



Sustainable Urban Mobility

New Mobility Services

“Facilitating deployment of seamless door-to-door mobility services”

Invitation

New Mobility Services - EIP SCC

Monday June 3rd 2019 from 10.00 - 14.30h the New Mobility Services initiative - part of the European Innovation Partnership on Smart Cities and Communities - organises a vibrant seminar about large-scale deployment of new mobility services in a smart city context. The purpose is to make our cities and regions better and more liveable making use of the opportunities of a wide spectrum of smart mobility solutions. We gained a lot of knowledge from successful projects and pilots in the field of autonomous mobility and Mobility as a Service. But why is it so difficult to bring theory to practice? How to make real change happen? How to achieve real impact with cities and citizens at the forefront? What can the new approach of the European Commission bring us with the 'Mission-Oriented Research & Innovation' as described by Prof. Mariana Mazzucato? Her story about 'a problem-solving approach to fuel innovation-led growth' is inspiring and food for thought. How can this narrative help NMS with its mission of serious deployment of new mobility services? Mazzucato writes in her preface: "A key lesson is that missions must be bold, activating innovation across sectors, across actors and across disciplines. They must also enable bottom-up solutions and experimentation." Is NMS bold enough to agree and demonstrate that this is what we're doing?

With a 3 hours dynamic and interactive program, we will outline the stories of the seven working groups in NMS. Join and listen to the stories, achievements and challenges from our 7 working groups:

1. On Demand - Last Mile
2. Smart Parking Solutions
3. Intelligent Speed Assistance
4. Traffic Management of the Future
5. Urban Freight Transport
6. Excellent Governance for New Mobility Services
7. Smart Walking and Cycling

Venue:

Automotive Campus, Helmond - <https://www.automotivecampus.com/en/home>

Keynote speakers:

Herald Ruijters, Director Investment, Innovative and Sustainable Transport at DG MOVE, European Commission.

Carlo van de Weijer, Head of the Strategic Area Smart Mobility at Eindhoven University of Technology.

Wrap up:

Boaz Adank, Vice mayor of the city of Breda and representing BrabantStad & **Anne-Marie Spierings**, Vice-Governor of Noord-Brabant and Provincial Executive for Energy Transition. (tbc)

Moderator **Meike de Jong**, Journalist and TV Anchor Dutch RTL

Programme:

Sunday evening June 2nd

Arrival in Eindhoven and informal get together at Usine. (optional)

Monday June 3rd

09.30 – 10.00h.

Transport by bus from Eindhoven city center to Automotive Campus, Helmond (optional)

10.30 – 14.30h.

Interactive and dynamic seminar with keynote speakers and table-sessions – including network lunch.

14.45 – 15.15h.

Transport by bus to the Evoluon conference center and city center in Eindhoven for grand opening ITS Europe Congress. (optional)

16.30 - 17.30h

Opening ceremony at Evoluon conference center in Eindhoven (optional)

19.00 - 22.00h.

Official NMS networking dinner at Home of Design <https://kazerne.com/en/> for NMS partners only and with limited seats.

For the NMS programme – including bus transport, lunch and dinner - there will be no charges and the Province of Noord-Brabant will host the event. For the ITS Europe Congress you'll need to register separately at: <https://2019.itsineurope.com> and we advise to do that before 'early bird fee' ends at April 26th. In case you only want to visit the exhibition and opening please use the code for a free ticket that we attached to the invitation.

Tamara Goldsteen - BrabantStad / City of Helmond (NL)

Edwin Mermans - BrabantStad / Province of Noord-Brabant (NL)