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# Large international events as drivers of sustainable development in transport

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# Who we are

- World Cities World Class (WC2) network
  - founded in 2010, brings together 11 top universities in major cities around the world
  - addresses issues of common interest, including transport, health, business and cultural/creative industries
- City University London & TU Berlin
  - leading European universities and founding WC2 members
  - wide range of expertise in transport research and consultancy, including: integrated transport planning, traffic management and operations, transport safety and security, ITS, railway operations, travel behaviour, urban street design, transport modelling, transport impacts assessment, ...



# Project idea

- Large international events (Olympic Games, football championships, large exhibitions, ...)
  - a major transport challenge for host cities...
  - ... but also a unique opportunity to build a “legacy” of investments and operational changes, stimulating a lasting transition from the pre-event Business as Usual (BaU) state to a new BaU mix, consisting of sustainable multimodal alternatives
- Question
  - How to capitalise on the long-term legacy of large events and maximise its impact?



## Project idea

- Proposal: *“Large international events as drivers of sustainable development in transport”*
  - Benchmarking and review of best practices
  - New methods for ex-post and predictive evaluation of the long-term legacy of innovative and sustainable transport solutions developed for large events
  - Development of handbook and tool to support decision-making for large events based on subsequent legacy
  - Validation in host cities of upcoming large events
- Call topic SST.2013.3-2. Implementing innovative and green urban transport solutions in Europe and beyond



# Partnership

- WC2 partners
  - University of Sao Paulo (Brazil)
  - Politecnico di Milano (Italy)
  - Tongji University (China)
  - Hong Kong Polytechnic University (China)
- Looking for...
  - local authorities, transport consultancies, transport industries, transport policy experts, project managers with expertise in urban transport
  - coordination and consortium management, support in methodological development, software development, coordination of case studies, communication



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# Thank you!

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