



European
Commission

Supporting cycling for liveable cities: Arguments for policy-makers

1 October 2014, Venice

Palazzo Franchetti



ManagEnergy

EASME

Agenda

With ever greater mobility needs and related pollution from motorised individual transport, there is increasing acknowledgement that cycling is a significant part of mobility solutions in urban areas. At the same time, budgetary restrictions compel decision makers to opt for the most cost-effective policy options without necessarily being aware of the various socio-economic factors that can affect decisions regarding transport infrastructure.

This networking event, organised by the European Commission together with Eurocities and the European Cyclists' Federation, will set out arguments, strategies and tools for elected representatives and technical staff from cities to invest in cycling infrastructure, and to support the development of a flourishing cycling culture, by presenting innovative new ideas from European cities.

8:30 Registration and Coffee

9:00 - 9:30

Welcome and Introduction

Welcome address by **Marco Agostini**,
Director General (City of Venice) and
Stephan Renner (European Commission EASME)

Introduction by **Klaus Bondam**
(Director of Danish Cyclists' Federation)

09:30 - 11:00

Arguments for policy makers to invest in cycling

KEY NOTE: Cycling, Health and Safety:
Mobility challenges for cities today
(**Phillipe Crist**, OECD) (tbc)

Air pollution, health and economics:

the positive impact of cycling
(**Bas de Geus**, Vrije Universiteit Brussel)

Cycling economics:

providing rational arguments for policy-makers
(Cost-benefit analyses and tools, **Holger Haubold**, ECF)

11:00 - 11:30 Coffee break

11:30 - 13:00

Policies and strategies for cities

How to develop a city cycling strategy?
(**Vincent Meerschaert**, Traject)

The Bicycle Account:

assesses developments in cycling
(**Marianne Weinreich**, VEKSØ)

City examples:

Ljubljana, Utrecht

13:00 - 14:00 Lunch buffet

14:00 - 15:00

Parallel Sessions

15:00 - 16:00

Parallel Sessions

16:00-17:00

The way forward for sustainable mobility in cities

City examples:

Bologna, Venice

Making visions realities for cities:

Klaus Bondam, Danish Cyclists' Federation

17:00

Boat trip and demonstration of IEE-project 'Bike the Track'

19:30 Networking dinner

Simultaneous interpretation will be provided between English and Italian

Parallel Session Topics:

Topic 1:

Urban cycle logistics as last mile solutions:

Around half of motor vehicle trips for moving goods in cities could be shifted to cycles. This session explores the potential of cycle logistics in cities, the economic benefits and ways for municipalities to promote the use of cargo bicycles.

- **Karl Reiter** (FGM AMOR, Cyclelogistics ahead)
- City examples: Gothenburg

Topic 2:

Setting up and upgrading successful public bike sharing schemes:

Public bike schemes have been successful in many cities. This parallel session presents new types of bike sharing schemes, investigates different legal options for a city when negotiating a contract and provides innovative financing ideas.

- **Sander Buningh** (DTV Consultants, Velocittà)
- City examples: Nantes, Barcelona

Topic 3:

Supporting creative bicycle culture:

In order to increase the share of cyclists in a city it needs more than infrastructure. This session presents creative ideas for cities to support the development of a thriving bicycle culture.

- **Benedicte Swennen** (ECF, Belgium Cycle Chic)
- **Áron Halász** (Hungarian Cyclists Club)
- **Alessio Boato and Roberto Di Bussolo** (City of Venice, Bike the Track project IEE)
- City examples: "Radlhauptstadt" Munich

Short CVs of Speakers

Roberto Di Bussolo

Roberto Di Bussolo is architect and head of the Sustainable Mobility Office of the City of Venice. His activities involve the planning of bicycle and pedestrian routes, traffic moderation and road safety measures. He has edited the Biciplan of Venice and other cities of Northern Italy and is a member of the National technical group of FIAB (Italian Federation of friends of the bicycle).

Klaus Bondam

Klaus Bondam is Director at The Danish Cyclists' Federation and former Mayor (2006 - 2010) for the Technical and Environmental Administration at the City of Copenhagen responsible for the bicycle infrastructure among others. From 2011 - 2013 he was the director of The Danish Cultural Institute/Benelux in Brussels, playing an active role in the Belgian debate on how to improve the cycling culture in Belgium - and especially Brussels.

Sander Buningh

is team leader at DTV Consultants in The Netherlands. His background is a broad education in traffic and transport. Over the last 16 years he has been working mainly in the areas of changing behavior projects, ITS, strategic alliances and innovations.

