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1st International Conference on Corporate Management and Human Resources in Public Transport

Changing the Culture in Public Transport :
Moving from Production Industry to Service Provider in a Cost
Conscious Business

4-6 March 2009
Bremen - Germany

SPEAKERS' PRESENTATIONS

Opening Session (Top)

Chairperson: Hans Rat, Secretary General, UITP, Brussels, Belgium
([Speech](#) - [Questions and Results](#))

Opening speeches

Sylviane Delmas, Relation de Services, RATP, Paris, France and Chairperson of
the UITP Human Resources Commission

Ingrid Lieten, General Director, De Lijn -Vlaamse Vervoermaatschappij, Mechelen,
Belgium and Chairperson of the UITP Corporate Management Commission

Local Host Speeches

Karoline Linnert, Bürgermeisterin und Senatorin für Finanzen, Freie Hansestadt
Bremen, Germany

Michael Hünig, Arbeitsdirektor, BSAG, Bremen, Germany ([PowerPoint](#))

Keynote speech: Leading and managing effective change initiatives ([Full
text](#) - [PowerPoint](#))

Hans Brouwer, Managing Director, Imago Groep, Breda, Netherlands and Cluster
Leader on Corporate Management of the European Project Sputnik

Session 1: Change Management (Top)

Chairperson: Gabriele Bonfanti, Corporate Manager, GTT S.p.A, Torino,
Italy and Vice-Chairperson of the UITP Human Resources Commission

([PowerPoint](#) - [Questions and Results](#))

Organizational Development and Cultural Change - Managing Customer
Oriented Services ([Biographical note](#) - [Abstract](#) - [Full text](#) - [PowerPoint](#))

Per Echeverri, Director, Karlstad University, Karlstad, Sweden

Which contribution of employees in restructuring processes?
([Biographical note](#) - [Abstract](#) - [PowerPoint](#))

Stefan Heimlich, President of Urban Public Transport of ETF, VER.DI
Bundesvorstand Bundesfachgruppenleiter, Berlin, Germany

Innovative managerial practices to ensure performance and reactivity of staff ([Full text](#) - [PowerPoint](#))

Philippe Lenaerts, Directeur des Ressources Humaines, Société des Transports Intercommunaux de Bruxelles, Bruxelles, Belgium

How to make employees responsible and competent via leadership, cooperation and communication? ([Biographical note](#) - [Abstract](#) - [PowerPoint](#))

Lothar Zweiniger, Vorstand Personal/ Soziales, BVG, Berlin, Germany

Session 2: Corporate Social Responsibility (Top)

Chairperson: Ingrid Lieten, General Director, De Lijn - Vlaamse Vervoermaatschappij, Mechelen, Belgium and Chairperson of the UITP Corporate Management Commission ([PowerPoint](#))

Motivated staff and satisfied customers thanks to sustainable partnership actions ([Full text](#) - [PowerPoint](#))

Peter Müller-Marschhausen, Geschäftsbereichsleiter Personal, Organisation und IT, Leipziger Verkehrsbetriebe GmbH, Leipzig, Germany

Diversity management in transports metropolitans de Barcelona ([PowerPoint](#))

Jaume Tintore Balasch, Corporate Director of Human Resources, TMB, Barcelona Spain

Session 3: Satisfaction and Motivation at Work (Top)

Chairperson and keynote speaker: Sylviane Delmas, Relation de Services, RATP, Paris, France and Chairperson of the UITP Human Resources Commission ([PowerPoint](#))

Staff behaviour guideline as a management tool. How to maintain employees' motivation despite cuts in staffing levels? ([Abstract](#) - [Full text](#) - [PowerPoint](#))

Wilhelm Lindenberg, Vorstandbetrieb und Personal, ÜSTRA Hannoversche Verkehrsbetriebe, Hannover, Germany

Accreditation of prior and experiential learning (APEL), a tool for improving the service relationships and building the loyalty of employees ([PowerPoint](#))

Christophe Vacheron, Directeur Général, Transport Public Annemassien (TP2A), Villela-Grand, France

How to overcome resistance of staff facing important structural change?
([Abstract/Full text](#) - [PowerPoint](#))

Ali Abdollahpour, Safety Manager, TUSRC, Teheran, Iran

Being motivated with stress at work ([Abstract](#) - [PowerPoint](#))

Ralf Gottwald, Directeur Adjoint Ressources Humaines, Véolia Transport, Paris, France

Session 4: Collective Responsibilities Towards Sustainable Development ([Top](#))

Chairperson: Sylviane Delmas, Relation de Services, RATP, Paris, France and Chairperson of the UITP Human Resources Commission

Which responsibilities and role for Cities to ensure sustainable mobility?
([Full text](#))

Folkert Kiepe, Beigeordneter des Deutschen Städtetages für Stadtentwicklung und Verkehr, CEMR German Section, Köln, Germany

Session 5: Training and Attracting Young People ([Top](#))

Chairperson: Angelo Caragiuli, Responsible for Training, BSAG, Bremen, Germany

Apprenticeship, initial and vocational training as a contribution to employability ([Abstract](#) - [Full text](#) - [PowerPoint](#))

Michael Weber-Wernz, Geschäftsführer VDV-Akademie; Bereichsleiter Bildung, VDV, Köln, Germany

RATP training in services attitudes, a major challenge for the RATP ([Full text](#) - [PowerPoint](#))

Patricia Le Berre, Chargée de Formation, RATP, Noisiel, France

The Keolis academy for public transport ([Full text](#) - [PowerPoint](#))

Anne Cambriel, Directrice Formation et Développement du Groupe KEOLIS et Directrice de l'Institut KEOLIS, Paris, France

Isabelle Lerin Basset, Human Resources International Operations Manager, Keolis, Paris, France

Closing Remarks

Angelo Caragiuli, Responsible for Training, BSAG, Bremen, Germany