Name of the speaker:  
José Romana

Organisation:  
Cascais Ambiente

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.

LinkedIn profile  
www.linkedin.com/in/josedanielromana

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

Title  
MobiCascais - Soft mobility system

Summary  
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.