

Forschung zu Mobilitätsmanagement auf europäischer Ebene MAX-Forschungsprojekt und ECOMM-Konferenz 2010 in Graz

Von 2006 bis 2009 lief unter der Bezeichnung MAX das grösste Projekt für Mobilitätsmanagement innerhalb des 6. Forschungsrahmenprogramms der EU. Das aus 28 Partnern bestehende Konsortium befasste sich mit der besseren Verbreitung, Standardisierung und Optimierung von Mobilitätsmanagement. Neben neuen Forschungsergebnissen liefert MAX auch eine Reihe von Tools zum Mobilitätsmanagement. Das MAX-Projekt wurde direkt von der EU-Plattform EPOMM unterstützt, um somit eine europaweite Nutzung sicherzustellen. Ebenfalls unter dem Dach der EPOMM findet vom 5. bis 7. Mai 2010 in Graz die dritte European Conference on Mobility Management (ECOMM) zum Thema „moving people – bridging spaces“ statt, bei welcher Mobilitätsmanagement als integrativer Bestandteil der Stadt- und Verkehrsplanung betrachtet wird. Passende Projekte und Inputs aus der Schweiz sind sehr willkommen: der Call for papers läuft noch bis zum 14. Dezember 2009!
(Sprachen: de, fr und en)

Weitere Informationen:

MAX-Projekt

www.epomm.org/index.phtml?Main_ID=2174

ECOMM 2010 in Graz

www.ecomm2010.eu

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Formular Paper-Einreichung: www.ecomm2010.eu/docs/call4papers2010_english.doc

Recherche sur la gestion de la mobilité au niveau européen Projet de recherche MAX et conférence ECOMM 2010 à Graz

Le projet de recherche MAX, qui a été conduit entre 2006 et 2009, constitue le plus gros projet dédié à la gestion de la mobilité, dans le cadre du 6^e programme de recherche de la Communauté européenne. Constitué d'un consortium de 28 partenaires, ce projet visait l'élargissement, la standardisation et l'amélioration de la gestion de la mobilité. Outre la présentation de donnée d'actualité, MAX a également permis de développer de nouveaux outils de gestion de la mobilité. La plate-forme européenne EPOMM a apporté son soutien au projet MAX dès le départ, afin d'assurer sa diffusion la plus large possible en Europe. C'est dans cet esprit qu'EPOMM organise sa troisième conférence dédiée à la gestion de la mobilité, sur le thème « *moving people – bridging spaces* ». La conférence se tiendra à Graz (Autriche) du 5 au 7 mai 2010. L'appel à contribution est ouvert jusqu'au 14 décembre 2009. (langues : français, allemand, anglais)

Pour plus d'informations:

Projet MAX

www.epomm.org/index.phtml?Main_ID=2174

ECOMM 2010 à Graz

www.ecomm2010.eu

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Formulaire de soumission de contribution: www.ecomm2010.eu/docs/call4papers2010.doc

01.12.2009



ECOMMGraz 2010

Information on the call for papers

All this information can be found on the website, for your convenience we have collected the information into this document.

Instructions on content

We strongly advise to focus on specific measures related to the main theme and to the subtopics. We are looking forward to hear from your interesting projects!

Please stick to the advised length in the submission form! If you think it absolutely essential, attach additional information - but keep it short.

Good to know! : Gender mainstreaming

ECOMM recognises that female participation in Mobility Management is high and that higher participation in the transport policy decision making and planning is important. Therefore ECOMM aims to have a general participation of 50% females. To support this, **EPOMM aims for 50% of the chairs, of plenary panel participants and of invited keynote speakers to be female.**

Theme of the conference

The main theme of the conference is **moving people – bridging spaces**.

Cities are constantly changing: new urban districts are created, existing districts get new functions and new inhabitants.

Mobility is also subject to continuous change and redevelopment. One basis of mobility is the infrastructural city network – often created for other purposes than today's usage.

The development of expensive new transport infrastructure, often with increased space requirements is mostly restricted by budget limits and frequently causes friction and conflict amongst city users, residents and interest groups.

