Governance for Sustainable Mobility

6th – 8th May 2019 in Munich, Germany

VDV – GPSM Study Tour
Rationale

In a rapidly changing world, mobility is key to sustainable development. Increasing economic, ecological and social aspirations of citizens worldwide and limited natural resources are driving innovation in the transport sector. At the same time, transport and mobility solutions have become strongly connected to other areas such as energy production, digitalization and urban planning. This has created a need for elaborate urban management structures to create and maintain integrated transport systems. To address pressing problems such as polluting emissions, noise, deadly traffic accidents, resource depletion, and inaccessibility of amenities, cities must institutionalize inter-organizational cooperation and stakeholder involvement.

Target group / participants

The target group comprises decision-makers responsible for urban planning, transportation planning and for local public transport systems in cities from developing and emerging economies.

Objective

The Association of German Public Transport Companies (VDV) – GPSM study tour on “Governance for sustainable mobility” takes place in Munich (Germany). It introduces the concept of inter-organizational cooperation and stakeholder involvement for sustainable mobility, mainly in the areas of public transport and non-motorized mobility. Participants will meet mobility and transport providers and authorities from Munich, such as the Munich Transport Cooperation (MVG) and the City Planning Authority, which is the responsible authority for urban mobility planning. The study tour in Munich creates a space in which decision-makers from the field of policymaking, business, research and civil society will transfer insights and innovation into their home context. The study tour is organized by the Verband Deutscher Verkehrsunternehmen e.V. (VDV) (Association of German Public Transport Companies) together with the German Partnership for Sustainable Mobility (GPSM) on behalf of the German Ministry for Economic Cooperation and Development (BMZ).

Germany is a world leader in sustainable, innovative and efficient mobility solutions. Especially Munich is a good example of how good governance in the field of urban mobility brings different stakeholders together to achieve sustainability. By providing German knowledge and expertise, the German Partnership for Sustainable Mobility (GPSM) aims to contribute to the advancement of the international dialogue on smart transportation systems and sustainable development.

LINK: [https://www.german-sustainable-mobility.de/](https://www.german-sustainable-mobility.de/)
1st Day: 6th May 2019

Wlcoming Programme
Loc: Gasteig Skybar
20:00 - 22:00 Welcome reception (Meeting point: 19:30 at the lobby of Hotel H’Otello)

2nd Day: 7th May 2019

08:30 - 08:45 Introduction to the Workshop and Welcoming Remarks
Speaker: Prof. Dr. (I) Elisabeth Merk (General Manager Urban Planning, City of Munich)

Session 1: Setting the Scene:
Speaker: Gerrit Poel (CEO, VDV Bavaria & Coordination of sustainability issues in the federal association)
The Public Transport Sector and Mobility trends in Germany
Speaker: Armin Wagner (Teamleader Sustainable Mobility, GIZ)
The German Partnership for Sustainable Mobility (GPSM) / GIZ activities

08:45 - 09:00 Coffee Break

Session 2: Local context: Munich’s transport policies and governance on sustainable mobility
This session sets the scene for the German and Munich governance structure and important insights to the urban agenda. In the second part of this session there is sufficient time for questions and discussion with the international guests.
Speaker: Georg Koppen (Director Mobility, City of Munich, Planning Dept.)
Munich’s way to plan and support Sustainable Mobility and Urban Development
Speaker: Markus Schubert (CEO, Intraplan Transportation Planning Company)
From long-term Public Transport Planning to supporting Core-projects for Munich and Bavaria
Speaker: Jutta Jungwirth (Head of Department of Urban and System Planning, Mobility Management, SWM/MVG (Munich Public Transport Corporation)
MVG, a powerful Mobility Provider for a prosperous Munich
Discussion with Georg Koppen, Jutta Jungwirth, Markus Schubert and all international guests moderated by Gunnar Heipp

09:45 - 11:15 Session 2: Local context: Munich’s transport policies and governance on sustainable mobility
12:15 - 13:30 Lunch Break Loc: Restaurant Gast

13:30 - 15:00 Session 3: Group work: Governance challenges in cities relating to sustainable mobility
- Analysis of typical challenges and possible obstacles as well as developing typical solutions jointly.
This session will start with short five-minutes intros from the international participants providing insights about the most burning challenges.
Participants:
all international participants and
Georg Koppen (Director Mobility, City of Munich, Planning Dept.)
Markus Schubert (CEO, Intraplan Transportation Planning)
Jutta Jungwirth (Head of Department of Urban and System Planning, Mobility Management, SWM/MVG (Munich Public Transport Corporation)
Gunnar Heipp (CEO, Strategic+Urban+Mobility+Consulting) (Moderator)

15:00 - 15:15 Coffee Break

Session 4: Peer Discussion between international decision makers and Munich representatives: Decision making processes (State, County, City level) and the governance of cities for future Mobility; Building the mobility vision for a city and funding of public infrastructures in the transport sector.
This session shall support the common brainstorming and development for possible patterns and structures solving challenges in developing cities (See also Session 3).
Participants:
Georg Koppen (Director Mobility, City of Munich, Planning Dept.)
Markus Schubert (CEO, Intraplan Transportation Planning)
Jutta Jungwirth (Head of Department of Urban and System Planning, Mobility Management, SWM/MVG (Munich Public Transport Corporation)
Sabine Nallinger (CEO, 2-Grad Stiftung, Foundation for climate protection)
Gunnar Heipp (CEO, Strategic+Urban+Mobility+Consulting) (Moderator)

