



VELO-CITY 2015
CYCLING: FUTURE MAKER
NANTES, FRANCE JUNE 2-5

PROGRAMME OF THE CONFERENCE





Central to Velocity exhibition, **the French Space** brings the main french bicycle actors together.

Ministry of Foreign Affairs and International Development
Ministry of Ecology, Sustainable Development and Energy
Ministry for Primary, Secondary and Higher Education and research
Ministry for Social Affairs, Health and Women's Rights
Ministry for Labour, Employment, vocational Training and Industrial Relations
Ministry of the Interior
Ministry for Economy, Industry and Digital Affairs
Ministry for Housing, Regional Equality and Rural Affairs
Ministry for Urban Affairs, Youth and Sport

The associative partners



The publics establishment



They are waiting for you on **the French Space, booth n°38** to discuss about :
Bicycle day-to-day, Cycle tourism, The bicycle's Economy
The bicycles's benefits.

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WELCOME TO VELO-CITY 2015 NANTES-FRANCE!



Nantes was chosen to host Velo-city this year. It is the first time that the conference is held in a city with less than one million people.

It is clearly an immense pleasure and a great honour for us to host the largest world conference on cycling.

This recognition reflects our ongoing commitment to the development of cycling and more generally our innovative and ambitious policies in terms of sustainability and fight against climate change which already resulted in Nantes being named European Green Capital 2013.

Over the course of the last twenty years, our city has experienced many changes. We have pursued a proactive policy and ensured that our strategies including our transport policy help to fight against climate change and at the same time improve the quality of life for all and in particular for the most vulnerable. This is indeed one of the key strengths of territorial organisations where the cities have a major role to play to create innovative and efficient solutions that are close to citizens.

In this context, cycling advocacy plays a large part. The development of cycling leads to less air pollution and fosters healthier travel patterns. It also contributes to calmer cities. Finally, it benefits the local economy. With this approach, during the conference, ECF and Nantes Metropole will propose the signing by elected representatives of a Commitment Charter on the development of cycling as one of the responses to climate change.

The conference also gives us the opportunity to promote cycling in our territory. The strong mobilisation of all the players - whose involvement, dynamism and creativity I would like to outline - makes it possible to propose a vast and rich programme of discussions, activities and meetings.

We are very happy to welcome Velo-city here in our city. What a powerful incentive to pursue our efforts, to do more and better for the development of cycling. We are determined to get there!

I wish you all an excellent conference!

Johanna Rolland, Mayor of Nantes, Nantes Metropole President (France)



I am very pleased to welcome you in our region which has chosen to make cycling a priority. The successful development of cycling in Pays de la Loire is, for a large part, due to Loire à Vélo. Launched in 2012, the cycle paths along the river Loire have attracted an increasing number of bicycle enthusiasts.

Last year, we saw 950,000 cyclotourists in the region and we hope that soon we will reach one million. Between January and August 2014, 22.2 million kilometers were covered by cyclists, ie.555 times the earth's circumference ! Again last year, La Loire à Vélo generated almost 20 million euros economically speaking for the region.

A network of 525 professionals operate for Loire à Vélo to make cycling holidays easier. The region fully supports this dynamic initiative. Not only does it finance the development of cycle tracks (combined canoe/bike tours, « accueil vélo » services at train stations and tourist places, bike-friendly open air accommodation, cycle path services, Train Vélo Loire etc) but it also provides assistance to the regional tourist players and is committed to investing in intermodal modes of transport.

Loire à Vélo is a rich learning experience for the development of urban cycling. Because energy transition has become a necessity, today more than ever, it is essential to promote soft modes of transport, especially in urban areas. Initiatives such as Loire à Vélo illustrate how cycling can be enjoyable as well as practical, by combining leisure and utility purposes. It is an excellent way to change city dwellers' perception of cycling and to encourage the use of bicycles for everyday travel.

Jacques Auxiette, President of the Pays de la Loire Region



Loire-Atlantique, land of the bicycle

Velo-city is a benchmark event worldwide on urban cycling policies. It is a great honour to host Velo-city in Loire-Atlantique.

Loire-Atlantique is a land intended for bicycles. Today, it has 350 km of cycle paths for everyday travel or for leisure including the Vélocéan and Véلودessée routes and Loire à Vélo. An additional 100 km will soon extend the cycle network.

These new routes reflect and boost at the same time the growing demand for a softer, healthier and sustainable mode of transport.

This is why giving full support to Velo-city comes naturally to the Loire-Atlantique département. Make the most of the conference and enjoy the rich and fruitful exchanges!

Philippe Grosvalet, President of the Loire-Atlantique département





Let's use the momentum!

We have excellent momentum this year to give a boost to ECF's mission of 'More People Cycling More Often': the Velo-city 2015 conference in Nantes.

There are so many great cycling developments in Nantes, in other European cities and in cities around the world.

I am sure you will be amazed by the diversity of the sessions, presentations and discussions at this year's conference. Together we will celebrate what cycling delivers to the world - and what it can deliver for the decennia to come.

Now is the moment to show not only to each other but to the whole world what cycling delivers. 2015 is the year the United Nations will adopt new Sustainable Development Goals as the world comes together in December in Paris to agree on more actions to fight climate change. It is in this momentum that political leaders in Europe and worldwide realize more and more how important cycling is for livable cities and that cities and countries worldwide start to focus on the integration of cycling into their policies on city development, sustainable transport systems and solid local economies

It is through your contributions, your networking and your discussions at this conference that we have a strong impact on the future we want and the future we make. I hope you will leave Nantes after having been inspired with a lot of take-aways for your future work. Let's use the momentum of 2015 to accelerate the development of a cycling-friendly world and a sustainable future worldwide.

Manfred Neun, President, European Cyclists' Federation



With a modal share of only 3%, cycling does not have the priority it deserves. Yet, it is one of the solutions to the energy transition issue in our regions and it contributes to better health policies.

This is the reason why, in March 2014, the Government adopted the French national action plan for "active transport modes" with the aim to foster soft mobility for everyday commuting.

In order to make further progress, it is necessary to rally all the pro-cycling stakeholders: local and regional authorities, associations and members of parliament.

Nantes was chosen by ECF to host the 2015 World Conference Series on Cycling, Velo-city, from 2 to 5 June. This is the result of the city's ongoing efforts and the recognition of its forward-thinking measures that address the space dedicated to each mode of transport and the development of pro-cycling services. This provides an incentive for our regions to pursue and strengthen the policies conducted in favour of cycling and to develop our remarkable tourism potential with Vélodyssée and Loire à Vélo, two iconic routes that cross in Nantes.

The State has given its full support to Velo-city. Together with the main partner associations, it will be present in the "Espace France" via the interministerial coordination for the development of cycling in order to present the French savoir-faire.

Velo-city gives us the opportunity to reaffirm our willingness to include walking and cycling in our public policies and to promote these efficient, pleasant, friendly and healthy modes of transport. In short, they are some of the key elements of our strategy in terms of sustainable development strategy and energy transition that will culminate in Paris in December 2015 with COP21.

Alain VIDALIES, Minister of State for Transport, Marine Affairs and Fisheries (France)



GOVERNANCE

COMMITTEE EXECUTIVE

Johanna Rolland, Mayor of Nantes, President of Nantes Métropole (France)
Jacques Garreau, Vice-President of Nantes Métropole, Mayor of Bouaye
Eric Chevalier, Conference Executive Director, Nantes Metropole

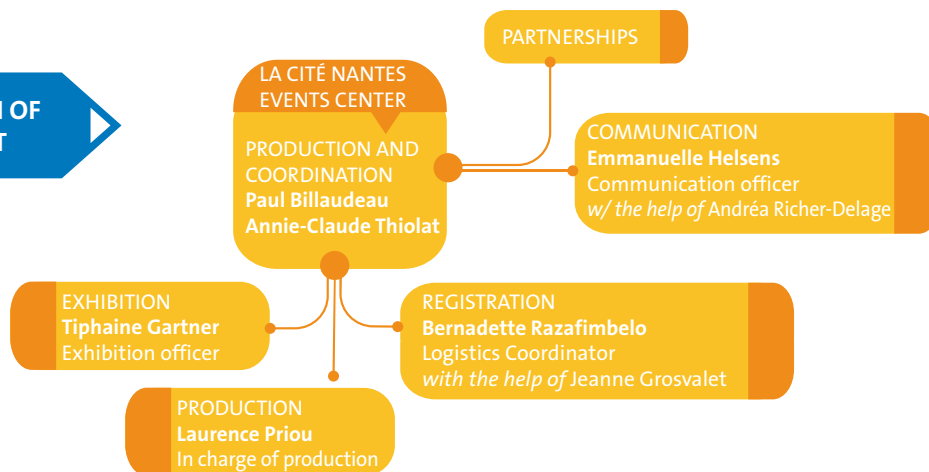
Manfred Neun, President of the European Cyclists' Federation (Belgique)

GENERAL COORDINATION

Hadrien Bedok, Head of Mobility Division, Nantes Métropole
Annie-Claude Thiolat, Managing Director, La Cité Nantes Events Center
Marine Morvant & Juliette Yan, Project Assistants, La Cité Nantes Events Center

Bernard Ensink, Secretary General, ECF
Marcio Deslandes, Velo-city Series Manager, ECF
Zoé Kruchten, Velo-city Series Assistant, ECF

PRODUCTION OF THE EVENT



MEDIA RELATIONS
Agence CLC
Claude Lisbonis / Nicolas Gourgues

ECF COMMUNICATION
Chloé Mispelon
Communication officer

VÉLO-CULTURE
Hervé Fournier, Terra 21
Coordinator and facilitator:

PROGRAMME COORDINATION
Agence Inddigo
Céline Meunier
Etienne Leborgne

PROGRAMME COMMITTEE

The committee consists of 14 members



Philippe Crist, President of the Programme Committee, Administrator, OECD

TERRITORIAL COORDINATION

Elisabeth Le Pemp, Coordination Project Manager, Nantes Métropole
Emmanuelle Ramond & Aurélie Roth, Communication Project Managers, Nantes Métropole

Hervé Fournier - Terra 21,
territorial coordination



Direction du développement
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Un acteur majeur du développement et de la compétitivité des territoires

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des territoires aux côtés des acteurs locaux :

- en accompagnant la modernisation des territoires,
- en développant les transports durables,
- en relevant les défis de la société du numérique et de l'information,
- en faisant du tourisme un levier de développement des territoires.

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www.groupecaissedesdepots.fr

GROUPE



Caisse
des Dépôts

Pour la réussite de tous les projets

MONITORING COMMITTEE

Since November 2013, under the leadership of Philippe Crist and Nantes Metropole, all the cycling stakeholders have worked together, backed by ECF, the European Cyclists Federation, in order to build the guideline of Velo-city 2015: « Cycling, future maker » : for a future inspired by cycling



Philippe Crist
Monitoring Committee
President
OECD Administrator



Dominique Lebrun
Interministerial
coordination to develop
cycling- Coordinator



Dr. Bernhard Ensink
General Secretary - ECF



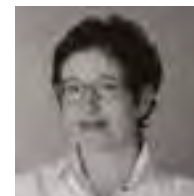
Marcio Deslandes
Velo-city Series
manager - ECF



Thomas Jouannot
Cerema
Study executive



Julien Allaire
CODATU
Technical Director



Véronique Michaud
Club des villes et territoires
cyclables (France)
General secretary



Camille Thomé
Départements &
Régions Cyclables
General secretary



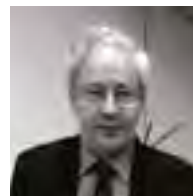
Geneviève Laferrère
Fédération des usagers
de la bicyclette
Vice-president



Didier Féneron
Vélophonie
Association President



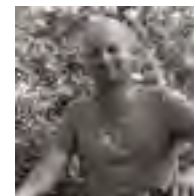
Frédéric Héran
Economics Professor-
researcher
Université de Lille 1



Francis Papon
IFSTTAR
Laboratory Director



Céline Meunier
Agence Inddigo



Olivier Razemon
Journalist



Jean-Michel Richefort
FFCT
National Technical Director



Hadrien Bedok
Nantes Métropole
Programme Director



Annie-Claude Thiolat
Project Manager



PROGRAMME COMMITTEE

Chaired by Philippe Crist, economist and administrator at the International Transport Forum at the OECD and managed by Hadrien Bedok, Nantes Metropole, the committee has overseen the implementation of the programme from the many contributions collected. The programme coordination has been entrusted to the French agency Indiggo.



Philippe Crist
Monitoring Committee President
OECD Administrator



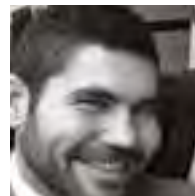
Hadrien Bedok
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Céline Meunier
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Dr. Bernhard Ensink
General Secretary - ECF



Marcio Deslandes
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Manager - ECF



Annie-Claude Thiolat
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Ádám Bodor
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Senior Policy Officer
- ECF



Piotr Kuropatwinski
ECF Vice-president



Doretta Vicini
ECF Board member



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Academy Tutzing



John Parkin
Professor at The
University of the West
of England



Bas de Geus
Professor at Vrije
University of Brussels

TERRITORIAL COORDINATION



Elisabeth Le Pemp
Coordination Manager
Nantes Métropole



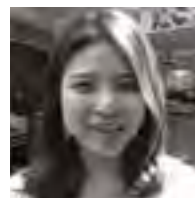
Emmanuelle Ramond
Communication and
coordination
Nantes Métropole



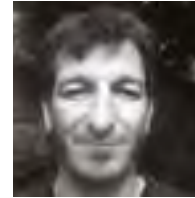
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Le Voyage à Nantes



Seokyeng Kil
Véloparade Intern
Le Voyage à Nantes



Philippe Henry
Production Coordinator
Parc des Chantiers
Le Voyage à Nantes



Joëlle Fonteneau
Production
Coordinator Parade
Le Voyage à Nantes

ECF NETWORKS

Scientists for Cycling

The Scientists for Cycling network arose from the recognition that there were many experts in all areas of science worldwide who were able and ready to contribute to ECF's mission: to improve and to increase cycling. S4C network gives them a platform to exchange academic views on the topic.

Cities for Cyclists

Cities for Cyclists is a global network of cities working together to promote bicycle use in urban areas and encourage the exchange of knowledge, solutions, strategies. It aims to inspire and catalyze cities to take action in promoting cycling by learning from each other.

World Cycling Alliance

WCA wishes to unite NGOs with a substantial interest in cycling and give them a strong voice on the international stage. It also aims to act as a platform for the exchange of expertise, sharing of best-practice, and cooperation between organisations with a common purpose: promoting bicycle use. The WCA will focus on advocacy at the global level to promote cycling at major institutions such as OECD, ITF, UN and World Bank.

National EuroVelo Coordination Centers

Vitally important to the success of EuroVelo is the network of National EuroVelo Coordination Centres and Coordinators (NECC/Cs) that are found across the continent.

They insure the implementation, operation and quality assurance of EuroVelo at a national level. In addition, they are responsible for communicating EuroVelo nationally, providing accurate and up-to-date information on the sections of EuroVelo routes that pass through their area and ensure the integration of EuroVelo routes into new publications.

Cycling Industry Club

The Cycling Industry Club is a mechanism for companies involved in cycling and allied industries to support ECF's advocacy work. Through a voluntary donation the Club's members provide support on a range of ECF activities including contributions to its advocacy, co-funding for EU projects, grants for developing national advocacy and they run the Club. The industry will be present at Velo-city with dedicated sessions on Wednesday including the plenary "Cycling for European Growth"



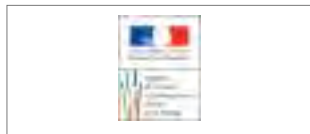


PARTNERS AND STAKEHOLDERS



OUR PARTNERS

Institutional partners:



Business partners:



Media partners:



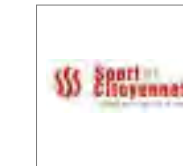
Technical Business & media partners:



OUR PINION PARTNERS



OUR INTERMEDIATE PARTNERS



THE NANTES COLLECTIVE OR THE SECRET OF THE NANTES GAME

Pays de la Loire, a fairly new territorial entity, is a region that covers the areas stretching along the lower river Loire (a fantastic cycle route), whose populations have always shown great ability to help each other, live together and be respectful of diverse conscience, opinion and engagement.

The region has a long tradition of community life, well before the 1901 non-profit association law with the emergence in the rural areas and working neighbourhoods of many social organisations, charities and communities involved in healthcare and education.

The region is marked by a strong identity due to various factors: the importance of its rural areas and 'bocage', its industrial heritage from the Anjou slate mines to the shipyards, its industries of the future and the common feature flowing from the Fontevraud Abbey to Saint-Nazaire. Traditions, a spiritual identity and an entrepreneurial approach open to the world.



All the projects originating in the region invariably include a diversity of players, **which is key to success**. Identities and differences, far from representing an obstacle, **create assets that are beneficial to all for the common good**.

No doubt it takes more than affinity to combine such values as solidarity, mutual aid and cooperation that mark the region. The so-called "**Nantes game**" which is deeply embedded not only within the Nantes football club but in all aspects of life in the region, certainly plays a large part.

"The Nantes game?" A label that is forever, an identity developed over time, the strength of collective expression, a spirit of conquest:

it constitutes a reference for all football lovers and cuts across every project whatever the field, sports, culture and economy.

What is the relevance between the "Edit de Nantes" and "the Nantes game" practised by everyone? It illustrates the long tradition of mutual aid and solidarity experienced in the rural world and the working class urban areas. Sport, and more generally community life, have maintained these values: **With a constructive tension between popular and sometimes competing educational movements, the regional players have always deployed an amazing ability to live and create together** and also to come second for the benefit of collective projects.

It is this "Nantes game" spirit that has resulted in the successful preparation of Velo-city 2015 as the organisers have brought together a real collective of specialists from Nantes...





“Boîtes à vélo”

“Boîtes à vélo” is a collective of local entrepreneurs (small businesses offering different services in various sectors) using a utility bicycle for work (to carry equipment for themselves or for others). The “Boite à

vélo” collective was created with a view to encouraging utility cycling.

“Boites à vélo”, a unique concept in France, is addressed to all bike entrepreneurs. Launched in Nantes, it promotes urban logistics based on soft transport and gathers the players concerned around a joint project.

lesboitesavelo.wordpress.com

New and original at Velo-city 2015!

The delivery businesses that are part of “Boites à vélo” (Chronovélo, Croquinelle, Green Courses) together with Cyclocab (passenger transportation) have joined forces to offer luggage delivery services by bike from the train station. They plan to welcome the delegates at the Nantes train station (south exit) and take their luggage to the conference centre which is 7 minutes away by foot.

With no luggage to carry around, delegates will be able to use a bike, a Biclool for example.

This service aims to make the city more accessible to all delegates: the communication displayed on the bicycles and in the public space will help raise awareness on the event among the population.



Place au vélo

The association named ‘Place au Vélo’ was created in 1991 with the aim to allow bicycles on Pont de Cheviré. Today, its objectives have evolved and with 1,000 members, it has

become a truly legitimate association when it comes to discussing with the local authorities.

www.placeauvelo-nantes.fr



Velocampus

Velocampus is an association under French law based at the University of Nantes, in

the heart of the city. It has 3 types of services on offer:

Long-term bike hire for students'trips (date to date hire); repair workshop to share expertise and foster mutual aid prêt, actions and activities on the campus.

www.velocampus.net



ATAO

For 15 years, ATAO has been providing assistance and personal guidance to disadvantaged individuals to help them find long-term employment. The association is recognised by the state as ‘Atelier et Chantier d'Insertion’.

Supported since its creation by the Loire-Atlantique County Council, Nantes Metropole, the Regional Directorate for Entreprises, Competition Policy, Consumer Affairs, Labour and Employment in Loire-Atlantique, ATAO counts today 100 employees, 79 of them being on an access-to-work scheme.

ATAO is working on the scenography of Velo-city. The association will create an art installation with ten restored old bikes, all made in Nantes. They will be hanging above the exhibition area. Their story will recount the industrial past of bicycles.

www.atao-insertion.fr

Loire Atlantique cyclotourism committee

Cyclotourism in Loire Atlantique: 61 clubs throughout the ‘département’ and over 3,200 members. A variety of events staged all year long: 75 routes for road and mountain bikes, ride-outs, “brevets” at departmental level.

codep.cyclo44.free.fr

To ensure that their members can take part in Velo-city, the 4 associations are jointly organising the presence of voluntary workers during the conference. They will help welcome the international delegates, thus contributing to the convivial atmosphere of the event. A way to experience “the Nantes game”.



