

# MIX YOUR MODE SEMINAR 2020



## 'FEMALE CHANGE-MAKERS TRANSFORMING MOBILITY IN IRELAND'

In celebration of International Women's Day which takes place on the 8th March, we will have an all-female podium and panel discussion highlighting; 'Female Change-Makers Transforming Mobility in Ireland'. The half day, morning seminar will begin with a series of talks followed by a Panel Discussion with opportunity for networking during the interval refreshments. There will be 5 speakers including our Keynote Speaker, Ms Anne Graham, CEO of the National Transport Authority. The President of Cork Chamber of Commerce, Ms Paula Cogan, will also speak on the day.

The TMF seeks to highlight the role of women in sustainable urban mobility and will feature speakers working in diverse sectors from transport to business, planning to policy as well as education and architecture. We will be asking the questions; What is the real cost of congestion in Cork? What is the future of mobility in Cork? Can we do more to make the transport sector more inclusive? Can our transport systems be more gender responsive? While there will be a focus on gender, the Seminar will be broad and cover many aspects of Sustainable Transport, Active Travel and how the built environment influences travel choices. The Seminar is CPD accredited.

Gender is one of the key socio-demographic variables that can influence travel behaviour, but it is often the least understood. Understanding travel behaviour by gender will help better design transport policies that are efficient and equitable. Women and men have different expectations, needs and constraints for using the various transport modes for their daily mobility. One undeniable example of this in the Irish context is the low number of girls and young women who cycle. In order to change this, the different mobility needs and requirements of women, female travel patterns as well as their safety and security concerns need to be better understood.

### Speakers:

- 1) Anne Graham, CEO National Transport Authority
- 2) Paula Cogan, President of Cork Chamber of Commerce
- 3) Giulia Vallone, Cork Co Co Senior Architect, Capital Projects Implementation Unit, county Engineer dept, Cork County Council
- 4) Lisa O'Grady, An Taisce Green-Schools Travel Environment Education Officer
- 5) Jeannette Fitzsimons, Planner, Urban Designer and Lecturer at the Centre for Planning Education and Research in University College Cork
- 6) Hannah Mulcahy, Graduate Planner



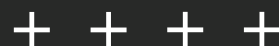
## ANNE GRAHAM

CEO  
NATIONAL TRANSPORT AUTHORITY (NTA)

### PERSONAL BIO

Anne Graham was appointed Chief Executive Officer of the National Transport Authority in January 2015. Prior to that she served as the Authority's Director of Public Transport Services. Anne is a Chartered Engineer and holds a Masters in Transportation Engineering from UCD and an MBA from DCU. She has worked with the Dublin Local Authorities as a Civil Engineer, as Project Manager on many projects and as an Area Manager in the South West area of Dublin City, bringing local authority services closer to consumers in four local offices

Anne will discuss the theme, **'Keep Ireland Moving'**



## PAULA COGAN

PRESIDENT  
CORK CHAMBER OF COMMERCE

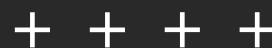
### PERSONAL BIO

Paula is currently President of Cork Chamber and is Head of Sales for The Doyle Collection an Irish luxury hotel company with 8 hotels located in Ireland/UK and US. The hotel portfolio includes The River Lee in Cork. She holds a BA and MA from University College Cork and completed a Diploma in International Sales and Marketing with Cornell University in 2016. Paula is a strong advocate of sustainable and public transport, consistently calling for progress and investment for Cork.

### A THRIVING CITY REGION NEEDS STRONG FOUNDATIONS

Paula will speak on the opportunity for Cork to develop in a way that works for Cork, not losing its uniqueness, not forfeiting our quality of life, developing sustainably, a City region that is fit for today and built for the future. For Cork Chamber, investment in sustainable and public transport is a top priority alongside more city centre apartments and over-shop living. With 65,000 jobs targeted across Cork by 2031 and significant population growth, we cannot continue to have 70% of commuters arriving into the city using private cars or have trucks directed through our city's core because of a lack of alternative options. Paula shares the perspective of the business community on the opportunity to develop strong foundations that support our Cork communities now.





## GIULIA VALLONE

B.ARCH/MRIAI/AOU

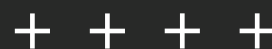
SENIOR ARCHITECT  
CAPITAL PROJECTS IMPLEMENTATION UNIT  
COUNTY ENGINEER DEPT  
CORK COUNTY COUNCIL

### PERSONAL BIO

Senior Architect with Capital Projects Implementation Unit, Giulia has been working for the Irish Local Authorities since 2002. She applies her native Italian public realm sensibilities to shape inclusive design to create vibrant towns and neighbourhoods for people to live, work and visit. Giulia is an advocate of participatory design processes and by working closely with local communities, public representatives and officials, her focus is to deliver excellence in design of public works and townscapes for small to medium-sized towns with the aim of creating people-friendly places for sustainable communities. Some of her recent work includes the award-winning urban regeneration of 'Clonakilty 400' Urban design master-plan" (Ph1& Ph2) and Mallow Heritage Urban Design Plan, 'Thomas Davis Square'.

Giulia will deliver a presentation entitled, **'Re-inhabiting the Streets'**.

Irish towns are experiencing economical and de-population pressure, too often generated by ill-considered out-of-town retail, housing development and traffic-focus road design. From Sicily to County Cork, Giulia will show how vibrant places can be delivered through Place-making design measures and Civic-Stewardship among the local communities. 'Re-inhabiting the streets' showcases Irish town centre regeneration outcomes, providing evidence of the success of Architect-led design teams and early stage public engagement.



## JEANETTE FITZSIMONS

PLANNER, URBAN DESIGNER AND LECTURER  
CENTRE FOR PLANNING EDUCATION AND RESEARCH  
UNIVERSITY COLLEGE CORK

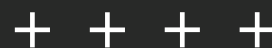
Jeanette will focus on the question;

**'Is there enough connection between the design of places and all possible users of those places?'**

She will ask, 'Are we doing enough to design streets, spaces and towns for all people, all gender, and all ages?' and 'What can we do better?'. She will explore the different elements of a place that might help or hinder different people move around the street, town or city. She will also highlight some key female change-makers in the realm of urban design and city design







# HANNAH MULCAHY

GRADUATE PLANNER



## PERSONAL BIO

Hannah holds an Honours Bachelor of Science Degree in Environmental Science and an Honours Master's Degree in Planning and Sustainable Development from University College Cork. She has been working as a Graduate Planner with Coakley O'Neill town planning since finishing college in June 2019. Her interests lie in environmental protection, renewable energy provision and sustainable transportation.

Hannah will present her research paper entitled, **'An investigation into Cork City and County housing affordability based on the transportation costs associated with location'**.



# LISA O'GRADY

AN TAISE GREEN-SCHOOLS TRAVEL  
ENVIRONMENT EDUCATION OFFICER



Lisa will talk about the new **'#andshecycles'** campaign being rolled out by An Taisce Green-Schools.

Just one in every 250 teenage girls cycle to school every day... Green-Schools is finding out why.

Green-Schools Travel has been working with teenage girls to develop a campaign that shines a light on barriers that are preventing them from cycling and start some necessary conversations. #andshecycles is a national campaign that wants to help girls get back on their bikes while addressing some of the reasons they're reluctant to in the first place.

