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Smart Transport for Sustainable Tourism

University College London
June 25, 2018
8:45 - 16:15 BST
Central House - Room 225
14 Upper Woburn Place
London - WC1H 0NN - UK

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This conference is the last opportunity to learn about goals, activities and results of the European S.T.R.E.E.T. project (<http://www.streetproject.eu/>) funded under the Erasmus+ programme and due to end in August 2018.

The project aims to define a new professional profile, the *Expert for Sustainable Mobility and Tourism*, focused on two main fields: alternative mobility and sustainable tourism, which are opportunities for economic growth, local development and employment, in line with the EU policies.

The project involves partners from Italy, United Kingdom, Slovenia and Austria, from public and private sectors and performed several activities in different fields such as Vocational Educational Training, Consultancy, Transport and Infrastructures, Sustainable Tourism.

In addition to the project results, there will be speeches on several topics to give a view on how Smart Transport and Data Management solutions can contribute to promote an environmentally friendly behaviour for a Sustainable Tourism.

In the afternoon there will be a focus on EU funding opportunities that help private and public organisations to realise their innovative ideas, expand and grow.

Attendance FREE, Registration mandatory:

<https://www.eventbrite.com/e/smart-transport-for-sustainable-tourism-tickets-46518886241>

Social Media discussion: **#STREETproject** | **#EPNconsulting** | **#LondonMultiplierEvent**



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PROGRAMME

Morning Session

The S.T.R.E.E.T. Project and Smart Transport for Sustainable Tourism

- 8:45am – Registration and coffee
- 9:15am – **Welcome and presentation of EPN Consulting**
Dr Ing Stefano Mainero, EPN Consulting Founder and CEO
- 9:25am – **“The S.T.R.E.E.T. Project goals, activities, results and legacy: the TOOLBOX”**
Q&A
Dr Ing Stefano Mainero, EPN Consulting, UK partner of the #STREETproject
- 10:30am – **“Mobility as a Service and Tourism: Insights from the MaaS4EU Horizon 2020 Project”**,
Q&A
Melinda Matyas, UCL, Demand Modeller at MaasLab
- 11:10am – Coffee Break
- 11:30am – **“Innovation in the travel and transport industry as a result of improved data sources”**,
Q&A
Giles Bailey, Stratageeb, Director
- 12:10pm – **“The Bike Sharing service in the UNESCO heritage city of Bath: a successful experience in an EU-funded project”**
Q&A
Colin Rees, EPN Consulting Associate
- 12:50pm – Wrap up
- 1:00pm – End of Morning Session

Afternoon Session

The opportunities of EU funding for Smart Transport and Sustainable Tourism

- 2:15pm – Description of EU Funding schemes – Stefano Mainero, EPN Consulting CEO
- 2:45pm – Focus on **ErasmusPlus** – Sara Cioni – EPN Consulting Project Assistant
- 2:55pm – Focus on **Horizon 2020** – Stefano Mainero, EPN Consulting CEO
- General rules and funding rates
 - Sustainable Transport – the 2019 calls for proposals
 - the European Innovation Council (EIC) – the SME Instrument and Fast Track to Innovation schemes
- 3:35pm – Q&A and interaction with the audience
- 4:15pm – End of Afternoon Session

Please note that during this conference as the final dissemination event of the ErasmusPlus-funded S.T.R.E.E.T. project pictures and videos will be taken and may be published on the project's and project partners' social media channels as well as on the Project Toolbox, the result of activities carried out in classrooms and Study Visits during the duration of project in the field of alternative mobility and sustainable tourism management.



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Speakers' profiles

Stefano Mainero – Stefano has a 5-year degree in Electronic Engineering awarded by the “Politecnico di Torino” University (Turin, Italy) and has 25 years of experience in Intelligent Transport Systems (ITS), Sustainable Transport and European Projects.

Since 2007 Stefano collaborates with the European Commission (EC) as Expert Evaluator, Rapporteur and Reviewer of Transport Projects. In 2009 he founded in London the consulting firm [EPN Consulting Ltd.](#) specialised in EU project and Smart Transport for Smart Cities.

Stefano has given lectures at universities in Italy and the UK and is Fellow Member of the UK Chartered Institute of Logistics and Transport ([CILT, UK](#)), Member of the British Institution of Engineering and Technology ([IET](#)), Member of the World Road Association ([WRA](#)) and Member of the US Institute of Electrical and Electronic Engineers ([IEEE](#)).

Melinda Matyas – Melinda is PhD Researcher in Energy and Transport at the UCL Energy Institute, [MaaSLab](#) Research Group. She holds a BA in Economics from Boston University (US) and an MSc in Economics and Policy of Energy and the Environment from UCL (UK). Her PhD focuses on analysing the demand for Mobility as a Service systems and is funded by [EPSRC](#). She has extensive experience in travel surveys, including smartphone-based travel diaries, stated preference surveys about new mobility services and GPS tracking. She works on advanced econometric techniques, especially discrete choice models. Her main area of interest is the Mobility as a Service concept and she has been involved in a number of research projects in this topic. She was one of the researchers on the FS-MaaS project (Feasibility study for “Mobility as a Service” concept in London) under DfT’s 2015 T-TRIG program; an author on the report about Londoner’s attitudes towards car ownership and MaaS for prepared for TfL; and a researcher on the MaaS4EU H2020 funded project.”

Giles Bailey – Giles provides over 25 years of experience in mobility, new scheme development, partnership, planning, tourism, economics, modelling, marketing, and digital on two continents and with leading businesses in global cities. He has led major innovation and change in his career and is keen to assist your organisation. He balances exceptional analytical thought, robust business and marketing knowledge, sound business practice with a steady, balanced approach that produces results. Giles is the Director of [Stratageeb](#), a London-based consultancy assisting companies in strategic vision and innovation.

Colin Rees – Colin has been employed in the transport field for nearly 40 years, working in both the private and public sectors. He worked for the West of England’s major bus operator for 25 years, latterly as Commercial Director for First Group in Bristol. Colin has also worked for a number of local authorities in the South West of England, where he has been responsible for transportation planning, major scheme bids and transport projects. Between 2008 and 2012 he led the Bath team working on the CIVITAS Renaissance project.

Since leaving Bristol City Council Colin has worked as a consultant, sitting on the regional management committee of the Chartered Institute of Logistics and Transport and working in collaboration roles with EPN Consulting.

Sara Cioni – Sara studied English, Spanish and German at the high school in San Giovanni Valdarno (Italy), obtaining certifications in each foreign language. In September 2014 she started Business Administration at the University of Florence where she graduated in October 2017 with a Bachelor’s thesis on the “*Real-Time Marketing through Web Listening*”.

In Oct 2017 she started the Master’s degree course in Business Government and Management and in March 2018 joined EPN Consulting as an intern as she wishes to exploit her linguistic skills in the challenging field of Business Management consultancy.