

Monday, 24-9-2018

&gt; radkultur bewegt – cycling culture moves

3.00 pm – 5.00 pm

**Bicycle Excursions**

6.00 pm / participants may arrive from 5:30 pm

Evening Reception in Mirabell Castle

**Official Opening Ceremony of the European Cycling Summit by Representatives of the City of Salzburg, Moderation: Sarah Gruber (ORF)**

Tuesday, 25-9-2018

9.00 am – 10.00 am

**EXPO 1: Culture Transfer: Bicycle Competence****Stand 10:** Thematic Breakfast with Members and Guests of the Cyclingcompetence-Platform**3 Mio. Euro Bicycle Budget – What is it for?**  
(Radlobby Österreich und Radkoordinatoren)**Cycling in CEE – Quo Vadis?**  
(Meet Budapest, Prague, Belgrade and Zagreb)**Planning Safe Mobilitychains – How?**  
(Planners and Producers)**Moderation:** Alec Hager (Die Radvocaten)**B1: Smart City**Stefan Bendiks (Artgineering):  
**City Planning for Active Mobility**Elisabeth Füssl (Factum):  
**Go Green**Paul Pfaffenbichler (BOKU Wien):  
**The Bicycle as Part of Sharing Economy and Smart City Strategies****Moderation:** Josef Reithofer (City of Salzburg)

10.00 am – 10.30 am Coffee Break

10.30 am – noon

**A2: Opening Session**

Representatives of City and Province of Salzburg and Representative of the BMNT:

**Welcome to Salzburg – the Cycling City and Cycling Province**

Michael Adler (tippingpoints):

**Communicating Cycling Culture****Moderation:** Sarah Gruber (ORF)

noon – 1.00 pm Lunch Break

Tuesday, 25-9-2018

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1:00 pm – 2:30 pm

**A3: Changing Mobility Routines**

Kiron Chatterjee (UWE Bristol):

**What Prompts People to Cycle: The Research Evidence**

Martin Blum\* (Mobilitätsagentur Wien):

**What is Needed to Double the Share of Cycling – The Big Picture**

Rachel Aldred (University of Westminster):

**We Built It: Did They Come? Methods for Evaluating Interventions**

Nadia Williams (DKIT):

**It's Good to be the King: A Social Dominance Perspective on the Cycling Experience****Moderation:** Andreas Koch (University of Salzburg)**B3: Cycling Thrives on Innovation** Roland Hackl and Clemens Raffler (tbw research):  
**Activ8**

Martin Fellendorf (TU Graz):

**RadOmnes and FamoS**

Sven Leitinger (Salzburg Research):

**Bikealyze**Short presentations of currently started projects:

Veronika Zuser (KFV) &amp; Christoph Breuer (kairos):

**POSETIV**Michaela Kargl\* (FGM-AMOR): **LARA Share**Elisabeth Füssl (Factum): **Anfang**Bernhard Zagal\* (Z\_GIS): **Bicycle Observatory** Federal Ministry  
Transport, Innovation  
and Technology**Moderation:** Walter Wasner (bmvit)**C3: Mobility Management** Marlene Doiber (tbw research), Sandra Wegener (BOKU Wien):  
**active2work - A New Way of Thinking about Working and Mobility Time**

Josef Reithofer\* (City of Salzburg):

**Urban Renewal and New Ways of Mobility Consulting**

Saskia Amann (City of Hohenems):

**„Job-Rad“ for Civil Servants**

Maren Neubauer (die wegmeister):

**Cycling Culture in Companies – Insights from the Initiative RadKULTUR Baden-Württemberg**

Franz Kok (Universität Salzburg):

**Mobility Management at the University**Christian Stoxreiter (Red Bull): **Changing Mobility Behavior through Incentives – Lessons learned at Red Bull****Moderation:** Judith Schübl (Austrian Energy Agency)**Guidance for Cycling Projects in the EU Validation Workshop** Organiser: Charlotte Brannigan  
(Ricardo Energy & Environment)2:30 pm – 3:15 pm *Coffee Break / Poster-Session, Expoforum*

3:15 pm – 4:45 pm

**A4: Cycling Culture for Children**

Simon Le Good (Richmond &amp; Wandsworth Council):

**Encouraging Behaviour Change through Healthy School Streets**

Michael Meschik (BOKU Wien):

**Physical Activity, Cycling Skills and Wellbeing of Children**

Magdalena Pircher &amp; (Energieinstitut Vorarlberg):

**Radius – Schoolbiker**

Werner Madlencnik (Easydriver):

**klimaaktiv mobil Bicycle Trainers****Moderation:** Florian Lorenz (Smarter than Car)**B4: New Ways in Bicycle Tourism**

Georg Schrofner (Salzburg Land Tourismus) &amp;

Paco Wrolich (Kärnten Werbung):

**Alpe-Adria-Cycling Trail**

Rüdiger Bernhard &amp; Stefan Krampe (ivm &amp; Trafficon):

**Routing Software For Tourism – The Example of Hesse (Germany)**

Zanotti Helmuth (Südtirol Information):

**Cycling in the Province of South Tyrol**

Markus Straub\* (AIT):

**Bike Rental in Tourism – Vision of a Common Information- and Booking Platform as Next-Level in Bicycle Tourism**

Christian Kresse &amp; Paco Wrolich (Kärnten Werbung):

**Touristic Bike Rental System in Carinthia****Moderation:** Renate Penitz (bmnt)**C4: Best Practice in Urban and Rural Areas**

