



8th IRE - Expert Conference

Mobility in Smart Regions

Supranational transportation concepts in Europe for Salzburg

Wednesday, 20th of February 2019
Hallwang / Salzburg, AT



Conference languages: German / English
NO CONFERENCE FEE



Daily traffic jams in the mornings and in the evenings due to the commuters, immense challenges with the need for parking space, temporary traffic crashes due to tourist-traffic, inadequate possibilities for public transport and the consequent environmental issues are the seemingly unsolvable problems that not only metropolises but also provincial cities and the surrounding rural areas are facing. The rural depopulation is further aggravating the situation. The Smart-Region-Concept tries to offer solution approaches for these mobility problems with longer distances by promoting the functional interlinking of the cities and municipalities and the surrounding areas. The term "Smart regions" describes cities and their surroundings that are efficiently in usage of resources and energy, very good connected and are therefore very livable. Especially for Salzburg with its partly more rural, partly more urban regions approaches must be considered superregional and implemented as such. An important core component of the smart development of cities and regions is the coordinated planning of mobility and traffic.

09:00 Registration & Welcome Coffee

09:20 Official Opening & Welcome Address

Franz Schausberger, Chairman of the Institute of the Regions of Europe (IRE), former Governor of Land Salzburg, Salzburg, Austria

09:30 Welcome Address

Johannes Ebner, Mayor of Hallwang

„Cooperation in public transport of the surrounding municipalities within Flachgau“

Harald Preuner, Mayor of the City of Salzburg, Austria

“Salzburg and its future mobility”

Stefan Schnöll, Member of the Regional Government for Transport and Housing, Land Salzburg

“New joint traffic management of Land Salzburg”



Schausberger

Ebner

Preuner

Schnöll



10:00 Smart Region – a political challenge

In Smart Regions the possibilities of intelligently combining different means of transport such as bike, bus, train, car sharing or Park&Ride are more common than ever before. The key factor is the simple and easy combination of those options - mobility as a service ideally provided by one source. Transport associations are capable of optimizing interfaces and transitions between different means of transport.

Paolo Bellenzier, Architect, Director for spatial planning and development, City of Bozen, Italy

Christoph Joachim, Town Councillor Tübingen, Germany

Georg Friedrich Koppen, Head of the department stability, Munich, Germany

Stefan Schnöll, Member of the Regional Government for Transport and Housing, Land Salzburg

Martin Wex, Vicemayor of City of Schwaz in Tyrol, Austria



Bellenzier

Joachim

Koppen

Schnöll

Wex



11:15 Networking Coffee break

11:30 Press meeting

12:00 Panel discussion I: “The future Smart-City”

More than half of the world’s population lives in cities. Even in Austria more than half of the population (almost 4 million people) lives in Cities and municipalities with more than 10.000 inhabitants and the trend is continuing. This growth is a large challenge: housing possibilities, working places, infrastructure, and social institutions need to be provided and the administrative structure must be adjusted considering the demographic change and the global networking.

Moderation: **Michael Kretz**, Bezirksblätter Salzburg, Austria

Allegra Frommer, General Manager, Salzburger Verkehrsverbund GmbH, Salzburg, AT
Peter Haider, Managing Director, Salzburger Institut für Raumordnung (SIR), Salzburg, Austria

Roman Himmler, Kapsch TrafficCom, Vienna, Austria

Martin Pecar, OmniOpti, Blockchain Think Tank Slovenia, Laibach, Slovenia

Oliver Schmerold, Director, ÖAMTC, Vienna, Austria



Kretz

Frommer

Haider

Himmler

Pecar

Schmerold



13:30 Lunch

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14:30 Panel discussion II: Future Supranational Transportation concepts – best practice examples in Europe

The conference focuses on the topic of „Smart Mobility“ in „Smart Regions“ and gives concrete examples of other regions for sustainable, innovative and safe transportations systems as well as presenting contemporary mobility management in order to derive useful and effective measures for Salzburg. Traffic is a central topic for every metropolitan area. Mobility sets the pace for the prospering regions in central Europe and ensures national, european and international competitiveness. It is also a key factor when it comes to the quality of life of the citizens. Smart regions spread over borders and enable smaller communities to implement smart-solutions. They seamlessly connect city centers with the suburbs and the rural areas and add to the quality of life as well as the economic chances beyond socio-economic and geographical barriers. There are plenty of good examples all over Europe. Some will be introduced at this conference.

Moderation: **Claus Reitan**, Journalist, Vienna, Austria

Key Note: **Susanne Schatzinger**, Director of Smart Urban Environments, Fraunhofer Institut für Arbeitswirtschaft und Organisation (IAO), Stuttgart, Germany

Kerstin Burggraf, Head of transport development of the city Dresden, Germany

Ralf Eichhorn, Smart City Karlsruhe, Germany

Paolo Ferri, CEO and Co-Founder of WECITY srl, Modena, Italy and city projects in Smart City Barcelona, Spain

Ralf Maier-Geißer, Head of division strategic planning and sustainable mobility, Stuttgart, Germany

Pascal Lippmann, Traffic expert, managing director, pyro Consult GmbH, Zürich, Switzerland



Reitan



Burggraf



Eichhorn



Ferri



Maier-Geißer



Lippmann



Schatzinger

16:00 Uhr Summary & Closing Statements

Conference partners:



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