

## Application:

Friday, June 28th 2013

„Wappensaal“, Vienna City Hall, 1010 Vienna

### Greetings, Opening & Panel-Discussion I: 09:30 AM

0 I am taking part                      0 I am not taking part

### Lunch, 01:00 PM

0 I am taking part                      0 I am not taking part

### Panel-Discussion II: 2:00 PM

0 I am taking part                      0 I am not taking part

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**TINAVIENNA**  
URBAN TECHNOLOGIES & STRATEGIES  
Ein Unternehmen der **wienholding**

  
institut der **regionen europas**

## IRE Expert-conference: „Smart Cities“

Challenges and solutions for urban mobility in european cities

"A developed city is not a place, where the poor have cars. It's, where the rich use public transportation!" - Gustavo Petro, Mayor of Bogotá, Colombia

*Smart Cities are urban agglomerations, which use modern information- and communication strategies, sustainable technology and methods of social science in order to pave the way into a post-fossile society. A vital element for a smart city development therefore is coordination in the areas of mobility, energy and eGovernance.*

*In smart cities, individual mobility is mainly public and eco-friendly. Attractive urban spaces on ground-floor areas belong to the public and businesses and are not used as parking spaces. Wide sidewalks with grass-strips are inviting people to stay, shop and consume.*

*The logistics of transporting goods from the shops to the homes of people in a smart city is a growing sector in the service-industry, which decreases the need for using private cars in order to go shopping. Commuting traffic across the city borders with private automobiles is replaced by intermodal high-performance junctions outside the city centre. The time-consumption commuting will decrease due to the omission of traffic jams and the search for parking opportunities.*

*Two basic models have emerged in the development of mobility and the recovery of traffic-spaces for the public. In the **Scandinavian model** the motorized individual-traffic in a city is subject to fees and therefore, adds a price to the comfort of driving into the centre. On the one hand, this creates incentives to use the car efficiently and on the other hand, it is possible to directly compare the prices of individual and public transportation and sets them into relation. The amount of motorized individual-traffic is regulated through generally strict permits in the **Italian model**.*



## Friday, June 28th, 2013

Place: „Wappensaal“, Vienna City Hall, 1010 Vienna (please bring your invitation to the main entrance of the Vienna City Hall)

Conference Language: English / German

### 9:00 AM Registration and Welcome coffee

### 9:30 AM Greetings

**Franz Schausberger**, Chairman of the Institute of the Regions of Europe (IRE), former state governor, Member of the Committee of Regions (CoR), Salzburg, Austria

**Dirk Fassbender**, Deputy Director of the Representation of the European Commission in Vienna, Austria

### 9:50 AM Opening Presentations

**Erwin Toplak**, Chief Operating Officer, Kapsch TrafficCom, Vienna, Austria  
*„Modern traffic solutions for future urban mobility“*

**Ina Homeier**, City of Vienna, City Development and City Planning, Department City- and Regional Development, Department 18, Vienna, Austria  
*„Smart City Vienna Initiative“*

**Jarosław Pietras**, General Director, Competition, Innovation, Transport, Internal Market, Industry and Energy, at the European Council, Brussels, Belgium

*„Urban Mobility in European Cities from Council perspective“*

**Milan Ftáčnik**, Mayor of Bratislava, Slovakia (tbc)

**Ola Elvestuen**, Vice-Mayor for Environment and Transport, City of Oslo, Norway

### 10:50 AM Coffee Break

### 11:00 AM Press Conference

### 11:30 AM Panel-Discussion I: “ASPECTS OF INNOVATIVE CONCEPTS OF PUBLIC TRANSPORTATION IN A EUROPEAN CONTEXT”

**Moderation:** **Walter Hämmerle**, Deputy Chief Editor, Wiener Zeitung GmbH, Vienna, Austria

**Martin Brunkhorst**, Director of the European Investment Bank (EIB), Vienna, Austria

**Christian Gratzner**, Spokesperson VCÖ – Mobility with future, Vienna, Austria

**Veronika Haunold**, Director of TINA VIENNA, Vienna, Austria

**Eva Lichtenberger**, Member of European Parliament (MEP), Committee for Transport and Tourism, Strasbourg, France

**Mark Major**, European Commission, Directorate General for Mobility and Transport, Brussels, Belgium

**Representative** of the Federal Ministry for Transport, Innovation and Technology (bmvit), Vienna, Austria

### 1:00 PM Lunch

### 2:00 PM Panel-Discussion II: „OPERATIVE IMPLEMENTATION OF THE EU-WHITEBOOK ON TRAFFIC IN THE REGIONS AND CITIES OF EUROPE - BEST PRACTICE EXAMPLES“

**Moderation:** **Thomas Reznicek**, Area Manager Austria & Switzerland, Kapsch TrafficCom AG, Vienna, Austria

**Karl Ernst Ambrosch**, Technical Office of Telematics, Telecommunications and Technical Physics, Vienna, Austria

**Andreas Karner**, Project Manager SMART Region Perchtoldsdorf & Brunn, ConPlusUltra GmbH, St. Pölten, Lower Austria, Austria  
*„Intermunicipal reasoning concerning Mobility“*

**Paul Michael Pilz**, Architect, Cooperation partner of the Research Association - Austrian Mobility Research, Graz, Austria  
*„Shared space & public spaces“*

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**Tibor Schlosser**, Main traffic engineer of the Department of Transportation of the City of Bratislava, Bratislava, Slovakia  
*„Traffic Management in Bratislava“*

**Ilse Stockinger**, Managing director of the Municipal Services of Vienna, Vienna, Austria  
*„Initiatives in the area of municipal mobility“*

*Best practice examples from Germany and Italy*

ca. 3:30 PM Summary of the results & closing words



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