



14:00-17:00 CEST  
**22.09.2020**  
FINAL CONFERENCE  
AGENDA

## Inclusive mobility for an inclusive society: new approaches and solutions. **How can transport benefit us all?**

Moderator: **Karen Vancluysen** (*Secretary General, POLIS*)  
Keynote Speaker: **Prof. Rosário Macário** (*University of Lisbon*)

14:00-14:10	<b>Introduction: What are HiReach and INCLUSION about?</b> <i>Michele Masnata, AlgoWatt, Inclusion</i> <i>Simone Bosetti, TRT, HiReach</i>
14:10-14:30	<b>From problems to solutions: how to support innovative transport systems</b> <i>Rosário Macário, University of Lisbon</i>
14:30-14:35	<b>Launch of the poll on the current mobility challenges</b> <i>Karen Vancluysen</i>
14:35-14:50	<b>How to make inclusive mobility a reality: 8 principles and tools for a fair(er) transport system</b> <i>Kristin Tovaas, Rupperecht Consult, Inclusion</i>
14:50-15:05	<b>Rethinking mobility poverty: understanding users' geographies, backgrounds and aptitudes</b> <i>Massimo Moraglio, Technical University of Berlin, HiReach</i>
15:05-15:15	<b>Results from the poll</b> <i>Karen Vancluysen</i>
15:15-15:30	<b>Coffee break</b>
15:30-15:40	<b>Establishing the solutions: how did we get there?</b> <i>Vivian Kiousi, INTRASOFT International, HiReach</i> <i>Caitlin Cottrill, University of Aberdeen, Inclusion</i>
15:40-15:50	<b>Engaging mobility entrepreneurs: the HiReach Startup Lab acceleration programme</b> <i>André Marquet, Productized, HiReach</i>
15:50-16:00	<b>Innovative business models for inclusive mobility solutions</b> <i>Vasco Reis, TIS, HiReach</i>
16:00-16:10	<b>Quick wins for independent mobility: lessons learnt from the INCLUSION pilot Labs</b> <i>Andrea Lorenzini, MemEx Srl, Inclusion</i>
16:10-16:20	<b>From pilot to inclusive business models: Barcelona and Cairngorms experiences</b> <i>Lídia Sala, Mosaic Factor, Inclusion</i>
16:20-16:40	<b>Key messages to take away and lessons learnt</b> <i>Cosimo Chiffi, TRT, HiReach</i> <i>Steve Wright, University of Aberdeen, Inclusion</i>
16:40-16:55	<b>Q&amp;A</b>
16:55-17:00	<b>End of meeting</b>

The two projects are in their last mile and this conference will present their outcomes.  
Learn more about the projects: