



## Theme 5 : Carsharing : a choice at the heart of a sustainable transportation vision.

Thursday, October 4<sup>th</sup> from 8 am to 12 pm, Mont-Tremblant

The role of the automobile in urban settings is at the core of debates dealing with environment and sustainable transport. The advantages of Carsharing in reducing emissions are undeniable. How can this mode of transport position itself as a true alternative to single occupant vehicles and complementary to public transport? Innovative ecological mobility in 2007, a review of leading global companies, supporting legislation, new technologies, market segments and new developments.

<p><b>Workshop 1</b> The potential and impact of integrating carsharing into transportation policies.</p>	<p>Thursday October 4 8:00 am to 10:00 am</p>	<p>Workshop Chairman <b>Marco Viviani</b> Communauto Inc.</p>
<p><b>Speaker 1</b> Carsharing as a tool in the development of a large-scale sustainable transportation policy. France leads the way by adopting a law promoting car sharing.</p>		<p><b>Roland Ries</b> Senator of Bas-Rhin, former mayor of Strasbourg, promoter of the French law on the carsharing</p>
<p><b>Speaker 2</b> Carsharing incentives at the regional level: a profitable investment for mobility. Overview of the Bruxelles-Capitale region's experience in the development of car sharing.</p>		<p><b>Pascal Smet</b> Minister of mobility and public works of the Bruxelles-Capitale regional government, Belgium</p>
<p><b>Speaker 3</b> From niche market to mass service: car sharing at the national level. The exemplary case of Mobility Car-Sharing in Switzerland.</p>		<p><b>Peter Muheim</b> Director Mobility Support Inc., Mobility CarSharing Switzerland</p>
<p><b>Speaker 4</b> Impact of combined mobility on transportation policies in Quebec: favorable impact on the environment, reduction in the number of vehicles, etc.</p>		<p><b>Benoit Robert</b> Chief Executive Officer, Communauto Inc.</p>
<p><b>Workshop 2</b> CarSharing in North America. Concrete examples of a more rational use of the automobile.</p>	<p>Thursday October 4 10 :30 am to 12:00 pm</p>	<p>Workshop Chairman <b>Yves-Dallaire</b> Tecsult</p>
<p><b>Speaker 1</b> Carsharing in the United States : The state of a highly promising current situation.</p>		<p><b>Adam Cohen</b> Research Assistant, Innovative Mobility / Partners for Advanced Transit and Highways, University of California</p>
<p><b>Speaker 2</b> Evaluation of the growing carsharing market in Canadian cities.</p>		<p><b>Kevin McLaughlin</b> Director, Autoshare Toronto <b>Tracey Axelsson</b> Director, Cooperative Auto Network, Vancouver</p>
<p><b>Speaker 3</b> Carsharing as an extension of public transportation.</p>		<p><b>Nicole Baribeau</b> Coordonnator in Market development, Réseau de transport de la Capitale</p>
<p><b>Speaker 4</b> Carsharing as a complement to a municipal fleet: cost reduction and impact on mobility.</p>		<p><b>Denise Martin</b> Transport coordonator, Urbanism Department, City of Gatineau</p>