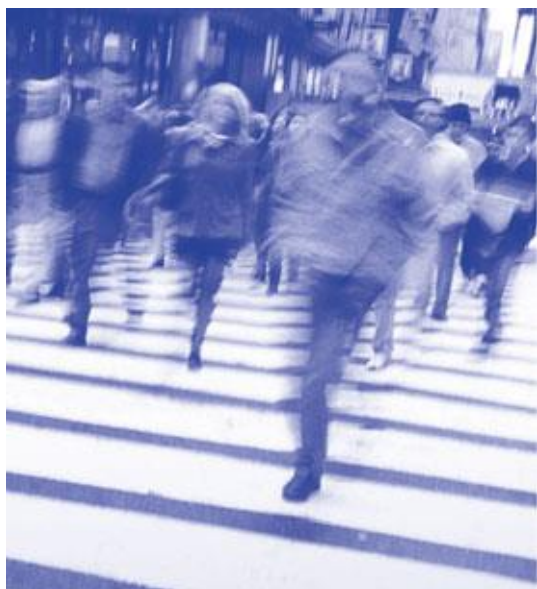




CiViTAS
Cleaner and better transport in cities

DYN@MO

AACHEN • GDYNIA • KOPRIVNICA • PALMA

Summer University

Discurso de inauguración
Opening speech

Joana Maria Seguí Pons
Universitat de les Illes Balears



THE CIVITAS INITIATIVE
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Universitat de les
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Departament de Ciències de la Terra

Grup d'Investigació de Turisme,
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Excel·lentíssim Sr. Llorenç Huguet, Rector Magnífic de la Universitat de les Illes Balears;

Il·lustríssim Sr. Gabriel Vallejo, Regidor de l'Àrea de Mobilitat;

Mr. Eckhard Larosh, Civitas DYN@MO Project Coordinator;

Dr. Miquel Grimalt, Director del Departament de Ciències de la Terra;

Bon dia a tots i totes, Buenos días, Good morning, i benvinguts a la Primera Summer University del Projecte CIVITAS DYN@MO.

Iniciem avui, a les portes de l'estiu, la primera de les tres "Summer University", seminaris universitaris internacionals que es celebraran anualment, i durant tres anys, en el marc del projecte europeu CIVITAS DYN@MO, centrat en la planificació de la mobilitat sostenible per a les ciutats d'Aachen, Gdynia, Koprivnica i Palma i del qual formen part 27 socis de diferents països europeus: Alemanya, Polònia, Croàcia, Suècia, Finlàndia i Espanya.

El proyecto DYN@MO, iniciado en diciembre de 2012, se fundamenta en el papel que deben asumir los ciudadanos en la planificación de la movilidad en las ciudades. El diálogo dinámico con los ciudadanos para la realización de Planes de Movilidad Sostenible; el uso de las herramientas sociales de información y comunicación; el avance hacia los sistemas de movilidad 2.0, la movilidad eléctrica y el impulso a los modos no motorizados son las bases fundamentales de este proyecto.

Methodologically, we should not only implement specific measures. We should go beyond. In one hand, we should look for the demonstrative effects of each measure to promote and disseminate it among citizens. And, on the other hand, we must evaluate the effects of each measure to know its strengths and weaknesses, its barriers and drivers and the lessons learned in the implementation process, so they can be used as a reference for the rest of the cities in the CIVITAS network. In essence, this evaluation process is one of the main goals of the DYN@MO project. And the main task, as evaluation managers, that Universities involved in the project must carry out.

The Summer University is one of the main tools for the dissemination of the DYN@MO project. The Summer University aims at being a bridge between the project and the society, a place for knowledge interchange among experts in the sustainable mobility area. In the end, as an academic activity, the Summer University intends to become a place for learning, thinking and building knowledge for students and professorate.

In the DYN@MO Project three editions of the Summer University have been planned, each of them dedicated to the three topics of the project: Sustainable Mobility Planning; Electric Mobility and Mobility 2.0.

In this first edition the Summer University is focused on Sustainable Mobility Planning. Following the guidelines established by the European Commission, and the recommendations of experts at international level, the development of Sustainable Mobility Plans should be the main tool to move the mobility model of our cities towards higher social and environmental sustainability levels.

