

La **MOBILITÉ** dans les villes  
**Européennes**

6th edition

Mobility in the regions:  
The challenge of demand



©Jérôme DÖRKEL, Eurométropole de Strasbourg

16 and 17  
May  
2024

Strasbourg  
Institut national des études  
territoriales (INET)

IN PARTNERSHIP WITH :



Mobility in the regions : the challenge of demand



## CONTEXT & ISSUES

Facing the ecological emergency and the need to decarbonise mobility, local and regional authorities are mobilised to develop ambitious public policies in a context marked by an accumulation of crises (health, energy, economic, etc.) that are having a major impact on their financial capacities. Supply policies to develop active modes of transport or the use of public transport run the risk of generating demand that is increasingly difficult and costly to satisfy, or of coming up against unsustainable mobility expectations. **So how to reconcile offer and demand for mobility?**



## OBJECTIVES

This issue will be at the heart of the **6th European Mobility Days of Strasbourg, organised on 16 and 17 May 2024 by Cerema and CNFPT, in partnership with the Strasbourg Eurométropole, GART, UTP, MOT, UGE, FNAU, ADEUS (Strasbourg Urban Planning Agency), and the European POLIS network.** These days aim to discuss and exchange ideas based on European and international examples, in order to compare and understand the issues and levers for action, and thus act effectively to promote sustainable mobility policies.

These days will be divided into 4 main sessions:

- Session 1: Residents and regions: can expectations be reconciled?
- Session 2: Public spaces : new uses, new sharing
- Session 3: Round table: "Is the city of proximity a long way off?"
- Session 4: Public transport, between multimodality and financial constraints



## PUBLIC

The event is open to elected representatives and decision-makers, local authority technicians, researchers, government departments, companies and consultancies.

Speakers will make their presentations in French or English. Simultaneous translation will be provided.



## REGISTRATION

Online registration on the Cerema Website : [click here.](#)

**Fees:** Participants are asked to make a financial contribution of 80 euros for logistical costs, excluding participants from local authorities, students, the press and speakers..

**Registration deadline: 3 May 2024, 11:59pm** (As the number of participants is limited, we advise you to register as soon as possible)

**Contact:**  
[jems2024@cerema.fr](mailto:jems2024@cerema.fr)



# PROGRAMME

Moderation by Julie Merckling, experienced profile in environment and public policies debates.

## Thursday 16 May 2024, morning

9.30 **Registration and Welcome Coffee**

10.00 **Welcome addresses**

**Christian Schwartz**, Vice-Director of INET  
**Pascal Berteaud**, General Director of Cerema  
**Jean-Marc Offner**, President of Urban School of Sciences Po Paris, Great Witness of the Mobility Days 2024

10.20 **Opening speech**

**Christoph Erdmenger**, Head of Head of Department "Sustainable Mobility", Ministry of Transport Baden-Württemberg, *Focus on Climate targets: The Baden-Württemberg approach to transport planning.*

10.40 **Session 1 – Residents and regions: can expectations be reconciled?**

**Justine Contor, Alice Michaux**, Liège University, *Reflecting on the gender issues involved in the mobility transition, to ensure that it benefits everyone.*

**Lucia Mejia Dorantes, Lidia Montero, Jaume Barelo**, Universitat Politècnica de Catalunya, *Sustainable Mobility Reframed: Policy implications using activity fragmentation indicators of individual mobility sequences in Barcelona.*

**Lluís Martínez, Imre Keserü, Thiri Soe**, Vrije Universiteit Brussel, Deloitte, *Advancing inclusive sustainable urban mobility: Lessons from temporary interventions.*

**Agathe Collard**, Strasbourg Climate Agency, *Carbon-free mobility consultancy: a tool to help people change their behaviour.*

**Bénédicte Rozes**, MOBICOOP, *How can residents be supported to change their mobility? A cross-section of decision-makers, operators and facilitators.*

12.00 **Lunch**



## Thursday 16 May 2024, afternoon

### 14.00 Session 2 – Public spaces: new uses, new sharing

**Didier Vancutsem**, La Cambre Horta Faculty of Architecture, *Shared public spaces - a new design philosophy for town centres in Germany, Switzerland and the Netherlands; Report on experiences*

**Michael Glotz-Richter**, Gloricon Glotz-Richter Consult, *Ways to a better use of street space.*

**Jean-Baptiste Derdoy, Julien Hervé, Patrick Klein**, PTV, Strasbourg Eurométropole, *Analysis of cycling uses in the Eurometropolis of Strasbourg.*

