

Boosting the European business sector: It starts with cycling

20th February, Brussels

One EU project got half a million people out of their cars: Find out how smart choices can change Europe's commuting habits.

February 20th 2017, 09.30am - 14:00pm

Agenda

Moderation: Nadia Theuma, Executive Director Paragon Europe

Welcome	
9:30 am	Registration
10:00 am	Welcome addresses: Christopher Farrugia, Permanent Representation of Malta to the EU
Mobility as a system: EU added value in behaviour change campaigns	
10:15 am	Adam Bodor, ECF Advocacy Director
Bike2Work Project: Lessons learned from successful campaigns that moved Europe	
10:45 am	Kevin Mayne, ECF Development Director
	Alina Luca, Internal Communication Senior Coordinator Telekom Romania
	Andrea Romeri, Department Manager Decathlon Italy
	Matt Mallinder, Membership Director Cycling UK
11:30 am	Coffee break
Smart technologies and policy environment: Dynamic tools for successful Bike2Work campaigns	
11:45 am	Confederation of the European Bicycle Industries (to be confirmed)
	Holger Haubold, ECF Fiscal Policy Officer
Launch of a European certification framework on Cycle-Friendly Employer (CFE): European standards from SMEs to multinational corporations	
12:30 pm	Matthias Scheid, FGM-AMOR
	Sophia-Maria Antonulas, Senior Product Manager ADFC
	Paul Murphy, Chairman of European Union Cyclists' Group; Policy Officer at the European Commission
Closing remarks	
12:50 pm	Adam Bodor, ECF Advocacy Director
13:00 pm	Lunch



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