

# Invitation

## „Institutional cooperation in urban and regional mobility“ A PUMAS Workshop

26 November 2014

9 am – 5 pm

Venue: City Hall (Kleiner Rathaussaal), Marienplatz, Munich, Germany

Organised by:

City of Munich, Dep. of Health and Environment (RGU), Markus Spring ([pumas.rgu@muenchen.de](mailto:pumas.rgu@muenchen.de))  
Munich Tariff and Transport Association (MVV), Bernhard Fink ([bernhard.fink@mvv.de](mailto:bernhard.fink@mvv.de))



### Workshop objective

Mobility is key for the prosperity of the regional and urban economy and for the quality of life of citizens. The transport of people and goods is not an end in itself, but a means to satisfy the multifaceted needs of our complex society. It requires cooperation and partnership beyond institutional, geographical, administrative, societal and language borders.

The PUMAS regions and cities exercise this cooperative approach while implementing mobility measures according to the guidelines of a sustainable urban mobility planning<sup>1</sup>. During this workshop, the PUMAS partners want to share their experiences, the pros and cons, the benefits and limits, methods and tools of (institutional) cooperation with peers and practitioners from Alpine cities as well as from any other European region.

The workshop consists of three elements:

1. Representatives from two institutional cooperations with very different settings in the Munich region will present their best practice cases.
2. European experts will enrich the discussions with their personal key messages regarding institutional cooperation.
3. Participants will experience in the main part of the workshop a situation of an institutional cooperation in lively role-plays moderated by the experts.

The PUMAS workshop, thus, highlights the issues, provides hands-on experience and reviews success factors of institutional cooperation in urban and regional mobility.

### Target Group of the Workshop

The PUMAS project invites junior as well as senior

- Planners of urban/regional mobility, energy, environment, climate change, healthcare, demographic change, social services, etc.,
- Politicians in charge of urban development, and
- Entrepreneurs directly or indirectly concerned by mobility issues,

i.e. all those who are open-minded and ready for a change and a new approach to tackle issues of general interest, not via top-down or bottom-up approach but through cooperation.

<sup>1</sup> SUMP: Sustainable Urban Mobility Planning – Planning for people: <http://www.eltis.org/mobility-plans>

## Agenda for 26 November 2014

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Time	Theme – Issue – Task	
08:30	Registration	
<b>09:00</b>	<b>Opening</b>	
	Presentation of Agenda & Objectives Welcome	Michael C. Laubenheimer, <i>LBH Consulting Europe</i> Dr. Sylvia Franzl, <i>City of Munich</i> Dr. Florian Ballnus, <i>Bavarian State Ministry for the Environment and Consumer Protection</i>
	Presentation of PUMAS	Giuseppe Mella, <i>PUMAS Coordinator, City of Venice</i>
<b>09:45</b>	<b>Institutional Cooperation I: Best Practice</b>	
	Munich transport organisation MVV	Alexander Freitag <i>CEO of Munich Tariff and Transport Association (MVV)</i>
	Inzell Initiative	Paul Bickelbacher <i>City Councillor, City of Munich</i>
	Questions	
10:30	Coffee Break	
<b>11:00</b>	<b>Institutional Cooperation II: Motivators</b>	
	Key messages, lessons, recommendations	Andreas Hacker, <i>Stadt-Umland Management, A</i> Rob Jeurings, <i>Ecorys, NL</i> Dr. Raymond Saller, <i>City of Munich</i> Walter Schenkel, <i>Synergo, CH</i>
	Explanation of Role-play Splitting up groups Usage of PUMAS ASC Platform	Michael C. Laubenheimer Dr. Till Schümmer, <i>Remote Learning University Hagen, D</i>
<b>11:45</b>	<b>Institutional Cooperation III: Role-Play, Part 1</b>	
	Understanding of context, role, interests, objectives and tasks	all
12:30	Lunch Break	
<b>13:30</b>	<b>Institutional Cooperation III: Role-Play, Part 2</b>	
	Discussion, negotiations, problem solving, external event, conclusions	all
	Presentation of results, achievements, lessons learnt	
	Questions	
<b>16:00</b>	<b>Institutional Cooperation IV: Conclusions &amp; Looking ahead</b>	
	Success factors, Issues, Next steps PUMAS Declaration Alpine Space 2014-2020: A renewed frame for cooperation	Michael C. Laubenheimer Giuseppe Mella Anne-Séverine Lay, <i>Joint Secretariat, Alpine Space Programme</i>
17:00	End of workshop	

## Workshop Registration

If you are interested in attending the workshop and in sharing your own experiences with peers you are invited to contact the organiser of the workshop by simple email:

Michael C. Laubenheimer, [mcl@lbh-consulting.eu](mailto:mcl@lbh-consulting.eu), Tel. +49 1573 255 65 23

or register online via: <http://pumas-workshop-munich.eventbrite.com>

Once registered, the workshop participants will get access to the PUMAS cooperation and exchange platform for preliminary information, briefing information, initial discussion about institutional cooperation.

