



Global EcoMobility Forum

Reinventing urban mobility.

Changing the way we move and live in the city.

16th September 2016 | 9h30

Joaquim Benite Municipal Theatre, Almada, Portugal

Cities have long been the geographical and social base of civilizations and therein lies much of the world's population. As such, cities face diverse and demanding challenges, of which one of the most relevant is the way how people move and goods are transported.

Urban mobility is therefore an important pillar in the development of cities, contributing decisively to its efficient functioning and the quality of life of its inhabitants.

However, the current territorial and social organization of cities has resulted in an increasing need to travel and profound changes in the mobility patterns of urban population, changes not always accompanied by the diversification of transport solutions.

Congestion, air and noise pollution, high energy consumption, CO₂ emissions, excessive appropriation of public space by car, road accidents and the consequent reduction of the attractiveness of cities as accessible spaces for socialization and enjoyment of all, are everyday problems in many cities, that require to be urgently debated and addressed.

In this Global EcoMobility Forum, two prestigious speakers, Konrad Otto-Zimmermann and Gil Peñalosa, will present and share creative and innovative solutions to successfully respond to these issues in different cities around the world that have become simultaneously vibrant, dynamic, healthy and accessible. Inspiring solutions for a more equitable distribution of public space and promoting sustainable and eco-efficient transport modes, to allow for better enjoyment of the city and increased economic activity. In this opportunity it will also be presented the initiative "One Less Car", a movement in favor of a more sustainable urban mobility, which aims to invite citizens to rethink the car's everyday use in the city and discuss healthier and eco-efficient alternatives.

This meeting is organized by Almada City Council, Local Energy Management Agency of Almada, Lisbon City Council, "One Less Car" Movement and EcoMobility Alliance within the framework of **European Mobility Week 2016**.

REGISTRATION (participation is free of charge, but registration is required)

AGENEAL, Local Energy Management Agency of Almada

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This Event has **simultaneous translation English/Portuguese**.

TARGET AUDIENCE

City Councils; Central government; Transport operators; Environment, Energy and Development agencies; NGOs; Universities; Students and other interested public.

VENUE

Joaquim Benite Municipal Theatre | Av. Professor Egas Moniz, 2804-503 Almada, Portugal | Tel: +351 21 273 93 60





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PROGRAM

9h30 – 10h00	Reception of participants Light breakfast with local products, produced in Almada's Shared Kitchen
10h00 – 10h25	Opening and Welcome Joaquim Estêvão Judas, Mayor of Almada Fernando Medina, Mayor of Lisbon José Mendes, Secretary of State for the Environment
10h25 – 10h45	Topic 1: "One less car" Movement For a more sustainable national mobility Nuno Lacasta, Chairman of the Board of APA, Portuguese Environmental Agency Signature of the "One Less Car" Manifesto National partners
10h45 – 11h45	Topic 2: A City from 8 to 80 8 Ideas and Inspiring Solutions to Reinvent Cities and Urban Mobility: an 8 80 City Gil Peñalosa, Founder and Chair of the Board, 8 80 Cities
11h45 – 12h05	Active Break: pause to cycle and taste local products
12h05 – 12h45	Topic 3: Ecomobility in Cities EcoMobility: a vision for the present and future of our cities Konrad Otto-Zimmermann, Creative Director, Urban Idea
12h45 – 13h15	Debate Moderation Francisco Ferreira, President of ZERO – Sustainable Earth System Association
13h15	Closing remarks



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Gil (Guillermo) Peñalosa, Founder and Chair of the Board, 8 80 Cities

Gil Penalosa is passionate about cities for all people. Gil advises decision makers and communities on how to create vibrant cities and healthy communities for everyone regardless of age, gender and social, economic, or ethnic background.

Gil is the founder and chair of the internationally recognized non-profit organization 8 80 Cities. He is chair of World Urban Parks, the international representative body for the city parks, open space and recreation sector. Gil also runs his own international consulting firm - Gil Penalosa & Associates. His advice has been sought out in more than 200 different cities across six continents.

Before immigrating to Canada, Gil was Commissioner in Bogota. He holds an MBA from UCLA's Anderson School of Management, where he recently was selected as one of the "100 Most Inspirational Alumni" in the school's history. In 2014 Gil received a Doctorate Honoris Causa from the Faculty of Urban Planning at the prominent University of Sweden SLU.



Konrad Otto-Zimmermann, Creative Director, The Urban Idea GmbH

Graduate Engineer in Architecture and Urban Planning and MA in Public Administration.

Creative Director at The Urban Idea GmbH based in Freiburg/Germany, a group of small creative studios supporting urban innovations. Chairman Urban Agendas and former Secretary General of ICLEI – Local Governments for Sustainability, the world's largest association of 1,000 cities and local governments dedicated to sustainable development.

Konrad initiated and managed the "Bicycle-friendly City" model project" in Germany 1978-1984; coined the notion of "Umweltverbund" 1986 and the corresponding international term "EcoMobility" in 2007, founded the Global Alliance for EcoMobility 2007, initiated the series of EcoMobility World Festivals and has served as Creative Director of the festival 2013 in Suwon (South Korea), 2015 in Johannesburg (South Africa) and 2017 in Kaohsiung (Taiwan).

Konrad authored, edited, or co-edited 15 books, authored hundreds of articles and initiated numerous congresses and conference series on sustainable cities, urban environmental planning and management, Local Agenda 21, ecomobility, ecological building, eco-procurement, resilience and cities' adaptation to climate change.





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HOW TO ARRIVE?

Participants may enjoy free use of all public transport modes serving the Municipality of Almada on the day of the Conference, by presenting the certificate of registration.

By Public Transport:



Metro Sul do Tejo: "S. João Baptista" stop (Ensures connections to the boat service in Cacilhas e the train service)



Bus: TST n.º 101, 124, 125, 126, 127, 152, 160, 176

By car:



Recommended parking: São João Baptista Square

Access by Car is made by A2 - "Centro Sul" roundabout (exit "Almada"), following through "Bento Gonçalves" Avenue and afterwards "Dom Nuno Álvares Pereira" Avenue, to "São João Baptista" Square, where you should turn right. This square is served by an underground Parking facility.

PARTNERS AND INSTITUTIONAL SUPPORT:



GREEN
PROJECT
AWARDS