Abri Services

Situated in Western France for more than 43 years, Abri Services shows, since 2004, a real dynamic growth driven by its savoir-faire in urban furniture and its in-depth knowledge of space. Highly recognised for the quality of their equipment and team expertise, Abri Services is a competitive organisation that manages the following activities:

Design – production – installation – maintenance - advertising

As a member of the Nantes Metropole Mobility Club, Abri Services has given its support to velo-city 2015.

www.abri-services.com

VELO-CITY 2015 RELATED EVENTS



Francophone Meeting on active transport modes in Urban Development Plans



Friday 5 June – 10:00 / 16:30
At Nantes Metropole, exhibition centre

The francophone networks CIVINET and ENDURANCE are organising, with the support of GART and the Ministry of Sustainable Development, a French-speaking workshop on the inclusion of active modes of transport in the SUMP (Sustainable Urban Mobility Plans) on 5 June in Nantes, in line with Velo-city.

The conference delegates are invited to join the workshop at the end of the congress. It is open to all, especially to the French-speaking participants.

Detailed programme and registration on the CIVINET or Cerema websites.



VELO-CITY ON LINE

*Come and join us on our website and social networks.
Take part in the discussion!*



www.velo-city2015.com



facebook.com/velocityconference



[@velocity2015 / #velocity15](https://twitter.com/velocity2015)

THE VELO PARADE IS ON THE WEB!

www.veloparade-nantes2015.fr

facebook.com/veloparade2015

On Twitter [@VeloParade](https://twitter.com/VeloParade) / [#veloparade](https://twitter.com/veloparade)

On Instagram [@veloparade2015](https://www.instagram.com/veloparade2015)



THE CONFERENCE PROGRAMME



PROGRAMME AT A GLANCE

TUESDAY
2 JUNE

9:30 am
5:00 pm ▶

Cities for Cyclists
on invitation

9:30 am
5:00 pm ▶

Scientists for cycling
on registration

5:30 pm ▶
6:00 pm

Exhibition inauguration

6:00 pm ▶

Welcome Wine
& Cheese

8:00 pm ▶

Cycling cinema 

WEDNESDAY
3 JUNE



8:00 am ▶ Welcome coffee 

8:30 am ▶ Po Opening plenary

10:45 am

11:00 am ▶ • WAM01 Cycling as a city changer
• WAM02 Infrastructure: Build it and they will come?
• WAM03 Successful campaigns, approaches and tools
• WAM04 Cycling to tackle climate change
• WAM05 Parking solutions for an ocean of bicycles
• WAM06 Tour de France of cycling policies ⌚ *Ends at 12:30 am*

12:00 am

12:00 am ▶ Lunch 

1:30 pm ▶ • WPM07 Everybody wants data!
• WPM08 Bike-sharing: get ready for the next generation
• WPM09 How to efficiently use your cycle budget
• WPM10 Celebrate cycling and pass it on
• WPM11 What works in mid-size cities
• WPM12 Cycling tourism pays off ⌚ *Ends at 3:00 pm*

2:30 pm

3:00 pm ▶ • WPM13 Inclusive Cycling Communities
• WPM14 Services: keeping you pedalling
• WPM15 Infrastructure: bridges to a beautiful future
• WPM16 Tourism: life from the seat of your bike

4:00 pm

4:00 pm ▶ P2 Plenary : Cycling to COP 21: the path to a sustainable future

5:00 pm

5:00 pm ▶ Start of the Bike parade


TV1 TV SHOW
Change the
rules!

EP1 EXTRA-PLENARY
Cycling for
European
growth
⌚ *End at
12:30 am*

TV2 TV SHOW
The bicycle
market and
advocates

EP2 EXTRA-PLENARY
Francophonie
network: a chance
for cycling
⌚ *Ends at
3:00 pm*

TV3 TV SHOW
"Francophonie":
a creative
community
emerging to
promote cycling

3:30pm ▶
Cycling
cinema 

4:30pm ▶



THURSDAY 4 JUNE



8:45 am ▶ P3 Plenary: Beyond sport and transport, cycling as a way of life

10:00 am

10:00 pm ▶ Coffee break ☕

Tv4 TV SHOW

Women, bikes and freedom

- 10:30 am ▶
- TAM02 A ride a day keeps the doctor away
 - TAM01 Road safety: cycle safe and sound
 - TAM03 Bike-sharing models for mid-sized cities?
 - TAM04 Plug-in to e-cycling
 - TAM05 Heavy goods - light vehicles
 - TAM06 From recreation to transportation
 - TAM07 Planning the city
 - TAM08 Bicycle and media

12:00 am

EP3 EXTRA-PLENARY

Where is the money for investments?

12:00 pm ▶ Lunch 🍴

Tv9 TV SHOW

Sport to transport
🕒 Ends at 03:00 pm

- 1:30 pm ▶
- TPM09 Building cycling cultures
 - TPM10 Bike to work
 - TPM11 Tomorrow's smart cities: liveable and bike-friendly
 - TPM12 Access to the city for all
 - TPM13 Freewheel: shopping by bike
 - TPM14 Freewheel: Intermodal cyclist

2:30 pm

Tv6 TV SHOW

Zero to Hero

- 3:00 pm ▶
- TPM15 Barriers and Motivations: Yes you can! But how?
 - TPM16 Learning to share for better cities
 - TPM17 Enjoy safe cycling
 - TPM18 Faster, quicker, further: highways to the future
 - TPM19 Pick your partners: you'll never bike alone!
 - TPM20 10 years of cycling advocacy towards companies in Nantes
 - TPM21 The bicycle within an intermodal transport system
 - TPM22 Infrastructure for fast cyclists and light e-vehicles
 - TPM23 Women's bicycle

6:00 pm

4:00 pm ▶ Coffee break ☕

4:00 pm ▶ Technical visit

5:00 pm ▶

Cycling cinema 🎬

6:30 pm

4:30pm ▶ P4 Plenary : Advocacy: best mistakes, worst success

5:45 pm

8:00 pm ▶ Conviviality evening

FRIDAY 5 JUNE

8:45 am ▶ P5 Plenary: Bicycle as a strong link of the social chain for sustainable development

10:00 am

10:00 am ▶ Coffee break ☕

10:30 am ▶ FAM01 TRENDING ISSUES FOR ADVOCACY

- FAM02 Bike culture partners in Nantes
- FAM03 Dare to campaign for your bike
- FAM04 Pedaling towards social change
- FAM05 Counting and evaluation: Who cycles anyways?
- FAM06 Bike and train: Hop off, hop on!
- FAM07 Cyclistes high-tech

12:00 am • FAM08 Mobilizing cycling knowledge

Tv6 TV SHOW

Bicycle with pride of place in housing and public space

EP4 EXTRA-PLENARY

The wheels keep turning: bicycles and the circular economy

12:00 pm ▶ Lunch 🍴

1:30 pm ▶ Jean-Marc Ayraut's testimony

1:45 pm ▶ P1 Plenary Lessons from the past for the future

2:30 pm ▶ P6 Closing plenary and ceremony

3:30pm ▶ Start of the rayonNANTES

3:30pm ▶ Cycling cinema 🎬

1:30 pm ▶ Technical visit

5:00 pm

5:00 pm

MONDAY 1 AND TUESDAY 2 JUNE 2015 - SIDE EVENTS

ECF Annual General Meeting



Monday 1 June - 9:00 am / 2:00 pm
La Cité Nantes Events Center, room 150

Upon registration, for ECF/WCA members only.

World Cycling Alliance Annual General Meeting



Monday 1 June – 02:00 pm / 5:30 pm
La Cité Nantes Events Center, room 150

Upon registration, for ECF/WCA members only.

Scientists for Cycling



Tuesday 2 June – 2:00 pm / 6:00 pm
La Cité Nantes Events Center, room 150

Annual colloquium of the global network « Scientists for Cycling », co-organised by the European Cyclists' Federation and the French network « GERI-Vélo » (IFSTTAR). Bringing together academics from numerous disciplines, the colloquium will allow participants to discover and discuss the latest research results in different areas. For Scientists for Cycling network members only.
Upon registration only

Cities for Cyclists



Tuesday 2 June – 9:00 am / 5:30 pm
Nantes Métropole

Annual meeting of the Cities for Cyclists Network of the European Cyclists' Federation. Forerunner cycling cities worldwide get together to take a closer look at the mobility policy of this year's Velo-city host, Nantes, and exchange with other city members of the Network to improve their own cycling strategies.
For Cities for Cyclists network members. Registration required.

Meeting Pro E-bike



Tuesday 2 June – 1:30 pm / 5:30 pm
La Cité Nantes Events Center, room GH

Replacing motor vehicles with bikes and cargo bikes saves money, time, space, and has many other benefits. It's proven and going mainstream across Europe. Experts present a workshop for businesses, decision-makers, and fleet managers. How much have businesses reduced costs already? DHL saves 13,000€ per bike each year. How much can your organization save? Pro E-Bike's SIM Tool calculates your savings replacing cars and vans with e-bikes.
Registration required.

Workshop : Create and Manage a CycleLogistics business



Tuesday 2 June – 2:00 pm / 5:30 pm
La Cité Nantes Events Center, room BC

Research has recently shown that 25% of trips transporting goods in urban centres could easily be done by cargo bikes instead of motor vehicles. This workshop is aimed at people and businesses that wish to develop their cycle logistic capacities.
Workshop will be in French only. Registration required.

EuroVelo National Coordinators Meeting



Tuesday 2 June – 9:00 am / 5:00 pm
La Cité Nantes Events Center, room KL

EuroVelo is a network of high-quality cycling routes that connect the whole continent and currently comprises of 14 routes. EuroVelo is coordinated by the ECF in collaboration with National EuroVelo Coordination Centers and Coordinators. This annual meeting is an opportunity for the National EuroVelo Coordination Centers and Coordinators (NECC/Cs) to network with each other and share experiences and best practice. It also allows the ECF to present the

latest developments in the central coordination of the EuroVelo network.

Plus d'informations: www.eurovelo.org/euroveloorganisation/coordination-centres/annual-necccs-meeting/nantes-2015/
Upon registration and for EuroVelo national coordinators only.

Organizational Development workshop



Tuesday 2 June – 9:00 am / 1:00 pm
La Cité Nantes Events Center, room GH

Organisational Development Workshop: Lead by example! Being a part of the community means sharing with others, providing and receiving knowledge, engaging, supporting and feel supported. Be a leader and a learner at the same time. This year, ECF asks all of its members to focus on what they do best and share their knowledge with others. The Organisational Development workshop will signal the beginning of a year-long support system among ECF members.
Upon registration and for ECF/WCA members only.

National Coordinators Meeting



Tuesday 2 June – 9:00 am / 5:00 pm
La Cité Nantes Events Center, room J

In the Transport Health Environment Pan-European Programme (THE PEP) Paris Ministerial Declaration adopted and signed in Paris in April 2014, the 56 THE PEP Member States decided as one of the priority areas of action to develop a pan-European master plan for cycling promotion. To this end, the new THE PEP Partnership on cycling was launched to develop this Master Plan. This Partnership will meet now for the 4th time in Nantes on June 2nd 2015. For National Coordinators only.

Upon registration and for national coordinators only.

JCDecaux

Inventeur du concept du Mobilier Urbain en 1964, JCDecaux est le seul acteur mondial à exercer exclusivement le métier de la communication extérieure et à en développer toutes les activités : mobilier urbain, publicité dans les transports et affichage grand format.

Créateur du vélo en libre-service en 2003, JCDecaux est passé naturellement du mobilier urbain à la mobilité urbaine en implantant 30 systèmes de vélos en libre-service dans 70 villes et 13 pays. Pionnier de ce mode de déplacement doux, collectif et individuel, JCDecaux a installé ses premiers vélos à Vienne (Autriche) en 2003 et en compte aujourd'hui plus de 52 000 dans le monde répartis dans près de 4 700 stations.

A Nantes Métropole, 7 ans après le lancement de bicloo, JCDecaux exploite aujourd'hui un parc de 880 vélos et 103 stations et a dépassé le cap des 10 000 abonnés annuels en 2014. Dans le cadre de sa relation privilégiée avec les villes et les collectivités, JCDecaux est très heureux d'être le partenaire de Velo-city 2015 à Nantes, 5^{ème} ville la plus « vélo-friendly » au monde selon le palmarès élaboré en 2013 par l'agence Copenhagenize.

JCDecaux invented the concept of street furniture in 1964 and today is the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture and transport and billboard advertising.

JCDecaux created the self-service bicycle scheme in 2003, moving naturally from street furniture to street mobility, and establishing 30 self-service bicycle schemes in 70 cities and 13 countries. A pioneer in this user-friendly, collective and individual form of transport, JCDecaux installed its first bicycles in Vienna, Austria in 2003 and to date has established more than 52,000 systems worldwide with almost 4,700 docking stations.

In metropolitan Nantes, seven years after the launch of bicloo, JCDecaux now operates a network of 880 bicycles and 103 docking stations. In 2014, its annual subscriptions in this city surpassed 10,000. In the context of this privileged relationship with cities and local authorities, JCDecaux is very pleased to be named Nantes' 2015 Velo-city partner, a city that is ranked the 5th most bicycle-friendly in the world according to the 2013 rankings of Copenhagenize.



PLENARIES

CONNY CZYMOCH, PLENARIES MODERATOR

German journalist, TV moderator, media-coach and conference facilitator.



Conny Czymoch is an independent international moderator and journalist. She has been engaged in conference moderation for the European Union, the OECD, German ministries, blue chip corporations, associations, and non-profit organisations for two decades covering a host of global topics.

For fourteen years until 2011, she worked as anchorwoman for the German political television channel Phoenix.

Issues such as transportation, mobility, ITS, smart cities, climate change and social responsibility are her core competence. She is also a media coach for top management and NGOs.

The Bagad Lann Bihoue Plenary



As a true ambassador of traditional Breton music, the Bagad Lann Bihoue contributes to the image of the French Navy in France and across the world. Created in 1952, the pipe band consists of young sailors recruited in the 'bagads', who represent the French Navy with flying colours.

Japan, Australia, Canada, USA, India, Mexico, Chile, Brazil, Sweden, Norway, Spain, Italy, Germany, Belgium, New Caledonia, Tahiti, West Indies, Britain and all the Celtic countries... The

music of the most popular Breton navy pipe band resonates on all continents.

Since 2001 and with the end of the military service, the Bagad Lann Bihoue has become a professional band with men and women who sign a one-year contract, renewable three times, with the French Navy. The band counts 30 « sonneurs » who are auditioned among the best bagads in Brittany.

The Bagad celebrated its 70th anniversary in 2012 and was rewarded by the Marine Academy for its musical achievement. Since 2010, the band is led by Major Philippe RENARD, Penn-Bagad.

Website: bagad-de-lann-bihoue.asso-web.com

Opening plenary [P0]



Wednesday 3 June 2015

8:30 am / 10:30 am

Velo-city 2015 Nantes is a major event leading up to the COP 21 which will be held in Paris in December. Nantes, European Green Capital 2013, has gained recognition for its ongoing commitment to sustainable development and in particular its pro-cycling policy. Velo-city 2015, the world's largest cycling forum, will aim to provide solutions to a number of issues.

Welcome address and opening speech of Velo-city 2015

Speakers:

Manfred NEUN, President of the European Cyclists' Federation (Belgium)

Johanna ROLLAND, Mayor of Nantes, Nantes Metropole President (France)

Christophe CLERGEAU, 1er Vice-President of the Regional Council of Pays de la Loire (France)

Alain VIDALIES, Minister of State for Transport, Marine Affairs and Fisheries (France)

Violetta BULC, European Commissioner for Transport (Slovenia) - By video

Michaël CRAMER, Chairman of the Transport Committee, European Parliament

Roland RIES, Mayor of Strasbourg, 1er vice-président of the Eurométropole of Strasbourg (France)

Nathalie APPÉRÉ, Deputy mayor of Rennes (France)

Jacques GARREAU, Vice President of Nantes Métropole, Mayor of Bouaye

Philippe CRIST, Economist and Administrator at the International Transport Forum (ITF) at the Organization for Economic Cooperation and Development (France)

Moderator:

Conny CZYMOCH, journalist (Germany)



Senior Reporter for the TV ARTE, Vladimir Vasak got first a PhD in Business Law at the University of Paris Pantheon Sorbonne before studying video-journalism at the « Centre de Formation des Journalistes » rue du Louvre in Paris. Graduated in 1992, he immediately joined the French and German team who launched the European Cultural Channel Arte. Reporting all over the world for more than 20 years he has seen the very strong development of the use of bikes in urban areas. He has reported widely on cycling in Portland (Oregon) and New York. He has also followed the activities of the NGO “World Bicycle Relief” in Zambia. In Brussels, Paris or Strasbourg (headquarter of Arte TV), Vladimir Vasak rides a bicycle of course !

Cycling to COP 21: the path to a sustainable future [P2]



Wednesday 3 June 2015

4:00 pm / 5:00 pm

What are the messages voiced at Velo-city Nantes to the world community on transport, cycling and sustainable development at a time when France plays a crucial role as the host country of the COP21 on climate change in December and the year the United Nations are adopting the new Sustainable Development Goals?

Speakers:

Johanna ROLLAND, Mayor of Nantes, Nantes Metropole President (France)
Ronan DANTEC, Spokesman on Climate for United Cities and Local Governments (UCLG), Senator of Loire-Atlantique (France)
Bernhard ENSINK, Secretary General of the European Cyclists' Federation (ECF) and Velocity Series Director (Belgium)
Anneli HULTHÉN, Mayor of Göteborg (Sweden)
Frederic BAVEREZ, President de Effia transport

Moderator:

Vladimir VASAK, journalist, Arte



Beyond sport and transport, cycling as a way of life [P3]



Thursday 4 June 2015

8:45 am / 10:00 am

In France, cycling has often been seen as a sport rather than a mode of transport, a perception that has hindered the emergence of a bike culture, contrary to bike-friendly cities in Europe and the rest of the world. In the 2000s, the launch of the first self-hire bicycles led to the development of a bike culture - with new habits, accessories, cycle wear, repair shops, literature, cinema etc -, a culture shaped differently in different cities and continents.

Speakers:


Sonia LAVADINHO, Geographer, specialist in urban sociology and anthropologist and founder of bfluid (Switzerland)
Morten KABELL, Mayor of Technical and Environmental Affairs of Copenhagen (Denmark)
Peter MURRAY, Chairman of the New London Architecture centre and member of the Mayor of London's Design Advisory Group (United Kingdom)
Pere FERRER I SASTRE, Environmental scientist, city of Barcelona (Spain)
Paul DE ROOK, Alderman of traffic and transport, vice-mayor of the city of Groningen (The Netherlands)
Pierre SERNE, Vice-President of the Ile-de-France region responsible for transport and mobility (France)
Christophe NAJDOVSKI, Deputy Mayor of the city of Paris in charge of transport, mobility, roads and public space (France)

Moderator:

Conny CZYMOCH, journalist (Germany)



Advocacy: best mistakes, worst success [P4]

 Thursday 4 June 2015
4:30 pm / 5:45 pm

Sometimes, cycling policies are the result of trial and error as well as uncalculated progress. By treating cyclists as car drivers, we take the risk of having impracticable cycling paths and imposed detours that simply ignore the shortest way. There is nothing worse than a newly opened cycleway with no cyclists. Sometimes great achievements come about by surprise : who would have thought that the e-bike, launched 10 years ago, would be so successful? Citizen cooperation, regularly practised in Northern Europe, is often the best way to avoid pitfalls.

