



UCI BIKE CITY FORUM

presented by Pirelli

Shaping the Future of Active Mobility



presented by





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“Shaping the Future of Active Mobility,”

When: 14 November 2018
Where: Pirelli Headquarters
Via Bicocca degli Arcimboldi, 3
Milan, Italy

OBJECTIVES

Bring together current and potential UCI Bike Cities and Regions, UCI advocacy and marketing partners, national federations and expert speakers to:

- Exchange on the future of active mobility
- Share best practices and innovations
- Connect stakeholders in an interactive environment

THE PROGRAMME

WEDNESDAY 14 NOVEMBER 2018

- 8.30 – 9.00** Welcome coffee and registration
- 9.00 – 9:45** Official welcome
- David Lappartient - UCI President
 - City of Milan representative
 - Pirelli representative
- 9:45 – 10:15** Opening keynote address
- Pascal Smet - Brussels Minister for Mobility and Public Works
- 10.15 – 10.45** The UCI landscape in cycling promotion
- Isabella Burczak - UCI Advocacy and Mass Events Manager
 - Jérôme Lacroix - UCI Business Development Manager
- 10.45 – 11.15** Coffee and networking break
- 11.15 – 12.15** Cycling infrastructures – where to start?
- Brian Deegan - Design Engineer at Urban Movement and Advisor to Greater Manchester Walking & Cycling Commissioner
 - Manuel Calvo – Sustainability consultant and developer of Sevilla’s bicycle network

- 12.15 – 13.15 Lunch
- 13.15 – 14.15 **Exporting cycling expertise - perspectives from Denmark and the Netherlands**
- Marianne Weinreich – Chairman, Cycling Embassy of Denmark
 - Herbert Tiemens - Senior policy advisor, Province of Utrecht
- 14.15 – 15.15 **Promoting public health and physical activity through cycling**
- Randy Rzewnicki - Policy Officer, European Cyclists Federation
 - Laura-Maria Tiidla – Bike for Europe Project Manager, International Sport and Culture Association
 - Francesco Iacorossi - Head of projects, Rome Mobility Agency and Co-Chair, ITF Safer Cities Streets Network
- 15.15 – 15.45 **Coffee and networking break**
- 15.45 – 16.45 **The role of cycling in sustainable development**
- Kristina Jasiunaite - Managing Director Europe, World Bicycle Relief
 - Stefanie Holzwarth - Urban Mobility Unit, UN Habitat
 - Aris Moro - Knowledge and Partnerships Manager, C40 Cities Finance Facility
- 16.45 – 17.15 **Closing keynote address**
- Tim Blumenthal – President, PeopleForBikes
- 17.15 – 18.30 **Networking cocktail**

REGISTRATION

To register, please reply to cyclingforall@uci.ch indicating your name, title and organisation by 31 October 2018. While registration is free of charge, participants must organise and pay for their own travel and accommodation.

For more information please do not hesitate to contact Isabella Burczak, UCI Advocacy and Mass Events Manager at Isabella.burczak@uci.ch.