

In order to maximise the exchange of knowledge, please come with ideas of barriers and solutions to walking, cycling and mobility plans (travel plans) in your experience.

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The ASTUTE final conference brings together the six City partners of the project – Budapest, Dublin, London, Granada, Graz and Syracuse – and mobility experts from throughout Europe to debate and discuss breaking down the barriers to increasing cycling and walking in our major cities.

Based on the ASTUTE toolkit of best practice examples, the conference will enable delegates to learn how to access and use the information as well take part in small groups to gain first-hand knowledge of specific examples. In addition, and to make the event as relevant as possible, delegates will have the opportunity to discuss specific problems from their own cities.

The Final Toolkit will be presented at the conference, however, the draft Toolkit contains the case studies collected so far. Please see: [www.astute-eu.org/toolkit.asp](http://www.astute-eu.org/toolkit.asp)

Interactive sessions – inspired by the OPTIMUM2 Network meetings – interlinked with small discussion groups and in-depth presentations will combine to ensure that delegates gain both knowledge of the ASTUTE project and the work undertaken by the partners as well as an understanding of the hundreds of 'transferable' solutions to increasing cycling and walking now available.

#### **What is the ASTUTE project?**

The key objectives of ASTUTE are to increase the number of journeys made by walking and cycling through the implementation of specific measures in each city; the identification of the key barriers which prevent an increase in walking and cycling; to research and develop a web-based Toolkit of best practice examples from across Europe, and to disseminate the experiences and outcomes to all member states. Barriers and measures taken were in both the public and the private sector and partners met on a regular basis to exchange experiences.

#### **Who should attend?**

The conference is aimed at public and private sector mobility management stakeholders who are interested to learn how to make a real difference in their city or workplace by using proven, and transferable, best practice examples from other European cities. The conference is designed to enable delegates from new Member States to play an active part in the debates by creating the opportunity for the discussion of real issues, and for the more experienced delegates the new examples in the toolkit offer tremendous scope for new knowledge.

**5 December 2008, Altitude, Millbank Tower, London**  
29th Floor, Millbank Tower, 21 to 24 Millbank, London SW1P 4QP

Pre-conference cocktails, 4 December 17.00  
HMS President, Victoria Embankment, Blackfriars Bridge, London

# Programme

# REGISTRATION FORM

To enhance discussions, delegates will be seated on tables of eight for the day

8.00	<b>Registration, coffee and breakfast</b>
8.30	<b>Welcome and introductions</b> ASTUTE keynote address Table introductions Quizdom – setting the scene: the walking and cycling agenda <i>Peter Woodward and Paul Henderson</i>
9.10	<b>ASTUTE Project overview</b> Toolkit presentation London case study Table discussions and questions <i>Paul Curtis</i>
10.30	<b>Refreshments (and case study selection)</b>
11.00	<b>Overcoming the Barriers</b> During coffee break delegates will have chosen 5 case studies which they wish to learn from. Tables rotate every 20 minutes allowing multiple presentations and discussions.
12.50	<b>Lunch</b> The most efficient way to network!
13.50	<b>Sharing our experience</b> Delegates at their tables are invited to share one of their examples of a 'smart' intervention to promote walking, cycling or mobility plans (travel plans). The 'best' example is then voted on and shared in plenary session with prize for the overall conference winner.
14.40	<b>Astute partner projects</b> OPTIMUM2, SPICYCLES, BYPAD A chance to draw conclusions from our partner projects and to look ahead.
14.55	<b>Refreshments</b>
15.15	<b>Solving Local Barriers</b> Delegates will be invited to share their own local barriers/challenges with their table in order to help find solutions
16.00	<b>Conference summary</b> Key actions, new case studies, learning points and future plans
16.15	<b>Final thanks and farewells</b>

Last name.....

First name.....

Position.....

Organisation.....

Address.....

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Post code.....

Telephone.....

Fax.....

Email.....

Website.....

Special requirements: Access, dietary

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Travel and Accommodation details will be available on the ASTUTE website by 14 October 2008 [www.astute-eu.org](http://www.astute-eu.org)

Altitude venue details [www.altitudesw1.com/homepage](http://www.altitudesw1.com/homepage)

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