

Milano



Comune
di Milano



Citytech

WITH THE MEMBERSHIP
OF THE PRESIDENT OF THE ITALIAN REPUBLIC
AND HIS MEDAL OF REPRESENTATION

- Reconsidering the mobility
- paradigm of the cities
- of the third millennium

Milan

Fabbrica del Vapore

28TH - 29TH of October 2013

www.citytech.eu





Mobility in Milan is changing every day and always more citizens can choose alternative means of transport to the private car. This represents a fundamental and positive change of habits for an international metropolis at the center of the Europe and the world, like Milan, which in 2015 will host the World's Fair. In these years, as Administration, we decided to focus on sustainable mobility. From the enhancement of public transport, with the opening of a new, high-tech and low environmental impact subway line, to the expansion of Bike-Mi, a service that can now count over 3300 yellow bicycles in the city and has experienced a new record, more than 10 thousand samples in a single day. To this we have to add the real boom of car sharing, which is becoming a case of national success. The dynamism of Milan on this front is the demonstration of our commitment for a city with less traffic,

cleaner air and a better quality of life. With Citytech, thanks to the active involvement of citizens, we will be able to know and deepen the frontiers of the new mobility for a common goal, a more sustainable city for all.

Giuliano Pisapia - Mayor of Milan

The event steering committee is composed by:



A special thank to



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Reconsidering the mobility paradigm
of the cities of the third millennium

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Workshops program

MONDAY 28TH OF OCTOBER

10.00 - 13.00	Institutional Plenary Session	Cattedrale Room
14.30 - 16.30	Flying high. Urban Cable cars to move around cities	Corridoio Room
14.30 - 18.00	Smart Parking for Smart Cities organized by AIPARK	Cattedrale Room
16.30 - 18.30	Bikenomics	Corridoio Room
18.30 - 19.00	Awarding of MyCitytech Shoot Your New Mobility	Cattedrale Room
19.00 - 20.00	Talk Show Live: Children's Mobility	Cattedrale Room

TUESDAY 29TH OF OCTOBER

9.00 - 11.00	Sexy Local Public Transport	Corridoio Room
9.00 - 13.00	Smart Mobility: the new frontiers of Car-Sharing and Infomobility	Cattedrale Room
9.30 - 13.00	Mobility and parking Management Policies organized by AMAT	Palazzina Liberty
14.30 - 18.00	The Local Public Transport as field of economic and social importance	Corridoio Room



Institutional Plenary Session

THE NEW MOBILITY

Monday 28th of October 2013 • 10.00 - 1.00 AM • Cattedrale Room

Organized by the City of Milan in collaboration with the European Commission Representation in Milan

The structure of the session will resume the greek concept of Agora, that is a meeting and cultural exchange place, where all actors involved, as representatives of the institutions, economic operators or citizens, expression of the civil society, will have the opportunity to discuss openly focusing on the needs of each category.

Welcome introduction:

Barbara Covili Clickutility on Earth CEO

Opening Remarks:

Giuliano Pisapia Mayor of the City of Milan
 Guido Podestà President of Milan District
 Roberto Maroni President of the Lombardia Region

Keynote Speeches:

Presentation of the White Paper on Mobility and Transport in Italy by EURISPES

Introduction: **Carlo Tosti** Director of Observatory on Mobility and Transport

Presentation: **Luca Masciola** Director of Committee of White Paper on Mobility and Transport

Round Table:

Maurizio Lupi Italian Minister of Infrastructures and Transport *
 Andrea Orlando Italian Minister for Environment *
 Ennio Cascetta Professor of Federico II University of Naples
 Maurizio Del Tenno Councillor for Infrastructures and Mobility of Lombardia Region
 Lorenzo Fiori Senior Vice President Finmeccanica Strategies
 Livio Gallo Enel Distribuzione CEO
 Massimo Gianfreda Sales Coordination, Infrastructure&Cities and Energy Sector Siemens
 Luigi Legnani TRENORD CEO
 Maurizio Manfellotto President of Assifer
 Pierfrancesco Maran Councillor for Mobility, Environment, Subways, Energy City of Milan
 Gianni Martino Car2Go Operations Manager
 Barbara Morgante Central Director of Strategies and Plan Gruppo FS Italiane
 Marco Piuri Arriva Italy and Iberia CEO
 Giovanni Pontecorvo President of BredaMenarinibus
 Bruno Rota President of ATM Milano
 Giovanni Valotti President of Metropolitana Milanese

