



Final conference of the MOVE ON GREEN project

Final Agenda

How can sustainable transport strengthen rural and mountain areas attractiveness?

Monday 15th September 2014, from 13.00 to 17.30

Venue: Committee of the Regions, Rue Belliard 99-101, Brussels, Belgium

Outline of the event:

Sustainable transport is vital to maintain the environmental and economic health of rural and mountainous areas and to ensure the access of both inhabitants and potential visitors to key services such as employment, education, healthcare...

Policy makers in rural areas are well aware that the absence of sustainable mobility schemes affects any development strategy implemented in rural territories. No matter how much effort is spent on education, promotion of tourism, or new economic initiatives... developing good sustainable transport pattern remains one of the key success conditions for the attractiveness of rural and mountain areas.

The Move on Green Project aims to improve the design and the effectiveness of regional policies on sustainable transport in rural and mountain areas. To achieve this goal, during 3 years, Move on Green has collected examples of innovative ground-level initiatives and prepared a **Good Practice guide** on innovative transport solutions to help decision makers to get inspiration and improve their transport patterns. Partners have then derived from this practical experience **Policy Guidelines on Sustainable Transport in rural areas** to foster policy-learning for European and regional policy-makers. Finally, each regional partner has prepared an **Implementation plan** to concretely adapt its policy towards more sustainable mobility schemes.

This Move on Green final conference will give participants the opportunity to see into more details the results of the project and will address more generally the question of the attractiveness of rural and mountain areas. How can sustainable transport better contribute to this attractiveness?

You are interested in sustainable transport in rural and mountain areas? You wish to discover new and creative economically viable solutions that can be effective and efficient while being environmentally friendly? You are a policy-maker at local, regional, national or European level and you face transport issues in a rural or mountainous area?

Come to our final conference and have your say!

12.00 Registration & light lunch

Welcome and Opening

- 13.00** **Why is sustainable transport so important in rural and mountain areas?** Gordon Keymer: member of the Committee of the Regions, (20 min)
- 13.20** **What is Move on Green (MOG) and why is it important?** Laura Gascon, Province of Teruel, Coordinator of MOG Project (15 min)

Session 1 – How to strengthen the practical uptake of interesting practices? MOG findings and recommendations

Objective: presenting and concretely illustrating the results of the MOG Project.

Chair: Robert Stüssi, Mobility Consultant

- 13.35** **Move on Green clusters of good practices: 9 ways to improve rural mobility**, Marie Clotteau, Euromontana (15 min)
- 13.50** **From interregional cooperation to improved local delivery, a concrete transfer example: the German platform FLINC for shared vehicles implemented in Greece**, Ismini Chatzilamprou, University of Thessaly (15 min)
- 14.05** **Achieving real policy change in partner regions: MOG policy recommendations for an improved rural mobility**, Luis Carlos Marquesán, Counsellor of the President in the Teruel Province, Spain (15 min)
- 14.20** **Discussion with the audience (15 min)**

Session 2 – Fostering rural and mountain regions attractiveness: How to implement a sustainable transport strategy? MOG findings on strategies

Objective: This session will focus on the policy level on how, thanks to MOG, regions are going to improve their regional strategy for sustainable mobility in rural and mountain regions.

Chair: Robert Stüssi, Mobility Consultant

- 14.35** **Implementation Plans: general overview of the common points of the 12 regional implementation plans** Julio Esteban, Deputy in Territory Development, Province of Teruel, Spain (10 min)
- 14.45** **Round table discussion** on the concrete delivery of MOG Implementation Plans in the partner regions: how to successfully program future policies to support sustainable transport in rural and mountain areas?

Panelists (1H00):

- Luis Muñoz, Chef of European Affairs, Province of Teruel, Spain
- Jacek Guzik, Supervisor of the Transport Department in Podkarpackie Marshal's Office, Poland
- Ināra Briksne, Acting Head of Public Transport Planning Division, Road Transport Administration of Latvia
- Anna Scuttari, EURAC, Access2mountain project

Discussion with the audience (30 min)

16.15 - 16.35 Coffee-break

Session 3 – Sustainable transport: How will the new European policies support the development of rural and mountain mobility?

Objective: Enlarge the discussion from the partnership to the wider European policy-making arena to i) see how MOG recommendations are received, ii) what margins of manoeuvre exist in the newly launched programming period for rural mobility initiatives. The session shall also close the loop on the initial question addressed in the opening session: is rural mobility a priority in European policies 2014-2020?

Chair: Isabel Cebrián, Chief Executive Officer in Citizen Participation, Foreign Action and Cooperation in Aragon's Government, Spain

- 16.35 Sustainable rural transport policy: European funding opportunities in the new 2014-2020 programming period**, Vincent Leiner, European Commission, DG Regio (20 min)
- 16.55 EU Interregional cooperation – state of play and perspectives for sustainable transport**
Martina Bacova, Interreg IV C, JTS, Policy Officer (20 min)
- 17.15** Conclusions of the day, Robert Stüssi, Mobility Consultant (15 min)
- 17.30** End of the meeting

17.30 – 18.30 Cocktail

Interpretation will be available in English, Spanish, Polish