

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:

Mailin Gaupp-Berghausen

ÖIR- GmbH Austrian Institute for Regional Studies

Davide Barella*

Ires Piemonte

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**

**to be confirmed*

REGISTRATION

The event will be broadcast 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

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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