Moderator:

Maria Berrini AMAT - Agenzia Mobilità, Ambiente e Territorio City of Milan CEO

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FLYING HIGH. URBAN CABLE CARS TO MOVE AROUND CITIES

Monday 28th of October 2013 • 2.30 - 4.30 PM • Corridoio Room

Born as a mean of transportation in sport activities, mainly for skydiving and mountain lovers, in the last years cable cars have been more and more implemented also within urban environments. In some continents, like in South America, these means of transportation give an easy access to the city centres to the poorest suburbs. In other cases they represent a highly cinematic solution for visitors of big events, as shown during 2012 London's Olympic games. Because of their high capacity and low costs, urban cable cars represent a huge innovation into the urban planning scenario. For this reason many local administrations are implementing innovative projects which will be realized within the next few years.

The workshop will be the occasion to give a panoramic view over these new systems and to analyze direct experiences, projects, industry's facts and figures, with a focus on the Italian market

The conference will be held in English without translation.

Introduction and overview on cable cars system around the world:

Steven Dale

Founder of CUP - Creative Urban Projects

Moderator:

Carlo Iacovini

Clickutility on Earth

Speeches:

Adriano Alessandrini

Mayor of the town of Segrate - Milan

Melanie Kaendl

Leitner Head of Marketing - Ermenigildo Zordan Leitner Sales Manager

Lucia Manzi

Head of European Infrastructure Market of Steer Davies Gleave

Stefano Panunzi

Faculty of Engineering at University of Molise

Thomas Pichler

Doppelmayr Commercial Director

Pascal Roux

MDP Consulting France Chairman



FOLLOW US ON:



SMART PARKING FOR SMART CITIES

Monday 28th of October 2013 • 2.30 - 8.00 PM • Cattedrale Room

The latest news on parking in Italy and abroad

This Workshop is organized in partnership with AIPARK.



Welcome and introduction:

Marco Medeghini President of AIPARK

Focus on 16th International Congress of European Parking Association

Laurence Bannerman Vice President of EPA

Message of Siim Kallas Vice President of European Commission, delegate to Transport

Presentation of results of the first European Research on the stopover - EPA 2013

Round Table

Andrea Colombo	Councillor for Mobility and Traffic of the City of Bologna
Mauro Coni	Councillor for Transport of the City of Cagliari
Anna Maria Dagnino	Councillor for Mobility and Traffic of the City of Genova
Guido Improta	Councillor for Mobility and Transport of the City of Rome
Claudio Lubatti	Councillor for Traffic and Transport of the City of Turin
Pierfrancesco Maran	Councillor for Mobility of the City of Milan

The City of Amsterdam

Model in Europe for the management of parking, identified by GPALS - Global Leadership Summit Parking Associations, Dublin, 2013

Ans Rietstra Managing Director of Public Affairs and Executive Chairman of the National Parking Register of The Netherlands.

Round Table

- The contribution of the stop in the strategies of accessibility to urban centers
- What opportunities for digitalization in the parking management and control
- The lever of tariffs in the parking field: trends and opportunities
- The management of parking control and the permissions
- Public car parks contribution to the new urban mobility
- AIPARK suggestions on the necessary actions to modernize the sector

Each topic will be introduced by a series of tabs that will show the state of the art.
 Each Councillor will outline its position on each topic.

Delivery of ESPA Certification - AIPARK President.

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BIKENOMICS

Monday 28th of October 2013 • 4.30 - 6.30 PM • Corridoio Room

Bikenomics is a concept which brings together the words "bike" and "economics". According to a recent study, the use of bicycles in the EU-27 produces every year more than 200 billion euro in economic benefits: more than Denmark's GDP and with an extraordinary cost/benefit ratio: 1:70. Italy, as the main European producer of bicycles and accessories, is the country which might profit more than anybody else from an increase of bicycle use. How would our cities' mobility politics change if our politicians knew the return on investment of cycling?

