

Name of the speaker:

José Romana

Organisation:

Cascais Ambiente

About you

Include here a short biography/presentation of the speaker or presenting organisation. In 3rd person. Max. 100 words.

José Romana is head of the Nature and Biodiversity division at Cascais Ambiente, with a degree in Landscape Architecture from the University of Algarve and a postgraduate degree in Management from ISEG - Lisbon School of Economics and Management. He is responsible for managing the teams of territorial planning, environmental monitoring and maintenance of natural spaces, under the management of Cascais Ambiente.

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www.linkedin.com/in/josedanielromana

Theme

Choose the theme that was attributed to your presentation from the dropdown list

Facing the carbon & climate challenge in tourism, incl. soft mobility

Title

Insert the title for your presentation, 2 lines max.

MobiCascais - Soft mobility system

Summary

Describe here the main content of your presentation. Max. 220 words

MobiCascais was born in July 2016 from the need and political vision to integrate different modes of transport, combined with the municipality's intention to manage public passenger transport in the municipality, contributing to the transfer of individual transport journeys for public transport and soft mobility. In this sense, the municipality develop the MobiCascais system, namely, the integrated operation of car parks, publicly charged parking areas, shared bicycle rental and public passenger transport.

Buses, trains, bicycles and parking are part of a single integrated system that changed Cascais. Changed services, changed distances, changed for all who live, work or visit the county.

All transport can be interconnected in the mobility management system that makes life even simpler and more enjoyable for the approximately 210,000 people and 1.2 million tourists who visit Cascais annually. User-friendly and environmentally friendly mobility, more efficient in the media and impacting the Lisbon metropolitan area. This ensures system coherence and process sustainability.