area of the City Hall.



Requirements:

- Posters should if possible refer to one of the four thematic sessions
- Posters **should have a maximum size of 1m width and 2m height**, and could be displayed on bulletin boards. Please specify the method of display with submission.
- All **costs associated with creation of the poster will be the responsibility of the exhibitors.**
- **Poster session abstracts** must be submitted to the Coordination Office (as .doc or .pdf files) to nicolas.leyva@stuttgart.de **not later than June 18, 2010.**
- Abstracts should present the information on the poster. Please provide the contact name, title, email address, and telephone number.
- **Space is limited**, and the Coordination Office reserves the right to reject any submitted abstract.

Highlights

Technical visits - Mobility On-Site



City tour with public transport and visit to the Integrated Traffic Management Center



Walking audit/excursion by foot through the city of Stuttgart



Sightseeing tour on Pedelecs



Visit to the Porsche Museum



Visit to the Mercedes Benz Museum

Special events



Get-together (Barbecue)

When: July 4, 7:00 pm
Where: City Hall Stuttgart
Roof Terrace
Marktplatz 1
70173 Stuttgart



Evening event at DEKRA with speech of Porsche CEO Michael Macht

When: July 5, 7:30 pm
Where: DEKRA Headquarter
Handwerkstrasse 15
70565 Stuttgart



Farewell Get-together Wine tasting in the viniculture museum of Stuttgart

When: July 6, 7:00 pm
Where: Weinbaumuseum
Stuttgart
Uhlbacher Platz 4
70329 Stuttgart

Venue

Stuttgart City Hall
Rathaus, Marktplatz 1
70173 Stuttgart, Germany

Registration will be available from May 24, 2010
under www.cities-for-mobility.org

Congress attendance is free of charge, the cost of travel and accommodation must be covered by the participants.

Language: During the plenary sessions on July 5 and 6, simultaneous interpreters will be available in English, Spanish and German. Parallel sessions will be held in English, translation will not be available.

Your contact persons



Patrick Daude
Network Coordinator
Phone: +49-711-216-8501
Fax: +49-711-216-6105
patrick.daude@stuttgart.de



Wolfgang Forderer
Head of Policy Planning
Phone: +49-711-216-1788
Fax: +49-711-216-6105
wolfgang.forderer@stuttgart.de



Dr. Nicolas Leyva
Network Coordinating Officer
Phone: +49-711-216-6106
Fax: +49-711-216-6105
n.leyva@stuttgart.de



Cities for Mobility Coordination Office
Landeshauptstadt Stuttgart
Referat Koordination und Planung
des Oberbürgermeisters
Rathaus, Marktplatz 1
70173 Stuttgart, Germany

Phone: +49-711-216-8501
+49-711-216-3782
+49-711-216-6106
Fax: +49-711-216-6105
E-mail: cfm@stuttgart.de
Website: <http://www.cities-for-mobility.org>