**Lucy Sadler, Maria Rodrigues**, Sadler Consultants Europe GmbH, Pantheia, *Improving public spaces with Urban Vehicle Access Regulations.*

**Nicolas Speisser**, Cerema, *Bidirectional single bus lanes: an innovative tool for improving bus performance and optimise the use of public space.*

### 15.15 Coffee break

### 15.45 Session 3 – Round table: “Is the city of proximity a long way off?”

What could a city of short distances look like? On what scale does the concept of the 15-minute city make sense? And for whom? Is it a realistic response to the difficulties of reconciling residents' expectations with the mobility services on offer?

**Benjamin Büttner**, Researcher, Technische Universität München.

**Justine Gangneux**, Coordinatrice de projets, Eurocities.

**Maïke Puhe**, Researcher, Karlsruhe Institute of Technology.

**Maud Renon**, Vice-Director Mobility, Strasbourg Eurométropole.

**Maria Schnurr, Anna Gemzell**, Researchers, Research Institute of Sweden.

**X**, Copenhagen (to be confirmed).

### 17.00 Coffee break

### 17.15-18.30 Pour aller plus loin, Atelier ACUTE (in French only)

ACUTE (Accessibility and Connectivity for Urban Transformation of Europe) est un projet européen ENUAC dont l'objectif est de constituer une plateforme de connaissance et d'échanges se nourrissant de la Recherche et des expériences de professionnel.les de l'urbain, autour de la Ville à 15-minutes ou de la ville des proximités. Cet atelier sera ainsi un espace de réflexions, et d'interrogations du concept à la lumière de perspectives et réalités urbaines diverses."

### 19.30 Reception at Strasbourg City Hall, 9 rue Brûlée

Welcome address by **Alain Jund**, Vice-President of Mobility, Strasbourg Eurométropole



# PROGRAMME

## Friday 17 may 2024, morning

9.00 **Welcome Coffee**

9h30 **Emilie Sani, Advisor, Franco-German Forum for the Future**

As a platform for practitioners and experts, the Franco-German Forum for the Future, set up by France Stratégie and the Research Institute for Sustainability (RIFS), Helmholtz Centre Potsdam and bringing together experts from both countries, has drawn up public policy recommendations to optimise the use of public roads in favour of sustainable development and to strengthen the financing of public transport.

9.40 **Session 4 – Public transport, between multimodality and financial constrains**

**Alexandre Santacreu**, European Metropolitan Transport Authorities, *Cut the cost of public transport operations, strengthen its funding, and grow ridership: best practice from across Europe.*

**Eugenia Kolb**, Ministry of Transport Baden-Württemberg, *Political Schemes to foster cross-border public transport.*

**Guy Le Bras**, Groupement des Autorités Responsables de Transport (GART), *Are the energy transition and the supply shock compatible with the limited finances of local authorities?*

**Xavier Descamps**, Compagnie des Transports Strasbourgeois (CTS), *How can public transport be developed in a financially strained environment?*

**Pauline Dessertine, Laurence Medioni**, MATAWAN, *"Public utility" mobility for free, inclusive and sustainable mobility.*

**Timothée Mangeart**, Université Gustave Eiffel, *Self-service vehicles: the current situation and avenues for greater multimodal integration.*

11.10 **Coffee break**

11.40 **Summary and conclusion by Jean-Marc Offner**, President of Urban School of Sciences Po Paris, Great Witness of the Mobility Days 2024.

12.10 **Closing speeches**

**Pia Imbs** – President of Strasbourg Eurométropole

**Jeanne Barseghian** – Mayor of Strasbourg

**Jacques Le Berre** – Director of Cerema's Direction Territoriale Est

12.30 **Lunch**

Please note that due to organisational constraints, you must specify your choice of visit at the time of registration. Comments will be in French.