Mobility Management can thus act as an effective tool to harmonise specific problems related to the consistent change in our mobility, work and leisure activities.

This ECOMM aims to focus on the issue: any paper/proposal that visibly contains information on the pretended topics will be treated preferentially!

Subtopics

Mobility Management in historical city centres

Historically developed infrastructure does most often not fit the mobility requirements and desires of today's society. This is certainly the case for historical town centres, where various different interests come into conflict with one another. At the same time, the interesting, but limited space offer potential and pose a challenge to mobility management and spatial management in public areas.

How can the limited space be shared and managed in an innovative approach?



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Mobility Management for new districts/ in urban districts undergoing redevelopment

Urban districts which are undergoing redevelopment can offer urban planners and transport planners the chance to create sustainable forms of spatial utilisation and thus of mobility.

Mobility Management acts as a tool for integrative planning with the specific purpose of finding out what kind of transport infrastructure would be necessary to meet expected mobility requirements.

What are the mobility concepts for new urban districts, what is the role for mobility management?

Local, regional and supra-regional networking

Mobility Management has the potential to optimise the use of infrastructure. However, this is most often severely impaired by lacking cooperation between local and regional level and by administrative, organisational and legislative boundaries.

Cities tend to “reinvent the wheel”, often not looking much beyond their region. Cities serve their region, but most often depend on huge subsidies to maintain their infrastructure.

What are the concepts to overcome these boundaries – and what is the role of mobility management in this?

What are successful Mobility Management concepts for city regions? How are the national, regional and local levels involved?

Mobility for all generations - in an ageing society

A major result of today's excellent public health is the ever increasing age of our society. Consequentially, mobility requirements of today's over-sixties are totally different than they were some 20 years ago.

Due to the fact that increasingly the people of that age group are active car drivers with lots of time to spare means that sustainable mobility is facing a formidable challenge. Moreover, the group of old and very old persons with impaired mobility is also rapidly growing.

How does Mobility Management react to the challenge of the ageing society? How can it address all generations?

New forms for transport and mobility

Increasing awareness of the limited availability of resources is potentially leading to a fundamental change within the transport sector.

New technologies and the crisis of the “old” car industry were dominating the recent motor shows and certainly the headlines. Pedelecs and hybrids are booming, everybody is talking about the electric car. But they are still marginal; questions of large scale distribution and supply are still pending. And will it be the solution? Electric cars will also occupy lots of space, cause accidents and congestion.

What is the role of Mobility Management in regard to the new technologies?



Workshop formats

Presentation workshop

In this kind of workshop 3 papers are presented, with ensuing discussion. The papers are grouped together so that they have a common theme or are related to each other. This has been the traditional dominant workshop format in all ECOMMs. Usually, your paper will be included into one of these workshops. However, we encourage you to sign up for other workshop formats, which possibly require more preparation but also get more attention at the same time!

Scenario workshop

As workshop leader, you introduce in a short and clear way an item or specific issue of Mobility Management. Then you work out several scenarios for further development. This is an interactive workshop, in which you can put the audience into working groups to work out different scenarios.

Walking workshop

You might want to take your audience to a walk through the city to show convey people certain feelings or behaviours? That is also possible at this ECOMM!

E.g. lead the people to the historical city centre to discuss about possible solutions for existing and upcoming problems, or show your audience barriers of elderly in a city.

Working on a challenge

As workshop leader, you introduce in a short and clear way a challenge to the audience, containing a specific issue of MM in the main theme or one of the subtopics. Then you guide the audience through a creative discussion helping you to work out a solution to this challenge. The challenge can be for example solving a specific problem in your city. You should of course be able to provide ample background information.

Workshops initiated by EU-projects

You want to submit a paper on your EU-project – but you think it would be worthwhile to have a whole workshop dedicated to the theme in your project? Fine!

This ECOMM opens up this opportunity: please describe in detail what you would like to do in this workshop – it is also possible to combine your EU-project content with external contributions.