Speakers:


Geneviève LAFERRÈRE, Vice-president of the French federation of the bicycle's (France)
Suzanne LAREAU, CEO, Vélo Québec (Canada)
Klaus BONDAM, CEO, Danish Cyclists' Federation (Denmark)
Saskia KLUIT, Deputy-director of the Fietsersbond (The Netherlands)
Burkhard STORK, National director of the German "Allgemeiner Deutscher Fahrrad-Club" ADFC (Germany)

Moderator:

Conny CZYMOCH, journalist (Germany)



Bicycle as a strong link of the social chain for sustainable development [P5]

 Friday 5 June 2015
8:45 am / 10:00 am

We collectively face many challenges in the 21st century: increasing welfare, reducing poverty and making sure that more than 7 billion human beings have access to jobs, services, friends, family and opportunity. We will need to meet these challenges in such a way as to not compromise the prosperity and development opportunities of future generations. What then can the bicycle – a key technological development of the 19th century – contribute to these efforts? As it turns out, a lot! This session will examine the ways in which investing in and promoting cycling can contribute to social equity and economic prosperity in both wealthy and emerging countries. Speakers in this session will highlight why, in an age of rampant motorisation and (soon) automated driving, many communities choose active transport to fundamentally anchor sustainable development in communities across the world.

Speakers:

Arzu TEKIR, Executive Director - EMBARQ (Turkey)
Amanda NGABIRANO, Urban planner and lecturer, Makerere university, Kampala (Uganda)
Brigitte TERRAZA, Vice-president of the Urban Community of Bordeaux and mayor of Bruges (France)
Manfred NEUN, President of the European Cyclists' Federation (Belgique)
Sir Colin K. HUGHES, Director of National Policy & Project evaluation (USA)

Moderator:

Conny CZYMOCH, journalist (Germany)



Closing plenary session



Friday 5 June 2015
1:30 pm / 3:30 pm

01:00 pm / 01:45 pm - PLENARY: JEAN-MARC AYRAULT'S TESTIMONIAL

Former Prime Minister (2012-2014), Former Mayor of Nantes (1989-2012), Deputy of Loire-Atlantique (France)

Under the initiative of the city's mayor at the time, Jean-Marc Ayrault, Nantes decided to re-introduce bicycles in the 2000s. In 2008, a further step was reached with the launch of the Bicloo self-hire bike system in order to improve local mobility. Johanna Rolland, the current mayor of Nantes since 2014, intends to pursue this proactive policy. At a global scale, a lot remains to be done to match the public transport services because the mistakes made in urban development between 1950 and 1980 often led to the decline of urban cycling.

01:45 pm / 02:30 pm - PLENARY: LESSONS FROM THE PAST FOR THE FUTURE [P1]

The over-dominant position of cars seems to be crumbling in Europe. Wasted time and money, poor air quality, noise, cost and parking problems are some of the reasons why alternative modes of transport are now a preferred choice. Bicycle-friendly cities cannot be imposed. However, at a time of economic and social crisis, we have to learn the lessons of the past to build the cities of tomorrow.

Speakers:

Lake SAGARIS, Writer, editor and urban planner (Chile/Canada)
Carlton REID, Executive editor of BikeBiz.com (United Kingdom)
Olivier RAZEMON, Journalist and author (France)

Moderator:

Conny CZYMOCH, journalist (Germany)

2:15 pm / 3:15 pm - ROUND TABLE

Speakers:

André DZIKUS, Coordinator, UBSB at UN-Habitat, United Nation Human Settlements Programme (Kenya)
Gisela SPLETT, Secretary of State of Baden-Württemberg (Germany)
Conny BIEZE, Regional Minister for Transport, Province of Gederland (Netherlands)
Dominique LEBRUN, Inter-ministerial Coordinator for cycling development MEDDE (France)
DV MANOHAR, Chairman, Shri Shakti Group (India)

3:15 pm/3:45 pm - CLOSING

Manfred NEUN, President of the European Cyclists' Federation (Belgium)
Johanna ROLLAND, Mayor of Nantes, Nantes Metropole President (France)
Chou LI FANG, Deputy Mayor of Taipei (Taiwan): Passing the baton for Velo-city 2016

Moderator:

Conny CZYMOCH, journalist (Germany)

EXTRA PLENARIES

Cycling for European growth [EP1]



Wednesday 3 June 2015
11:00 am / 12:30 pm - Audit. 450

This extra plenary session will highlight the economic benefits of cycling from a European policy perspective (employment, tourism, industrial activities, inclusion, etc). How to include them into global policies?

Speakers:

Michaël CRAMER, Chairman of the Transport Committee, European Parliament
Thomas BLONDIU, Transport economist, Transport & Mobility Leuven (Belgium)
Raymond GENSE, Director Future Technology & Public Affairs at PON Holdings (The Netherlands)
Bruno van ZEEBROECK, Senior researcher, Transport & Mobility Leuven (Belgium)
Kevin MAYNE, Development Director, ECF (Belgium)
A representative of the Hungarian Government (Hungary)

Moderator:

Stefan RENNEN, Project Officer, European Commission EASME

Francophonie network: a chance for cycling [EP2]



Wednesday 3 June 2015
1:30 pm/3:00 pm - Audit. 450

'Espace Francophone' is a forum for discussions, creativity and innovation in favour of cycling. How to mobilise pro-cycling policy makers and individuals (acceptability, replication, solidarity) to foster active and sustainable transport in the French-speaking world?

Speakers:

Julien ALLAIRE, Executive director, CODATU - Cooperation for urban mobility in the developing world (France)
Riadh HAJ TAIEB, Executive director of the municipality of Sfax (Tunisia)
Tariq KABBAGE, Mayor of Agadir (Morocco)
Patrick KLUGMAN, Local politician of Paris responsible for international relations and the Francophonie (France)
OIF representative:

Moderator:

Clément LESORT, SUN Radio Nantes (France)

Where is the money for investment? [EP3]



Thursday 4 June 2015
10:30 am / 12:00 pm - Audit. 450

This extra-plenary will take a look behind the curtain of investment, looking at European, national, regional, local public funding as well as innovative approaches to co-financing to change modal split and increase the share of cycling. What funds are available, and how can we access them?

Speakers:

Adam BODOR, Director, EuroVelo (Belgium)
Antje HAMMER, Director of the "Pendlerfonds" Canton of Basel-Stadt (Switzerland)
Françoise HECKE, Vice-president, Départements & Régions cyclables (France)
Nathan KACZMARSKI, Communication manager, Cycling Scotland (United Kingdom)
Luciana NICOLA, Institutional and Government Relations Superintendent of Itaú Unibanco (Brazil)
Robert PRESSL, Project manager, Austrian Mobility Research, FGM-AMOR (Austria)
Philippine WATERKEYN, Sustainable development project manager, Energies 2050 (France)
A representative of La Caisse des dépôts et Consignation (France)

Moderator:

Camille THOMÉ, General secretary, Départements & Régions cyclables (France)

The wheels keep turning: bicycles and the circular economy [EP4]



Friday 5 June 2015
10:30 am / 12:00 pm - Audit. 450

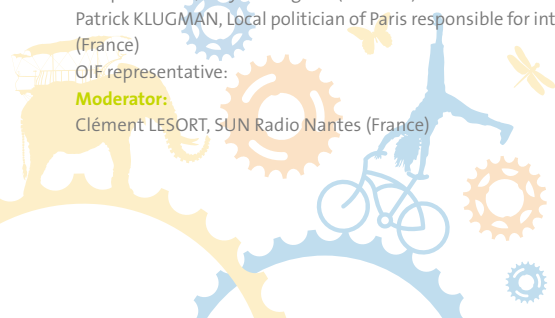
And what about looking at bicycles from a circular economy perspective? In a lot of countries, organisations that re-use bikes are increasing. They collect unused bikes to restore them, foster access to low cost bicycles and contribute to ensuring their use by proposing self repair services! Stakeholders from circular economy create a lot of jobs and contribute to the development of a local cycle economy.

Speakers:

Romain DENOYER, Co-spokesperson, L'heureux cyclage (France)
Beck ROY, Cycling and transport agent, The University of Melbourne (Australia)
Jean-Philippe BECKERS, Les ateliers de la rue Voot, Brussels (Belgique)

Moderator:

Julien ALLAIRE, Executive director, CODATU (France)





THE NEW MOBILITY SPECIALIST

As N² Bike Sharing Operator in France, we will attend Velo-city for the second consecutive year. Our team awaits you on **M15 stand**, located on the mezzanine, to demonstrate our latest bike sharing station with **NFC in exclusivity**. We will also showcase our bike parking solutions and demo lockers with foldable bikes.



→ STAND M15

Keolis

SAVE THE DATE

[P2] Wednesday 3rd June 16:00 - 17:00

Cycling to COP21 - the path to a sustainable future, with Frédéric Baverez, CEO Keolis France and CEO of EFFIA.

[TMP21] Thursday 4th 15:00 - 16:00

The bicycle within an intermodal transport system co-hosted by one of our experts.

Thursday 4th from 19:30

Social evening: EFFIA Transport awaits you by the photobooth to get a memorable snap of this event.



Experience the
contactless
technology!

Our latest bike sharing station



Participate to our
"cinema and bike" quiz

Wednesday, Thursday, Friday.
answer 3 questions correctly and enter our daily raffle

TV SHOW

A TV show at the heart of the conference

Change the rules! [TV1]



Wednesday 3 June 2015
11:00 am / 12:00 pm

Through orientation and guidance on behaviour and practice, regulation can undoubtedly play a decisive role in travel mode shift. What does pro-cycling regulation entail? More regulation, or less? How can we have an effective shift towards pro-cycling regulation at local and national levels?

Speakers:

Dominique LEBRUN, Inter-ministerial Coordinator for cycling development MEDDE (France)
Timothy PAPANDREOU, Strategic planning & policy director, SFMTA – Co-Chair Vision Zero City Task Force (USA)
Francisco BASTIDA, Professor of Constitutional Law, Oviedo University, Spokesperson of the Bicijuristas network (Spain)*

Moderator:

Vladimir VASAK, Journalist, Arte (France)

The bicycle market and advocates [TV2]



Wednesday 3 June 2015
1:30 pm / 3:00 pm

What is the role of industry in the development of cycling? What do policy makers expect from business leaders? How can companies, cities and cycling advocates work together to expand the market? How can the development of new technologies contribute to increased cycling practices? New bicycles, new infrastructure?

Speakers:

Klaus BONDAM, CEO, Danish Cyclists' Federation (Denmark)
Tony GRIMALDI, CEO of Cycleurope Group (France)
Jeroen SNIJDERS-BLOK, Director, Accell Group (The Netherlands)
Vicky YANG, CEO, Cycling Life Style Foundation (Taiwan)
A representative of Shimano (France)

Moderator:

Jérôme Valentin, CEO of Cycleurope Industries / UNIVELo president

“Francophonie”: a creative community emerging to promote cycling [TV3]



Wednesday 3 June 2015
3:00 pm / 4:00 pm

Very present in francophone area, the bicycle, so called *Nèguèsoh* (iron horse), little queen, or *bekan*, is used differently according to the country, of rural or urban areas. For a lot of African countries, mobility stays a crucial element, regarding urban congestion and the necessity to access to essential services such as employment, health or education. In the Francophone World, citizens and politicians develop initiatives and ideas that support progress, to develop and promote the use of bicycles which has a real high-growth potential but also to re-invent new solidarities to go towards a more promising future.

Speakers:

Philippe AUBERT, President, Association Vélo-Ecole de La Rochelle (France)
François BOUDA, Cultural administrator, former international volunteer of the 2013 Francophonie (Burkina Faso)
Bouchra EL MEKKAOU, Teacher of French as a foreign language (Morocco)
Didier FÉNERON, President of Vélophonie (France)
Didier MUKALENG-MAKAL Kanteng, journalist, « Francophones, tous à vélo » (Democratic Republic of Congo)
Paolo RICHTER, Management Director, Vélafrica (Switzerland)

Moderator:

Clément LESORT, SUN Radio Nantes (France)

Women, bikes, and freedom [TV4]



Thursday 4 June 2015
10:30 am / 12:00 pm

A growing culture of cycling means a growing number of women on bikes. Cycling has given women the right to mobility, the right to go anywhere anytime, an actual feeling of freedom in their everyday life. The right to vote did a lot to emancipate women. Can bicycles do the same? Freedom of movement gives women better access to healthcare and education, leading to more autonomy... A freedom worth fighting for!

Speakers:

Kristina JASIUNAITE, CEO - World Bicycle Relief (USA)
Shannon GALPIN, Founder of the nonprofit organization Mountain2Mountain (USA)
Amanda NGABIRANO, Urban and regional planner lecturing at Makerere University, in Kampala, (Uganda)
Muriel VANDERMEULEN, Executive editor "Elles font du vélo" (France)

Moderator:

Sylvie BRAIBANT, Chief editor, Terriennes, TV5 Monde (France)

Sport to transport [TV7]



Thursday 4 June 2015
1:30 pm / 3:00 pm

In France, there is a particularly segmented approach to cycling. Sports and leisure users don't think of cycling as a daily activity and those who just don't do cycling feel that the bicycle falls into the category of sports equipment. What can be done to change these perceptions and lift the obstacles to the mass development of cycling as a mode of transport?

Speakers:

Eric FOTTORINO, Co-founder of Le 1, publication director (France)

Isabelle GAUTHERON, National technical adviser at FFCT, Fédération française de cyclotourisme (France)

Martin GIBBS, Executive Director, Union Cycliste Internationale (Switzerland)

Geneviève LAFERRÈRE, Vice-president of the French federation of the bicycle's (France)

Christian PRUDHOMME, General director of the Tour de France - A.S.O. Amaury Sport Organisation (France)

Moderator:

Jacques THIOLAT, CROS Pays de la Loire, former Regional director of Sports and Youth (France)

TV show Zero to Hero [TV5]



Thursday 4 June 2015
3:00 pm / 4:00 pm

Cities will contend to be the best "zero to hero" story! They will explain how they achieved an amazing improvement in cycling! What was their strategy? How did they manage to implement such successful cycling policies?

Speakers:

Frédéric BALAND, Mobility Department, La Louvière (Belgium)

Iona FRANGU, Landscape designer, The Organisation for Promoting the Alternative Transportation in Romania (Romania)

Mehdi GUADI, Executive Delegate, Moroccan Association of Eco-cities / AMEV (Morocco)

Alfred PETER, Landscape designer and urban planner (France)

Tiberiu SIMTION, Web developer and OPTAR volunteer (Romania)

Thomas THIVENER, Bike coordinator, city of Calgary (Canada)

Moderator:

Nicolas MERCAT, Consultant, Inddigo (France)

Bicycle with pride of place in housing and public space [TV6]



Friday 5 June 2015
10:30 am / 12:00 pm



The new urban agenda will be launched on the occasion of the UN Habitat III conference in 2016. We know that today more than 50% of the world's population lives in cities. Therefore, we would like to propose a discussion on the different aspects that could make our cities more accessible, affordable and livable. We cannot tackle this issue without talking about housing, transport and public space. We invite you to join us for a discussion on the role of cycling in the cities to come.

Speakers:

Rodolphe DEBORRE, Sustainable development director, Rabot Dutilleul Group (France)

Andre DZIKUS, Coordinator, UBSB at UN-Habitat, United Nation Human Settlements Programme (Kenya)

Oleh KAM, Teacher-researcher at Université Felix Houphouët Boigny (Ivory Coast)

DV MANOHAR, Chairman, Shri Shakti Group (India)

Altamirando Fernandes MORAES, Sub-secretary of Environment and head of sustainable transport development of the city of Rio de Janeiro (Brazil)

Moderator:

Clément LESORT, SUN Radio Nantes (France)

PARALLEL SESSIONS PROGRAMME



World stage



Workshop



Ring-a-ding Café



Time trial workshop



Freewheel workshop

WEDNESDAY 3 JUNE 2015

LA CITÉ NANTES EVENTS CENTER

11:00 am / 12:00 am



CYCLING AS A CITY CHANGER [WAM01]

Cycling is a great opportunity for cities and regions undergoing transition. This session will demonstrate the incredible power of resilience of cycling policies in very different contexts of vulnerability:

Speakers:

- Joan CAMOLAS, Communication Advisor, City of Lisbon (Portugal)
- Oleh KAM, Teacher-researcher at Université Felix Houphouet Boigny (Ivory Coast)
- Glen KOOREY, Lecturer, University of Canterbury (New Zealand)
- Ksenia SEMENOVA, Centre for Social and Professional Initiatives, Yaremche (Ukraine)
- Viktor ZAGREBA, Executive director, Center for Social and Business Initiatives (Ukraine)

Room: 150

Moderator:

Andrea WENINGER, Partner Rosinak & Partner (Austria)



INFRASTRUCTURE: BUILD IT AND THEY

Technical solutions to design attractive infrastructure for cyclists. These innovative approaches in road design are a real source of inspiration!

Speakers:

- Stefan BENDIKS, Director, Artgineering (The Netherlands)
- François GERAIN, Head of Urban Infrastructure, SCE, SCE Aménagement & Environnement (France)
- Niels HOE, Director, HOE360 Consulting (Denmark)
- Habib KHAN, Director, Sales & Marketing, Cyclehoop (Royaume-Uni)
- Ulric SCHOLLAERT, Delegate for Cycling, Brussels-Capital Region (Belgium)

Room: 300

Moderator:

Thomas JOUANNOT, Expert in Road Safety and Cycling Development, Cerema (France)



SUCCESSFUL CAMPAIGNS, APPROACHES AND TOOLS [WAM03]

Learn about successful campaigns, approaches and tools for promoting cycling. Talking about cycling, measuring cyclists' satisfaction and anti-cycling attitudes. New approaches: which communication tools?

Speakers:

- Thomas BÖHMER, Project manager, Allgemeiner Deutscher Fahrrad-Club / ADFC (Germany)
- Céline DRISSI, Responsible for mobility studies, Erea-conseil (France)
- Julian FERGUSON, Responsible for marketing and communication, Bicycle SA (Australia)
- Piotr KUROPATWINSKI, Expert in cycling policy, Pomeranian Association Common Europe (Poland)

Room: 200

Moderator:

Karl REITER, Austrian Mobility Research - FGM-AMOR (Austria)



CYCLING TO TACKLE CLIMATE CHANGE

Is cycling a credible solution to minimize climate change? Avenues to convince policy makers that cycling is a credible and reliable element in climate policies?

[WAM04]

> ends at 12:30

Room: J**Moderator:**

Mathieu CHASSIGNET, Cycling and Environment Policy Officer, ADEME (France)



PARKING SOLUTIONS FOR AN OCEAN OF CYCLES [WAM05] > ends at 12:30

Speakers:

- Marc ELOY, Mobility studies, Direction Régionale et Interdépartementale de l'Équipement et de l'Aménagement d'Île-de-France / DRIEA (France)
- Marit ESPELAND, National cycling coordinator, Norwegian Public Roads Administration (Norway)

Indeed, whether you want to encourage cycling or whether you already have a massive flow of cyclists to manage: parking is still an issue! How can you incite and welcome properly an ocean of cyclists? What are the facilities that have been proved to be efficient? How Comment convaincre de la nécessité de construire ces équipements de stationnement à grande capacité et haute qualité ?

Room: I**Moderator:**

Gilles BLANCHARD, Director, Cerema (France)



'TOUR DE FRANCE OF' CYCLING POLICIES [WAM06] > ends at 12:30

Speakers:

- Wilhelm HÖRMANN, Responsible for Transport, Allgemeiner Deutscher Fahrrad-Club / ADFC (Germany)
- Béatrice STUDE, Vice-President, Austrian Cycling Federation (Austria)
- Casper WULFF, Project Manager, Ramboll (Denmark)
- Stine HAGELSKJÆR JENSEN, Head of the Bicycle Parking Program, City of Copenhagen (Denmark)

What are the keys of success of French cities in cycling policies? Is there a French recipe? Representatives of Nantes Métropole and other French cities will give an overview of current cycling policies in France. Discover the French touch!

Room: BC**Moderator:**

Hadrien BEDOK, Head of Mobility Division, Nantes Métropole, and Director of Velo-city 2015, Nantes Métropole (France)

Speakers:

- Frédéric HÉRAN, Teacher-researcher in economics, Université de Lille 1 (France)
- Marie LALIRE, Deputy director, Urban planning and mobility management, EREA Conseil (France)
- Nicolas MERCAT, Consultant, Inddigo (France)
- Christophe NAJDOVSKI, Deputy Mayor of Paris, responsible for transports, travels, the roadway, the public space and administrator of the Club des villes et territoires cyclables (France)

1:30 pm / 2:30 pm



EVERYBODY WANTS FIGURES! [WPM07]

To estimate potential use and monitor use of infrastructure or improve upon it by measuring its quality or user satisfaction, and to understand cyclists' behaviors...all these things require data and figures. Come to this session to learn about new approaches on evaluating 'bikeability' and on demonstrating the efficiency of cycling policies. How can we choose and collect data? What are the new technologies behind data collection?

