

Agenda

SmartMove Take-up Seminar: Rural Sustainable Mobility and a Proactive Marketing Approach

Wednesday, 21 October, 2015
09:00 – 17:00 EEST

Electra Palace Hotel • Thessaloniki • Greece



SmartMove: Active mobility consultancy focusing on feeder systems to increase awareness and use of public transport

Co-funded by the Intelligent Energy Europe Programme of the European Union



REGIONAL ENVIRONMENTAL CENTER



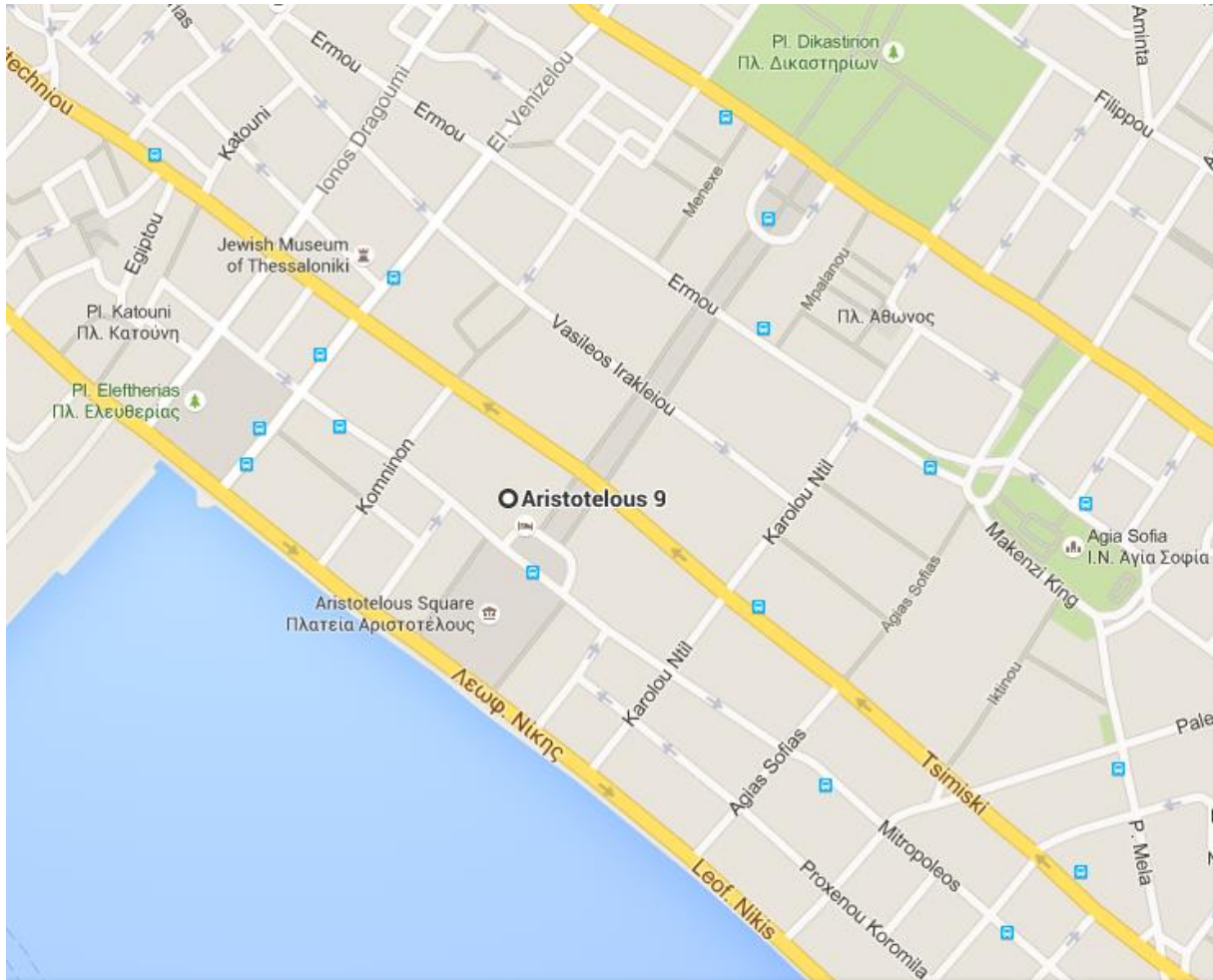
Wednesday, 21st October 2015

09.00 – 09.30	Registration
09.30 – 10.00	<p>Welcome from the host and introduction to SmartMove <i>Professor Aristotelis Naniopoulos - Aristotle University of Thessaloniki (AUTh)</i></p> <p>Introduction of SmartMove – aim of the day <i>Silke Frank & Tim Durant, Rupprecht Consult GmbH</i></p>
10:00 – 10:30	<p>The challenges faced by rural public transport service providers <i>Tbc, OASTh - Public Transport Operator & Tim Durant, Rupprecht Consult GmbH</i></p>
10.30 – 10.45	<p>Active Mobility Consultancy – Background to the approach <i>Oliver Roider, Vienna University of Natural Resources and Life Sciences (BOKU) Institute of Transport</i></p>
10.45 – 11.00	<p>Applying the AMC approach in rural areas: the SmartMove Waldviertel Case Study, Austria and results <i>Roman Klementschatz, Vienna University of Natural Resources and Life Sciences (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> <p>Appraising the transport network: main modes and feeder systems <i>Corrado Topi, University of York</i></p> <p>Consider selection and identification of a target group and transport route <i>Evangelos Genitsaris and Panagiotis Tsalis, Aristotle University of Thessaloniki</i></p> <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 Greece <i>Prof. Aristotelis Naniopoulos, Aristotle University of Thessaloniki</i></p>
13.00 – 13.45	Lunch break
13.45 – 14.30	Group discussions

<p>14.30 – 16.00</p>	<p>Presentations on key components of the AMC campaign (Part 2): Setting up an Implementation Plan</p> <p>Determine means for contacting potential PT users, motivation and encouragement <i>Marek Bauer, University of Kraków</i></p> <p>What active measures can be used to strengthen the PT offer and AMC approach? <i>Roman Klementschnitz, BOKU Institute of Transport</i></p> <p>A SmartMove example: Almada, Portugal <i>Pedro Gomez, Agencia municipal de Energia de Almada Associacao</i></p> <p>Q & A and reflections on experience and circumstances in Greece <i>Prof. Aristotelis Naniopoulos, Aristotle University of Thessaloniki</i></p> <p>Concluding remarks and further learning opportunities (BOKU and RC)</p>
<p>16.00 onwards</p>	<p>Coffee and cake and informal networking</p>

Location and travel information

Electra Palace Hotel – Aristotelous Square 9



Getting from the airport to the venue:

The Electra Palace Thessaloniki is on Aristotelous Square, right in the center of Thessaloniki, really close to major monuments and city sights.

Bus: Take bus number 78 to the city center. The trip takes about 45 minutes.

Taxi: There is a taxi station at the airport. Taxi fare to the city center should be around 20 euros, depending on the traffic.

Getting from the bus station (KTEL) and train station to the venue:

The bus station (KTEL) and the train station are close by each other, and a short ride away from Electra Palace Thessaloniki.

Bus: Take bus number 3 from the train station, or number 12 from the KTEL station, stop at Aristotelous sq. (the route takes about 15 minutes).

Taxi: There will be a lot of taxis outside both the train and the KTEL bus station. Route to hotel is about 10 minutes.