

# THE PEP

Transport, Health and Environment  
Pan-European Programme

# 2011

# SYMPOSIUM

## Inclusive and Innovative Urban Mobility



Room V - Palais des Nations, Geneva  
Wednesday 16 November 2011

12.30-14.30 **Technical visit**

• **Geneva Public Transport**

Departure Place des Nations: 12:36 Tramway station  
Return Place des Nations: 14:32 Tramway station

- 15.00-15.10 **Welcome** Mr. Philippe MALER, Ministry of Ecology, Sustainable Development, Transport and Housing, Paris (France)  
Mr. Clive NEEDLE, Director, EuroHealthNet (United Kingdom) Moderator
- 15.10-15.30 **Key note address** *How to plan and manage transport for sustainable and livable cities?*  
Ms. Helle SØHOLT, Founding Partner and Managing Director, Gehl Architects, Copenhagen (Denmark)
- 15.30-15.50 **Discussion** Moderated by Clive NEEDLE
- 15.50-16.10 **Coffee break**
- 16.10-17.50 **Panel discussion**
- 16.10-16.20 *How to create attractive, sustainable and healthy mobility choices in our cities ?*  
Mr. Burkhard HORN, Senate Department for Urban Development, Berlin (Germany)
- 16.20-16.30 *How to integrate public transport into seamless urban travel?*  
Mr. Philippe ANHORN, Geneva Public Transport Authority (Switzerland)
- 16.30-16.40 *How to commute intelligently? How to run successful mobility systems for commuters?*  
Arnold GRAZ, Merck Serono, Geneva (Switzerland)
- 16.40-16.50 *How to address inequalities in mobility?*  
Ms. Ann FRYE, Ann Frye Ltd. (United Kingdom)
- 16.50-17.00 *How can new technologies and better signaling assist in achieving sustainable transport in cities? The case of walking and cycling.*  
Frédéric MURARD, Study Center for Networks, Transport Urban Development (CERTU), Lyon (France)
- 17.00-17.50 **Discussion** Moderated by Clive NEEDLE
- 17.50-18.00 **Closure** Final considerations, conclusions and closing remarks

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