Room: 300**Moderator:**

Anders Swanson, Consultant / Designer, Counterpoint (Canada)

Speakers:

- Julie BARBEY HORVATH, Géographe-urbaniste, MICODA (Switzerland)
- Yurie CESAR, Director, UCB / União de Ciclistas do Brasil (Brazil)
- Lars DARIN, Swedish Transport Administration (Suède)
- Marc DUCOBU, Champs-Libres (Belgique)
- Andrzej FELCZAK, President, Radlobby Österreich (Austria)
- Michael FLAMM, Director, MICODA (Switzerland)
- Shinobu HANAMURA, Technician, Kokusai Kogyo Co.ltd (Japan)
- Martijn KIERS, Professor, University of Applied Science (Austria)
- Christian RUPP, Spokesperson, Mobilitätsagentur Wien (Austria)
- Michael SZEILER, Rosinak & Partner (Austria)



BIKE-SHARING : GET READY FOR THE NEXT GENERATION [WPM08]

Examples from around the world on the latest developments of bike-sharing solutions. From the business plan to technological innovations – how are these bike-sharing systems performing and what did they improve on?

Room: 150**Moderator:**

Benoît BEROUD, Mobiped, France

Speakers:

- Albert ASSERAF, Director General Strategy, Research and Marketing France, JC DECAUX (France)
- Hsin-Wen CHANG, Chung Hua University (Taiwan)
- Peter DALOS, Cycling coordinator, Public transport in Budapest (Hungary)
- Brian DE WAAL, Consultant, Lynxx (The Netherlands)
- Dr. HSIEH, University of Chung Hua (Taiwan)
- Maaïke DE GROOT, Consultant, Lynxx (The Netherlands)



HOW TO EFFICIENTLY USE YOUR CYCLE
BUDGET [WPM09]

Using different cities as case studies, this session will answer the following questions regarding budgeting: what was their strategy? What did they prioritize?

Room: BC**Moderator:**

Pierre TOULOUSE, Assistant to the Interministerial Coordinator for cycling development, Ministry of Ecology, Sustainable Development and Energy (France)

Speakers:

- Jenny CHEN, Researcher, National Taiwan University (Taiwan)
- David COX, Board chairman, Cyclists Touring Club (United Kingdom)
- Frederik DEPOORTERE, Cycling manager, regional public service of Brussels (Belgium)
- Suzana NOGUEIRA, Cycling coordinator, Companhia de Engenharia de Tráfego (Brazil)
- Jilmar TATTO, Transport Secretary of the city of São Paulo (Brazil)



CELEBRATE CYCLING AND PASS IT ON
[WPM10]

What are the benefits of a targeted approach to encourage cycling? Exemples de programmes et campagnes de promotion ciblant des publics spécifiques : particuliers, voisins de quartier, étudiants et écoliers, nouveaux arrivants... Ils parient tous sur l'engagement individuel comme facteur de succès pour changer les comportements.

Room: GH**Moderator:**

Fiona McLEAN, Sustainable Mobility Project Manager, Transport & Travel Research / TTR (Royaume-Uni)

Speakers:

- Bertrand DEBOUDT, Research Officer security and active mobility, Direction territoriale Nord-Picardie du Cerema (France)
- Pongdej CHAOWARAT, Researcher, Mahasarakham University (Thailand)
- Karsten MARHOLD, Project manager, Polis (Belgium)
- Sarah MARTENS, Responsible for educational campaigns and projects, Mobiel 21 (Belgium)
- Alex QUAYLE, Project manager, « Learning Environment for Pathology Trainees » / LEPT (United Kingdom)
- Elodie VANPOULLE, Project manager, Lille Métropole (France)



WHAT WORKS IN MID-SIZE CITIES
[WPM11]

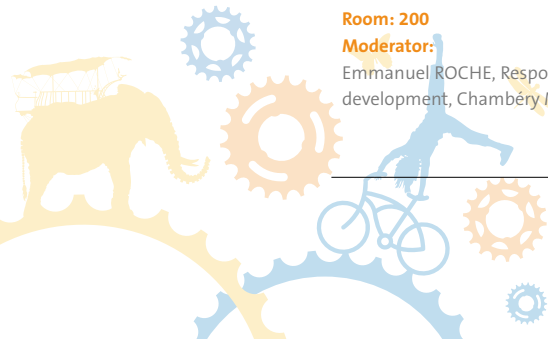
This session will give you an overview of successful cycling policies led by intermediate-sized cities, where most of the world's urban population is living. The speakers will point out the problems they address (congestion, air quality...) and the actions that render them successful.

Room: 200**Moderator:**

Emmanuel ROCHE, Responsible for the cycling policy development, Chambéry Métropole (France)

Speakers:

- Arne BEHRENSSEN, Project manager, Verkehrsclub Deutschland (Germany)
- Hélène BOURDEAU, Engineer and Head of Division in engineering service, City of Laval (Canada)
- Pablo CELIS, Project manager, Municipality of Aarhus (Denmark)
- Geneviève ÉLIE, Urban planner, City of Laval (Canada)
- Tristan FREJACQUES, Assistant to the Director of the Department of Sustainable Development Territories Cerema (France)
- Anne GERARD, Vice-president of the Grand Poitiers, responsible for transport, mobility and the roadway (France)
- Julien LECOINTRE, Research Officer, Cerema (France)





CYCLING TOURISM PAYS OFF
[WPM12] > 15 :00

This session will highlight the economic benefits of cycling tourism, its assets for regional development, local green activities and jobs. Delegates and speakers will conclude the session by highlighting key-figures that reflect the economic impact of cycling tourism.

Room: I

Moderator:

Camille THOMÉ, General secretary, Départements & Régions cyclables (France)

Speakers:

- Mette DAM MIKKELSEN, Project manager, Vejdirektoratet (Denmark)
- Stéphanie MANGIN, Market studies, Comité Régional du Tourisme / CRT du Centre-Val de Loire (France)
- Jean-Michel RICHEFORT, National Technical Director, Fédération française de cyclotourisme /FFCT (France)



INCLUSIVE CYCLING COMMUNITIES
[WPM13]

Increase the use of cycling while not forgetting anyone : this is the motto of the speakers of this session. How can we enable access to bicycle for all, and especially to people who are excluded from mobility? This session will present diverse measures to enlarge cyclists communities as much as possible.

Room: 150

Moderator:

Sarah MARTENS, Responsible for educational campaigns and projects, Mobiel 21 (Belgique)

Speakers:

- Eliza BRUNMAYR, Project manager, NGO Radlobby Österreich (Austria)
- Keith IRVING, CEO, Cycling Scotland (United Kingdom)
- Camille PECHOUX, Occupational therapist, CEREMH (France)
- Federico SPANO, Président, ReBike Alter mobility (Italy)

3:00 pm / 4:00 pm



SERVICES: KEEPING YOU PEDALLING
[WPM14]

This time-trial session will illustrate a selection of services that make everyday cycling easier. Business plans, results, governance: speakers will bring you backstage of the creation and implementation of such services.

Room: 200

Moderator:

Philippe GOIRAND, Deux pieds deux roues (France)

Speakers:

- Yann BESNARD, Director, Isocycle (France)
- Rossend BOSCH, Project manager, Metropolitan Area of Barcelona, (Spain)
- Richard CANTIN, Deputy managing director, Nantes Gestion Equipements (France)
- Virginie KAUFFMANN, Project manager, Büro für Mobilität AG (Switzerland)
- Julien MANNEIEZ, Director, Agence Ecomobilité (France)



INFRASTRUCTURE: BRIDGES TO A
BEAUTIFUL FUTURE
[WPM15]

Four speakers from around the world will present their innovative approaches applied to cycling infrastructure design, such as bridges or cycling paths.

Room: 300

Moderator:

Marianne WEINREICH, Head of Mobility at VEKSØ and chairman of the Cycling Embassy of Denmark (Denmark)

Speakers:

- Gilles BLANCHARD, Director, Cerema (France)
- Jonathan GILES, Technical manager, Department of Transport and Main Roads, Queensland (Australia)
- Adriaan KOK, Design infrastructures consultant (The Netherlands)
- Richard GESSNER, Public engineer, Bordeaux Métropole (France)



INTERMODAL CYCLIST [TPM14]

A trip into projects dedicated to recreational cycling in Europe.

Room: BC

Moderator:

Jean-François PRONOVOST, Vice-president
Development and Public Affairs, Vélo Québec (Canada)

Speakers:

- Jean-Pierre JONCHERE, AF3V representative to ECF / European Cyclists' Federation (France)
- Marc LINSIG, Administrator, AF3V (France)
- Ditte MØLLER MUNCH, Project manager, City of Copenhagen (Denmark)
- Hideo YAMANAKA, Professor, University of Tokushima (Japan)
- Séamus MACGEARAILT, Roughan & O'Donovan (Ireland)



REGULATION FOR BETTER CYCLABILITY

Regulation is an essential part of cycling policy. It is necessary to proceed with essential changes to enable cycling, in general, to be easier, more competitive, and more attractive than driving alone in a car. Speakers:

Speakers:

- Evgeny APOSTOLOV, President, Bulgarian Cycling Association (Bulgaria)
- Christian GIORIA, Consultant, Inddigo (France)
- Thomas JOUANNOT, Expert in Road Safety and Cycling Development, Cerema (France)
- Pierre TOULOUSE, Assistant to the Interministerial Coordinator for cycling development, Ministry of Ecology, Sustainable Development and Energy (France)
- Maxime GÉRARDIN, Interministerial Coordinator for cycling development, Ministry of Ecology, Sustainable Development and Energy (France)

Room : to be determined

Moderator:

Marjolein de Lange, mobility consultant, Fietserbond
(The Netherlands)



CYCLING POLICIES AT NATIONAL,
EUROPEAN AND PAN-EUROPEAN LEVEL [WPM18]

The EU has something to offer when it comes to cycling. Therefore, this session will focus on the current national policies, the pan-European Master Plan on Cycling and EU policies to support cycling. If you wonder how you can access this area to increase cycling in your country, join us for the latest information on EU matters and cycling.

Speakers:

- Fabian KUESTER, General coordinator, European Cyclist's Federation / ECF (Belgium)
- Robert THALER, Austrian Ministry of the Environment (Austria)
- Dominique LEBRUN, Interministerial Coordinator for cycling development, Ministry of Ecology, Sustainable Development and Energy (France)
- Madeleine KELLY, European Commission (Luxembourg)

Room : to be determined

Moderator:

Andreas FRIEDWAGNER, CEO, VERRACON (Autriche)

THURSDAY 4 JUNE 2015

LA CITÉ NANTES EVENTS CENTER

10:30 am / 12:00 pm



ROAD SAFETY: CYCLE SAFE AND SOUND

Infrastructure, education, awareness, behavioural studies... A comprehensive approach to road safety.

Room: 200

Moderator:

To confirm

Speakers:

- Jérôme CASAGNES, Bicycles expert, Cerema (France)
- Viridiana GOMES, Professor, UniCEUB - Centro Universitário de Brasília (Brazil)
- Burkhard STORK, National director of the German "Allgemeiner Deutscher Fahrrad-Club" ADFC (Germany)
- Martijn TE LINTELO, Cycling coordinator, City of Nijmegen (The Netherlands)



A RIDE A DAY KEEPS THE DOCTOR AWAY
[TAM02]

Riding a bicycle everyday is widely acknowledged for its health benefits. But how can we integrate this dimension in cycling policies? How can we collaborate with the health sector? Five approaches that integrate health in evaluation, in tools to support decisions, and in partnerships.

Speakers:

- Jean-Baptiste GERNET, Eurometropolitan Councillor, Delegate for new and active modes of transport, Strasbourg Eurometropole (France)
- Corinne PRAZNOCZY, Studies manager, Université de Versailles Saint-Quentin-en-Yvelines (France)
- Jimmy TANG, Researcher, National Taiwan University (Taiwan)

Room: BC
Moderator:

Marion GASSIOT and Fabrice GUYARD, health mission, Ville de Nantes (France)



BIKE-SHARING MODEL FOR MID-SIZE
CITIES? [TAM03]

Bike-sharing systems are flourishing around the world. But is it a sustainable solution for mid-size cities? Is there an efficient model for those cities?

Speakers:

- Robert GRISDALE, CEO, Nextbike (Royaume-Uni)
- Thomas JOUANNOT, Expert in Road Safety and Cycling Development, Cerema (France)
- Guillaume PORCHER, Cycling officer, Rennes métropole (France)
- Dennis STEINSIEK, Consultant in mobility, Nextbike (Allemagne)
- Tomasz WOJTKIEWICZ, President, Nextbike Polska Ltd.(Pologne)

Room: 150

Moderator:

To confirm



PLUG-IN TO E-CYCLING [TAM04]

Pedelecs are charming more and more citizens. Their development calls cycling policies to mind : how can we take advantage of this potential ? How should we adapt cycling policy ? Should we go to an e-cycling system?

Speakers:

- Vincent BRAIRE, Director, Pouget consultants (France)
- Egbert KALLE, Management director, SOAB Consultants (The Netherlands)
- Sarah MARTENS, Responsible for educational campaigns and projects, Mobiel 21 (Belgium)
- Martijn POST Policy advisor, Province of Gelderland and Movares (The Netherlands)
- Ineke SPAPÉ, Director, SOAB consultants (The Netherlands)
- Joerg THIEMANN-LINDEN, Consultant, DIFU / German Institute of Urban Affairs (Germany)
- Sjors VAN DUREN, Policy advisor, Province of Gelderland/ ex Arnhem Nijmegen City region (The Netherlands)

Room: J

Moderator:

Ton DAGGERS, Director, IBC- Mobilization / Dutch Cycling Embassy (The Netherlands)



HEAVY GOODS - LIGHT VEHICLES!
[TAM05]

Delivery services by bicycle were an abandoned market for a long time. But the blooming of e-mobility has re-positioned it as a real potential nowadays. This session will show the relevancy of cycling for goods transportation. Delegates and speakers will conclude by highlighting conditions to boost and support delivery by bicycle.

Speakers:

- Malin ANDERSSON, Project manager, Swedish Transport Administration (Sweden)
- Gary ARMSTRONG, European Cycle Logistics Federation / ECLF (Royaume-Uni)
- Maud MARCHAND, Groupe La Poste (France)
- Randy RZEWNICKI, Project manager, ECF / European Cyclists' Federation (Belgium)
- Jos SLUIJSMANS, Director, Fietsdiensten (The Netherlands)

Room: KL

Moderator:

Amélie RANTY, Project Manager, Mobility Division, Nantes Métropole (France)



FROM RECREATION TO TRANSPORTATION [TAM06]

“Leisure and tourism cycling plays a large role in current mobility patterns. Therefore, cycling for recreation is more than just a fun topic: it is a real factor to take into account for cities and regions in transition, for both their economical development as well as for their mobility policy. Positive experiences of recreational or sportive cycling can lead to everyday cycling. Experience is a key step in behavioural change. Speakers and delegates will point out how to create positive experiences to promote cycling.”

Room: I

Moderator:

Julian JAPPERT, Director and founder of Sport and Citizenship Think tank (France)*

Speakers:

- Adam BODOR, Director, EuroVelo (Belgique)
- Louise BÖHLER, Tourism project manager, Allgemeiner Deutscher Fahrrad-Club / ADFC (Germany)
- Christopher PECK, Advocacy Consultant, Union Cycliste Internationale
- Catherine LE BARS, Cheffe de projet, Région Pays de la Loire (France)
- Jean-François PRONOVOST, Vice-president Development and Public Affairs, Vélo Québec (Canada)



PLANNING THE CITY FOR BIKES [TAM07]

Learn from approaches in three exciting cities: a new methodology in San Francisco that assess the actual bicycle network from the customers perspective, a start from scratch in a city like Moscow and cycling in Gothenburg's sustainable city development policy.

Room: 300

Moderator:

To confirm

Speakers:

- Timothy PAPANDREOU, Director Strategic Planning & Policy, San Francisco Municipal Transportation Agency (USA)
- Benedicte SWENNEN, Urban Mobility Policy Officer, ECF / European Cyclists' Federation (Belgium)
- Michael SZEILER, Head of the Transport Planning and Consulting Department at Rosinak & Partner (Austria)



BICYCLE AND MEDIA [TAM08]

Media plays an important role in building and creating culture. What about bicycle culture? Speakers will present their contrasting vision of bicycle images in the media.

Room: GH

Modératrices :

Véronique MICHAUD, Secrétaire générale, Club des villes et territoires cyclables (France), et Geneviève LAFERRERE, vice-Présidente, Fédération française des Usagers de la Bicyclette / FUB (France)

Speakers:

- Abel GUGGENHEIM, Executive board member, Fédération française des Usagers de la Bicyclette / FUB (France)
- Isabelle LESENS, journalist (France)
- Christoph SCHULZ, Project manager, Velokonzept Saade (Allemagne)
- Mickaël TARДУ, Radio host, Roue Libre, France bleu 107.1 (France)

1:30 pm / 2:30 pm



BUILDING CYCLING CULTURES [TPM09]

This session will highlight the active role of cycling advocates in building and sharing a bicycle culture. awareness raising among decision-makers, city awards, citizens project ...In all examples, actions led to a better understanding and to a more efficient dialogue between stakeholders of cycling policy. By enhancing a bicycle culture, advocates build bridges for better cooperation and for the successful mobilization of cycling.



Room: 200

Moderator:

Nicola DA SCHIO, Urban environment specialist – EcomobilEurope (Italia)

Speakers:

- Daniel BACHOFNER, Project manager, Pro Velo Schweiz (Switzerland)
- Yuriê BAPTISTA CÉSAR, Director, União de Ciclistas do Brasil / UCB (Brazil)
- Samuel JONES, Communication manager, The national cycling charity / CTC (Royaume-Uni)
- Claude MENARD, Treasurer, CLISSAA Voir et Agir (France)
- Véronique MICHAUD, General secretary, Club des villes et territoires cyclables (France)
- Zach VANDERKOOY, Director of International Programmes, PeopleForBikes / Green Lane Project (USA)
- Geneviève LAFERRÈRE, Vice-president of the French federation of the bicycle's (France)



BIKE TO WORK [TPM10]

> ends at 03:00 pm 

Discover a large and varied panel of actions to promote cycling for commuting : kilomeric allowance, contests, business area planning, training... Speakers will dare a time-trial to reveal the scope of possibilities to encourage cycling among commuters.

Room: 150

Moderator:

Anne VICENZOTTI, Cheffe de projet européen (France)

Speakers:

- Gwendal CARABOEUF, Co-founding partner, Vélogik (France)
- Wouter HAVER, Consultant, Fietsersbond (The Netherlands)
- Maxime GÉRARDIN, Interministerial Coordinator for cycling development, Ministry of Ecology, Sustainable Development and Energy (France)
- Alice GOBIET, Communication officer, public service of Wallonie / SPW (Belgium)
- Karl REITER, Founder, Austrian Mobility Research – FGM-AMOR (Austria)
- Andrea SCAGNI, Researcher, Federazione Italiana Amici della Bicicletta / FIAB (Italy)
- Kimberly FISHER, co-founder, Commit to Commute (Canada)
- Alice GOBIET, Communication officer, public service of Wallonie / SPW (Belgium)
- Pierre TOULOUSE, Assistant to the Interministerial Coordinator for cycling development, Ministry of Ecology, Sustainable Development and Energy (France)



TOMORROW'S SMART CITIES: LIVEABLE AND BIKE-FRIENDLY [TPM11]

The bicycle is an obvious component to take into account in urban planning, and more widely in a paradigm shift of our urban lifestyle. Are we really on the way to a healthier and a low-carbon form of urbanization? How do current planning projects integrate cycling in the shaping of a new way of life?

Room: 300

Moderator:

Olivier RAZEMON, journalist (France)

Speakers:

- Anita DIRIX, Project manager (The Netherlands)
- Alain JUND, Adjoint au maire de Strasbourg, conseiller communautaire de l'Eurométropole de Strasbourg,
- Véronique MICHAUD, General secretary, Club des villes et territoires cyclables (France)
- Andrea WENINGER, Partner Rosinak & Partner (Austria)



ACCESS TO THE CITY FOR ALL [TPM12]

The speakers of this session faced new challenges to improve the access to the city for all. Urban density, lack of space, aging populations ...how can we ensure access by bicycle everywhere and everyone in the city?