## Friday 17 may 2024, afternoon

14.00-17.00\* **Technical visits: 3 options to choose from** (30 people per group max)

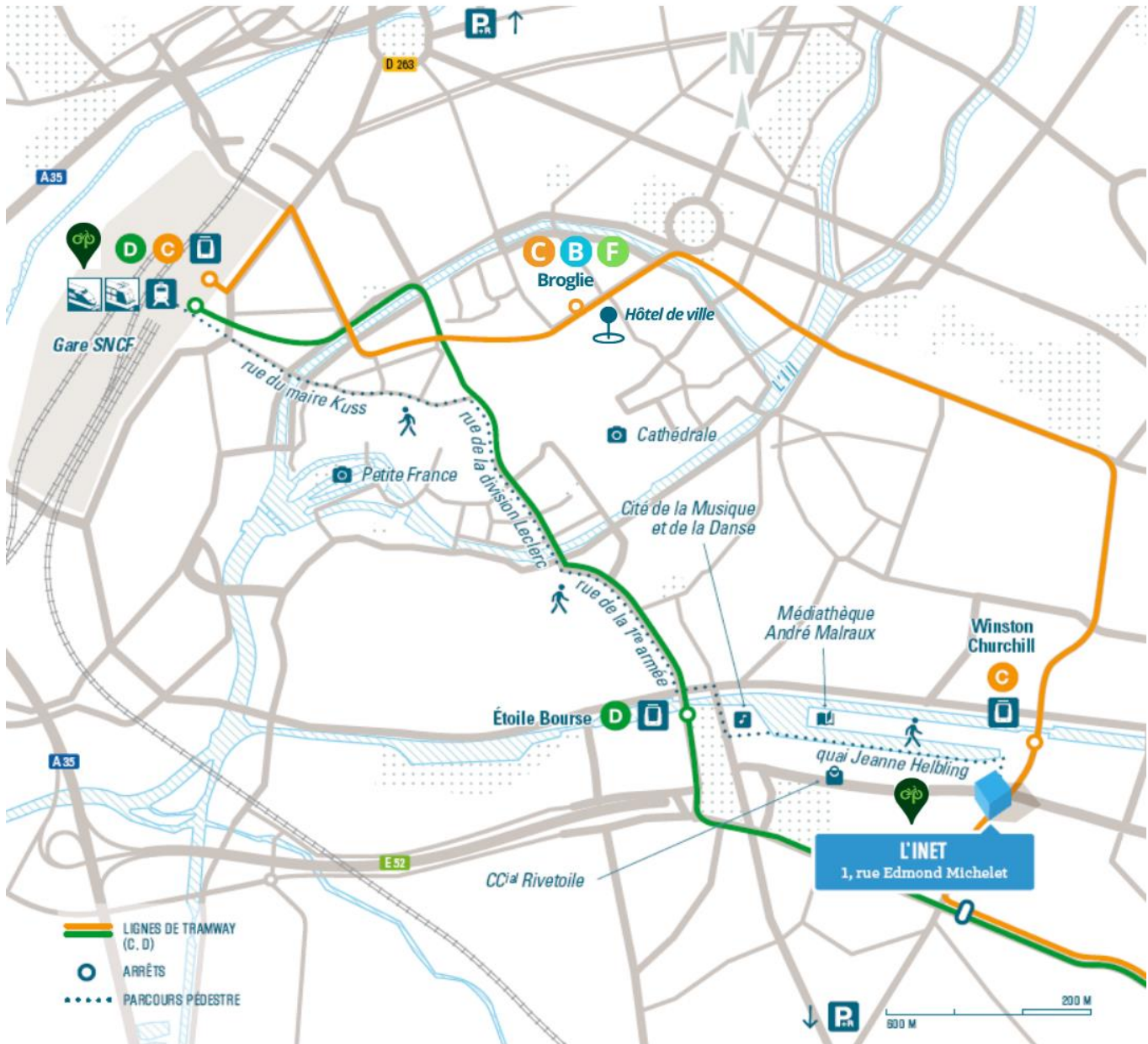
1. **CTS**, visit of the maintenance centre, depot and control centre
2. **European Parliament**: guided tour of the European Parliament. Discover the hemicycle, the Simone Veil Parliamentarium and several exhibitions. (A valid identity document is required to enter the European Parliament)
3. **Local public company « Deux Rives »** : History and future of « Deux Rives » urban project

\* Timetables are indicative at this stage and will be specified later.



## Institut national d'études territoriales (INET)

1, rue Edmond Michelet - Strasbourg (in the Presqu'île Malraux district)



### Access :

By tram : from the train station

- tram C, direction Neuhof, stop Winston Churchill (17 minutes)
- tram D, direction A. Briand, stop Étoile - Bourse. Then walk along the Rivetoile shopping centre to the cinema

By bike: about 15 minutes from the main station and the historic centre

On foot: about 40 minutes' walk from the station