In this sense, we should be aware that domestic transport sector is responsible for about the 20% of the greenhouse gas emissions in Europe, and the overuse of private motorized transport is the main cause of noise and air pollution in our cities. Therefore, it is necessary to promote public transport and non-motorized modes to increase citizen's health and life quality.

In turn, we should not forget the social aspects of promoting public transport or walking and cycling modes. This seems to be very important especially in the difficult times which we are currently living. The public transport system and the promotion of non-motorized modes plays a fundamental role in social justice, as long as it provides the necessary access of all citizens to education, health care, administrative or recreation facilities, regardless of their socioeconomic situation and physical location.

During the three sessions of the Summer University we will be able to interchange experiences and technical knowledge in these fields, in the area of Sustainable Mobility Planning.

The first day, that we are now opening, will be dedicated to international experiences in Europe. It will be very interesting to know more about Sustainable Mobility Planning in France, United Kingdom, Germany and the countries of Central and Eastern Europe.

The second session, on Thursday, will be focused in the sustainable Mobility policies in Spain. Speeches will include an introductory view of mobility planning, followed by specific case-studies from the cities of Sevilla, Malaga, Vitoria and Barcelona. We will pay attention also to our city, Palma.

Finally, on Friday the session will be focused in the public participation methodologies specifically designed for Sustainable Mobility Planning. This session will be developed at the UIB Campus in the outskirts of Palma, in a periurban context, in contrast with today's and tomorrow's sessions that will be held at this building located near the very heart of the City of Palma.

The agenda of the three sessions has been designed to combine theoretical issues with more practical and dynamic sessions open to the interaction with the participants, conducted and developed by high-level international and national experts.

A short guided excursion through the city of Palma has also been planned, using different transport modes. It is expected to visit different areas of the city and the traffic control office in the Mobility Department to see how the different elements of mobility in Palma are managed.

Last but not least, we should mention also the round table that will take place on Thursday afternoon within different social stakeholders, as neighborhood or shopkeepers associations of

Palma. This round table will be a good chance to know directly which are the main challenges and opportunities that, from the citizen point-of-view, have to be taken into account in the development of the Sustainable Urban Mobility Plan for Palma.

We hope, finally, that all the activities included in this Summer University could give a complete vision of the elements that should be part of an Urban Mobility Plan based in the active participation of citizens.

La procedencia de los participantes en esta primera Civitas Dyn@mo Summer University tiene una cobertura geográfica muy amplia: Alemania, Polonia, Croacia,

Chequia, Italia, Francia, Inglaterra, Finlandia, Suecia, España junto con Argentina e India.

Para acabar, quisiera finalmente agradecer, en primer lugar, a todos los ponentes que van a intervenir en estos días, por haber aceptado el reto, en poco tiempo, de poner en común sus conocimientos de movilidad con todos nosotros. A los socios del proyecto CIVITAS DYN@MO, siendo ya, para algunos de ellos, el tercer día de estancia en Palma, después de dos días de reunión del Proyecto. Entre ellos, agradecer muy especialmente a los que han colaborado directamente en la planificación y gestión de esta Summer University, Bernd Decker, Tom Rye, Kirsi-Marja Lonkila .

Igualment agrair a l'Ajuntament de Palma, a Miquel Femenia i l'àrea de Mobilitat, i la resta de socis locals, especialment a Maarten van Bemmelen i Emilio López de Eurolocal, per la seva col·laboració i bona disposició a l'hora d'organitzar aquest esdeveniment.

Agrair al Departament de Ciències de la Terra de la Universitat de les Illes Balears, per haver facilitat gestions i, molt particularment, assenyalar la generositat, la dedicació i l'entrega dels membres del grup de recerca GITMOT dedicats a la SU, Rosa Martínez, Maurici Ruiz, Jaume Mateu i Marga Luna, sense ells, no hauria estat possible.

Esperem, doncs, que aquesta primera Dyn@mo Sumer University sigui profitosa per a tots i totes.

Muchas gracias, thank you very much, moltes gràcies per haver vingut.

Joana Maria Seguí

Catedrática Geografía Humana

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