Room: GH

Moderator:

Christian GIORIA, Consultant, Inddigo (France)

Speakers:

- Marie BAY, Project manager, City of Copenhagen (Denmark)
- Annick BEAUDET, Capital Program Consultant, city of Austin (USA)
- Anthony LAU, Founder and executive director, Cyclehoop (United Kingdom)
- Carl MANN, Chercheur, Université de Cardiff (Royaume-Uni)
- Martha ROSKOWSKI, Vice-president, People for Bikes (USA)
- Justin SPINNEY, Lecturer in human geography at the Cardiff University (United Kingdom)



SHOPPING BY BIKE [TPM13]

Moderator:

Claude LIEVENS, Administrator, FUB
(to confirm)

Three speakers in a free-wheel format will share their experiences on how to encourage shopping by bike.

Speakers:

- Ron BISSELS, Project manager, VelopA BV (The Netherlands)
- Blanka BRACIC, Transportation engineer, City of Calgary (Canada)*
- François SOUBEYRAND, Project manager, Agence Ecomobilité (France)
- Giorgio GIOVANNINI, Director associate, Mobilité (Switzerland)



INTERMODAL CYCLIST [TPM14]

Room: 200**Moderator:**

Benoît HIRON – CEREMA (France)

Three initiatives that combine bicycle and public transport system for a better cohabitation or complementarity between the two.

Speakers:

- Vincente HERNANDEZ-HERRADOR, Project manager, SIBUS / Sistema Integral de la Bicicleta de la Universidad de Sevilla (Spain)
- Thorsten KOSKA, Project manager, Wuppertal Institute for Climate, Environment and Energy (Germany)
- Mark STRONG, Director, Transport Initiatives (United Kingdom)



BARRIERS AND MOTIVATIONS: YES YOU CAN, BUT HOW? [TPM15]

Room: BC**Moderator:**

Fred DOTTER, Chef de projet, Austrian Mobility Research - FGM-AMOR (Austria)

You think that age, disability, health problems, weather, and hills are obstacles to promoting cycling? These speakers will surprise you! They promoted cycling among seniors, disabled people, people suffering from obesity, to inhabitants of a hilly or very cold city ... Learn with them how to overcome presumed cycling barriers and how to make a strength out of a weakness to motivate people to cycle.

Speakers:

- Klaus BONDAM, CEO, Danish Cyclists' Federation (Denmark)
- Maria Helena DE SOUZA VASCONCELOS, Pedamentos (Brazil)
- Gwenaél DODIER, Project manager, Agence Écomobilité (France)
- Enrico DURBANO, Commercial director, Eco-Counter (France)
- Carolina MARTINEZ TABARES, Doctoral student, IFSTTAR (France)
- Mickael MESCHIK, Researcher, University of Natural Resources and Life Sciences, Vienna (Austria)
- Fabio Machado NAZARETH, Director, Pedamentos (Brazil)
- Emmanuel ROCHE, Responsible for the cycling policy development, Chambéry Métropole (France)
- Augusto SCHMIDT, Belo Horizonte em Ciclo (Brazil)
- Philipp SCHWEIZER, Director, Green Label (Switzerland)
- Qi SUN, Student, Radboud University, Nijmegen (The Netherlands)
- Richard WESTON, Researcher, University of Central Lancashire (United Kingdom)

3:00 pm / 4:00 pm



LEARNING TO SHARE FOR BETTER CITIES [TPM16]

Room: 300**Moderator:**

Simon FESSARD, Urban Planning Consultant, Mobycon (The Netherlands)

Street design and regulation influences our mobility culture, and therefore our mobility choices. Giving space and time to cycling is essential to acknowledge cycling as a recognized mode of transportation. This session will point out how to share space and time in favor of cyclists (traffic calming, flex parking...).

Speakers:

- Gilles ABOUCAYA, Project manager, Cerema (France)
- Elisabeth ALEXANDER, Vienna Mobility Agency (Austria)
- Tilman BRACHER, Director, German Institute of Urban Affairs (Germany)
- Pieter DE HAAN, Researcher, NHL-Hogeschool (The Netherlands)
- Anne FAURE, Responsible for the development, Rue de l'avenir (France)
- Petra JENS, Responsible for pedestrian policy, Mobility Agency for Vienna (Austria)
- Hirotaka KOIKE, Professor, Utsunomiya Kyowa University (Japan)



ENJOY SAFE CYCLING [TPM17]

Funny videos, a cycling bus, training, underpass quality... There are so many measures to enjoy safe cycling at all ages!

Room: GH

Moderator:

Alice BILLOT-GRASSET, IFSTARR (France)

Speakers:

- Raf CANTERS, Mobiel 21 (Belgium)
- Luc GOFFINET, Director Wallonie, Campagnes & Recherche, GRACQ (Belgium)
- Julie HATFIELD, Researcher, The University of New South Wales (Australia)
- Pieter JAN STALLEN, Director, PublicPasses (The Netherlands)



FASTER, QUICKER, FURTHER: HIGHWAYS TO THE FUTURE [TPM18]

Through several examples of cycle highway networks, this session will give the key to designing efficient infrastructure for faster and longer commutes.

Room: BC

Moderator:

To confirm

Speakers:

- Tine BRANDT, Project manager, City of Copenhagen (Denmark)
- Tina CAERS, Project manager, Province of Antwerp (Belgium)
- Grégory DELATTRE, Project manager, Eurométropole de Strasbourg (France)
- Line KILDEGAARD GROOT, Supercykelstier/Cycle Superhighways in Copenhagen (Denmark)
- Sjoers VAN DUREN, Policy advisor, Province of Gelderland/ ex Arnhem Nijmegen City region (The Netherlands)
- Stefan BENDIKS, Director, Artgineering (The Netherlands)
- Jesper RISTING, Supercykelstier/Cycle Superhighways in Copenhagen (Denmark)



PICK YOUR PARTNERS: YOU'LL NEVER BIKE ALONE! [TPM19]

Cooperation between cycling stakeholders is the key to success to develop the use of the bike. Speakers will present on the collaborative approach they implemented to motivate and engage stakeholders, and make durable partnerships in the name of cycling.

Room: I

Moderator:

Geneviève LAFERRÈRE, Vice-president of the French federation of the bicycle's (France)

Speakers:

- Troels ANDERSEN, Project manager, City of Odense (Denmark)
- Valérie BRÉHIER-JAUNATRE, Head of cycling facilities development, Département Loire-Atlantique (France)
- José CARLOS MOTA, Researcher, University of Aveiro (Portugal)
- Michael JACKSON, Director of Bicycle & Pedestrian Access, Maryland Department of Transportation (USA)



10 YEARS OF CYCLING ADVOCACY TOWARDS COMPANIES IN NANTES [TPM20]

For ten years, Nantes Métropole has promoted cycling among employers. Mobility plans, training, communication, Bike challenges, call for projects... Nantes Métropole has diversified its mobility management measures to attract and convince more and more companies to get into cycling. Several companies will join Nantes Métropole to give you an overview of a decade of cycling promotion.

Room: KL

Moderator:

Gilles FARGE, Department Manager, Promotion of sustainable mobility, Nantes Métropole (France)

Speakers:

- Olivier FLAMAND, Theme manager, Scientific and Technical Centre for Building /CSTB (France)
- Guillaume LUCAS, Deputy director, Inddigo (France)
- Virginie RIGOULOT, Delegate to Sustainable Development, Groupe La Poste (France)



THE BICYCLE WITHIN AN INTERMODAL SYSTEM OF TRANSPORT [TPM21]

This session will demonstrate how the bike can be efficiently integrated into sustainable transportation systems. Nowadays, cycling is getting placed into the mobility chain at all levels, with more and more connections made to other means of transport including carsharing. Speakers and delegates will emphasize the necessary factors for a successful integration of bicycle within an intermodal system of transport.

Room: 150**Moderator:***To confirm*INFRASTRUCTURE FOR FAST CYCLISTS
AND LIGHT E-VEHICLES [TPM22]**Room : to be determined****Moderator:***To confirm*

WOMEN AND CYCLING [TPM23]

Room : to be determined**Moderator:**Agathe DAUDIBON, Project
manager Communication and Europe, Départements &
Régions cyclables (France)**Speakers:**

- Janette HEIDENREICH, Strategic project manager, Rostocker Straßenbahn AG (Germany)
- Federico MOURA E SA, Researcher, University of Aveiro (Portugal)
- Etienne SOUMYOY, Strategy and Development director, EFFIA Transport (France)

Some cyclists can go very fast – so what does this mean for infrastructure? Why do the Dutch discuss nowadays on speed limits for cyclists on bicycle paths? A session on infrastructure and fast cyclists, recumbents, trikes, pedelecs, e-bikes.

Speakers:

- Heike BUNTE, Researcher, Human Powered Vehicles Association / HPV (Germany)
- Samuel MAILLOT, Co-founder, Roland Ribí & Associés (France)
- Ulrike WACHOTSCH, Federal Environment Agency and Transport (Germany)

Why talking about ladies' bicycle? Monitoring and improvement of infrastructures, education and Bicycle culture... There are a lot of benefits for cycling policies willing at facilitating access to daily use of bicycle by women. Sociological perspective of bicycle throughout initiatives targeting women.

Speakers:

- Aline DANNAPPE, L'Heureux Cyclage (France)
- Maria ARAGON GALINDO, Director, Mujeres en Bici (Mexico)
- Grace MacPHERSON, Bicycle Network (Australia)

FRIDAY 5 JUNE 2015

LA CITÉ NANTES EVENTS CENTER

10:30 am / 12:00 am



TRENDING ISSUES FOR ADVOCACY

Room: 300**Moderator:**

Benoît BEDROUD, Mobiped (France)

You wonder about the motivation behind getting people to ride a bike? How can you convince non-cyclists to get on bike while keeping current users cycling? Participate in this speed-dating find the answers to all your questions from recent surveys and campaigns! You will have a broad choice of very different initiatives to discover.

Speakers:

- Marco AMADORI, Project manager, SRM Reti e Mobilità Srl (Italy)
- Evelyn ARARIPE, Director, oGangorra (Brazil)
- Klaus BONDAM, CEO, Danish Cyclists' Federation (Denmark)
- Torstein BREMSET, Consultant, Norwegian Public Roads Administration (Norway)
- Terry EVESTON, Professor, ACT Education and Training Directorate (Australia)
- Kathrin GROTRIAN, Project manager, Construction and Transport Department of Basel (Switzerland)
- Keith IRVING, CEO, Cycling Scotland (United Kingdom)
- Anne-Marie LAUTRUP NIELSEN, Consultant, Rambøll (Denmark)
- Michael MESCHIK, Researcher, University of Natural Resources and Applied Life Sciences (Austria)
- Mathieu RABAUD, Project manager, Cerema (France)
- Merja SPOTT, Project manager, Allgemeiner Deutscher Fahrrad-Club / ADFC (Germany)
- Tanja STEENHORST, Consultant, DTV Consultants (The Netherlands)
- Thomas STOKELL, Director, Love to Ride (USA)
- Philipp K. WEGERER, Researcher, University of Innsbruck (Austria)
- Andrea WENINGER, Partner, Rosinak & Partner (Austria)
- Nagahiro YOSHIDA, Professor, Osaka University (Japan)





BIKE CULTURE PARTNERS IN NANTES
[FAM02]

Local stakeholders in Nantes Metropole contribute to the promotion of cycling with their activities to the develop a bicycle culture. Thanks to them, the bicycle is everywhere: on the street, in the schools, in companies... Discover the collaborative approach of Nantes and the crucial role of local stakeholders in the development of a Nantes-style bicycle culture.

Room: J

Moderator:

Hervé FOURNIER, Terra 21 (France)

Speakers:

- Jean-Paul BERTHELOT, President, Place au vélo (France)
- Charles-Pierre BLANCHET, Administrator, Vélocampus (France)
- Marion GASSIOT, Project manager, city of Nantes (France)
- Fabrice GUYARD, Project manager, city of Nantes (France)
- Corentin LEMAITRE, Administrator, Vélocampus (France)
- Marc POTEL, CSR manager, Caisse d'Épargne Bretagne - Pays de Loire (France)
- Matthieu QUENTIN, Administrator, Vélocampus (France)



DARE TO CAMPAIGN FOR YOUR BIKE
[FAM03]

Citizen can be the best advocates of cycling! This is what the speakers of this session will demonstrate with their projects. This session will provide you with examples of civil society's involvement in promoting cycling.

Room: BC

Moderator:

Jose Lobo, Founder, Transporte Ativo (Brazil)

Speakers:

- Elke FRANCHOIS, Researcher, Mobiel 21 (Belgium)
- Marian GOGOLA, Lecturer, University of Žilina (Slovakia)
- Cyril PIMENTEL, Director, Collectif Vélos en Ville (France)
- Adam ROGERS, Director Cycling at Department of Transport and Main Roads (Australia)



PEDALING TOWARDS SOCIAL CHANGE
[FAM04]

Cycling policies have a serious role to play in the urban, social and demographic changes that our societies are facing. These speakers will explain how they benefit from the social properties of cycling in addressing major societal problems (health access, inclusion, elderly exclusion, urban growth).

Room: GH

Moderator:

Amélie RANTY, Project Manager, Mobility Division,
Nantes Métropole (France)

Speakers:

- María ARAGON GALINDO, Director, Mujeres en Bici (Mexico)
- Eric FERREIRA, Professor, Universidade Federal Rural do Semi-Árido / UFERSA (Brazil)
- Sue KNAUP, Director, One Street (USA)



COUNTING AND EVALUATION: WHO
CYCLES ANYWAYS?
[FAM05]

User- or technology-oriented, new approaches for evaluation are appearing! New technologies enable us to better understand the habits of cyclists, and to associate them to bikeability audits. This session will compare the different methods and their added-value. Delegates and speakers will conclude together on recommendations for better evaluation, especially on methodological choices.

Room: 200

Moderator:

Nicolas MERCAT, Consultant, Inddigo (France)

Speakers:

- Alejandra LEAL VALLEJO, Responsible for the non-motorized unit, Institute for Transportation and Development Policy (Mexico)
- Christophe MILON, President, Eco-counter (France)
- Camille THOMÉ, General secretary, Départements & Régions cyclables (France)



BIKE AND TRAIN: HOP OFF, HOP ON!
[FAM06]

Intermodality bike+train is a decisive potential. What are the right solutions to reach it? Public space around train-stations, pricing, cyclists welcome in train-stations... this session will offer an overview of current goods practices.

Room: I

Moderator:

Käethi DIETHELM, ECF



HIGH-TECH CYCLISTS [FAM07]

Speakers:

- Sylvie ABOURS, Researcher, IFSTTAR (France)
- Martyn BRUNT, National Cycle Network Manager, Sustrans (United Kingdom)
- Ed LANCASTER, Policy Officer, Cycling Tourism and Regional Policy, European Cyclists' Federation / ECF (Belgium) (tbc)
- Folkert PIERSMA, ProRail (The Netherlands)
- Wouter de Koning, NS (Pays-Bas)
- Linda VAN DER HAAR, Services Developer, NS (Netherlands)

Discover with this session various initiatives that offer new technologies to give cyclists better performing collaborative tools. From real-time information to user expertise-sharing, the scope of possibilities is getting bigger and bigger. Delegates and speakers will agree on the main tracks for improvement brought about by these applications.

Room: KL

Moderator:

Laurent MERCAT, Director SMOOVE (France)



MOBILIZING CYCLING
KNOWLEDGE [FAM08]

Speakers:

- Ellen BARTON, Active Transportation Coordinator at San Mateo City/County Association of Governments (USA)
- Roland HARPER, Director, Movilidad Activa (Columbia)
- Johanna KOLB, Project manager, BikeCityGuide Apps (Austria)

Capitalizing and improving on the collective knowledge about cycling is surely a path to follow. Cycling Embassy or center, whatever their name and scale, these initiatives all have the same goal:

Room: 150

Moderator:

Sjors VAN DUREN, Policy advisor,
Province of Gelderland/ ex Arnhem Nijmegen City
region (The Netherlands)

Speakers:

- Ton DAGGERS, Director, IBC- Mobilization / Dutch Cycling Embassy (The Netherlands)
- Henrik ERIKSEN, Board member, Danish Cyclist Federation (Denmark)
- Jens Peter HANSEN, Board member, Danish Cyclist Federation (Denmark)
- Marie KÅSTRUP, Program Manager of the City of Copenhagen's Bicycle Program (Denmark)
- Valérie SAUTER, Project manager, Pro Velo (Switzerland)
- Benedicte SWENNEN, Urban Mobility Policy Officer at European Cyclists' Federation (Belgium)*
- Herbert TIEMENS, Expert, Bestuur Regio Utrecht (The Netherlands)
- Marianne WEINREICH, Head of Mobility at VEKSØ and chairman of the Cycling Embassy of Denmark (Denmark)





L'AGENCE FRANCE-PRESSE, forte de 200 bureaux sur les cinq continents, a réalisé un diaporama intitulé « Un tour du monde à vélo », reflétant le développement de la pratique du vélo dans le monde.

- 50 photographies à voir et revoir en vidéo sur

www.velo-city2015.com jusqu'au 31 décembre 2015,

- une sélection de 5 photographies exposées au Cyclo-village et sur le parvis de la Cité des Congrès de la Ville de Nantes, du 2 au 7 juin 2015.

L'AFP, agence de presse mondiale, fournit une information rapide, vérifiée et complète en vidéo, texte, photo, multimédia et infographie sur les événements qui font l'actualité internationale. Des conflits à la politique, au sport, au spectacle jusqu'aux grands développements en matière de santé, de sciences ou de technologie, ses 2 326 collaborateurs, de 80 nationalités différentes, répartis dans 150 pays, rendent compte en six langues de la marche de la planète, 24 heures sur 24. Dotée d'un réseau de 500 photographes, régulièrement récompensés par les prix internationaux les plus prestigieux, l'AFP, qui diffuse plus de 3 000 photos par jour, dispose d'un savoir-faire et d'une couverture photo reconnus.

La plateforme multimédia AFP Forum www.afpforum.com compte 40 partenaires qui viennent enrichir l'offre de l'agence pour proposer quelque 23 millions d'images. En 2014, plus de 5 millions de photos ont été téléchargées depuis le site. Créé en 1985, le service photo international a multiplié sa production par sept depuis 2000.