Christian Hader (Initiative Radentscheid Bamberg):

**Radentscheid Bamberg**

Aglæa Degros (TU Graz):

**Mobility Lab Graz – Cycling-highway St. Peter, the Smart Urban Innovation Space for Graz**

Peter Weiß\* (City of Salzburg):

**Cyclingstrategy 2025 and Highlights**

Joachim Maislinger (Mayor Wals-Siezenheim):

**Promotion of Cycling in Wals-Siezenheim**

Anna König\* (komobile Gmunden):

**Best-Practice Examples for Successfully Funded klimaaktiv mobil Projects****Moderation:** Anna Scherzler (Radverkehrsorganisatorin Vorarlberg)**ECF Workshop Financial Incentives for Cycling** 4:45 pm – 5:15 pm *Coffee Break*

Tuesday, 25-9-2018

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5:15 pm – 6:15 pm

### A5 Panel Discussion: Cycling Culture in between Politics, Planning and Society



Inge Janssen (Bicycle Mayors Network), Heinrich Strößenreuther (Volksentscheid Fahrrad, Berlin),  
Roland Romano (Radlobby Österreich), Johannes Rauch\* (Landesrat Vorarlberg),  
Michael Koucky (Koucky & Partners AB), Michael Adler (tippingpoints), Piotr Rapacz (European Commission, DG MOVE)

**Moderation:** Sarah Gruber (ORF) / **Moderation of Panel:** Michael Szeiler (CVP)

6:15 pm – 7:00 pm

### Bicycle Parade to the Kapitelplatz

7:00 pm

### Dinner at Stiegl Keller

Wednesday, 26-9-2018

9:00 am – 10:00 am

### A6 Panel Discussion: Culture of Physical Activity



Josef Niebauer (SALK), Johann Beck-Mannagetta (SALK), Randy Rzewnicki (ECF),  
Verena Zeuschner (Fonds Gesundes Österreich),  
Nino Sharashidze (WHO)

**Moderation:** Sarah Gruber (ORF) / **Moderation of Panel:** Martin Loidl (Z\_GIS)

10:00 am – 10:45 am *Coffee break / Poster-Session, Expoforum*

10:45 am – 12:15 pm

### A7: Change Companies' Cultures – Cycling-Motivation in Companies



Carole Straub (Pro Velo Schweiz), Lenka Mysakova (Auto-Mat Prag),  
Alec Hager (Die Radvokaten):

**Bike to work! Successful Motivation Campaigns in Switzerland,  
Czech Republic and Austria**

Claudia Leichtfried (Energy Changes GmbH):  
„KlimaEntLaster“, Cargobike Test for Companies, brings Companies  
onto the Bike

Romana Beyer (Caritas Wien), Thomas Schmidt (Jobrad Deutschland):  
**Employers' E-Bike as Key to Active Mobility**

Brigitte Schicho (Radlobby Österreich), Florian Wimmer & Franz  
Scherzer (Klinikum Wels-Grieskirchen):  
**CFE The Cycle-Friendly Employer Certificate**

**Moderation:** Michael Bauer (katapult)



### B7: Rental Systems



Alberto Castro (Universität Zürich):

**Bike Sharing: Greenwashing or Sustainable Transport Mode? Spain  
as Case Study**

Wolfgang Hafner (Landeshauptstadt Klagenfurt):  
**Public Bike Sharing System Nextbike Klagenfurt**

Vilmar Krähenbühl (City of Zurich): **(Freefloating) Bicycle Sharing  
Systems - Curse or Blessing for the Promotion of Bicycles?**

Pascal van den Noort (VeloCittà):

**Who is in Control of Shared Mobility in Cities: City Governments or  
Operators? A Preview of a Digital Network for Shared Mobility with  
Cities in Control.**

**Moderation:** Julia Zientek (TU Wien)

### C7: Transport-Law and Planning Practice



Elmar Rhomberg (Mayor Lauterach), Verena Hohenwarter (REVITAL)  
and Anna Schwerzler\* (Amt der Vorarlberger Landesregierung):  
**Cycling in the „Ried“: Everyday-Routes in the Natura 2000 Area –  
A Co-operative Planning Process**

Romain Molitor\* & Rita Leimer\* (komobile Wien):  
**International Best Practice Study – Laws and Regulations Promoting  
Cycling and Walking**

Ulrich Leth (TU Wien):  
**Right Turning for Cyclists at Red Traffic Signals**

Volker Bidmon (Amt der Kärntner Landesregierung):  
**Experience with Cycle Paths in the Context of the Road Transport  
Law in Carinthia**

Sheila Burger (Kuratorium für Verkehrssicherheit Österreich):  
**Dooring-Accidents - Traffic Safety of Cyclists Near Parking Cars**

David Tron und Christophe Reuter (both MDDI, Luxemburg):  
**Everything New and Online: Luxemburgs New Cycling Policy**

**Moderation:** Andrea Weninger (Rosinak & Partner)

### Workshop



**Power Session –  
Marketing Programme  
for Communities**



12:15 pm – 12:30 pm Break

12:30 am – 2:00 pm

### A8: Cycling Cultures of the Future



Rachel Aldred (University of Westminster):  
**Cycling Cultures of the Future**

**klimaaktiv mobil awards**

Josef Plank (General Secretary BMNT) to be confirmed

**Moderation:** Sarah Gruber (ORF)

2:00 pm – 3:00 pm Lunch