Moderator:

Paolo Pinzuti

Clickutility on Earth - Bikeitalia.it

Speeches:

Alfredo Drufuca

CEO of Polinomia

Enrico Durbano

Sales Manager Eco-Counter

Paolo Gandolfi

Member of Italian Parliament - Transport Commission

Federico Lia

Researcher at Poliedra - Politecnico di Milano

Kevin Maine

Director of Development - European Cyclists' Federation

Piero Nigrelli

Director of ANCMA

Giulietta Pagliaccio

President of FIAB

Francesca Racioppi

Senior Policy and Programme Adviser of World Health Organization

Vincent Truter

Cycology



FOLLOW US ON:



Talk Show Live

CHILDREN'S MOBILITY

Monday 28th of October 2013 • 7:00 - 8.00 PM • Cattedrale Room

Changes of mobility patterns in the last decades strongly modified the relations between children and the city and their approach to mobility. It happened mostly because of an increased perception of danger. Is there still place for children in our cities?

Presents:

Filippa Lagerbäck

TV Anchor-woman

Guests:

Anna Barbara

Architect - Viapiranese

Federico Del Prete

Journalist and writer

Bartolomeo Giachino

Advisor of the Minister of Transport

Fabio Lopez Nunes

Responsible for Cycling Project of the City of Milan

Silvia Malaguti

Responsible for educational activities of FIAB Ciclobby, for # BICittadini mother

Katiuscia Mariani

President of the Transport Commission of the Italian Parliament

Michele Meta

Journalist and Secretary of Compagnia dell'Automobile

Marcello Pirovano

Researcher and Consultant

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SEXY LOCAL PUBLIC TRANSPORT

Tuesday 29th of October 2013 • 9.00 - 11.00 AM • Corridoio Room

The Local Public Transport is a crucial resource for the cities, but more and more often it's attacked by advertisements aiming to discredit it. Moreover a good part of the Italian population still considers buses, tramways, subways and trains as unattractive alternatives to the use of private cars. In order to get the citizens closer to the LPT we need to relaunch it through the creation of a new, cool, spicy, fresh and sexy image.

Moderators:

Massimo Cirri
Gianni Scarfone

Radio host of Caterpillar, Radio2 Rai
General Manager of ATB Bergamo and member of UITP Commission
Marketing and Product Development

Introduction:

Simone Tornabene

Head of Digital Cemit DS

Speeches:

Blanka Brozova
Sylvie Cappaert-Blondelle
Luigi Contestabile
Koen De Broeck
Guido Del Gobbo
Sergio Massari
Alessandra Mennella
Robert Sahlberg
Valeria Teti
Proto Tilocca

Project Manager of ROPID - Prague, Czech Republic
Communication Director UITP
Head of Sustainability of Trenitalia
Mobility and Development Manager of De Lijn - Belgium
Head of VRM Bombardier
Head of Marketing of ATM Milano
President of the Association "Napoli Città Intelligente"
Business Developing Manager Karlstadsbuss - Sweden
Head of Marketing and Communication ANM Naples
Marketing Planning Manager CTM Cagliari



FOLLOW US ON:



SMART MOBILITY: THE NEW FRONTIERS OF CAR-SHARING AND INFOMOBILITY

Tuesday 29th of October 2013 • 9.00 - 13.00 AM • Cattedrale Room

Car-sharing is a service of mobility that continues to grow. Recent technological innovations collect more and more success and make the system truly competitive for moving around town and further. Starting from international experiences, based on the research on "Corporate Car Sharing" realized by Arval "Corporate Vehicle Observatory" officially presented, the workshop will be an opportunity to present the latest industry trends, insights on car-sharing dedicated to the world of corporate fleets and the different applications available in Europe, to the most important experiences in Italy.

Infomobility within the last years revolutionized the urban transport management and gave the opportunity to rule, to control and to offer new services for citizens. Moreover, "mobile technologies" gave a further kick for making services easier and enjoyable. This workshop it's addressed to the whole business community and to private and public operators from this sector.