POSTERS LIST OF VELO-CITY 2015

- Pedelecs for companies and public authorities: a tool for a corporate sustainable mobility – Charles Poretz – Cyclez, France
- Road noise: opportunities to communicate differently and to share public space – Sandra Piriz - Ville de Genève, Switzerland
- Benchmarking cycling to Rail Stations in New Jersey - Charles Brown Voorhees -Transportation Center, United States
- Greenways in cities and urban areas: heritage, mobility, health, pleasure – Gilbert Perrin - European greenways Association, Belgium
- SHOPPER® Liberty gives a trunk to Velib and shared bicycles systems - Jean Claude LIGER – VelUtil, France
- SHIQUE - Sensors in smartphones measuring infrastructure quality and user experience – Alex van Dulmen - FH Joanneum, Austria
- The Cycling visits of Florent Fagnon – Thierry Combe - Pocket Théâtre, France
- Editing contents for the Routard Brand, on paper and numeric materials to accompany cyclists – Jerome Denoix - Guide Du Routard, France
- Contraflow cycling in one-way street and back-in only parking in Hungary – Péter Dalos - BKK Centre for Budapest Transport, Hungary
- Road sign - Bicycle friendly city centre in Budapest by Bubi and more – Péter Dalos - BKK Centre for Budapest Transport, Hungary
- Transferability of road audit means to the evaluation of comfort and safety on cycling tracks – Alex Coiret – Ifsttar, France
- Velo-City - Fulvio Fiorentini - Italia Nostra Onlus, Italy
- Sustainable mobility and public space re-distribution - The case of a densely built Athenian neighbourhood – Athina Vlachou - Urban Transcripts, Greece
- Taxis & Bicycles Barbara - Gruehl Kipke - independent consultant, Germany
- Discover Andalusia in bike. Routes for cycling. – Luis Ramajo Rodríguez - Agencia de Obra Pública de la Junta de Andalucía, Spain
- The role of cycling advocacy and activism in Curitiba urban planning during the last decade – Luis Patricio – Cicloguaçu, Brazil
- The cycling European city : let's launch a battle 2.0 – Guillaume Crassard – HENSEL, France
- Walking-cycling-walking, connections at Riviera Maya – Antonio Suarez – Universidad de Quintana roo, Playa del Carmen, Mexico
- Possibilities for inserting the cargo bikes along the supply chain. – Julio Loureiro – Unigranrio, Brazil
- Encouraging Bicycling as a Sustainable Means of Urban Transportation in Cairo – Eric Puttrowait University of Stuttgart/ Ain Shams University Cairo, Germany
- Promotion of recreative and touristic cycling networks – Pablo Olivares Phélix – Agencia de Obra Pública de la Junta de Andalucía, Spain
- Sevilla, an example of how the bike transforms the city Luis – Ramajo Rodríguez – Agencia de Obra Pública de la Junta de Andalucía, Spain
- Picket to the big goal - How cities can reach the cycling-friendly policy? – Kalle Vaismaa – University of Technology, Finland
- Draw the urban futures: from the car cut to the bicycle lace ? – Cyprien Richer – CEREMA, France
- Prevent from accidents: tell stories – Pierre Toulouse – MEDDE/CIDUV, France
- The greenway - Brussels – Pierre Molter – Bruxelles Environnement, Belgium
- Physical activity, public health and active travels – Marie-Cécile Naves
- European cargo bikes – Grégory Delattre – I Bike Strasbourg, France
- Green On, corporate shared bikes : evaluation of our activity – Lorraine DREVON – Green On, France
- Traffic Education: Bike Blitz – Luciano Aranha – Associação Ciclo Urbano, Brazil
- Goppeloni! Fairplay on Basel's streets - how cyclists, pedestrians and car drivers get along better. – Martin Dolleschel – Canton of Basel-Stadt, Department of Public Works and Transport, Office for Mobility, Switzerland
- Adriatic cyclistroute in the Apulia Region: road-book of the No. 6 Bicalitia itinerary – Raffaele Sforza – Regione Puglia, Italy
- Introduction of a cycling label to support transition engaged by companies towards a more sustainable mobility Véronique Siquet – Pro Velo, Belgium
- Turning right on red for cyclists - new findings from Basel! – Markus Stoerr – Department of Public Works and Transport, Switzerland
- How bicycle can impose on New York ? – Rachel Scharly – SCHARLY DESIGNER STUDIO, United States
- Crowd Management by bicycle during the Grand Depart of the Tour the France Utrecht 2015 – Henk Hendriks – Fietsersbond, Netherlands
- Germany as a Cycling Holiday Destination: Quality Standards in Cycle Tourism – Louise Böhrer – Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC), Germany (ADFC), Germany
- Results of a Bike Sharing Customer Survey and Field Tests of E-Bikes in Munich – Florian Paul – Universität der Bundeswehr München, Germany
- Bicycle highways in the Tilburg region, in the Netherlands – Toon Zijlstra – Antwerp University / FietsForum Tilburg, Netherlands
- Traffic education as a tool to get children cycling safely – Heleen Vonk – City of Amsterdam, Netherlands
- Understanding the main phases of cycling in Rio by association with some musical tempo marks – Altamirando Moraes – Secretaria Municipal de Maeio Ambiente, Brazil
- The smart box for loading e-bikes on existing light pole – Nicolas Desouhant – Bouygues Energies & Services, France
- Borracce di poesia – Alessandro Ricci – Borracce di poesia, Italy
- Social cycling for older Australians; helps create a healthier, friendlier, safer and fairer living environment – Clare Vaughan – Warrnambool City Coucil, Australia
- Boosting spatial quality of cycle super highways as pro-cycling strategy – Frederik Pousset – Department of mobility, Province Flemish-Brabant, Belgium
- Supporting intermodality and bike tourism by creating a regional system of safe bike parkers – Matthias Allgeyer – Kienzler Stadtmobiliar, Germany
- Discover Dutch Cycling – Angela van der Kloof – Mobycon, Netherlands
- Policies to encourage bicycle use: the importance of who pays the bill! – Frederico Moura e Sa – University of Aveiro, Portugal
- Future of Cycling Tourism in Littoral Croatia – case study Zadar County – Ana Pejdo – University of Zadar, Croatia
- Cycle 2 Free - An Incentive And Reward Scheme To Attract Cycling – Johanna Kolb – BikeCityGuide Apps GmbH, Austria
- On bike to castles ! – Valentin Leroux – Collège Le Breil (Nantes), France
- The kilometric allowance to cycling commuters: assessing and promoting a tool for transition – Maxime Gérardin – MEDDE/CIDUV, France
- Winter cycling around the world – Timo Perälä – Winter Cycling Federation, Finland
- Smartphones, Smart Kids, Smarter Planning: a revolutionary approach to traffic counting and travel behaviour studies – Anders Swanson – CounterPoint, Canada
- Cinema de Bicicleta – Roberto Dias – Hospedaria da Bicicleta and Cinema de Bicicleta Brazil

- Bicycles as a means of transport in a mountain city according to the physical condition of people – Marconi Gomes Da Silva – Bh Em Ciclo, Brazil
- Lessons from Australian Cities – Sara Stace – Link Place, Australia
- A sustainable Cycling strategy for livable cities – Jaap Valkema – City of Groningen, Netherlands
- Roadmap 3.0 - development under construction - an alternative to cycle highways – Heike Bunte – Human Powered Vehicles Association / HPV, Allemagne
- Bicycle parking is all about capacity, capacity, capacity – Erik Kjærgaard – Atkins Denmark, Denmark
- Current vision of bike by public decision-makers in African Cities – Corentin LEMAITRE – Ecole centrale de Nantes, France
- Comparison of three main streets in Nantes: does the bike have its right place? – Jean-Paul Berthelot – PLACE AU VELO, France
- Ring-Ring® A globally scalable and locally relevant cycling community – Janine Hogendoorn – Ring-Ring®, Netherlands
- Road-sign for itineraries in a regional conurbation to acknowledge the infrastructures: lever for cyclability – Jean-Paul Berthelot – PLACE AU VELO, France
- Urban bicycle storages “an act of democratisation” of the public spaces or a privilege for specific users – Klaus Sommeregger – Raddepot S&E GmbH, Austria
- mobile urban bicycle storage solution for modern, secure bike usage – Klaus Sommeregger – Raddepot S&E GmbH, Austria
- Thinking outside the hoop – rethinking and reusing space – Beck Roy – The University of Melbourne, Australia
- La charrette : a mobile cycling workshop – Théo Jeanneau – Vélocampus, France
- Inventory of urban cycle lanes in Córdoba city (Spain) – José Ramón Jiménez – University of Córdoba, Spain
- Bike on Bus – Darinka Jug – City of Zagreb, Croatia
- Cycling in the city: accidents and incidents – José Ramón Jiménez – University of Córdoba, Spain
- Cyclou, the predictive apps for bike-sharing – Arnaud Renwick – Systra, France
- Marketing of cycle highways in Breda: facts and experiences of users – Ineke Spapé – SOAB Consultants, Netherlands
- Bicycle loan to students, inventory and perspectives – Théo Jeanneau – Vélocampus, France
- Reducing Fear Through Knowledge: Building Ridership and Respect Through Education – Yvonne Bambrick – Yvonne Bambrick, Canada
- European Bicycle Day - analysis of national initiatives and birth of a European project – Benjamin Clasen – Collectif Vélos en Ville Marseille, France
- Tourism and Leisure Bike Lane as a Catalyst for a Liveable City – Sergio C. Benicio de Mello – Universidade Federal de Pernambuco – UFPE, Brazil
- Bicycle: the health asset – Isabelle Gautheron – Federation Francaise De Cyclotourisme, France
- Communicating a positive vision of a cycle-friendly future – Elizabeth Reather – Leeds Cycling Campaign, United Kingdom
- Reward your cyclists BtrackB – Patrick van Egmond – ECF, Netherlands
- Bike : have the good reflex ! Accompany a safe practice – Isabelle Gautheron – Federation Francaise De Cyclotourisme, France
- Pilot project “a better place for living” – Ruzica Bogdanovic – Strand association, Serbia
- Bike in the Public Space of the City – Michal Przepiorka – City Office Lublin, Poland
- Penny in Yo' Pants: A simple cycling innovation with big impact – Johanna Holtan – CycleHack, United Kingdom
- Tourism on bike to Quebec : Portait of cycling-tourists customers – Claude Péloquin – Chaire de tourisme Transat, Canada
- What Velib can teach to BikeBH, at Belo Horizonte, and in Brasil? – Guilherme Tampieri – ITDP Brasil, France
- LIM, world digital experience of cycling in smart cities – Virginie Lelarge – IMEDD, Monaco
- Attracting new clients for cycle tourism – Mercedes Muñoz – European Greenways Association, Spain
- Promote and support the use of urban bike – François Pastre – Association ATAO, France
- Electric cycling, a new impulse to promote cycling in commuter traffic – Ton Dagers – IBC- Mobilization, Netherlands
- Networking for bike promotion: Brazilian Bike Community Map and Bike Anjo's Network – Joao Amaral – Bike Anjo, Brazil
- OSSCACIM (Open Source Solution for Cyclists, Advocacy and Cycling Infrastructure management) – Cyril Pimentel – Collectif Vélos en Ville, France
- How Cycling can be a Solution for Traffic Modelling Instead of a Problem – Philip Loy – Project Centre Ltd, United Kingdom
- Sport & Tran(sport): Cycling for All in Portugal – Sandro D. Araújo – Federação Portuguesa De Ciclismo Portugal
- The 12 Planter Boxes Project – Andrew Leunig – Andrew Leunig & Associates Pty Ltd, Australia
- Combining landmarks with rest areas - giving cyclists opportunities for resting services while experiencing the area – Karen Bie Lilleoer – Østdansk Turisme, Denmark
- Breaking down the Myth of the Bicycle Bully – Trine Bielefeldt Stjærnø – Danish Cyclists' Federation, Denmark
- Bicycle training for children in real traffic environment – Tina Panian – Forschungsgesellschaft Mobilität - Austrian Mobility Research FGM-AMOR Gemeinnützige GmbH, Austria
- Road sign - First year of Budapest Bike sharing – Péter Dalos – BKK Centre for Budapest Transport, Hungary
- Which planning for cycling-friendly cities – Said Jabri – Agence d'urbanisme, Morocco
- Bicycle craft production and their R & D potential for the industry in Portugal and Brazil – José Carlos Mota – University of Aveiro, Portugal
- 101 % cycle city – Connie Juel Clausen – Municipality of Odense, Denmark
- Labellisation for veloroutes and greenways, a tool for users and planners – Francis Mons – AF3V - Association française pour le développement des véloroutes et des voies vertes, France
- Bike, a trove of opportunities to accompany the transition to sustainable cities – Philippine Waterkeyn – ENERGIES 2050, France
- Climate funds to support the use of bike in developing countries – Philippine Waterkeyn – ENERGIES 2050, France
- A tool for change in the informal settlements of Cairo. – Ahmed AlAhwal – dep. of architecture & urban planning, Cairo university faculty of engineering, Egypt
- The Cuneo-Nice by bike – Dabbene Simona – G.E. Granda Engineering s.r.l., Italy
- Namibia on two wheels – Michael Linke – Bicycling Empowerment Network Namibia, Namibia
- Bike Impact Score - How much value has one kilometer from users' perspective looking at certain circumstances in different cities? – Johanna Kolb – BikeCityGuide Apps GmbH, Austria
- Improving Cycling Safety – The Muenster Story – Britta Wieskoetter – University Hospital Muenster, Germany
- Bike as urban experience - 13 paths commented by cyclists in Rennes urban area – Bruno Le Corre – AUDIAR, France
- Vélek'tro, innovative and incentive system to promote the Pink Granit Coast as a cycling destination – Laure Alleaume – Tourism Office of Lannion-Trégor Communauté, France
- Efficient urban freight transport – Fred DOTTER – Austrian Mobility Research, FGM – AMOR, Austria
- My Cyclo-Mode, Emmanuelle RAMOND – Communication department, Nantes Métropole, France

TECHNICAL TOURS

From theory to practice, the programme of the conference will include short bike rides to different locations for technical visits.

⇒ ECO-COUNTER “A MAJOR SUCCESS”

Since 2008, Nantes has embarked on a sustainable development programme in favour of urban soft modes of transport. This cycling tour will show you the main cycle facilities, including the automated counting systems installed all along and the Eco-TOTEM, a communication tool that collects real-time data on the number of cyclists. The Eco-Counter members will give a guided visit and present the data collected with the counting systems.

Duration: 45 min / 30 participants max

Registration on the Eco-Counter stand, no 11, Great Hall

Wednesday 3 June at 3:00 pm, Thursday 4 June at 1:30 pm, Friday 5 June at 3:30 pm

⇒ ALTINOVA “ BICYCLE PARKING GIVEN SPECIAL ATTENTION”

In order to encourage intermodality at the public transport stations, Nantes Metropole has deployed hundreds of individual bicycle parking racks across the area. Make it possible for all cyclists to leave their bike safely at the nearest bus or tram stop. The visit will take us through the various types of secure bicycle parking equipment and all the services provided to bike users such as self-service kiosks with bicycle pumps in the city centre and peri-urban areas. Everything is done to ensure comfort and safety on the cycle routes!

Duration: 45 min / 30 participants max

Registration on the Altinova stand, no 37, Great Hall

Wednesday 3 June at 1.30 pm, Thursday 4 June at 3:00 pm, Friday 5 June at 3:30 pm

⇒ CSTB “CYCLING IN THE RAIN AND KEEPING DRY SOCKS!” »

The CSTB has offered to have 2 groups of visitors. They will first show the wind tunnels and then carry out tests on cycling equipment provided by the manufacturers. The CSTB will need voluntary delegates to carry out the tests. During the exercises, we will for example evaluate how performant cycling clothes are with rain and moderate wind. The trials will last between 5 to 10 minutes. Then we will measure how much water has got inside the clothes.

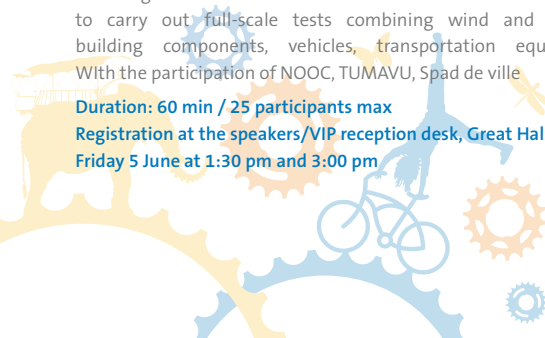
The CSTB (Scientific and Technical Centre for Building) is an industrial and commercial public organisation. Founded in 1947, it was dedicated to innovative solutions in the building industry. The Nantes premises boast two huge facilities including the Jules Verne wind tunnel where the tests will be carried out. The climatic wind tunnel was designed to carry out full-scale tests combining wind and other weather factors (rain, sun, temperature, snow etc) on building components, vehicles, transportation equipment or any system subject to extreme climate conditions.

With the participation of NOOC, TUMAVU, Spad de ville

Duration: 60 min / 25 participants max

Registration at the speakers/VIP reception desk, Great Hall

Friday 5 June at 1:30 pm and 3:00 pm



⇒ **VISIT OF THE TECHNICAL CENTRE, LA POSTE GROUP: A RESEARCH WORKSHOP OPEN TO THE PUBLIC FOR THE FIRST TIME!**

A tour of La Poste's technical department for vehicles: a test and research laboratory previously unrevealed to the public!

With nearly 30,000 bikes in service of which 20,000 are electric, La Poste is continuously looking to meet the challenges of soft transportation in urban areas. In this capacity, the company is innovating and developing new solutions to improve the performances, the safety and the functionalities of its electric bikes. These adaptations are made in close collaboration with the users, the vehicle experts and the ergonomists of the Nantes Technical Department for the whole territory.

Through this guided visit, the conference delegates will discover how La Poste includes bicycles in its logistics and will be presented with the latest innovations (tricycle, urban logistic postbags...) and some prototypes.

Duration: two 45-minute sessions / maximum 15 participants

Registration at the La Poste stand, M10, Mezzanine - Friday 5 June at 4:00 pm and 5:00 pm

⇒ **CYCLING TOURS IN NANTES**

Nantes Metropole will propose three self-guided technical itineraries on Thursday afternoon and Friday afternoon. The guided tours propose a number of stops along the way focusing on the technical aspects of the cycling facilities.

Three bike tours:

Tour 1 city centre (Thursday afternoon): The 'city centre' tour will combine the two major bike routes used by cyclists to move safely around the city, part of the limited traffic zone (Nantes was the 1st French city to implement the concept) and a stop at 'Ecole de la Deuxième Chance'

Tour 2 Loire (Friday afternoon): This route will take you to Ile de Nantes with a stop at 'Ecole de la Deuxième Chance'. You will then head towards the Pirmil multimodal hub along the river Loire before reaching the limited traffic zone on Cours des 50 Otages and the Feydeau pedestrian area.

Tour 3 Erdre (Friday afternoon): This 13 km route offer cyclists a beautiful ride along the river Erdre up to the Joneliere bridge and on the new cycling facilities created with the introduction of the Chronobus.

Registration on the Nantes Metropole stand, no 12, Great Hall

Thursday 4 June at 5:00pm for Tour 1, Friday 5 June from 4:00 pm to 5:00 pm for Tours 2 and 3



Un peu de jaune et on y voit plus vert.

75% des Français se déclarent personnellement concernés par la transition énergétique. À La Poste, nous pensons que nous avons la responsabilité de la rendre concrète et possible pour chacun d'entre eux, de montrer l'exemple, de leur donner les moyens d'agir, de faire la pédagogie des bons usages.

Chaque jour, notre proximité, la force de nos réseaux et l'engagement de nos 260 000 collaborateurs nous permettent de proposer aux gens de nouvelles pratiques responsables pour recycler, mieux consommer, se déplacer, échanger, faciliter la vie en ville.

C'est aussi ça, développer la confiance.*

Une nouvelle idée de La Poste.



DÉVELOPPONS LA CONFIANCE | LA POSTE

* Plus d'informations sur : legroupe.laposte.fr/environnement



THE SOCIAL PROGRAMME



THE VELO PARADE IN NANTES !



Wednesday 3 June

Start line (make sure you're on time!) 5:30 pm at the Nefs, Parc des Chantiers

The Velo-city parade in Vienna (Austria) brought together 5,000 cyclists... How many to expect in Nantes?

05:30 pm Departure of the Velo Parade

Two parade escorts, one in front and the other one at the back of the cyclotourist ride, will set the rhythm at a leisurely pace to allow everyone to go the distance: 12 km in the heart of the city.

The front parade escort will be a float made with the 'Ateliers du Carnaval de Nantes' on which 20 cyclists will be pedalling on indoor trainers. After all, indoor trainers are bicycles! Will their efforts be rewarded?

The ringmaster, aka Armel Façon, a comedian who already successfully performed at the 'Parade pour le Voyage' in 2014, will entertain the crowd and motivate the troops!

Another group will bring in sound and visual excitement both for the riders and the public attending the parade: Sound System led by several eclectic DJs who will distribute all sorts of goodies.

The rear escort will feature a ballet of broom wagons. Nantes Department of Public Works is playing along with 4 street sweepers that will be part of this amazing choreography.

8:30 pm : Bicloo criterium

A fun and weird bike race to promote Nantes self-hire bicycles.

100 cyclists (2 groups of 50 riders) will contest this unique loop race organised at the Parc des Chantiers.

The race is organised in three stages: two qualifying and one final. The first 25 riders in each group will take part in the final.

Participants must register before the race up to 2 June on www.veloparade-nantes2015.fr. No registration will be accepted on the day of the event. Reserved for those 18 and over. A medical certificate issued less than 3 months before the race must be produced upon registration. Enjoy the 40 km route. It is safe, full of fun, Thanks: JC Decaux / Bicloo

09.30 pm INUIT concert

The electronic pop music played by the 6 musicians from Nantes is everything but academic. Brought up with Radiohead, Foals or Arcade Fire, INUIT mixes upbeat rhythms with catchy melodies. The original line-up features the brass ensemble Colin Stetsonien and synthesizers. It's all solar powered and on stage the music is just mind-blowing, awakening your senses. It's wild and we want more!



Enjoy the ride!

Have the right gear: rain cape, bottle of water!

