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ArtMED

*Planning for Autonomous Mobility
on Demand in the Interreg Euro-MED Area*

Final Conference

*Shaping the future of mobility:
planning sustainable solutions across European regions*

Brescia, 24 February 2025

Venue: University of Brescia

Aula Magna S. Faustino

09:00 – 17:30

Link for the registration: <https://shorturl.at/2PWld>



Registrazione per gli ingegneri: riconosciuti 6 CFP (categoria 'seminario') per la partecipazione all'evento nella sua interezza.
Iscrizioni tramite il sito <https://brescia.ordineingegneri.it/aggiornamento-professionale/eventi-formativi/>

Registrazione per gli architetti: l'iniziativa è accreditata al rilascio di n. 7 cfp per gli Architetti P.P.C. – Iscrizione su Portale dei Servizi CNAPPC





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Introduction

The transition towards a climate-neutral economy calls for bold action in the mobility sector: cities and regions need to redesign how people move, combining reliable public transport with shared, on-demand and emerging autonomous solutions. The **ArtMED Final Conference** brings together institutions, transport operators, companies and research organisations to exchange experiences, discuss lessons learned, and explore how to **accelerate the deployment of sustainable, connected and safe mobility services** across European regions.

Focus: ArtMED Final Conference

ArtMED – Planning for Autonomous Mobility on Demand in the Interreg Euro-MED Area **culminates in this final event in Brescia** (24 February 2025) at the University of Brescia – Aula Magna S. Faustino (09:00–17:30).

The conference frames autonomous and demand-responsive mobility within broader regional strategies, connecting innovation with concrete planning choices and implementation pathways in the Euro-MED context

Key discussion pillars

- **Technology trends shaping the future of mobility**, including automation and MaaS perspectives.
- **Towards net-zero mobility**: energy, infrastructure and the impact of the clean transition.
- **Road safety**: moving from risk analysis to action, with a focus on policies and governance.
- **Mobility demand and urban planning**: linking data and scenarios to strategic choices, including **Demand Responsive Transit (DRT)** and **Autonomous Mobility on Demand**.
- **Urban mobility in practice**: integrating public transport with shared and on-demand solutions.

Together, these sessions support a shared objective: strengthening the capacity of European regions to **plan, govern and scale** innovative mobility services that are **cleaner, safer and more inclusive**.

Simultaneous English/Italian translation will be available





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Agenda

9:00 – 9:30

Welcome coffee, registration and connection to the web platform

9:30 – 10:00

Introduction

- Welcome and opening speeches: Università di Brescia
- Introduction of ArtMED project: Denis Kresevič - Občina Postojna
- Alexia Boulanger (Environment Park) e Michela Fossa (IRE Liguria), Introduction of EuroMED's Green Living Areas Mission: the main results towards a green and sustainable mobility

Facilitator, Guido Piccoli, ALOT srl

10:00 – 11:15

Technology trends shaping the future of mobility

- Marco Diana, Politecnico di Torino, *Reflections on the MaaS trials in Turin, Italy*
- MAGO: Mobility as a Service Goes – Online
- Alessandra Flammini, Università di Brescia, MOST, *Technologies enabling micromobility*

11:15 – 12:30

Towards net-zero mobility: energy, infrastructure and the impact of clean transition

- Fabio Pressi, A2A, *From Energy to Mobility: Building the Infrastructure for a Net-Zero Future* - Online
- Theocharis Vlachopanagiotis - Rhoe - *The Fate of Transport: Resilient and Antifragile Urban Mobility Systems*

Lunch break

14:00 – 15:15

Road safety: from risk analysis to action

- Antonio Avenoso, European Transport Safety Council, *Road safety in urban areas: addressing traditional and emerging road risks*
- Stefano Zampino, National Agency for the Safety of Railways and Road and Motorway Infrastructures,
- Roberto Ventura, Università di Brescia, *Measuring crash risk: The case study of Brescia*

15:15 – 16:30

Mobility demand and urban planning: linking data and scenarios to strategic choices

- Maurizio Tira, Università di Brescia, *Mobility demand management and urban planning*
- Camilla Garcia, Transportes Metropolitanos de Lisboa, *Beyond Fixed Routes: Mobility on Demand in Metropolitan Lisbon*
- Silvia Rossetti e Ilaria Denoia, Università di Parma, *MOVING StEPS: MOVING from STreet Experiments to adaptive Planned Solutions*

16:30 – 17:15

Urban mobility in practice: integrating public transport, shared and on-demand solutions



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- Benedetto Barabino, Università di Brescia, *On leveraging new technologies to enhance the effectiveness of public transport*
- Martina Carra, Università di Brescia, *Engaging citizens in public transit choice: insights from Vietnam and Italy.*
- Fabio Antonialli - Ecole Centrale de Lyon and Albert Borreguero Ruiz - CARNET future mobility, *Strategic Planning for Demand Responsive Transit and Autonomous Mobility on Demand*

17:15 – 17:30

Closing remarks

- Maurizio Tira, Università di Brescia