

LUNCH DEBATE INVITATION

OPTICITIES
WWW.OPTICITIES.COM



TUESDAY **11 OCT.** 2016
12PM TO **14.30PM**



HOTEL RENAISSANCE
19, PARNASSE ST.
1050 BRUSSELS

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MOBILITY AS A SERVICE IN THE URBAN ENVIRONMENT
FROM INNOVATION TO LARGE SCALE DEPLOYMENT OF MOBILITY SERVICES IN CITIES

LUNCH DEBATE INVITATION

TUESDAY 11 OCTOBER 2016

12PM TO 14.30PM

HOTEL RENAISSANCE

On behalf of MEPs Wim van de Camp (EPP) and Michael Cramer (Greens/EFA), OPTICITIES Project Coordinator Grand Lyon Métropole and EURO CITIES, the network of major European cities, have the pleasure of inviting you to a lunch debate on 'Mobility as a Service in the urban environment', which will take place on 11 October 2016 at [the Hotel Renaissance in Brussels](#).

The aim of the debate is to present and discuss the final outcomes of OPTICITIES, a major urban mobility project supported by the European Commission, and how it can contribute to the large-scale deployment of advanced mobility services in European cities.

It will be a dynamic and interactive event combining short introductory presentations with panel discussions and interventions from the audience. The panel will include high-level representatives from the European Parliament, the European Commission and local authorities, European experts in the field of ITS, urban practitioners and representatives from the ITS sector and the car industry.

The debate will mainly focus on challenges, framework conditions and priorities for the future large-scale deployment of mobility services in the European Union, and also address the need for the development of public-private partnership frameworks.

Before and after the lunch debate, participants will have the opportunity to see a unique live demonstration of the interconnection between in-car navigation and the OPTICITIES multimodal app.

PARTICIPATION IS FREE OF CHARGE

FOR FURTHER INFORMATION, PLEASE CONTACT PETER.STAELENS@EUROCITIES.EU

12.00 TO 12.30

Registration and reception
Live demonstration of interconnection between in-car GPS and OPTICITIES multimodal app

12.30 TO 12.40

Welcome and setting the scene :
Wim van de Camp, MEP (EPP)

12.40 TO 13.20

First session :
Urban mobility stakes and OPTICITIES solutions

Panellists:

- **Michael Cramer**, MEP, Chair of the Committee for Transport and Tourism (GREENS/EFA)
- **Herald Ruijters**, Acting Director for Investment, Innovative and Sustainable Transport, European Commission – DG MOVE
- **Umberto Guida**, Director for Research & Innovation, UITP
- **Marie-Anne Gobert**, Advisor for Smart and Sustainable City, Grand Lyon Métropole

Introductory presentation : Grand Lyon Métropole, OPTICITIES Project Coordinator

13.20 TO 14.20

Second session :
The need for public-private partnerships, large-scale deployment of urban MaaS

Panellists:

- **Clara de la Torre**, Transport Director, DG Research and Innovation
- **Jean Coldefy**, urban ITS expert, France, OPTICITIES Coordinator
- **Kaj Pyyhtiä**, co-founder Maas Global
- **Luc Marbach**, CEO Vedecom Institutut
- **Steve George**, Project Leader Birmingham City Council

Introductory presentation : Grand Lyon Métropole, OPTICITIES Project Coordinator

14.20 TO 14.30

Conclusions and closing remarks :
Wim van de Camp, MEP (EPP)

Moderation for the whole debate : **Katrina Sichel**