

SaMBA FINAL EVENT | Wednesday 06 October | 09:30 – 14:00 in Turin and online

“Get inspired: How to start changing mobility behaviour in cities and regions“

Agenda and program | [Registration](#)

Time CET	Session
9.30 a.m.	Registration of on-site participants
10.00 a.m.	Welcome
10.15 a.m.	The SaMBA project in a nutshell <i>Riccardo Ledda, Piedmont Region</i>
10.30 a.m.	Recommendations for the development of Harmonized behaviour change policies <i>Yvan Martinod, Department of Isère</i>
10.50 a.m.	"The MBC web Platform: Lead the Mobility Behaviour Change (MBC) together" <i>Stefania Mauro, Links Foundation</i>
11.10 a.m.	Coffee Break
11.30 a.m.	Finding measures for mobility behaviour change by using SaMBA tool <i>Johanna Schmitt & Dagmar Lahnsteiner, RSA FG iSpace</i>

11.50 a.m.	Hands-on inspirations for local authorities: Introducing the Handbook for implementing behaviour change policies Getting to know the stories behind SaMBA: Videos from Pilot Cases <i>Stefania Mauro, Links Foundation</i>
12.10 a.m.	Coffee Break
12.20 a.m.	Round Table Discussion: Promoting Mobility Behavior change: the Nudge strategy and the role of Public Authorities <i>Moderated by Herbert-Simon-Society</i> <i>Speakers tba</i>
12.50 p.m.	Closure and launch of the Memorandum of Understanding <i>Riccardo Ledda, Piedmont Region</i>
13.00 p.m.	SaMBA COMPETITION AWARD CEREMONY
13.20 p.m.	Lunch for on-site participants

At the end of each session there will be time for Q&A. The event will be in English language with simultaneous translation IT/EN. The event will also be streamed for people interested but not able to participate in presence. Covid Green Pass will be requested for participation in presence.

For more information please contact:

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