



SUPER HUB

INNOVATION FOR INTEGRATED
AND ECO-SUSTAINABLE MOBILITY



EXPOGATE



26 November – Expo Gate - Milan

SUPERHUB European Conference

Smart Mobility in Changing Cities

Programme

- h. 10.00** **RECEPTION AND REGISTRATION**
- h. 10.15** **WELCOME AND OPENING SPEECHES**
Nino Zambara - European Commission DG CONNECT, SUPERHUB project Officer
Alberto Fiorillo – Legambiente
Giuliano Pisapia – Milan Mayor *
- h. 10.40** **KEYNOTE SPEECH: Smart Cities, Smart Citizens. Can technology help to achieve behavioural change towards sustainable mobility?**
Prof. Fabio Casiroli – Politecnico di Milano
- h. 11.00** **The SUPERHUB project**
Maria Perez Ortega – GFI, the SUPERHUB project manager
- h. 11.10** **The SUPERHUB research and its scientific outputs**
Judith Masthoff – University of Aberdeen
- h. 11.30** **COFFE BREAK**

- h. 11.45 The SUPERHUB Open Platform and its several innovations**
 Oscar Mayora – Create-net
 Michal Jakob – Czech Technical University of Prague
 Davide Tosi – Vodafone Italia
 Manolo Serrano Matoses – ETRA
- h. 12.45 The SUPERHUB App and the final trials: lesson learned and citizens' involvement**
 José Mena – Fundació Privada Barcelona Digital Centre Tecnològic
 Marco Menichetti – Fondazione Legambiente Innovazione
- h. 13.15 LUNCH BREAK**
- h. 14.00 KEYNOTE SPEECHES**
The European Commission Innovation Agenda
 Nino Zambara - European Commission DG CONNECT, SUPERHUB project Officer
“Mobility policies in European cities and people needs”
 Cosimo Chiffi - CIVITAS network
The Italian Digital Agenda, open data policies and the actions to improve smart innovations
 Giuseppe Iacono – Istituto Italiano Open data
- h. 15.00 Mobility Policies in Italy and Europe**
 - “The Milan SUMP” Maria Berrini AMAT Milan, CEO
 - “The Lombardy Region Transportation Plan” Marta Capatti - Lombardy Region
 - “The Barcelona Mobility Planning and Actions” Julio García Ramon – City of Barcelona
- h. 15.40 The European Open Mobility Data Strategy – The European manifesto proposal and SUPERHUB.org**
 Luigi Telesca – eXrade
- h. 16.00 ROUND TABLE – The Italian opportunities to exploit SUPERHUB**
Chairman: Andrea Poggio – Fondazione Legambiente Innovazione, President
 Pierfrancesco Maran, Milan Deputy Mayor on Transportation
 Lombardy Region
 ATM Milan
 Gruppo Autoguidovie
 Vodafone
 Diesis
 Renato Mazzoncini – Gruppo Ferrovie Italiane
 Milan Chamber of Commerce
 Expo2015
 Elena Jachia, Fondazione Cariplo
 ANCI Lombardia
 Giacomo Biraghi, Secolo Urbano
 Assolombarda
- Open discussion
- h. 17.20 CONCLUSIONS**

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