

PROGRAM

SEMINAR IN MADRID

**CITY AND
CYCLING**

PEOPLE.CITY.WELLBEING

2015

In cooperation with:





MARCH 9th, 2015.

09:00 – 9:20

Reception.

09:20 – 9:40

Opening.

Diego Sanjuanbenito Bonal. Environment and Mobility Councillor of the City of Madrid.

Adapting public spaces to bicycles.

09:40 – 10:30

"How bicycles transform public spaces. New York's case".

Jon Orcutt. Former Policy Director at the New York City Department of Transportation (2007-2014).

10:30 – 11:10

"Local experiences".

. The experience of Madrid.

Elisa Barahona, Madrid's City Council.

. The experience of Barcelona.

Adrià Gomila. Barcelona's City Council.

11:10 – 11:40

Discussion.

Facilitator: **David Erguido,** Councillor in Chief of Madrid's Central District.

11:40 – 12:10

COFEE BREAK

The cyclist's safety as a barrier. Concerns, myths and learning.

12:10 – 13:00

"Risks, freedom, security. Debates on cyclist safety and mobility in the UK".

John Adams, University College London.

13:00 – 13:40

"Children and mobility. Reality check".

. **Marta Román,** Expert on mobility and infancy.

. **Marisol Mena,** Madrid City Council.

13:40 – 13:50

Video projection: "Walking or cycling to school. Interview with Francesco Tonucci".

13:50 – 14:30

Discussion.

Facilitator: **María Sintés**, Environmental Education National Center.

14:30 – 16:00

LUNCH BREAK

Intermodality. Expanding Bicycle Mobility.

16:00 – 16:50

"Bicycle and intermodality. The German experience".
Jörg Thiemann-Linden, Deutsches Institut für Urbanistik.

16:50 – 17:30

"Intermodality and Bicycle".
• **Miguel Ángel Delgado**, City of Madrid's Regional Transport Consortium.
• **José Antonio García Cebrián**, Director of the Andalusian Bicycle Plan and Seville's Bicycle's Plan.

17:30 – 17:50

Discussion.

Facilitator: **Antonio García Pastor**, City of Madrid's Regional Transport Consortium.

17:50 – 18:00

BREAK

Pedestrians and Bicycles. Conflict between allies: extent, causes and solutions.

18:00 – 18:20

"Origins and extent of the conflict".
Alberto Castro, Mobility expert.

18:20 – 19:30

Round table: **Various ways of understanding the alliance.**

- **Belén Moneo**, Asociación Madrid en Bici.
- **Manuel Martín**, Asociación ConBici.
- **Marcos Montes**, Asociación de Viandantes a Pie.
- **Álvaro Cervera**, CERMI Madrid.

Facilitator: **Antonio Lucio**, Mobility Expert.

19:30 – 19:40

Video projection: "Sidewalks, a public space".



MARCH 10th, 2015

Public bicycle.

09:30 – 10:20

"Public bicycle and the mobility policies of Paris".
Alain Boulanger, Paris' City Council.

10:20 – 11:00

"The assessment of public bicycle in Spanish cities".
• Bizi Zaragoza. **Enrique Asensio**, Zaragoza's City Council.
• BiciMAD. **Tobias Zisik**. Bonopark's General Director.

11:00 – 11:30

Discussion.
Facilitator: **Miguel Ángel Cámara**, President of the Bicycle Cities Network and Mayor of Murcia.

11:30 – 12:00

COFEE BREAK

Building a cycling culture through communication.

12:00 – 12:30

"A spotlight for cycling in the city. Communication strategies".
Esther Anaya, Imperial College London .

12:30 – 13:15

Round table: **Bicycles and the Media: the various perspectives.**
• **Ignacio Padilla**, Asociación Biernes con B.
• **Pablo León**, El País Journal.
• **Rafael Vidiella**, Ciclosfera magazine.

Moderator: **Pedro Bravo**. Journalist and writer.

Profiles of cyclists in the city of Madrid.

13:15 – 13:45

"Study on cyclist profiles in Madrid". Made by Coca-Cola.
Begoña Fafián - Sandra Pina, Coca-Cola.

13:45 – 14:15

Round table: **The role of businesses in promoting bike use.**
• **Miguel Mira**, Coca-Cola Spain.
• Advertising agency **La Señora Rushmore**.
• **Carlos Martí**, Ciudad Sostenible magazine.

Moderator: **Jose Illana**, Quiero salvar el mundo haciendo marketing.

14:15 – 14:30

Discussion.

14:30 – 16:00	LUNCH BREAK
---------------	-------------

Bicycle policy. The pro-bike movement and the administrations.

16:00 – 16:20	"Notes on the history of the bicycle policy". Elisabeth Lorenzi, Anthropologist, National University of Distance Learning (UNED).
16:20 – 17:30	Round table: Various types of action and relationship with the Administrations. . Iván Villarrubia, En bici por Madrid. . Juan Merallo, Asociación Pedalibre. . Alfonso Triviño, Asociación de Ciclistas Profesionales (ACP). . Carlos Núñez, Asociación de Marcas y Bicicletas de España (AMBE). Moderator: Sol Otero, Madrid Probici.
17:30 – 17:45	Video projection : "Kalapie, 25 years pedaling to change the city".

17:45– 18:00	CLOSURE
--------------	---------