Phillipe Crist

Philippe Crist is an Economist and Administrator at the International Transport Forum (ITF) at the Organization for Economic Cooperation and Development (OECD). His current projects focus on improving cycling safety, assessing GHG emission strategies in the transport sector, as well as investigating national transport asset and network management strategies. He is an avid competitive cyclist and mushroom hunter. (tbc)

Bas de Geus

is Professor at the Faculty of Physical Education and Physiotherapy at the Vrije Universiteit Brussel. He has published a number of scientific papers on the health benefits of cycling and cycling safety. Recently, he has been invited as an expert by the French National Council on Road Safety to give scientific advice on how to reduce the number of bicycle casualties. Besides his academic work, Bas is member of the Advisory Board of ECF's Scientists for Cycling network.

Áron Halász

is a member of board of the Hungarian Cyclists' Club, the biggest bicycle advocacy group in Hungary. He is responsible for overseeing the Club's work in the field of communication. Áron was involved in organizing the famous Critical Mass rides in Budapest with tens of thousands of participants. Also as an editor of the Hungarian Cycle Chic blog he works on mainstreaming urban cycling through media, popular events and other different ways to make the Hungarian bicycle more thriving than it is already.

Holger Haubold

Holger Haubold is ECF's Fiscal and Economic Policy Officer. Prior to joining ECF, he worked as a trainee at the Council of the European Union and did a Master in European Studies and Economics at ULB Brussels.

Vincent Meerschaert

Vincent Meerschaert is the General Manager of the Belgium mobility consultancy Traject and participated in several national and international projects in the field of mobility management: e.g. the EU-projects STREAM, Step-by-Step, MAX, ADVANCE, PTP-Cycle and Ecomobility SHIFT. At the moment he coordinates the project CHAMP (IEE) on cycling in cities. Vincent has 14 years of experience as project manager of mobility plans, communication campaigns and awareness raising strategies on sustainable mobility and research.

Karl Reiter

Karl Reiter is graduated mechanical engineer and founding member of Austrian Mobility Research. He carried out numerous European projects like BYPAD (Bicycle Policy Audit), LifeCycle (Health and Cycling), BAMBINI (Cycling for Kids) and CycleLogistics (Moving goods by bike). He is also an international trainer in the field of active mobility planning, mobility management and campaigns.

Stephan Renner

Stephan Renner is Project Officer at the European Commission's Executive Agency EASME that manages the Intelligent Energy Europe and Horizon 2020-Energy programmes. Before joining the Commission he worked with the Austrian Energy Agency in Vienna. He recently bought a cargobike to be more mobile with his children in the city.

Benedicte Swennen

Benedicte Swennen is ECF's Urban Mobility and Cities Policy Officer and Cities for Cyclists network manager. Prior to working for ECF, she worked for Bond Beter Leefmilieu, a Belgian (Flemish) NGO for the environment, focusing on sustainable mobility, organizing promotion campaigns and developing the long term vision on mobility. Follow Benedicte on Twitter @BenedicteECF or take a look at her contributions to the Belgium Cycle Chic blog.

Marianne Weinreich

Marianne Weinreich is Head of Mobility Department at VEKSO Mobility and co-founder and Vice Chair of the Cycling Embassy of Denmark. She has 13 years of experience as mobility consultant both in Denmark and on European level. She was involved in a number European projects and is co-author of "Collection of Cycling Concepts 2012", edited by the Cycling Embassy of Denmark

Venue

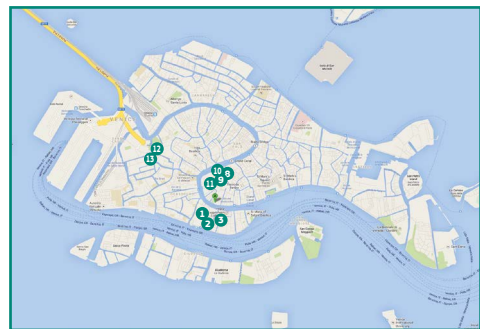
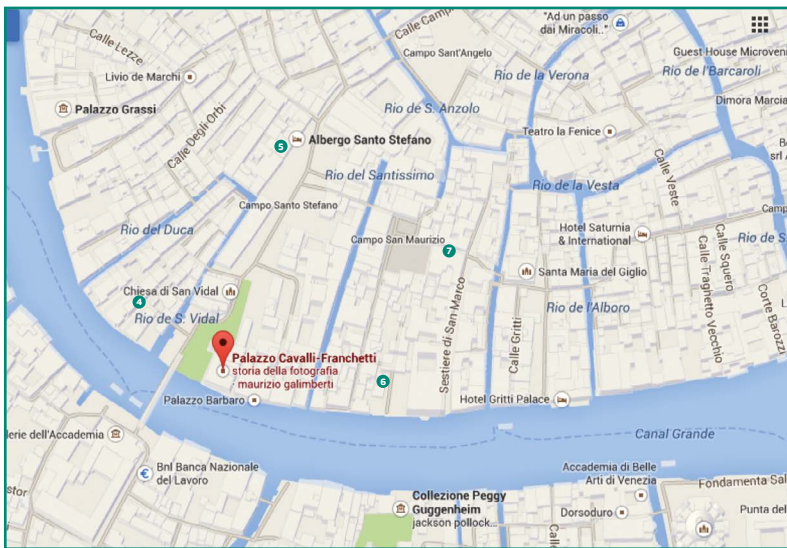
PALAZZO FRANCHETTI