“Bad practise” workshop

The ECOMM 2008 in London for the first time hosted a „bad practise” workshop. It was a great success: the idea is that we learn the most from our mistakes. The problem is that it is often hard to get any information on it – it is not always nice to talk about failures. We encourage you to tell a doubtless very interested audience about what went wrong, why this happened and what you learned from it.

Trainings

It is possible to offer a training session within the ECOMM. If you are interested, please describe in detail topic and methodology of the training – we expect the training to be an interactive session, not just a frontal presentation.



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Call for papers: Submission details

The abstracts must be written in English or in German. They should follow the format of the submission form. The submission form can be downloaded on the ECOMM 2010 website, in the section [Call for Papers](#).

The structure of your submission follows the ELTIS case study format - if considered suitable, your submission could provide the basis for a publication as a case on the ELTIS and EPOMM websites.

Send your abstract not later than the **14 of December 2009** to papers@ecomm2010.eu

Papers are selected by the International Programme Committee, whilst the programme is developed in cooperation with EPOMM. EPOMM takes care that ECOMM maintains its agreeable size, its attractive fee structure and high quality, but also strives for its continuous development.

Evaluation procedure

The EPOMM International Programme Committee will evaluate the abstracts. If accepted, the author will be contacted by the end of February. The abstract should be converted into a PowerPoint presentation or another suitable format for publication and presentation.

Like announced, the conference languages are English and German. If you present in German, we ask you to provide copies in English for the audience. Your abstract may be selected to be included in EPOMM's database of Mobility Management examples or at the ECOMM website. If you do not want your paper to be included, please mention this explicitly.

Why evaluate

Here are some arguments from the MAX project on why you should evaluate MM projects.

For anybody carrying out or funding Mobility Management, it is interesting to demonstrate that it has been successful and worth the money invested. It is important that we are able to demonstrate the benefits. But there is much more. If we evaluate in the right way, we are able to:

Know that we are actually working towards our set objectives

Many projects are not evaluated. The reason is that investors as well as practitioners prefer to focus on the implementation of the actual measures rather than on the evaluation. However, this attitude prevents us from demonstrating whether the measures actually produced a result.

Show the benefits and effectiveness of our efforts

The efficiency of projects often benefits if evaluation is carried out both during the planning stages and during the running project to help steer the project and achieve real results. These can be shown to decision makers, but equally important: to the work team and the people affected by this measure. So it is simply a management tool providing feedback and aiding accountability.



Provide an opportunity for comparison with other projects or methods (benchmarking)

Monitoring and evaluation provide a chance to compare results from one project with similar projects. This benchmarking provides for knowledge build-up that would otherwise not be possible.

Provide feedback so that a change in direction is possible, if necessary

Sometimes the direction of a project must be changed. Perhaps the chosen method or parts of the procedure don't work out as expected. By monitoring a project it is possible to see where adjustments might be necessary.

Provide data to help with future decisions and investments

To focus on the most cost-effective measures is often an explicit goal for politicians and other clients. Monitoring and evaluation are important tools in steering towards cost-effective measures. We obviously wish to focus on measures that give the best results. Evaluation of completed projects provides necessary knowledge for making intelligent choices in future planning and policy-making.

Share experiences from the project

Sharing experiences helps others learn. This is a strategy that could be beneficial in the longer term, and includes both good examples as well as spreading information about what did not work out.

Increase the knowledge base in order to produce and understand cause and effect relationships

Better measurement, documentation, monitoring, and evaluation in connection with projects can provide better insight into effects and their impact on behavioural change. In the longer term this offers significantly improved opportunities to produce verified cause and effect relationships, which can be used to calculate the expected results of different measures. In this way projects can be directed and designed more efficiently and effectively with regard to the overall transport policy goals.

European Conference on Mobility Management



moving people
bridging spaces

Stadthalle Graz
05.-07. May

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Stadthalle Graz
5. - 7. May 2010

- MM in Historical City Centers
- MM for New Districts
- Cross Linking of Districts and Regions
- MM for all Generations
- New Forms of Mobility

For more information: ecomm2010@stadt.graz.at

