

Agenda

First SmartMove take-up seminar: Proactive marketing for sustainable rural mobility

Krakov University of Technology
Krakov • Poland

Wednesday, 21 January, 2015
9:00 – 17:00 o'clock

(Version as of 11 December, 2014)

First SmartMove take-up seminar: Proactive marketing for sustainable rural mobility

09.00 – 09.30	Registration and coffee
09.30 – 10.00	Welcome from the host and introduction to SmartMove
10.00 – 10.30	<p>Active Mobility Consultancy – Background to the approach</p> <p><i>Oliver Roider, Vienna University of Natural Resources and Life Sciences (BOKU), Institute for Transport Studies</i></p>
10.30 – 11.00	<p>Applying the AMC approach in rural areas: the Waldviertel Case Study, Austria</p> <p><i>Roman Klementsitz, BOKU Institute of Transport</i></p>
11.00 – 11.30	Coffee break
11.30 – 13.00	<p>Presentations on key components of the AMC campaign (Part 1): Defining the scope of the campaign</p> <ul style="list-style-type: none"> Appraising the transport network: main modes and feeder systems <i>Jose Vegabarbero, University of York</i> Selection and identification of a target group and a transport route <i>Prof Aristotelis Naniopoulos, Aristotle University of Thessaloniki</i> <p>A SmartMove campaign example: Kreis Euskirchen, Germany <i>Bernd Knieling, Verkehrsverbund Rhein-Sieg (VRS)</i></p> <p>Q & A and reflections on experience and circumstances in Poland <i>Marek Bauer, Cracow University of Technology</i></p>
13.00 – 14.00	Lunch break
14.00 – 15.30	<p>Presentations on key components of the AMC campaign (Part 2): Setting up an Implementation Plan</p> <ul style="list-style-type: none"> Determine means for contacting potential PT users, motivation and encouragement <i>Jose Vegabarbero, University of York</i>

	<ul style="list-style-type: none"> • What active measures can be used to strengthen the PT offer? <i>Roman Klementsitz, BOKU Institute of Transport</i> • Who can you work with and what resources are required? <i>Peter Franz, Ingenieurbüro für Systemberatung und Planung GmbH</i> <p>A SmartMove example: Almada, Portugal <i>Carlos Sousa, Agencia municipal de Energia de Almada Associacao</i></p> <p>Q & A and reflections on experience and circumstances in Poland <i>Marek Bauer, Krakow University of Technology</i></p>
15.30 – 16.00	Coffee break
16.00 – 16.45	<p>Group discussions <i>Silke Frank and Tim Durant, Rupprecht Consult GmbH</i></p> <ul style="list-style-type: none"> • Exchanging marketing experience, ideas and opportunities • Defining the scope of campaigns • Setting up an implementation plan
16.45 – 17.00	<p>Feedback session and concluding remarks <i>Silke Frank, Rupprecht Consult</i></p>