

# AGENDA

## “Get inspired: How to start changing mobility behaviour in cities and regions”

### FINAL EVENT

Turin, 6th October 2021

Circolo dei Lettori - Via Giambattista Bogino, 9 - Torino

- 09.30 a.m.    **Registration and welcome coffee**
  
- 10.00 a.m.    **Welcome**
  
- 10.15 a.m.    **The SaMBA project in a nutshell**  
 Riccardo Ledda  
*Piedmont Region - Transport and Infrastructure Planning Department*
  
- 10.30 a.m.    **Recommendations for the development of Harmonized Behaviour change policies**  
 Yvan Martinod  
*Department of Isère*
  
- 10.50 a.m.    **The MBC web Platform: Lead the Mobility Behaviour Change (MBC) together**  
 Stefania Mauro  
*Links Foundation*
  
- 11.10 a.m.    **Break**
  
- 11.30 a.m.    **Finding measures for mobility behaviour change by using SaMBA tool**  
 Johanna Schmitt & Dagmar Lahnsteiner  
*RSA FG iSpace*
  
- 11.50 a.m.    **Sustainable mobility behaviours in the SaMBA pilots: hands-on inspirations for local authorities and how to replicate them”**  
**Getting to know the stories behind SaMBA: Pilot Cases’ testimonials**  
 Stefania Mauro  
*Links Foundation*
  
- 12.10 p.m.    **Break**
- 12.20 p.m.    **Round Table: “Promoting Mobility Behavior change: the Nudge strategy and the role of Public Authorities”**  
 Moderator:  
 Davide Pietroni  
*Herbert Simon Society*

Speakers:

Niccolò Aimo

*Ires Piemonte*

Emmanuel Dommergues

*UITP Senior Manage Organising Authorities*

Mailin Gaupp-Berghausen

*ÖIR- GmbH Austrian Institute for Regional Studies*

Karen Vancluysen

*POLIS Secretary General*

**12.50 p.m. Closure and launch of the Memorandum of Understanding**

Marie Kleeschulte

*Climate Alliance*

Riccardo Ledda

*Piedmont Region - Transport and Infrastructure Planning Department*

**13.00 p.m. SaMBA COMPETITION “YOUR VISION OF THE FUTURE ALPINE MOBILITY”  
AWARD CERIMONY – INTERNATIONAL PRIZE**

**REGISTRATION**

*The event will be broadcasted live via streaming. Attendance in person will be possible until there are no more places available. Access to the room will be allowed only after checking the Green Pass and wearing a mask. Registration for the event, both in person and via streaming, can be made on:*

[https://samba\\_final\\_event.eventbrite.it](https://samba_final_event.eventbrite.it)

*Streaming available at: <https://www.regione.piemonte.it/web/progetto-samba>*

**REACH US IN A SUSTAINABLE WAY**

*The “Circolo dei Lettori” can be reached by public transport:*

*Bus: 56, 68, 8, 13, 15, 4*

**FOR FUTHER INFORMATION**

AXEA Congress

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