Campo S. Stefano, 2847

30124 Venice (ITALY)

<http://www.palazzofranchetti.it/en/>

http://www.palazzofranchetti.it/le_sale_sala_giardino.php



How to get there?

Air Venice's:

"Marco Polo" airport faces onto the northern lagoon at Tessera, to the north-east of Mestre. Venice (Piazzale Rome) can be reached from the airport by taxi or public bus (ACTV No. 5 Airport-Venice or ATVO Airport-Venice). The city can also be reached directly across the lagoon by boat taxi or the ALLIAGUNA public transport ferry. Taxis take passengers to the jetty nearest their destination, while the big ALLIAGUNA ferry provides a service similar to the vaporetto (city ferry), with specific stops.

Train:

(Train timetable) the Istituto Veneto can be reached on foot or by ACTV ferry from the square in front of the Santa Lucia train station (see paragraph below). The No. 1 and No. 2 ferry services leave from the ACTV stop to the left on leaving the station. Both services follow the Grand Canal, but the No. 2 is slightly faster because it has fewer stops. The destination stop for the Istituto Veneto is 'Accademia'. No. 1 (intermediate stops: Riva di Biasio - S. Marcuola - S. Stae - Ca' D'Oro - Rialto - S. Silvestro - S. Angelo - S. Tomà - Ca' Rezzonico). The journey takes about 30 minutes. On disembarking at 'Accademia' turn left and cross over the Grand Canal using the Accademia bridge, go past the garden of the Palazzo Franchetti and into Campo San Stefano. Palazzo Loredan appears immediately on the left and is easily recognisable by its size and the colour of its plaster. No. 2. (intermediate stops: Rialto - S. Samuele). The journey takes about 20 minutes. After disembarking at S. Samuele, walk past the Palazzo Grassi, then take Calle delle Carozze. Continue along Salizada S. Samuele, turn left and follow Calle delle Botteghe, which leads to Campo S. Stefano. Turn right and you will immediately see the sixteenth-century marble facade of the Palazzo Loredan, whose entrance is in the centre of the main side of the building. The entrance to the Palazzo Franchetti garden can be seen at the end of the Campo.

Car:

if arriving in Venice by car, take note that parking can be a problem at some times of the year due to the large number of tourists. There are two pay car-parks at Piazzale Roma and numerous other covered and uncovered parking spaces on the nearby island of Tronchetto. The Tronchetto car-parking areas can be reached directly from the causeway (Ponte della Libertà) and from Piazzale

Roma (access ramp to the Ponte della Libertà, turn left at the traffic light). There is an aerial rail shuttle (People Mover) between Tronchetto and Piazzale Roma that takes three minutes. The Istituto can be reached on foot (see paragraph below) or by ACTV ferry from Piazzale Roma. The No. 1 and 2 ferry services leave from the ACTV stop. Both services follow the Grand Canal, but the No. 2 is slightly faster because it has fewer stops. The destination stop for the Istituto Veneto is 'Accademia'. No. 1 (intermediate stops: Ferrovia - Riva di Biasio - S. Marcuola - S. Stae - Ca' D'Oro - Rialto - S. Silvestro - S. Angelo - S. Tomà - Ca' Rezzonico). The journey takes about 30 minutes. On disembarking at 'Accademia' turn left and cross over the Grand Canal using the Accademia bridge, go past the garden of the Palazzo Franchetti and into Campo San Stefano. Palazzo Loredan appears immediately on the left and is easily recognisable by its size and the colour of its plaster. No. 2. (intermediate stops: Ferrovia - Rialto - S. Tomà - S. Samuele). The journey takes about 20 minutes. On disembarking at 'S. Samuele' walk past the Palazzo Grassi, then take 'Calle delle Carozze. Continue along Salizada S. Samuele, turn left and follow Calle delle Botteghe, which leads to Campo S. Stefano. Turn right and you will immediately see the sixteenth-century marble facade of the Palazzo Loredan, whose entrance is in the centre of the main side of the building. The entrance to the Palazzo Franchetti garden can be seen at the end of the Campo.