All along: make sure that you go the right way, respect the road regulations and follow the organisers' indications.

The Velo parade is not a bicycle race! So have respect and consideration for the slower cyclists and the children! Children remain the sole responsibility of their parents or carers.



WINE AND CHEESE

open to the accompanying persons on registration



Tuesday 2 June, 6:30 pm to 8:00 pm
at La Cité Nantes Events Center

Following the side-events and to introduce the conference, the "Wine & Cheese" party will give you a little glimpse of what French gastronomy is all about. It will be the first convivial moment of the conference right after the opening of the exhibition.

Indulge yourself with great cheeses, wines that are a perfect match... and since the Atlantic ocean is nearby, enjoy fresh oysters with a glass of "Muscadet" and join our Spanish friends with a slice of Serrano ham.



END OF THE CONFERENCE!



Friday 5 June, from 10.00 pm
At the lieu unique, 2 Quai Ferdinand Favre, 44000 Nantes

Velo-night at LU (music/photos and films on bikes)

With Louison Bobo & Gert-Jan Tunis (Mix / Nantes)

A mega-mix of beats and tracks for these 2 EDM specialists.

Feel the vibes, gear up, get ready for a night on the dancefloor.

Open to all and free

CONVIVIAL EVENING

open to the accompanying persons on registration



Thursday 4 June - 8:00 pm
Grand Blottereau Park

For those who have registered, the meeting point is Parc du Grand Blottereau, at 20:00 for a festive evening, garden part and cabaret with music and dance... then it will be your turn to go on the dance floor (the party will close at 2am to respect the neighbours).

With its 18th century château built by French architect Ceineray, the landscaped park of about 19 ha boasts a tropical greenhouse with a unique collection of exotic plants in France. But that's not all... you can also visit the French style garden, the Mediterranean rock garden, the banana plantation and the Korean garden.

The greenhouse will remain exceptionally open for the occasion, with guided tours for groups of 20 delegates maximum...

Take your bike and follow the signs. A map is available at the reception desk.

Access by tram: line 1 from 'Duchesse Anne' towards Beaujoire, stop 'Mairie de Doulon' then follow signs for about 7 minutes. Tram timings are available at the conference front desk and with the organisers during the evening.

Allo Taxi + 33(0)2 40 69 22 22



Promouvoir l'éco-mobilité par l'immobilier neuf



GRUPE RABOT DUTILLEUL

Le promoteur
de votre développement durable

Placé dans un contexte urbain, un programme immobilier neuf a de meilleures chances d'améliorer le potentiel d'éco-mobilité de ses résidents par le choix d'une adresse bien située.

Il est alors simple d'encourager la mobilité douce et les modes de transport ayant le plus faible impact sur le bilan carbone et le meilleur sur la santé : aller à l'école à pied, se rendre au travail à vélo...

Nacarat offre un vélo à assistance électrique (VAE) aux acquéreurs d'un appartement dans ses résidences situées dans Nantes et sa métropole⁽¹⁾



NACARAT EST PARTENAIRE DE



Suivez-nous
sur



www.nacarat.com



VELO-CULTURE





CYCLING CINEMA

You have the choice between fiction, educational films or short films. The films to be shown during the conference reflect a real relation based on the bicycle which is seen as a tool of empowerment and freedom and which plays a central role in societal issues: personal and collective well-being, health, climate and economy.

Accessible to delegates, accompanying persons and the public, on presentation of a ticket to be collected at the front desk

Wadjda

Tuesday, June 2, 2015 | 8:00 pm-9:40 pm | 1h37, VOST

Director: Haifaa Al-Mansour, Saudi Arabia, 2013

Wadjda, a 12-year old girl, lives in the suburbs of Riyadh, the Saudi Arabian capital city. Despite being raised in a traditional family, she is a very lively girl who wears jeans and sneakers, listens to rock music and dreams of one thing: she wants to buy the beautiful green bicycle that will enable her to race against her friend Abdallah. But in the Wahhabi Kingdom, riding a bike is frowned upon for girls because bicycles are a threat to young girls' virtue.

It is Saudi's first feature film to be written and directed by a woman.

The film won honours at the Venice Film Festival 2012.

Bike for bread

Wednesday, June 3, 2015 | 3:30 pm-4:30 pm | 26 mn, VOST

Director: Raphaël Jochaud and Claude Marthaler SWITZERLAND, 2013

The largest city in Africa has found an unusual way to deliver bread. The very daring breadmen (called Bahia Algheich), one hand holding a wooden rack with rounds of bread and the other resting on the handlebars, zoom up the hectic streets of Cairo to deliver this basic staple food in Egypt. Cyclist Claude Marthaler went to Cairo in December 2012 to follow the life of one of those breadmen, Hamada.

In the presence of Claude Marthaler. Presentation and discussion with the audience.

Bikes vs Cars

Thursday, June 4, 2015 | 4:30 pm-6:00 pm | 91 min - VOSTF

Director: Fredrik Gertten, Sweden, 2015

Presentation and discussion with the audience. With the support of the Swedish Institute!

A world tour to see the changes in behaviour and use of bicycles with activists' testimonials in Sao Paulo, Toronto and Los Angeles. Soft mobility including cycling is viewed in the context of energy, finance and climate-related issues. Despite the commitment of a few cyclists and activists in a calm city, a high wall still stands: the wall created by motorised vehicles, the automotive industry, its power and lobbies. This is the conclusion made by the Swedish director Fredrik Gertten in his documentary ("bikemovie" would be appropriate).

In the presence of Fredrik Gertten. Presentation and discussion with the audience.

Giving Bicycle Culture A Frame / VELOBerlin Film Award (short movie selection)

Friday, June 5, 2015 | 2:30 pm-4:00 pm | 60 min - VO (english)

For the past 3 years, Velokonzept and Interfilm Berlin have been organising the international award for short films about cycling. From urban cyclists' achievements to travel experiences, from animated shorts to experimental films, the festival reveals what cycling is all about. Out of the 300 short films submitted this year, 20 were nominated.

Christoph Schulz, VBFA co-director, will present a selection of short films. Presentation and discussion with the audience (in English).



AGENCE FRANCE PRESSE

Exhibitor: "Cycling around the world" featuring 50 AFP's pictures



**From Tuesday, June 2 at 5:00 pm to Friday, June 5 at 4:00 pm
at La Cité Nantes Events Center**

AFP (Agence France Presse) partners with Velo-city 2015. AFP, with 200 locations worldwide, has organised "Cycling around the world", an exhibition featuring 50 pictures on the development of cycling across the world. Have a look at www.velo-city2015.com - and a selection of 5 pictures will be displayed in Nantes from 2 to 5 June, at the Cyclo-village and on the esplanade of La Cité Nantes Events Center.

AFP is a global news agency that delivers fast, accurate and in-depth coverage of the events shaping the world, in video, text, photos, multimedia and graphics. From conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology, AFP's 2,326 journalists representing 80 nationalities in 150 locations across the globe, deliver the latest world news in six languages, 24/7.

With a network of 500 award winning photographers, AFP publishes up to 3,000 photos a day. It is widely recognised for its expertise and photo coverage. The web platform AFP Forum counts 40 partner agencies that contribute to AFP's photo collections to offer a total of 23 million pictures. In 2014, over 5 million photos were downloaded from the web site. Founded in 1985, the International Photo Division has increased its production seven-fold since 2000.



4 May 2014 – Jaffna, Sri Lanka: two young Tamil girls go to high school.
© AFP PHOTO/ISHARA S. KODIKARA

AND ALSO ...

Electracoustic Composition and Creation.

Creations by young musicians to punctuate the conference: sounds from bicycles and the inspiration of the moment! *By Trempolino*

Main partners of the cultural programme of Velo-city 2015:



terra21

Coordination by Hervé Fournier, Terra 21 - Nantes

👉 www.terra21.fr

BOOKSELLER'S CORNER

#mollat



From Tuesday, June 2 at 5:00 pm to Friday,
June 5 at 4:00 pm at La Cité Nantes Events Center

Founded by Albert Mollat in 1986, the Mollat bookshop moved to its current location in 1928. The building situated rue Porte Dijeaux in Bordeaux, was home to French writer Montesquieu.

Under Denis Mollat's management since 1989, the bookshop now occupies 2,700 sqm and counts no less than 16 specialised book sections, a music division "Mollat Musique" and a gallery. 55 book sellers and music specialists provide guidance to customers. In total, 304,000 books and 14,000 records are found on the shelves. Every year, over 250 cultural events are staged in the bookshop from meetings with authors to signing sessions and cultural activities.

In 2001, the retail company created the website Mollat.com featuring a choice of constantly updated book references and presenting books of the month, themed documents as well as the book sellers' blogs. The website also features conference podcasts and interviews of authors filmed by the book sellers.

The city council is very attentive to cyclists and has asked French designer Philippe Starck to create a bicycle designed specifically for Bordeaux: "the Pibal". With particular attention given to urban transport and cyclists, the bookshop is a long-time partner of the Bordeaux association Vélo-cité and Vélophonie.

Meet the authors: programme displayed in the book section

- Eric Fottorino on Thursday 4 June
- Olivier Razemon, *Le pouvoir de la pédale, comment le vélo dynamise nos villes* Ed. Rue De L'échiquier
- Frédéric Héran, *Le retour de la Bicyclette* Ed. la Découverte
- Lou Nils et Christophe Clavet, *Pianotrop : tribulations d'un piano à travers l'Europe*, Ed. Points Seuil

EXHIBITION AND PERFORMANCES

Beaux-arts Nantes
École supérieure
des beaux-arts
de Nantes Métropole



From Tuesday, June 2 at 5:00 pm to Friday,
June 5 at 4:00 pm at La Cité Nantes Events Center

« Painting Bikes », by Georgia Nelson, with the Nantes School of Fine Arts (Grande Galerie, level -1)

Painting Bikes is a series of performance art pieces presented in a closed room with windows and no public access. Four artists are invited to create a large scale collective painting. The only tools and utensils available are spare parts of used bikes. For example, a saddle is used as a paintbrush, a bike chain becomes a palette knife. The performances will be presented each day. Check the schedule of events in the programme.

« Le Maillot jaune », by Clément Vinette (Grande Halle proche Plateau TV)

A video installation by Clément Vinette, a student at the Nantes School of Fine Arts. Un paysage défilant, une histoire va se raconter avec le cycliste qui apparaît dans le film. La vidéo tourne en boucle pendant les quatre jours du congrès. The Blues Noses group, Pierrick Sorin, John Wood et Paul Harrison, Bojana Bauer, Philippe Quesne.



From Tuesday, June 2 to Friday, June 5, from 9:00 am to 12:30 pm
and 1:30 pm to 5:00 pm
At L'École de la 2e Chance (Second Chance School), 10 rue Viviani, Nantes

Exhibition "le fil rouge, une ballade à vélo" (the red thread, a cycle ride)

Produced by the Nantes Beaux-Arts (Fine Arts) School and the 2nd Chance School, this exhibition comprises a dozen works chosen from the Beaux-Arts School collection, with the generic themes of mobility, travel and movement. The exhibition is produced by the young trainees that design, publicise the event and welcome the public.

—> Group reception and mediation by appointment at 02 40 20 63 20



THE 'CYCLO VILLAGE'

In parallel with the Velo-city conference and during the 5 days, the Parc des Chantiers welcomes the Nantes Métropole Cyclo Village, a place for encounters and entertainment for all audiences on the theme of cycling. Entertainment, demonstrations and workshops will be offered free of charge from Wednesday 3 to Sunday 7 June.

Wednesday 3 June – 02:00 pm / 11:00 pm

FROM 02:00 PM TO 05:00 PM

> Awarding of prizes for the Vélo Quiz - City of Nantes & Voyage à Nantes

> Road safety track – Loire Atlantique département

> Road safety track – Prévention 44

> BMX bike entertainment – Nomade free ride

> SPAD & Cycloson entertainment - Tremolino

Audio and video installation with screens and immersive sound system

> Draisienne bike race – JC Decaux

> The Grand Repair Workshop

The 4 partner associations Place au Vélo, Vélocampus, Transformeurs and ATAO are organising the Grand Workshop to check, maintain and adjust your bike.

If you want to take part in the Velo Parade in the best conditions or ride around at leisure,

don't forget to have your bike checked.

> Rosalie and Vélo-Orchestre – Méli Méloodies

> The Mijorettes



> Pedalocantabile, the karaoke bike

> Nantes Bike Polo

Gathering of fixed sprockets

05:30 PM

> Velo Parade departure - at the Nefs

8:30 PM

> Velo Parade arrival

> Bicloo criterium

9:30 PM

> I.N.U.I.T concert

Nantes-based pop electronic music band

Thursday 4 & Friday 5 June – 10:00 am / 07:00 pm

FROM 10:00 AM TO 07:00 PM



> Road safety track – Loire Atlantique département

> Road safety track – Prévention 44

> Road safety track - Maif

> Road safety track - CODEP

> SPAD & Cycloson entertainment - Tremolino

> Flanagan entertainment show

Saturday 6 June – 10:00 am / 07:00 pm

FROM 10:00 AM TO 05:00 PM

> Road safety track – Loire Atlantique département

> Road safety track – Prévention 44

> Road safety track - Maif

> Road safety track - CODEP

> BMX bike entertainment – Nomade free ride

> Pedalocantabile, the karaoke bike

2:00 PM AND 5:00 PM

> Méli Méloodies and the bicycle acrobat 15 min

Sunday 7 June – 9:00 am / 06:00 pm

The 'Fête du Vélo' organised by Place au Vélo is a bicycle ride along the river Loire, from Nantes to la Chapelle Basse-Mer, with 3 different loops from 15 to 40 km and 8 festive rest stops (with activities for children, food and refreshments, exhibitions, concerts...) including Cyclo Village.

FROM 9:00 AM TO 06:00 PM

> 'Fête du Vélo'

Venez profiter des 40km de parcours sécurisé et animé, free and open to all!

FROM 10:00 AM TO 05:00 PM

> Road safety track – Loire Atlantique département

> Nantes Cargo Bike

> Alternatiba

Climathlon bike/darts

> Clown Balthazar

Balloon sculptures

1:30 PM / 3:30 PM

> Tad D'B'Retz – 45 min

Breton music, sailor songs mixing traditional and modern instruments





More information on
www.nantesmetropole.fr/cyclovillage



CYCLO VILLAGE EXHIBITORS AND PARTNERS

Nantes Metropole was able to create the Cyclo Village thanks to public and private partners.

EVERY DAY

EXHIBITION

Biclooo seen by
 8 artists invited to 'adopt' a biclooo
 for a unique exhibition

Mobilus

Presentation of works by 17 classes in the
 Metropolitan area that participated
 in the Mobilus operation carried by Ecopôle.
 Thursday 4 and Friday 5 June: 4 pm - 6 pm
 Saturday 6 and Sunday 7 June 2 pm - 6 pm

Cale 2 créateurs

«30 years of the Nantes tramway»
 more information on: www.tan.fr

Photographies

A cycling world tour by the AFP

ATAO

invites you to discover its palette of artists
 Amble between artistic works and new urban
 furniture linked to cycling
www.atao-insertion.fr

EXHIBITORS AND SERVICES

The partner and association stands

the Re'cyclO by ATAO

Collection of second-hand, broken or
 forgotten bicycles for recycling

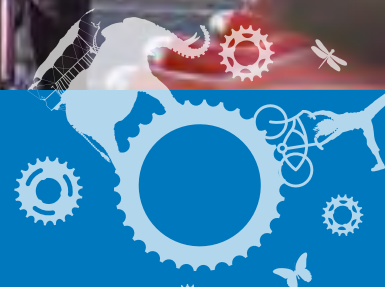
Les boîtes à vélo

(cycle entrepreneurs)
 and their local services will be present
 during the events
www.lesboitesavelo.com





EXHIBITION

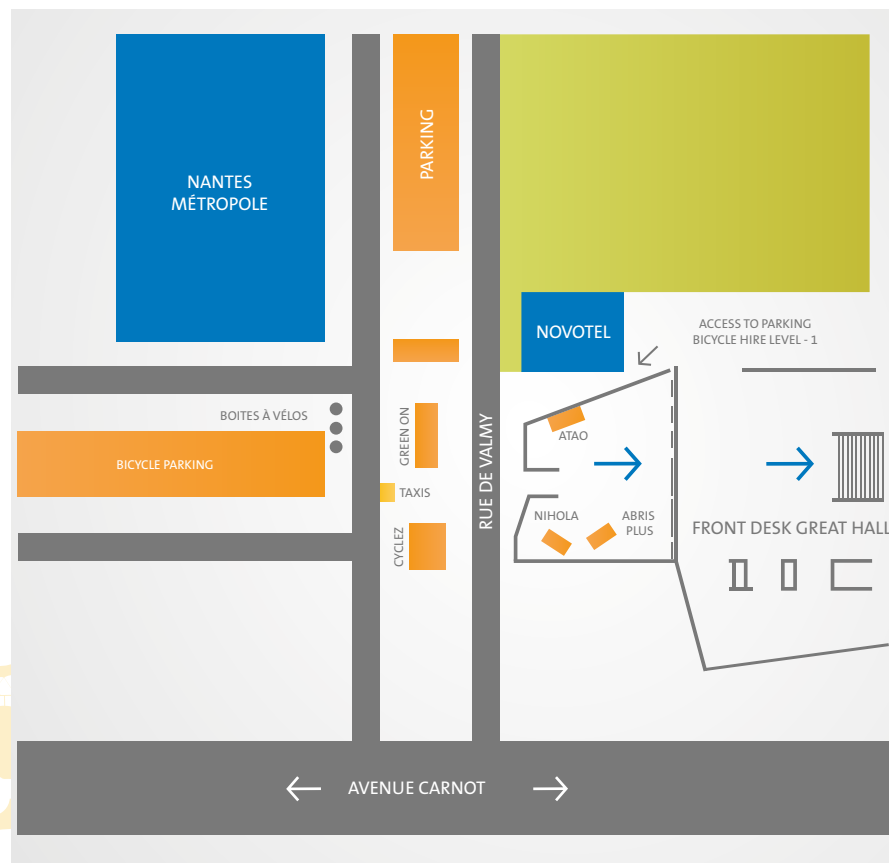


VELO-CITY 2015 EXHIBITION

Over 80 exhibitors will present bicycle-related products as well as cycling policies and the latest cycling services. The exhibition is installed by GL Event.