16:45 - 17:00 Wrap Up and Introduction to the following activities
17:00 - 20:00 Free time for the participants to walk the city and / or return to the hotel
17:00 - 20:30 City tour by Tram and Dinner (Meeting point: Lobby at Hotel H’Otello)
3rd Day: 8th May 2019

<table>
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<tr>
<th>Workshop</th>
<th>Location: Gasteig</th>
<th>09:00 – 12:00</th>
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| **Session 5:** Peer Discussion between international decision makers and Munich representatives: Using the power of civil society, non-governmental organizations, start-ups and new business models to achieve sustainable mobility goals. This session will start with short intros from the German start-up eco-system and open up then for discussion with international guests on how to use start-ups and digital innovation to foster sustainable mobility in fast-growing cities. | **Participants:** Dr. Tom Kirschbaum (CEO, door2door)
Alice Etropolosky (Business Development Manager, door2door)
Julia Katharina Götz (Founder & Project Manager, Motia Ventures)
Raul Pinto (CEO, Bikeee)
Dr. Begoña Otero (Founder, Consultant for Innovation and Intellectual Property)
Kirstin Hegner (General Manager, Digital Hub Mobility)
Felix Proehl (CEO, BlueGo)
Gunnar Heipp (CEO, Strategic+Urban+Mobility+Consulting) (Moderator) |

12:00 – 13:00 Lunch Break Loc.: Restaurant Gast

<table>
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<tr>
<th>Site Visits</th>
<th>13:00 – 17:00</th>
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| **Site Visits in Munich (for further details see next page):** The site visit starts with a short intro at the Munich Digital Mobility Hub and continues using the Munich underground system having site visits at the MVG customer care center, newly renovated public transport hub at Münchner Freiheit, taking a look at private urban development articulated with public transport, and visiting newly developed housing and business area. | **Participants:** Pierre Weber (Project Manager, SWM/MVG (Munich Public Transport Corporation) and colleagues
Gunnar Heipp (CEO, Strategic+Urban+Mobility+Consulting) |

17:00-17:15 Closing and Handout of Certificates

**LOCATION DETAILS**

**Gasteig**
Room to be announced (Ground Floor)
Rosenheimer Straße 5
81667 Munich

**Hotel H’Otello | B’01 München**
Baaderstraße 1
80469 Munich
+49 89 458 31200 | Reservierung@hotello.de
Contact Person: Annette Seeberger
## SITE VISITS MUNICH DETAILS

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Details</th>
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<tbody>
<tr>
<td>ca. 13:00</td>
<td>Start from the restaurant at Gasteig</td>
<td>Transfer: S-Bahn from Rosenheimer Platz to Hackerbrücke</td>
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<tr>
<td>ca. 13:15 - 13:30</td>
<td>Hackerbrücke ZOB</td>
<td>(München Hackerbrücke, 80335 München) Look at the Central Bus Station and surroundings</td>
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<tr>
<td>ca. 13:45 - 14:15</td>
<td>Pasing Mobility Hub</td>
<td>(Pasinger Bahnhofspl. 9, 81241 Munich) Transfer to Pasing by S-Bahn</td>
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<tr>
<td>ca. 14:30 - 15:00</td>
<td>Marienplatz</td>
<td>Brief look at the renovated mezzanine floor of Marienplatz station with a short introduction and walk through the service centre of MVG and SWM/-net</td>
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<td>ca. 15:15 - 15:45</td>
<td>Münchner Freiheit</td>
<td>Tour through metrostation and mobility hub with carsharing, MVG bikes, taxi-stop, busstops, E-charging stations</td>
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<tr>
<td>ca. 16:00 - 16:20</td>
<td>Real Estate Project „Leopold 194“</td>
<td>(Leopoldstraße 194, 80804 Munich) Brief introduction to the real estate project and the new tram stop</td>
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<tr>
<td>ca. 16:30 - 17:00</td>
<td>Housing association with Mobility Station at Funkkaserne (WagnisART)</td>
<td>(Petra-Kelly-Straße 29, 80797 Munich) Visit of WOGENO cooperative housing estate and mobility station</td>
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<tr>
<td>ca. 17:00 - 17:15</td>
<td>Closing and Handout of certificates</td>
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<tr>
<td>ca. 17:15</td>
<td>End of tour and individual transfer to hotel</td>
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SITE VISITS MUNICH ROUTE

CONTACT DETAILS DURING THE GUIDED TOUR

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Gunnar Heipp
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Gunnar Heipp is an internationally renowned expert in urban mobility, urban development, infrastructure and innovation. After having been involved in the famous development of the tram-train system in Karlsruhe, he was for more than 15 years the Director for strategic planning, infrastructure, digitalization, sustainability and innovation management of the Munich Public Transport Company SWM/MVG. Besides this, Gunnar is engaged in numerous associations and foundations. In 2018, Gunnar has founded his own consulting company, focusing on strategic urban development and mobility. Customers are cities, public and private companies and start-ups in Germany, Austria, France and Scandinavia. He holds a master in civil engineering, studied urban planning in Karlsruhe (Germany) and Trondheim (Norway), took classes in management and economy at the St. Gallen Management School and is a fellow of the German Academy on Regional and Urban Planning (DASL).