On foot:

- from the Santa Lucia train station (about 30 minutes)
- from Piazzale Roma (about 20 minutes) Map of Venice..

Alternative route:

people with mobility difficulties can reach the Istituto avoiding bridges and steps by using the No. 2 ACTV ferry (from Piazzale Roma or the train station). Disembark at S. Samuele, go past the Palazzo Grassi, then take 'Calle delle Carozze. Continue along Salizada S. Samuele, turn left and follow Calle delle Botteghe, which leads to Campo S. Stefano. Turn right and you will immediately see the sixteenth-century marble facade of the Palazzo Loredan, whose entrance is in the centre of the main side of the building.

Barrier free itineraries:

<http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/EN/IDPagina/1381>

Hotel & Accommodation

1. HOTEL BELLE ARTI (***)

Rio Terà Foscarini 912/A, Dorsoduro, 30123 Venezia
www.hotelbelleartivenice.com

2. DON ORIONE ARTIGIANELLI

Zattere Dorsoduro 909/A - 30123 Venezia
tel +39 0415224077
www.donorione-venezia.it

3. HOTEL AMERICAN-DINESEN (***)

Campo San Vio 628, Dorsoduro, 30123 Venezia
www.hotelamerican.it

4. FORESTERIA LEVI

San Marco 2893, San Marco, 30124 Venezia
www.foresterialevi.it

5. HOTEL SANTO STEFANO

Campo S. Stefano San Marco 2957 - 30124 Venezia
Tel: +39 0415200166
Fax: +39 0415224460
info@hotelsantostefanovenetia.com
<http://www.hotelsantostefanovenetia.com>

6. HOTEL DEI DRAGOMANNI (****)

S. Marco 2711, 30124 Venezia (VE) Italia
Tel: +39 041.27.71.300 -
Fax: +39 041.27.78.984
info@hoteldragomanni.com
<http://www.hoteldragomanni.com/it/>

7. HOTEL RESIDENZA SAN MAURIZIO (***)

San Marco 2624, 30124 Venezia, Italia
Tel: +39.041.5289712
Fax: +39.041.2416091
info@residenzasanmaurizio.com
<http://www.residenzasanmaurizio.com/it/posizione/>

8. HOTEL DE L'ALBORO (***)

30124 Venezia San Marco, 3894/B
Tel: +39. 041. 522.94.54 - 520.69.77
Fax: +39. 041.522.84.04
e-mail: info@alborohotel.it
<http://www.alborohotel.it/>

9. HOTEL PALAZZO PARUTA (****)

San Marco 3824, 30124 Venezia
Tel: +39 041 2410835
Fax: +39 041 2414944
booking@palazzoparuta.com
<http://www.palazzoparuta.com/it/>

10. HOTEL PALAZZO SANT'ANGELO SUL CANAL GRANDE (Luxury)

San Marco, 3878/b - 3488
30124 - Venezia (VE)
Tel: +39 041 2411452
Fax: +39 0412411557
palazzosantangelo@sinahotels.com
http://www.sinahotels.com/eng/home_palazzo_santangelo.htm

11. HOTEL LOCANDA FIORITA (B&B)

C.llo Novo, San Marco 3457/A | 30124 Venezia
Tel.: +39 0415234754
Fax: +39 041 5228043
E-mail: info@locandafiorita.com
<http://www.locandafiorita.com/en/>

12. HOTEL ARLECCHINO (***)

Fondamenta Delle Burchielle S. Croce 390
Santa Croce, 30135 Venezia
www.hotelarlecchino.com

13. BEST WESTERN HOTEL OLIMPIA VENEZIA (***)

S. Croce 395, Santa Croce, 30100 Venezia
www.hotel-olimpia.com



About

This is a networking event organised by ManagEnergy. ManagEnergy is a technical support initiative of the Intelligent Energy - Europe (IEE) programme of the European Commission which aims to assist actors from the public sector and their advisers working on energy efficiency and renewable energy at the local and regional level.

EUROCITIES is the political platform for major European cities towards the EU institutions. We network the local governments of over 130 of Europe's largest cities and 40 partner cities that between them govern some 130 million citizens across 35 countries.

The European Cyclists' Federation (ECF) represents cycling organisations worldwide, giving them a voice at the international level. ECF actively promotes cycling as a sustainable and healthy means of transportation and recreation. Through the Cities for Cyclists network, ECF promotes a change in urban planning and political thinking and introduces cycle-friendly perspectives in planning and policy practices.

Please register at www.managenergy.net/networking_events



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ManagEnergy

www.managenergy.net

events@managenergy.net

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