



## **Smart Mobility Event – Business Neighborhood Initiative**

**Bucharest, Caro Hotel, 14 April 2016**

Innovation is a priority theme of the Dutch Presidency of the European Council. Smart and innovative cities are key to sustainable development in Europe.

On April 14<sup>th</sup>, The Dutch Embassy in Bucharest will organize an event on smart mobility linked to the area of the North Business District in Bucharest. This theme was chosen because it's a topic of growing interest in Bucharest and it builds on the work done by the Embassy over the last years in the area of urban planning and sustainable cities. This event also has the aim to stimulate a public-private consultation between different stakeholders, a typical 'Dutch approach'.

The date chosen (14<sup>th</sup> of April) coincides with the meeting in Amsterdam of all the EU ministers of environment and transport. On the same day, a large number of Dutch embassies all over Europe are organizing special events related to urban/smart mobility and cycling. *Cycling Festival Europe* has been chosen as the overarching theme for a large number of events being organized.

Objective of the event: The event in Bucharest aims at bringing together representatives of public and private organizations to discuss 'smart mobility' in the Pipera business district. The area is a fast developing modern business district (around Aurel Vlaicu metro station and Pipera metro station) and every day, thousands of people travel to/from work. Mobility is a big theme, and the debate will focus on the role of different actors in improving the current situation.

The main topics for discussion include:

- Visioning: Bucharest's plan for a *North Business District*;
- Sustainable profile: Integrated transport and public space/green space for *North Business District*, smart mobility, alternative transport modes (cycling), changed behavior, and area ownership;
- Institutional and financial mechanisms for implementing public space projects in *North Business District*.

Participation: Different stakeholders from both the public and private sector have been invited. There will be representatives from the companies located in the area, the different government levels (sector, municipal, national) as well as advisers, international agencies, professional associations and NGO's.

To get a better indication of the needs and concerns, an on-line questionnaire was made. This can be filled in via the following weblink: <http://smartmobilitykbr.wix.com/eu2016>

The results of the questionnaire will be presented at the event.

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**Program (DRAFT)**

- 14.00 – 14.30 Registration of participants
- 14.30 – 14.40 Welcome and introduction - Mrs. Stella Ronner-Grubačić, Ambassador of the Kingdom of the Netherlands in Romania
- 14.40 – 14.50 Introductory words on the development of Bucharest: vision for the future - Mr. Razvan Sava, Mayor of Bucharest (tbc)
- 14.50 – 15.10 North Business District – current situation and users’ demand - Mrs. Sorina Racoviceanu, director IHS
- 15.10 – 15.30 Municipal plans for the area development – Mr. Florin Marius Legea, Deputy Executive Head of Transports, Roads and Traffic safety Department, Bucharest Cityhall
- 15.30 – 15.45 Exchange of Experiences - Dutch experience on Smart mobility / urban planning - Ruben Loendersloot, Dutch expert
- 15.45 – 16.30 Q&A and consultation
- Participants’ interventions on the various topics are encouraged. Priority actions for Smart mobility in the area can be identified.
- Session is moderated by Mr. Nicolae Taralunga, director IHS
- 16.30 – 17.00 Closing remarks and networking drinks

**Location:**

Caro Hotel, “Mihai Eminescu” Room, 164 A Barbu Vacarescu Blvd., 2nd District, Bucharest