

WEBINAR AGENDA

“BUILDING SMALL-MEDIUM LOCAL AUTHORITIES’ CAPACITY TO INTRODUCE INNOVATIVE TRANSPORT SCHEMES”

13 June 2019, 2:30 PM CEST. Duration: 1,5 hours

Introduction (5 minutes)

- SUITS project, objectives and how we aim to achieve them, expected results;
- introduction of speakers;
- structure of the webinar.

Introduction on Innovative Transport Schemes (20 minutes)

- description;
- how do they correlate to city strategic objectives;
- what value do the schemes add for small-medium cities (benefits of measures both direct and indirect, challenges responses argumentation);
- exercise A with audience to participate through multiple choice questions.

Case studies (15 minutes)

- SUITS cities: bike-sharing in Torino; MaaS progress in West Midlands;
- Other cities: MaaS Helsinki.

Business model canvas (20 minutes)

- description [how to innovate, what does it include (cost and financing mechanisms, stakeholders, partnerships, guidelines of implementation)];
- example;
- exercise B with audience to participate through multiple choice questions.

Tools and Guidelines (20 minutes)

- SUITS tools;
- Other tools: tool name, link of source, usefulness for S-M cities and a rating of relevance;
- key performance indicators table;
- exercise C with audience to participate through multiple choice questions.

Questions (10 minutes)

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