OUTSIDE LA CITÉ



ATAO
www.atao.fr



Cyclez
www.cyclez.fr



Abri Plus
www.abri-plus.com



Green On
www.green-on.fr

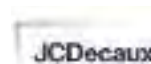


Cyclehoop
www.cyclehoop.com



“Boites à vélos”
www.facebook.com/Boite-savelo

- Delikatessen
- Fraid Ice creams
- Café Pascale
- Ôzon

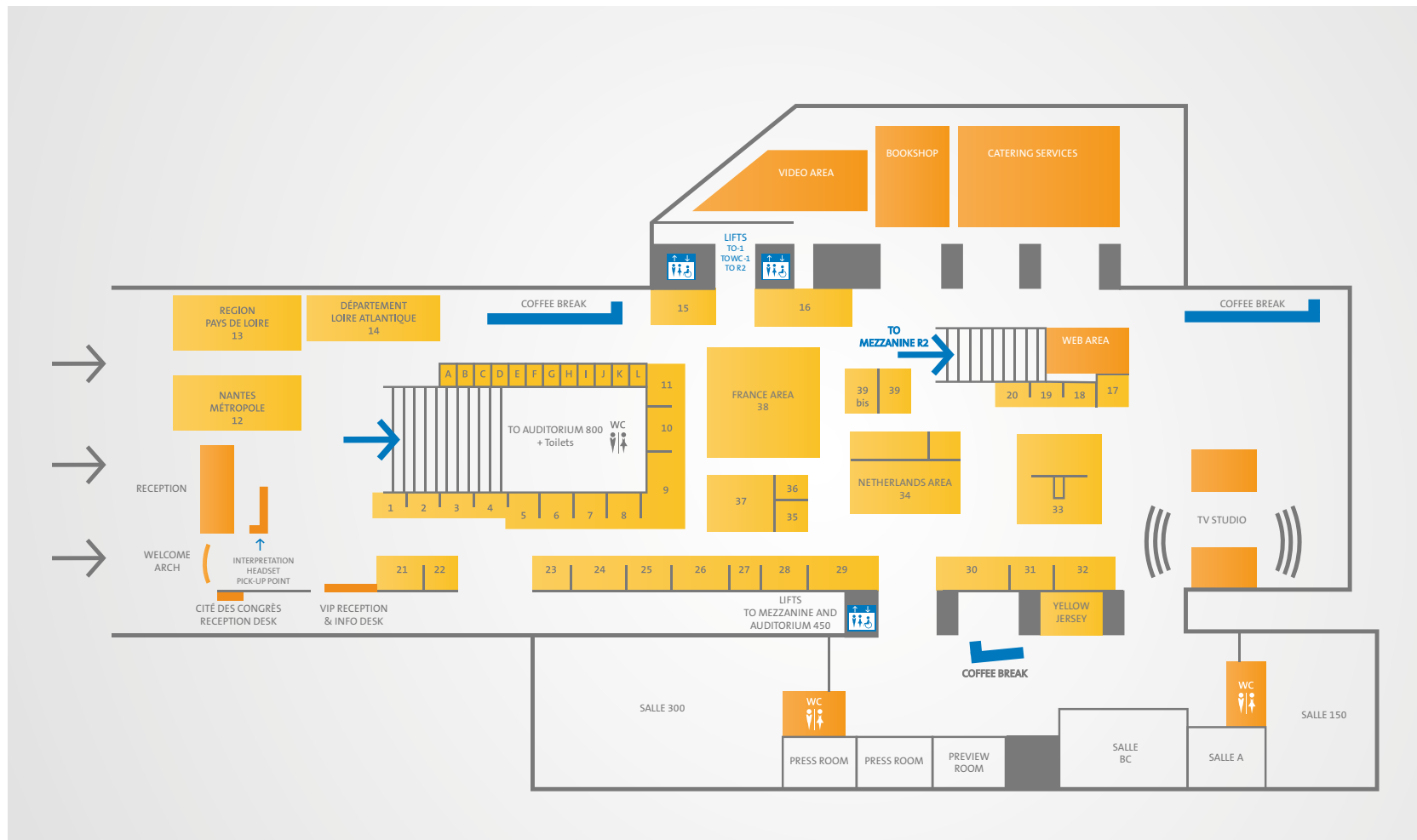


JCDecaux
www.jcdecaux.fr



Nihola
www.nihola.fr

R0 : THE GREAT HALL





1 - Cyclehoop
www.cyclehoop.com



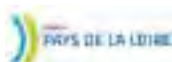
12 - Nantes Métropole
www.nantesmetropole.fr



22 - Inddigo consulting
www.inddigo.com



3 Le Voyage à Nantes
www.levoyageanantes.fr



13 - Région Pays de la Loire
www.paysdelaloire.fr



23 - Smoove Bike Share
www.smoove.fr



4 - Cleverhood
www.cleverhood.com



14 Département Loire-Atlantique
www.loire-atlantique.fr



24 - AT Zweirad GmbH
www.at-zweirad.de



5 - Securabike
www.securabike.com



14 - Manufacture Française du Cycle
www.mfdc.fr/fr/



25 - Josta®
www.josta.com



6 Junta de Andalucia
www.planandaluzdelabicicleta.es



15 - Arcade
www.arcadecycles.fr



26 - Région Réunion
www.regionreunion.com



16 - Abri Plus
www.abri-plus.com



27 - Taipei (Velo-city global 2016)

7 - Bike Citizen



17 - CallLock.com
<http://calllock.com>



28 - European Cyclists' Federation
www.ecf.com



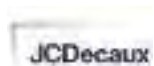
8 - Tracétel
www.tracétel.fr



18 - Bikes on buses



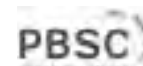
29 - Cycleurope/Gitane Peugeot Cycles
www.cycleurope.fr



9 - JCDecaux
www.jcdecaux.fr



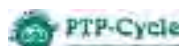
19 - Cycle Works
www.cycleworks.fr



30 - PBSC Urban Solutions
www.publicbikesystem.com



10 - Nextbike
www.nextbike.net



20 - PTP-Cycle / Stars
www.ptpcycle-europe.eu
www.starseurope.org



31 - Sycube Informationstechnologie GmbH
www.sycube.at



11 - Eco-counter
www.eco-compteur.com



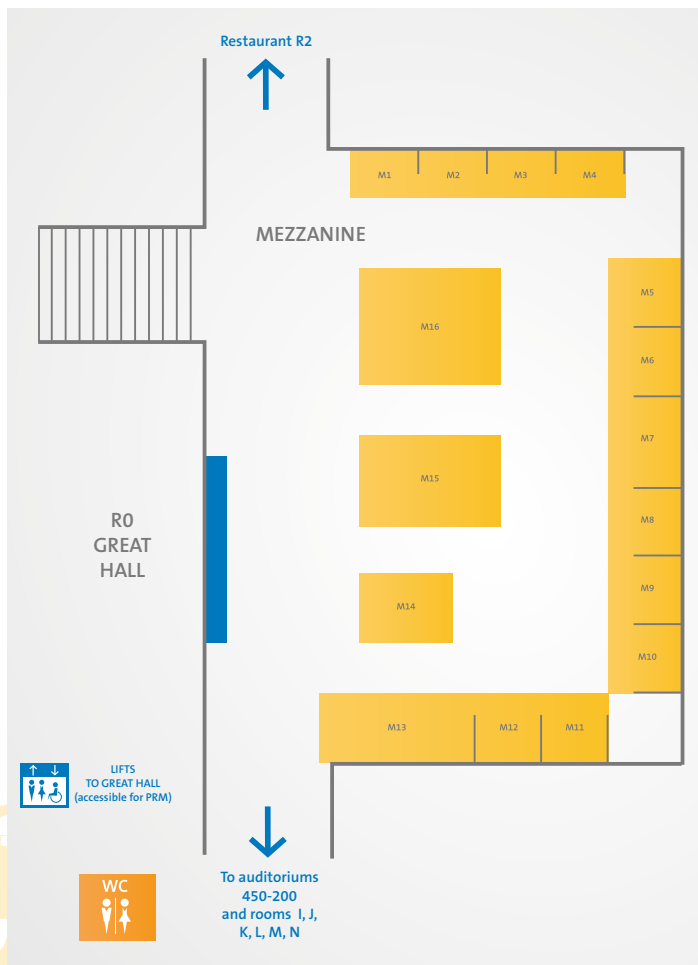
21 - ATAO
www.atao.fr



32 - MetroCount
metrocount.com

	33 - ADFC Allgemeiner Deutscher Fahrrad-Club e.V. www.adfc.de		38 - Univelo www.tousavelo.com		C - Nooc www.nooc.fr
	33 - Falco www.falcobike.com		38 - Départements et Régions Cyclables www.departements-regions-cyclables.org		D - SPAD de Ville www.spaddeville.com
	34 - Jan Kuipers Nunspeet www.jankuipers-nunspeet.fr		38 - France Vélo Tourisme www.francevelotourisme.com		E - Twin shift
	34 - Dutch Cycling Embassy www.dutchcycling.nl		38 - Ministère de l'Écologie et du développement durable www.developpement-durable.gouv.fr		F - Wild Riders
	35 - Phenix premium / TBA Germany		Coordination Interministérielle pour le développement du vélo (Espace France)		G - Tumavu www.tumavu.eu
	36 - GERES CO2 Solidaires www.co2solidaire.org		39 - Cycling Embassy of Denmark www.cycling-embassy.dk		H - Homesoft homesoft.fr
	37 - Altinnova www.altinnova.com		39bis - Shimano France www.shimano-france.com		I - Le Poupoupidou lepoupoupidou.fr/
	38 - Fédération Française de CycloTourisme ffct.org		A - Ecovelo www.ecovelo.com		J - E-COMMoBILE CONSEIL ecommobileconseil.blogspot.com
	38 - AF3V www.af3v.org		B - Spartime innovations www.spartime.com		K - Elo Vélo http://elovelo.com
	38 - Fédération Urbaine de la Bicyclette www.fubicy.org				L - Nimble Scooters nimblescooters.com

R2 : THE MEZZANINE



"Boites à vélo"
www.facebook.com/Boite-savelo



M2 - Cyclelogistics - Pro E-Bike



M2 - pro-e-bike
www.pro-e-bike.org



M3 - Cyclez
www.cyclez.fr



M4 - Fullwood
www.full-wood.fr



M5 - Colibree
www.colibree.eu



M6 - Flanders cycling
cycling-in-flanders.com



M7 - VelopA B.V.
www.velopa.com



M8 - Bordeaux Métropole
www.bordeaux-metropole.fr



M9 - Eurométropole de Strasbourg
www.strasbourg.eu



M10 - La Poste
legroupe.laposte.fr



M11 - Nacarat
www.nacarat.com



M12 - Velobility
www.velobility.net



M13 - Bewegen
www.bewegen.com



M14 - Metropolia
lad.metropolia.fi



M15 - Effia Sports
www.effia.fr



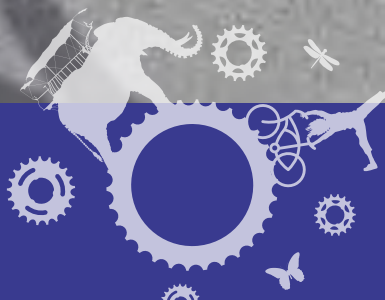
M16 - Keolis
www.keolis.com



Caisse des Dépôts Group
www.caissedesdepots.fr



THE CONFERENCE: PRACTICAL INFORMATION



PRACTICAL INFORMATION



Travel to and from Nantes

La Cité Nantes Events Center is situated at the heart of the city, 7 minutes away from the train station (South exit) by foot and 20 minutes from the airport by shuttle bus.

Airport bus: The shuttle bus runs every 20 minutes Monday to Saturday from 5:30 to 23:00 and every 30 minutes Sunday and public holidays from 6:15 to 23:00. Stop 'Lieu Unique, Cité des Congrès'

Tram line 1: stop 'Duchesse Anne'

Busway line 4: stop 'Cité international des congrès'

🛎️ Exceptionally, bike delivery services will be provided for your luggage between the train station and La Cité!

🛎️ Don't forget to book for your return journey: 06 99 84 29 39



Get a bike for the duration of the conference

If you have booked a bicycle, you will be given a voucher at the reception desk. The bikes are available at level -1 in the car park against a deposit of 150 euros.

During your stay in Nantes, use the dedicated secure bike park opposite La Cité, on the central alley. Outside the conference venue, we rely on you to park your bike in dedicated and secure parking facilities. A list of local parking facilities will be given when you collect your bike. It is also available at the reception desk.



Eating and having a drink at La Cité

Buffet meals available from 12 pm to 2 pm

Whatever your mood or preferences, whether you choose to stand up to talk or sit down to relax, high bar tables are available in the lounge or else restaurant tables are found on level 2 via the mezzanine.

Only delegates with a yellow or orange badge will have access to the buffet lunch. A vegetarian option is proposed at the various dining areas.

A bar is open throughout the conference. Access is level -1, towards Auditorium 800. Coffee breaks will be regularly served in the lounge and in the lower foyer.



Eating out: bars and restaurants

The Champ de Mars area, around la Cité, is home to many cafés, bars and restaurants that you will thoroughly enjoy if you've opted for the package registration-only (no meals).

See what the Boites à Vélo have to offer on La Cité's esplanade:

- Delikatessen
- Fraid Ice creams
- Café Pascale
- Ôzon



Hotels

You will find a large selection of hotels within walking or cycling distance from la Cité. You can easily meet your friends or colleagues.





Accompanying persons

Accompanying persons are welcome to take part in the convivial moments, should they wish to do so. Registration and payment are possible at the reception desk. Allow sufficient time to order the meals.

A vast range of excursions in and outside Nantes, by foot or by bike, are proposed by Le voyage à Nantes, present at the Velo-city exhibition.

Accompanying persons can visit the exhibition when it is open to the public. Pass available at the reception desk.

Cycling cinema is offering up daily screenings of unrivaled films. Free access with the pass available at the reception desk.

Fancy hiring a bike? ATAO has a 3-day rate for 55 euros (from La Cité)

Free Wifi in La Cité Nantes Events Center, login: velocity2015 / password: nantes

Dress-code

Do you need advice on what to wear for the convivial moments?

Wine & cheese, at La Cité, a friendly get-together in the exhibition hall!

Bike Parade. Regardless of how you feel, just go! Be ready at 17.00 straight after the plenary session or go directly to Parc des Chantiers... Make sure you have the right clothes!

4 June evening: Garden Party and Cabaret, in the park of the Grand Blottereau château (weather permitting) or in a bright circus tent. Dancing possible, extra fee.

The Bike Parade

Nantes has a reputation of being a creative city with an expertise in festive events. You won't be disappointed.

At 5pm, righty after the plenary session on Wednesday, get on your bike and follow the 6 four-legged guides who will take you on an astonishing tour. Make sure you have the right gear before you attend the plenary session. To make things easier for you, the luggage service at La Cité will remain open until 10:00 pm. For those who are ahead, the meeting point is Parc des Chantiers, at 16.00. Map at the reception desk and in your delegate welcome pack.

Accompanying persons and children are most welcome. Party atmosphere for 12 km and for more than two hours!

4 June – convivial evening at 08.00 pm

For those who have registered, the meeting point is Parc du Grand Blottereau, at 08.00 pm for a festive evening, garden part and cabaret with music and dance... then it will be your turn to go on the dance floor (the party will close at 2am to respect the neighbours).

Take your bike and follow the signs. A map is available at the reception desk.

Access by tram: line 1 from 'Duchesse Anne' towards Beaujoire, stop 'Mairie de Doulon' then follow signs for about 7 minutes. Registration still possible up to 3 June 18.00.

Useful phone numbers

Tourisme call center + 33(0) 892 46 40 44

Allo taxi + 33(0)2 40 69 22 22

La Cité Nantes events center+ 33(0)2 51 88 20 00

SOS Médecins +33(0)2 40 50 30 30

15

Ambulance

17

Police

18

Fire Service

112

All
Emergencies



1 Destination



- Nantes eco-city
- European Green Capital 2013
- 2 hours away from Paris by high-speed train
- An efficient multimodal public transport network

2 La Cité Nantes events center, easy to reach and at the heart of the city:



- 7 minute walk from the train station
- 20 minutes from the airport by shuttle bus
- Busway and tram stops
- Station Bicloo : vélos en libre-service
- More than 25 eco-certified hotels
- A venue committed to CSR ISO 26000 (confirmed)
- Signatory of the regional charter on day-time cleaning services
- Easy access for people with reduced mobility
- Eco-responsible communication
- 2 carbon footprint reports on the venue and an action plan
- Innovative waste sorting routed to recycling channels
- Optimised Fluid Management (Centralised Technical Management) to reduce energy expenditure
- Rooms with natural day light
- Steam heating fuelled by waste incineration

3 Best technical solutions



- Listed service providers located within 20 km
- No carpet or very limited use
- Low energy consumption sound and light equipment
- LED lighting throughout the venue
- Plant-covered partitions
- Eco-design commitment charter signed by the exhibitors
- "Evergreen" tarpaulin signage, and seaweed-based signposting

4 Communication : Invitation, publication of materials, signage



- On-line registration
- A4 Cyclus multipurpose badges
- Collection of recyclable badge holders
- Environmentally managed use of paper
- Optimised use of website
- Weekly team virtual meeting
- Congress bags made from recycled tarpaulins and furniture leather scraps, by a Nantes professional insertion workshop "Femmes en Fil"

5 Raising the organisers' awareness of eco-responsibility



- Training the organising team
- Keeping conference delegates informed on the eco-responsible
- Raising the exhibitors' awareness of the initiative

6 Transport and moving around



- Preference given to train or car-sharing
- Busway, tram, airport shuttle bus
- Station Bicloo: vélos en libre-service
- 1 bicycle made available free of charge for each congress participant
- TAN tickets available (public transport)

VELO-CITY 2015, AN ECO-RESPONSIBLE EVENT

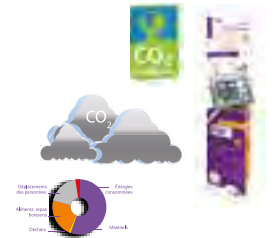
7 Coffee breaks, catering and accommodation



- Organic and/or fairtrade coffee breaks
- Organic/fairtrade meals with local products
- Water fountains available
- Porcelain or recyclable plates and dishes
- Recovery of non-consumed food products by charity associations
- Nearly 3,500 rooms within walking distance
- More than 25% of hotels eco-certified



9 Anticipation, estimation of the conference carbon footprint and compensation



- Reduction of impact at source throughout the preparation
- Climate solidarity contribution included in the registration fees
- Estimation of the conference carbon footprint by the AMEV calculator
- Climatic sponsoring payment by the GERES-CO2 solidarity organisation for 2 programmes in Mali and Myanmar

8 Waste sorting



- Innovative selective sorting collectors for use by visitors
- Reduction of waste volumes at the source
- Very efficient waste sorting process
- Issuance of a recycling certificate

CLIMATE SOLIDARITY



Velo-City 2015 is actively involved in Climate Solidarity

In line with its GHG reduction strategy, Velo-city has opted to support two projects developed by GERES, with the aim to limit climate change and improve the living conditions of local populations.

Better living conditions and fight against deforestation with improved cooking stoves in Myanmar

According to the World Health Organisation, open coal fires and traditional inefficient stoves kill an estimated 3 million people annually. In Myanmar, 80% of households cook with fuelwood (wood, coal etc) that is in most cases illegally collected from local forests. Forest degradation has become a crucial issue, with a deforestation rate of 2% per year (FAO, 2007).

GERES has partnered with the local organisation EverGreenGroup to enable a large part of the population to adopt clean and efficient cooking solutions. The approach consists of the following: support the industrial development of improved cooking stoves by scaling up production, distribution and promotion.

Women at the heart of the project

The project is designed to harness women's entrepreneurial abilities and to facilitate the promotion of equal terms with men within the industry.



Access to sustainable energy for local entrepreneurs in Mali

In Mali, only 18% of rural areas have access to electricity, resulting in a significant energy challenge. The communities depend exclusively on diesel in their productive activities. In the rural commune of Konseguela which faces chronic difficulties in energy supply and resulting volatile fuel costs, local companies are struggling for survival.

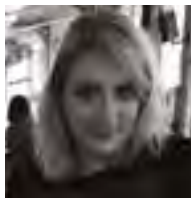
In partnership with GERES and their commune, the local population has decided to create an Energy Economic Zone entirely run on renewable energy using photovoltaic solar panels and Jatropha Pure Vegetable Oil (PVO). Housed in bio-climatic buildings, the Economic Zone will be home to 15 small local businesses and supply local energy. Assistance will be given to the small businesses in their development. They will then be able to provide the community with products and services that hitherto were difficult to obtain.



LISTENING TO YOU DAILY, SINCE A YEAR



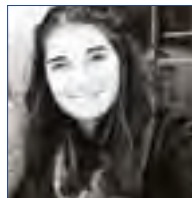
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Emmanuelle Helsens
Communication officer



Marine Morvant
Project Assistant



Juliette Yan
Project Assistant



Bernadette
Razafimbelo
Logistics Coordinator



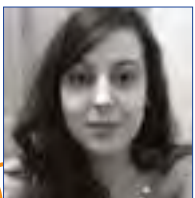
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In charge of production



Tiphaine Gartner
Exhibition officer



Jeanne Grosvalet
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Andréa Riche-Delage
Communication Intern

We are happy to welcome you at La Cité Nantes events center.



THANKS AND CREDITS

Velo-city 2015 would like to thank all those who made this adventure possible

The European Cyclists' Federation who entrusted us with the 2015 conference and its team who has worked closely with us all along.

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Pays de la Loire region
Caisse des Dépôts Group
ADEME
Loire Atlantique Departement

Private partners:

JCDecaux
Effia
Nacarat
La Poste

Media partners:

Agence France Presse
TV5Monde Les Terriennes
Les Echos
Terra Eco
Ouest-France

Technical partners:

Cities Today
Librairie Mollat, Bordeaux
Efficycle
Elles font du Vélo
PBSC Urban Solutions

Pignon partners

Altinnova
Eco-compteur
Abri Plus
Cyclez
Abri services
Flamish MARINE SOS

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And also...

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Le Voyage à Nantes
The conference volunteers
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All the volunteers for the Parade à Vélo and other events.

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