

The Department
of Atlantic-Pyrenees
offer you



Hendaye

Auditorium

Antoine d'Abbadie
Place Sokoburu
64 700 Hendaye

CONFERENCE

VELO **LOVE** **64**

27 Sept.
2018



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www.le64.fr  



The bike in

8h30 - 9h00

Welcome coffee (Sokoburu Place)

9h15 - 9h30

Opening statement

Kotte ECENARRO, Mayor of Hendaye.

Opening speech

Jean-Jacques LASSERRE, President of the Atlantic Pyrenees County Council.

Moderator of the day

Nicolas MERCAT, Co-founder of ALTERMODAL, head of project in travel management, mobility and transports.

9h30 - 11h15

Institutional round table

Which is the place of the cycling policy from Local to European perspectives?

In attendance of

- A representative of **The Directorate-General for Mobility and Transport of the European Commission**

Pending confirmation

- **Florence LASSERRE-DAVID**

Atlantic Pyrenees Deputy in National Assembly and Secretary of the sustainable and territorial development Commission.

- **Sandrine DERVILLE**

Vice-president in charge of tourism of the Nouvelle-Aquitaine Regional Council.

- **Chrystelle BEURRIER**

President of the national network Vélo & Territoires.

Punctuated by experiences

- Ireland cycling their experience in the Wild Atlantic Coast destination

Padraig PHILBIN of Mayo County Council.

- Integration of cycling education, the example of Gipuzkoa (Spain)

Edorta BERGUA, Diputacion Foral du Gipuzkoa.

- The inclusive biking culture

Kamel JELTI, Director of the Bike Home of Toulouse.

11h15 - 11h45 :

Coffee break in the Cycling Market place

Local experiences, associations, start-ups, etc.

11h45 - 12h10

The French Motilities Law for a National cycling Plan.

With a representative of the Ecology and Solidarity Transition Ministry

Pending confirmation

12h10 - 13h30

Comment roule le vélo en 64 ?

Itinéraires et projets - Lancement de la marque Vélo64

Nicole DARRASSE, Conseillère départementale déléguée aux mobilités douces

12h30-14h

Lunch



AFTERNOON / 14h00 - 17h30



all its states

14h00 - 15h00

CYCLING TOURISM

The Vélodyssée experience : partnering for success

Sabine ANDRIEU, Coordinator.

Cycling sector, example of strategic convergence for territorial per- formances

Olivier AMBLARD, Director of Charentes
Maritime tourisme.

Ardéchoise, sportive cycling walk for territorial promotion

Gérard MISTLER, President of the association.

15h00 - 15h30

CYCLING EDUCATION

Facilities and animations in schools

Eric MELIN, service manager of cycling facilities
of the Hérault County Council Department.

A vélo c'est la classe, Middle school students of Atlantic Pyrenees, cross border project

Laurence PAULY, service manager Cycle of
Atlantic Pyrenees.

15h30 - 16h30

CYCLING INCLUSION

Travelling and Rural Cycling School, the Lot-et-Garonne experience

Muriel BOULMIER, President of the Fees
Mobiles association.

Innovation with the cycling platform

Sébastien BENECH, Director of the «Alter&Go»
platform.

The initiative « By the sea in bicycle against breast cancer»

Nicolas Mercat, ALTERMODAL.

16h30 - 17h15

Crossed discussions and networking with speakers

17h15 - 17h30

Conclusion

Isabelle LAHORE, Vice-President of
Atlantic Pyrenees County Council in
charge of human resources, social
dialogue and departmental assets.

All along the Conference, the Cycling Market place with the following stands



Electric bike

- Electric bike PEDEGO, come and test !
- The success of the electric bike product : the example of the Chalets of Iraty.



All along the cycling routes

- The label « Accueil Vélo »: examples with hosts and providers.
- Long itineraries information.
- BIKE BASQUE touristic product.



Innovative services

- Vélo Utilitaire Français (VUF), transport of the future in urban areas.
- Demo Géovélo : information on Open Street Map.



Cycling security

- Stamping actions: registering your bikes.
- Ride safely with the Road Prevention, French Federation of cycle tourism (FFCT)



Cycling education

- Txirind'ola Workshop
- Vélo Pau participative workshop.



Self-repair and second life for bikes

- Recycl'Arte in Hendaye
- Sport Hangar Initiative

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Registration :
www.velo64.fr


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