

TOWARDS USER-CENTRIC TRANSPORT IN EUROPE

Challenges, solutions and collaborations

BRUSSELS
22-23 MAY 2017

BOUCHE À OREILLE
CONFERENCE CENTER
Rue Félix Hap, 11
1040 Bruxelles

WWW.MIND-SETS.EU
INFO@MIND-SETS.EU

WWW.MOBILITY4EU.EU
INFO@MOBILITY4EU.EU

DAY 1 - 22 MAY 2017 (10H-19H30)

10:00 – 10:30	Welcome coffee
10:30 – 11:30	<p>Challenges for future mobility</p> <ul style="list-style-type: none"> * Welcome from Mobility4EU & MIND-SETS Beate Müller, VDI/VDE-IT, Germany, Laurie Pickup, VECTOS, UK * Opening Remarks: EU Transport R&I Policy – Considering People's Needs Ioana Adamescu, DG Research & Innovation * Rethinking mobility for a human city Cathy Macharis, VUB, Belgium * The need for a new human centred vision of mobility Laurie Pickup, VECTOS, UK
11:30 – 13:00	<p>What do you really know about mobility? Understanding the motives behind transportation choices.</p> <p>The origins of the MIND-SETS approach: a blend of economics, psychology, sociology and social networking Silvia Gaggi, ISINNOVA, Laurent Franckx, Berfu Unal, University of Groningen, Laurie Pickup, VECTOS, Pnina Plaut, Technion</p> <p>Changing professional MIND-SETS: a collaborative work effort with European experts and professionals Oriol Biosca, MCRIT</p> <p>MIND-SETS: a new approach to understanding mobility Alexandra Kershaw, VECTOS</p> <p>The influence of generational footprints Herman Konings, Pocket Marketing</p>
13:00 – 14:00	Lunch break and networking
14:00 – 15:30	<p>How to create and tailor user centric mobility policies and products</p> <p>Interactive session with the audience: participants will have a chance to explore the MIND-SETS Knowledge Centre, will get a preview of the MIND-SETS insights, and will be able to try out an interactive tool that predicts user perceptions of various mobility products, policies and services.</p> <p>Laurie Pickup, VECTOS, Lucia Cristea, Radu Gasper, EIP, Herman Konings, Pocket Marketing</p>
15:30 – 16:00	Coffee break and networking
16:00 – 17:30	<p>A forum and action plan for the future of mobility in Europe</p> <ul style="list-style-type: none"> * Building an action plan for mobility in Europe in 2030 Beate Müller, VDI/VDE-IT, Germany * Societal trends influencing mobility and logistics - a comprehensive analysis Alain L'Hostis, Ifsttar, France * Towards a vision for transport in 2030: participatory evaluation of scenarios Imre Keserü, VUB, Belgium * Concept of a "European Transport and Mobility Forum" Gereon Meyer, VDI/VDE-IT, Germany <p>Stakeholder expectations on the "European Transport and Mobility Forum" Panel discussion moderated by Gereon Meyer, VDI/VDE-IT, Germany</p>
from 17:30	Networking cocktail



These projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690732 Mobility4EU and No 640401 MIND-SETS.

TOWARDS USER-CENTRIC TRANSPORT IN EUROPE

Challenges, solutions and collaborations

BRUSSELS
22-23 MAY 2017

DAY 2 - 23 MAY 2017 (8H30-14H30)

8:30 – 9:00	Welcome coffee
9:00 – 10:30	<p>Opportunities and novel ideas for future mobility in the EU</p> <ul style="list-style-type: none"> * Universal design as a way of thinking about mobility Jørgen Aarhug, <i>Transport Economics Institute Oslo, Norway</i> * Transport serving passenger requirements Evelien Marlier, <i>European Passenger Federation, Belgium</i> * New developments in Shared Mobility: insights from Taxistop, a shared mobility operator Angelo Meuleman, <i>Taxistop, Belgium</i> * Transportation as a digital data business Marko Javornik, <i>Comtrade, Slovenia</i> * Freight mobility in Europe: Towards more efficient and sustainable chains Susana Val, <i>ZLC, Spain</i> * Data-driven safety monitoring in future aviation systems Carlo Valbonesi, <i>Deep Blue, Italy</i> * A collaborative approach to develop multimodal research and innovation strategies Mark Robinson, <i>ECTRI, Belgium</i>
10:30 – 11:00	Coffee break and networking
11:00 – 12:30	<p>Collaborations and Joint activities</p> <p>SESSION A - Towards a seamless passenger journey</p> <ul style="list-style-type: none"> * Enhancing multi-modal collaboration between service providers Facilitator: Annika Paul, <i>Bauhaus Luftfahrt, DATASET2050</i> * Reducing passengers' overall travel time and enhancing passenger experience Facilitator: Genovefa Kefalidou, <i>The University of Nottingham, PASSME</i> <p>SESSION B – User co-created innovation</p> <ul style="list-style-type: none"> * Insights in passenger needs and (innovative) ideas through co-creation Facilitator: Evelien Marlier, <i>European Passenger Federation, CIPTEC</i> * Making decisions about travel in the future Facilitator: Tom Cohen, <i>UCL Centre for Transport Studies, CREATE</i> * New consumer behaviour - new business opportunities. SocialCar in the sharing economy Facilitator: Massimo Marciani, <i>FIT Consulting, Social Car</i> <p>SESSION C - Future transport education</p> <ul style="list-style-type: none"> * Challenges for employment in transport Facilitator: Wouter Van den Berghe, <i>Belgian Road Safety Institute, SKILLFUL</i>
12:30 – 13:30	<p>Conclusions and way forward</p> <p>Inputs from the interactive sessions, conclusions from Mobility4EU and MIND-SETS</p>
13:30 – 14:30	Goodbye Lunch

BOUCHE À OREILLE
CONFERENCE CENTER
Rue Félix Hap, 11
1040 Bruxelles

WWW.MIND-SETS.EU
INFO@MIND-SETS.EU

WWW.MOBILITY4EU.EU
INFO@MOBILITY4EU.EU



These projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690732 Mobility4EU and No 640401 MIND-SETS.