First part: the new frontiers of car sharing

Moderator:

Daniele Sparisci Corriere della Sera

Introduction:

Pierfrancesco Maran President of ICS - Car Sharing Initiative and Councillor for Mobility, Environment, Underground, Public Water and Energy of the City of Milan

Speeches:

Giovanni Alberio	E-Vai
Thomas Beermann	Car2go Europe GmbH
Alberto Colorni	Poliedra - Politecnico di Milano
Manuela Di Fiore	Siemens
Gabriella Favuzza	Renault
Graziella Gavezotti	Edenred
Carlo Iacovini	Clickutility on Earth
Andrea Leverano	GuidaMI
Carlo Maria Magni	ReFeel
Andrea Pezzi	Gruppo Unipol - Linear - UniSalute
Gianbattista Pignataro - Luigi Mingrone	Ci.Ro Project - City Roaming Naples
Valentino Sevino	AMAT - Agenzia Mobilità Ambiente e Territorio for the City of Milan
Andrea Solari CVO - Corporate Vehicle Observatory, Arval - Barbara Covili	Clickutility on Earth

Second part: the new frontiers of infomobility

Moderator and introduction:

Francesco Iarlori MD BizDev & Strategy

Speeches:

Gabriele Giustiniani	CTL Università di Roma La Sapienza
Claudia Guenzi	SIEMENS
Cristina Massari	IVU
Lorella Montrasio	VISLAB - DISS Parma
Davide Shingo Usami	CTL Università di Roma La Sapienza
Luca Tosi	Agenzia Mobilità Ambiente e Territorio for the City of Milan
Amelia Valletta	Domus Academy

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MOBILITY AND PARKING MANAGEMENT POLICIES

Tuesday 29th of October 2013 • 9.30 - 1.00 AM • Palazzina Liberty

The Workshop is organized by the City of Milan and AMAT within the project TIDE, Transport Innovation Deployment for Europe, and the processing path of PUMS - Urban Sustainable Mobility Plan for Milan



The workshop will be held in English without translation

Introduction:

Maria Berrini

AMAT - Agenzia Mobilità Ambiente Territorio, City of Milan - TIDE expert

World-wide and european experiences:

The international experience and the case of Stockholm in the parking policies as an alternative or a complement to regulation of congestion policies

Joel Franklin

TIDE expert, KTH Royal Institute of Technology, Stockholm

The case of Lisbon, experiences in policies for parking

Óscar Rodrigues

TIDE expert, Empresa Municipal de Mobilidade e Estacionamento de Lisboa

The congestion charge in different parts of Europe and in the world

Karin Brundell-Freij

TIDE expert, WSP group and Lund University

Milan: orientation of demand, incentives and disincentives of the access and parking: policies, projects and development opportunities, as part of the PUMS.

Speeches:

City of Milan

AMAT

Scientific Committee for PUMS

Associations

Representatives of the City Council



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THE LOCAL PUBLIC TRANSPORT AS FIELD OF ECONOMIC AND SOCIAL IMPORTANCE

Tuesday 29th of October 2013 • 2.30 - 6.00 PM • Corridoio Room

In a demotorization contest, the public transport is the only real and universal alternative to private cars for urban transit. Financial cuts to this sector are threatening the operators and risk to throw our cities into paralysis. Nonetheless investments in LPT would bring economic growth, wealth, employment and a switch in our lifestyles, but with a constraint: we need first to solve the institutional deadlock.

Moderator:

Giampaolo Roidi Director of Metro

Introduction:

Stefano Bosisio Head of Transport of The European House - Ambrosetti

Speeches:

Andrea Boitani	Professor at Università Cattolica del Sacro Cuore
Renzo Brunetti	President of ANM Napoli
Stefano Cetti	General Manager of Metropolitana Milanese
Andrea Colombo	Councillor for Mobility and Transport of the Municipality of Bologna
Amerigo Del Buono	Network Director of ATM SpA
Anna Donati	Delegate of the Mayor for sustainable mobility of the Municipality of Naples
Francesco Ferrante	Founder of Green Italia
Guido Improta	Councillor for Transport and Mobility of the Municipality of Rome *
Pierfrancesco Maran	Councillor for Mobility, Environment, Subways, Public Water, Energy of the Municipality of Milan
Leopoldo Montanari	Member of the Board Arriva Italia
Roberto Sommariva	Director of Autobus Magazine
Pietro Spirito	Director of Atac and Professor of Transport Economics

In closure of the workshop session and of the Citytech first edition:

Erasmus D'Angelis Under-Secretary at the Ministry for Infrastructure and Transport with responsibility for Local Public Transport

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Speakers of Citytech



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