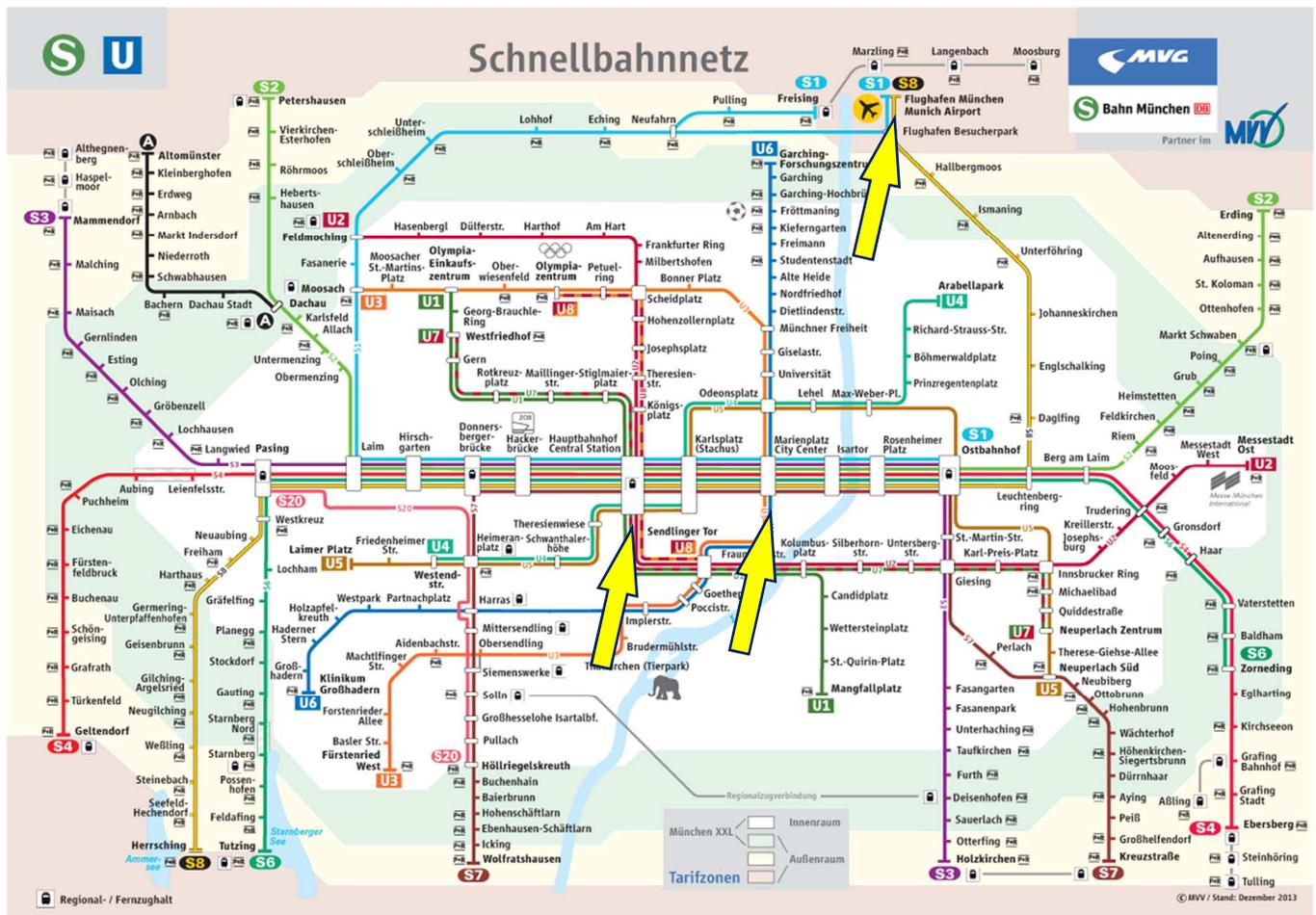
## Workshop Venue:

The workshop will be hosted by the City of Munich in the “Kleiner Rathssaal” in the City Hall at the Marienplatz in the heart of Munich.

The City Hall can be reached by all S-Bahn lines (suburban railway) of the Munich transport system from the central railway station (Hauptbahnhof) and by S1 and S8 from Munich airport (<http://www.munich-airport.de/en/consumer/index.jsp>)

Travel and ticket information can be found under:

<http://www.mvv-muenchen.de/en/homepage/index.html>



## Hotel information:

The tourist board has made some room allotments especially for the workshop (Nov. 25 to Nov. 27) in three 3-star hotels in the vicinity of the central railway station:

1. Hotel Alfa: <http://www.hotel-alfa.de/en/>
2. Hotel St. Paul: <http://www.hotel-stpaul.de/en/index.html>
3. Hotel Brunnenhof: [http://www.brunnenhof.de/?lang\\_G=en](http://www.brunnenhof.de/?lang_G=en)

Please see the map below with hotel locations according to the enumeration above.

Please make your booking via the attached registration form or via the following link:

[http://jupiter.muenchen.de/dlight/desk/vacancy/normal.jsp?LinkId=en\\_kongresse&LANG=en&Properties=en](http://jupiter.muenchen.de/dlight/desk/vacancy/normal.jsp?LinkId=en_kongresse&LANG=en&Properties=en)

Be aware that hotel rooms may be scarce at that period as important trade fairs take place during that period.

Inquiries, questions, etc.

In case of questions, do not hesitate to contact the hosts or the workshop organiser:

- Markus Spring, City of Munich, [pumas.rgu@muenchen.de](mailto:pumas.rgu@muenchen.de)
- Bernhard Fink, Münchner Verkehrs- und Tarifverbund MVV, [bernhard.fink@mvv.de](mailto:bernhard.fink@mvv.de)
- Michael C. Laubenheimer, LBH Consulting Europe, [mcl@lbh-consulting.eu](mailto:mcl@lbh-consulting.eu)

City map Landeshauptstadt München

