

The Free and Hanseatic City of Hamburg
is pleased to invite you to

“Metropolises on the move – challenges and strategies for a lasting shift to cycling”

5th December 2017, 10h00 at the Hanse-Office

All over Europe cities are faced with high levels of air pollution as well as the consequences of climate change. These challenges require action on the European level but need to be tackled locally. Cycling can be part of the solution.

Therefore, major European cities such as Brussels, London and Hamburg are currently looking for new ways to make cycling more attractive. A shift to cycling requires not only good ideas, but also reliable governance and innovative project management structures to ensure success. Our event will show which improvements have already been made and what remains to be done locally and on a European level. How can the EU contribute to make this shift happen?

In the first part of the event Brussels, London and Hamburg will present and discuss the challenges they are facing and their strategies to overcome these challenges.

The second part is dedicated to the future role of cycling in European policies and their impact on European cities. It features a panel of representatives from the EU institutions as well as stakeholders and experts.

We are looking forward to welcoming you!

RSVP before 1st December 2017 to:

Verkehr@hanse-office.de



HANSE-OFFICE

Joint Representation of the
Free and Hanseatic City of Hamburg
and the State of
Schleswig-Holstein to the EU
Avenue Palmerston 20
1000 Brüssel

Programme

10:00 **Welcome speech, Claus Müller, Director
Hanse Office**

Cities' Challenges and Strategies

10:15 **Pascal Smet,**
*Minister for Transport and Public Works,
Brussels-Capital Region*

10:30 **Andrew Summers,**
Transport for London

10:45 **Kirsten Pfaue,**
Cycling Coordinator Hamburg

11:00 **Panel discussion**

11:45 **Presentation of project tool VeloROADS,
light lunch break**

The Future of Cycling in European Policies

12:30 **Key address**
Bas Eickhout, MEP

12:45 **Panel discussion**
Bas Eickhout, MEP
Maja Bakran Marcich, Deputy Director-General,
DG MOVE, European Commission
Kevin Peel, Committee of the Regions
**Philine Gaffron, Technical University of
Hamburg**
Ádám Bodor, European Cyclists' Federation

14:00 **End of conference**

**Moderators: Judith Reuter and Sicco Rah,
Hanse Office**