

PROGRAMME:
EcoMobility 2012

– Conference on
sustainable
transportation

27 March 2012



ØRESUND
ECOMOBILITY

Øresund EcoMobility
is a collaboration
between universities,
public and private actors
to create solutions
for tomorrow's
transportation

Date: Tuesday 27 March 2012

Venue: Copenhagen Business School
Dalgas Have 15, Frederiksberg (Metro: Lindevang)
Auditorium SC033

Participation is free of charge, but please register before 22 March on www.oresundecomobility.org/ecomobility-2012

The conference will be moderated by **Verner Kristiansen**. Verner Kristiansen has a particular interest in result-oriented interactive conferences and has twenty years of experience in strategic communication and international development.

09:00	Registration and coffee
09:30	Welcome and introduction Jesper König , Project Coordinator, Øresund EcoMobility
09:45	Visions for Sustainable Transport in the Øresund Region Kerstin Gustafsson , Director, Streets and Parks Department, City of Malmö What is the City of Malmö doing to make urban transport more sustainable? Future visions regarding transport? What can we learn from other cities?
10:15	Green Transport – Green Growth? Michael Svane , Director, DI Transport Greening freight transports – Challenges and possibilities from an industry perspective. Trends in freight logistics.
10:45	Coffee break and networking
11:15	Citylogistikservice-kbh – Green Distribution in Central Copenhagen Tanja Ballhorn Provstgaard , Project Manager, City of Copenhagen The city of Copenhagen wants to implement a new concept of urban freight consolidation where the benefit for the shop owners lies in the additional services included in the concept.
11:45	Quick Adaption to a Fossil Free Society - Smart Transport in the Øresund Region Christer Ljungberg , CEO Trivector Based on new knowledge regarding travel habits in the region – how can we affect travel behaviours before the start of the trip by using mobility management measures?
12:15	Lunch
13:15	Can the Australian Intelligent Access Program (IAP) for High Capacity Transport (HCT) make Freight Transport in Europe Greener? Sten Wandel , Professor in Engineering Logistics at Lund University. Even if the ambition with green corridors is to transport as much as possible of the goods on rail and sea, much has to remain on the roads. IAP is a tool for managing road infrastructure usage, e.g. allowing HCT, which may reduce CO2-emissions by half and double the productivity of roads, trucks and manpower.
13:45	How to Become an Industry Leader in Sustainable Business Development Erica Kronhöffer , Vice President, Environment & TQM, PostNord What initiatives is PostNord taking to limit the environmental impact of their operations? How could long-term stability and profitability be achieved?
14:15	Bio Fuelling Ourselves Bo Mattiasson , Professor in Biotechnology, Lund University What biomass is available in the Øresund region? What kind of biomass is suitable to convert to vehicle fuels? Which are our best domestic resources?
14:45	Summary of key points
15:15	Closing of the conference