The event will inspire stakeholders with best practices and innovative solutions to promote the most energy efficient transport modes for both short and long distances. The most energy efficient transport for the short distance is cycling. The most energy efficient transport for longer distance is a combination of cycling and train. Studies show that innovative solutions for the first and the last mile increase the number of persons travelling by train. Inspiration will come from two EU projects promoting energy efficient transport on the short and long distance:
(1) Bike2work project (www.bike2work-project.eu) promotes cycling for commuting,
(2) the BiTiBi project (bitibi.eu) facilitates intermodality with successful bicycle-train combinations and best ways of promoting it.

- The session will demonstrate that combining cycling with other sustainable transport modes can contribute to achieving sustained behavioural change and extensive energy savings and CO2 reductions (besides contributions to other societal objectives).
- In short presentations, the session will provide very concrete examples of success stories, which are the best way to inspire people. We will highlight best practices and cases around Europe showing how the involvement of stakeholders can contribute to the implementation of projects’ plans.
- Target groups for this session are mobility experts, local and regional governments and administration, businesses and business associations that are interested in becoming cycle-friendly employers, public transport companies, elected officials, European institutions, railway operators and railway infrastructure managers.
- The event foresees 5 presentations and a final discussion with Q&A at the end of the session.
- The event will be chaired by Mr Stephan Renner, project advisor at the EASME. Mr Renner will introduce the general framework and will moderate the open discussion in the end.
- This session will demonstrate concrete solutions and will be an opportunity for stakeholders in the field of sustainable energy and mobility to create new alliances through networking.
- There will be a quality check of slides prior to the event to guarantee high-quality and innovative presentations with the highest impact.
- At the end of the event, the quality of the session (innovative content and style of presentations, discussion, networking opportunity) will be evaluated.
PROGRAMME

1. Commuting: Get people on a bicycle for their short commuting trips (25 min)
   - *Bike to work in Romania, a successful experience* (10 min)
     Speaker: Ms Raluca Fiser, President at Green Revolution Association
     - Concrete actions and best practices;
     - Mid-term impact and results.
   - *Bike2Work: smart choice for commuters* (15 min)
     Speaker: Mr Kevin Mayne, Development Director at the European Cyclists’ Federation
     - Behavioural change campaigns all over Europe, successes and actual impact;
     - European Cycle Friendly Employer Certification: creating visibility and incentives to support cycling to staff.

2. Intermodality: Bike train bike combination for longer trips (45 min)
   - *Integrating bike and trains: the Bitibi solutions* (15 min)
     Speaker: Mrs Clotilde Imbert, head of Copenhagenize France
     - What are the building blocks to create successful intermodality options?
     - What has Bitibi achieved so far?
   - *Overcoming the last mile challenge, a shared bike called Blue-bike in Belgium* (15 min)
     Speaker: Mr Bruno Van Zeebroeck, project manager at the Transport & Mobility Leuven
     - What is Blue Bike? How does it work?
     - Why do people and cities like it?
   - *Infrastructure matters: Cycling infrastructure around railway stations* (15 min)
     Speaker: Mr Joeri De Visser, researcher on railway station accessibility
     - The methodology to evaluate cycle routes;
     - A BiTiBi pilot: building Block 6 study on infrastructure.

3. Open discussion: How to support sustainable commuting and intermodality? (20 min)
   Moderator: Mr Stephan Renner, project advisor at the Executive Agency for Small and Medium-sized Enterprises (EASME)