

# Implementing Sustainable Mobility in the Mediterranean

<https://urban-transport.interreg-med.eu/>

## #1 \_ How is COVID-19 reshaping the urban mobility ecosystems?

07 October // 9:00-11:00 //

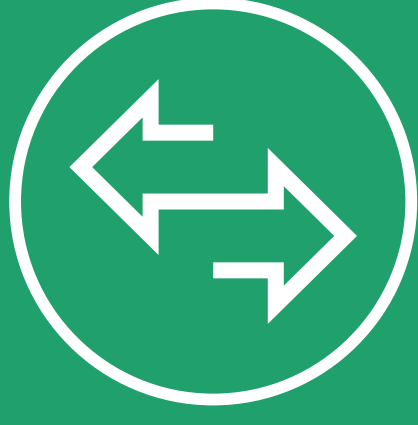
The aim of the webinar is to explore how cities have managed mobility during the worst phases of the Covid 19 pandemic by identifying some good practices, to understand how people perceived the forced smart working, and finally to acknowledge how cities can turn this dramatic experience into an opportunity for accelerating the process towards a more sustainable mobility.



## #2 \_ Replicating sustainable mobility solutions, is it really possible? The Urban Transports Community's call for replicating cities

14 October // 9:30-11:30 //

The webinar will offer the opportunity of learning about the peer-learning and technical support services, offered by the Urban Transports Community to Mediterranean Cities, to overcome some of the obstacles in the full implementation of sustainable mobility solutions



## #3 \_ Big data and ICT for smart traffic management

21 October // 9:30-11:30 //

A huge quantity of data related to mobility is generated every day in cities. The potential for fine tuning mobility and providing real time information for citizens is enormous. Concrete replicable examples of how this data can be used for a better management of mobility and to improve quality of life of citizens will be presented during the webinar.



## #4 \_ SOFT MOBILITY in Mediterranean cities

28 October // 9:30-11:30 //

Soft mobility can bring several benefits to cities and citizens: less pollution, noise and space occupancy reduction, as well as improving the health of those performing active mobility. Yet, many citizens in the Mediterranean area feel biking in cities unsafe, and this fear prevents them from riding a bicycle when moving in urban areas. The webinar will present how cities can improve biking infrastructure to persuade their citizens to leave their cars and ride a bike.



## #5 \_ SHARED MOBILITY in Mediterranean cities

4 November // 9:30-11:30 //

Shared mobility solutions is one of the key steps towards a Mobility As A Service approach and the principles of circular economy. Using shared vehicles makes the ownership of private vehicles unnecessary, reducing occupation of space and environmental impacts. Pioneer cities will present their experience sharing the lessons learnt in order to ease the adoption of similar solutions by other Mediterranean cities.



## #6 \_ Mobility in Mediterranean Tourist Destinations

11 November // 9:30-11:30 //

Tourism brings wealth and jobs to a city but could generate overcrowding, congestion, affecting the quality of life of citizens. Planning mobility in tourists destination cities could be a challenge due to several factors: a) trade off between citizens and tourists' interests; b) seasonality; c) keeping the city attractive for tourists and tour operators as cruise ships companies. The webinar will present how some Mediterranean cities have dealt with these challenges in a winning approach.



## #7 \_ Sustainable Urban Mobility Planning approaches in Mediterranean cities

18 November // 9:30-11:30 //

The webinar will illustrate innovative approaches to urban mobility planning. On one hand, an holistic approach is required to meet different needs and interests of people moving within an urban area. On the other hand, targeted solutions are relevant for specific attraction areas, gathering a great number of people, such as university campuses.



## #8 \_ ELECTROMOBILITY: urban planning impact of technology trends

25 November // 9:30-11:30 //

Electric vehicles are getting more popular in recent years, yet their introduction even by public administrations is facing some hindrances. A key issue that is arising is the impact that increased number of recharging electric vehicles can have on the network. New technologies are arising to manage this issue and make EV also a potential resource for energy storage.

