

e-smartec + MOBI-MIX

Joint Final Conference

23 - 24 November 2022 | Brussels, Belgium

Do not miss this unique occasion to explore different sides of sustainable urban mobility. The e-smartec and MOBI-MIX projects will bring together mobility experts from across Europe to discuss all things mobility.

The **e-smartec + MOBI-MIX Joint Final Conference** will cover what has been achieved by both projects, forge long-lasting collaborations, and foster the exchange of knowledge to successfully reach a **low-carbon future for all**.

To **register** for the conference, please click the following link:

[REGISTER HERE](#)

The event will be **live with a live-stream option**.

About the projects

Sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers. Given this need, e-smartec proposes accompanying each step of sustainable mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision-making.

MOBI-MIX, on the other hand, intends to facilitate the uptake of new innovative transport solutions (from e-scooters to shared mopeds and bikes) to fulfil their potential and have a positive impact on reducing carbon emissions. MOBI-MIX has developed and sourced state-of-the-art public-private collaboration models for more effective implementation of micromobility and MaaS solutions, ultimately leading to liveable cities.

Both projects aim to **enable behavioural change in higher-level mobility goals**. The synergy between the projects is special, as **both envision a low-carbon future for our cities** and regions and, ultimately, our citizens — **but approach it in different ways**: on one hand, building a co-creation and engagement process using the innovative tools of marketing throughout planning, and on the other, working to decarbonise road transport by effectively and flawlessly implementing innovative Shared Mobility and MaaS solutions.

Agenda

DAY 1 – e-smartec Final Event

23 November 2022

Time	Activity
12:30 – 13:30	Registrations and light lunch
13:30 – 14:00	Introduction <ul style="list-style-type: none">• Welcome words – Centre for Research and Technology Hellas• Keynote speech – Joint Interreg Europe Secretariat
14:00 – 14:15	Project's key achievements Presented by POLIS Network
14:15 – 15:15	Panel Discussion I Moderated by Centre for Research and Technology Hellas Introduction to Action Plans' (Aps) development from the e-smartec regions of: <ul style="list-style-type: none">• West Midlands• Region of Central Macedonia• Bratislava Self-governing region Panel discussion on youth awareness-raising actions for sustainable mobility to follow
15:15 – 15:30	Coffee Break
15:30 – 16:30	Panel Discussion II Moderated by POLIS Network Introduction to Action Plans' (APs) development from the e-smartec regions of: <ul style="list-style-type: none">• State of Hessen• North Limburg• Lazio region Panel discussion on stakeholders' participation in sustainable mobility to follow
16:30 – 17:15	Panel Discussion III Moderated by POLIS Network Joint MOBI-MIX session on marketing techniques for boosting shared mobility, featuring: <ul style="list-style-type: none">• Introduction – POLIS Network• MOBI-MIX preview – Bax & Company• Pitches from the MOBI-MIX regions on public engagement in shared mobility Panel discussion on lessons learned from public engagement and awareness-raising actions in shared mobility to follow
17:15 – 17:30	Wrap up
17:30	End of DAY 1

DAY 2 – MOBI-MIX Final Event

24 November 2022

Time	Activity
9:30 – 10:00	Introduction <ul style="list-style-type: none"> • Welcome words – City of Rotterdam • Keynote speech – TBC • Agenda overview – Bax & Company
10:00 – 10:45	Panel Discussion I Moderated by Joan Estrada, Bax & Company, and Laura Babío, POLIS Network <i>Featuring:</i> <ul style="list-style-type: none"> • Norfolk County Council • City of Antwerp • Ghent University • Gustave Eiffel University • CoMoUK Panel discussion on data-based policymaking
10:45 – 11:00	Coffee Break
11:00 – 11:45	Panel Discussion II Moderated by Giel Mertens, Bax & Company <i>Featuring:</i> <ul style="list-style-type: none"> • City of Rotterdam • City of Antwerp • TBD • TBD Panel discussion on public-private collaborations
11:45 – 12:30	Panel Discussion III Moderated by Laura Babío, POLIS Network <i>Featuring:</i> <ul style="list-style-type: none"> • Metropolitan area of Valenciennes • CoMoUK • City of Mechelen • TBD Panel discussion on pilot initiatives, learnings and insights
12:30 – 13:15	Lunch Break
13:15 – 13:45	Decision-making framework Presented by Bax & Company
13:45 – 14:45	Panel Discussion IV – High-level roundtable Joint e-smartec session on supporting guidance for Sustainable Mobility Planning on public engagement and shared mobility, featuring: <ul style="list-style-type: none"> • Two MOBI-MIX regions TBD • 1 e-smartec region TBD • Centre for Research and Technology Hellas
14:45 – 15:00	Wrap up
15:00	End of DAY 2