



# SHAREPLACE FINAL CONFERENCE

## PROGRAMME

---

Integrated mobility solutions to enhance  
regional transport

---

4<sup>th</sup> - 6<sup>th</sup> November 2020

online





The SHAREPLACE final conference will present the experiences and lessons learned through the co-design, development and testing of innovative solutions, and discuss the future of integrated mobility under different perspectives (planning, governance, technology and market). Participants will have the chance to learn about the experiences and open source solutions developed within the project and their replicability in their mobility strategies and networks, and actively collaborate in the debate on sustainable and inclusive solutions for integrated mobility.

## Day 1: The project and our communities

Wednesday, 4<sup>th</sup> November 2020, 09:30 - 12:20, Zoom Webinar

<b>9:30 - 10:10</b>	<b>Welcome and Introduction</b> <i>AustriaTech</i> The SHAREPLACE approach Regions and cities involved in SHAREPLACE Main achievements
<b>10:10 - 10:25</b>	<b>Coffee break</b>
<b>10:25 - 10:45</b>	<b>The importance of engagement</b> <i>University of Ulm</i> The role of stakeholder engagement in SHAREPLACE, establishing and conducting living labs and processes applied through the pilots experience, lessons learned and the importance of establishing and carrying on a dialogue with stakeholders.
<b>10:45 - 11:05</b>	<b>Integrating innovations in the sustainable mobility planning through participatory approaches, the Dynaxibility4CE project</b> <i>Wolfgang Backhaus, Rupprecht Consult</i>
<b>11:05 - 11:20</b>	<b>Coffee break</b>
<b>11:20 - 12:20</b>	<b>Co-designing solutions</b> <i>Redmint, AustriaTech</i> Introducing the mobility solutions co-designed and tested in SHAREPLACE, plans for their scaling up and integration in the transport networks; overview on guidelines developed in SHAREPLACE for stakeholder engagement and co-design.



## Day 2: Shared, flexible, integrated services

Thursday, 5<sup>th</sup> November, 09:30 - 12:45 and 14:00 - 15:30 Zoom Webmeeting

<b>9:30 - 10:15</b>	<p><b>New services, new business models</b>  <i>Redmint, AustriaTech</i></p> <p>A closer look at the main business models defining new services in sustainable mobility, with specific focus on shared, flexible and integrated. The business models behind the experimentation and scaling up potential of the innovative services co-designed by SHAREPLACE partners in the five pilot areas will be presented.</p>
<b>10:15 - 10:30</b>	<b>Coffee break</b>
<b>10:30 - 11:30</b>	<p><b>Parallel sessions: Co-designed services</b></p> <p><b>Demand Responsive Transport (DRT): <i>Mobilissimus</i></b>          Introduction of the tested DRT services in three SHAREPLACE pilot regions (Crema, Osijek and Zalaegerszeg) and the integration of these services into the existing mobility network. The discussion will be based on how the principles of the project were implemented, including also the co-design process and the implementation process itself. Due to the strong emphasis on digitalization, the IT developments related to the DRT services (e.g. data integration) will be highlighted as well.</p> <p><b>Bike Sharing: <i>City of Ulm</i></b>          Open Source Software for Bike sharing - What is that and why do we need it? In this session, the City of Ulm will present "Openbike", an open source software for bike sharing. Openbike was used as a proof of concept within Shareplace, to find out what preconditions must be met in order to integrate mobility offers into digital routing applications.</p>
<b>11:30 - 11:45</b>	<b>Coffee break</b>
<b>11:45 - 12:45</b>	<p><b>Parallel sessions: Co-designed services</b></p> <p><b>Ridesharing: <i>Bergamo/Redmint</i></b>          How ridesharing can integrate existing mobility networks, increasing efficiency and demand for sustainable mobility? We will discuss this according to the experience of pilots in Bergamo and Zalaegerszeg, focusing on how the Shareplace approach has been interpreted and adapted to carpooling services: co-design and participation, physical integration (public parking and intermodality), business approach (how to promote the service and combine it with public transport), digitalization (the challenges of sharing information).</p> <p><b>Multimodal trip planning: <i>Dyvolve</i></b>          Find out how the digitalisation of regional mobility services can improve journey experience!          Using Digitransit Platform as an open source solution, the cities of Ulm and Osijek have developed customized trip planning tools, which integrate various regional and local mobility services.</p>



## Day 2: Digitransit Technical Session

Thursday, 5<sup>th</sup> November, 14:00 - 15:30, Zoom Webmeeting

<b>14:00 - 15:30</b>	<p><b>Implemented Digitransit</b> <i>City of Ulm</i></p> <p>How to get from nothing to digitransit in a few hours</p> <p>This session is directed to interested parties who want to set up their own digitransit. In an interactive format, we will work through the digitransit documentation together and answer all questions that might hinder you from running digitransit in your city. Please familiarize yourself with the documentation (<a href="https://transportkollektiv.github.io/digitransit-setup/">https://transportkollektiv.github.io/digitransit-setup/</a>) and read it beforehand, so we do not have to start from scratch.</p>
----------------------	---

## Day 3: Outlook and Strategies

Friday, 6<sup>th</sup> November, 09:30 - 13:00, Zoom Webinar

<b>9:30 - 9:50</b>	<p><b>Better connecting peripheral and border regions in central Europe</b> <i>Winfried Ritt, INTERREG Joint Secretariat Central Europe</i></p>
<b>9:50 - 11:00</b>	<p><b>Guidelines for local engagement and co-design</b> <i>Redmint, AustriaTech</i></p> <p>From the experience of our five project living labs, the guidelines provide experiences and recommendations on how to carry out the local engagement process involving relevant stakeholders, and the co-design of innovative solutions integrating and enhancing the existing mobility networks</p>
<b>11:00 - 11:15</b>	<b>Coffee break</b>
<b>11:15 - 12:00</b>	<p><b>Guidelines for digitalization</b> <i>Redmint, AustriaTech</i></p> <p>How to deal with the digitalization of transport data as a pre-requirement for the development of integrated mobility services? Technical tips, governance and regulatory approaches from our cities and regions, to be replicated in Central Europe.</p>
<b>12:00 - 12:15</b>	<b>Coffee break</b>
<b>12:15 - 13:00</b>	<p><b>Integrate, integrate!</b> <i>Redmint, AustriaTech</i></p> <p>Integration is the key for the development of user friendly, efficient and inclusive mobility networks. A closer look of what has been achieved so far, and our plans for the future.</p>



---

Participation is free but registration is required.

**Registration link:** <https://pretix.eu/ShareplaceFinalConference/tytdw/>

Further information is available on the SHAREPLACE homepage: <https://www.interreg-central.eu/Content.Node/SHAREPLACE.html>

For more information, please contact Natasa Hodzic-Srndic ([natasa.hodzic-srndic@austriatech.at](mailto:natasa.hodzic-srndic@austriatech.at))