

WORLD CYCLING FORUM

AGENDA

PUTTING THE BICYCLE INDUSTRY AT THE CORE OF SUSTAINABLE DEVELOPMENT

DAY 1: TUESDAY, 4 JUNE 2019

- 09h00 WELCOME**
by Robbert de Kock, President/CEO, WFSGI and Jan- Willem Van Schaik, Editor-in-Chief, Bike Europe and moderated by Marc ter Haar, Strategic Relationship Director, EY Netherlands
- 09h15 Future Urban Mobility – The Role of Bicycle in Urban Development**
by Carlo van de Weijer, Director Smart Mobility, Eindhoven University of Technology, Netherlands
- 10h00 Cycling for a Healthy, Active Life and Sustainable Development**
by Dr. Fiona Bull, Programme Manager, Prevention of Noncommunicable Diseases, World Health Organization, Switzerland
- 10h45 Q&A**
- 11h05 COFFEE BREAK**
- 12h00 London: Cycling in a Global City**
by Dr. Will Norman, Walking & Cycling Commissioner, Mayor of London's Office, UK
- 12h30 Cycling in the 21st Century: what is changing and what should not**
by Philippe Crist, Advisor for Innovation and Foresight, International Transport Forum (ITF), Organization for Economic Cooperation and Development (OECD), France
- 13h00 Q&A**
- 13h20 LUNCH**
- 15h00 Material Innovation – The Development of Graphene Enhanced Bicycle Tires**
by Stefan Anton, Product Director, Vittoria Industries Ltd.
- 15h30 Process – Sustainable Manufacturing Processes / Technology**
by Quentin Badonnel, Project Leader – Sustainable Development and Ronan Le Moguen, Project Leader – Sustainability in Supply Chain, Decathlon, France
- 16h00 Q&A**
- 16h20 Wrap-up Day One**
- 17h30 APÉRO AND DINNER**
- 22h00 END OF DAY 1 / INDIVIDUAL RETURN TO HOTEL**

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DAY 2: WEDNESDAY, 5 JUNE 2019

09h00 WELCOME / RE-CAP DAY 1

by Robbert de Kock, President/CEO, WFSGI and Jan- Willem Van Schaik, Editor-in-Chief, Bike Europe moderated by Marc ter Haar, Strategic Relationship Director, EY Netherlands

09h05 Who's Peddling? A New Taxonomy of Urban Mobility

by Nicholas Russell, Entrepreneur-In-Residence, UCL Engineering/ConceptionX.org, England

09h50 Q&A

10h00 Presentation hosted by the Responsible Sports Initiative (RSI)

10h30 COFFEE BREAK

11h15 EU Legislation and Sustainable Industrial Development

by Manuel Marsilio, Secretary General, Confederation of the European Bicycle Industry (CONEBI), Belgium

11h45 Circular Product Design: Making, Using, and Saving Products

by Ruud Balkenende, Professor of Circular Product Design, Director of Education, TU Delft, Netherlands

12h15 Q&A

12h35 LUNCH

14h15 The Industrial Benefits of Sustainable Light Mobility

by Gil Nadais, General Secretary, ABIMOTA, Portugal

14h30 On-Demand Economy, Global Supply Chains and Total Talent Management

by Denis Pennel, Managing Director, World Employment Confederation, Brussels, Belgium

15h00 Some Sustainable Futures for Bicycle Manufacturing

by Steve Evans, Director of Research in Industrial Sustainability, University of Cambridge, UK

15h30 Q&A

16h15 END OF WCF 2019