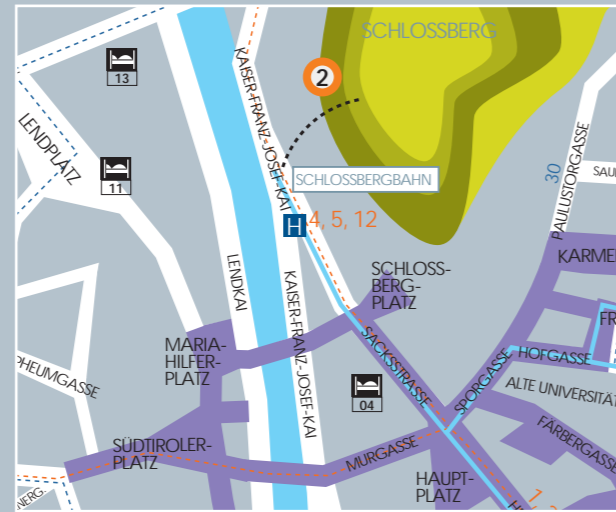




moving people  
bridging spaces

european conference on mobility management



## Congress Information

### 1 Stadthalle / Conference Centre

Messe Congress Graz  
 Messeplatz 1, 8010 Graz  
 +43 (0)316 8088 - 0  
[www.grazercongress.at](http://www.grazercongress.at)  
 Also meeting point for city walks and excursions klima:aktiv mobil  
 Tram lines: 4 & 13 / Stop: Stadthalle

### 2 Welcome Reception (May 5)

Schlossberg Restaurant  
 Am Schlossberg 7, 8010 Graz  
 +43 (0)316 840000  
[www.schlossberggraz.at](http://www.schlossberggraz.at)  
 Tram lines: 4, 5 & 12 / Stop: Schlossbergbahn / funicular

### 3 Gala Dinner (May 6)

Alte Universität Graz  
 Hofgasse 14, 8010 Graz  
[www.alte-universitaet.at](http://www.alte-universitaet.at)  
 Tram lines: 1, 3, 4, 5, 6, 7, & 12  
 Stop: Hauptplatz (then 7 minute walk)

## General Information

### Tourist Information

Graz Tourismus  
 +43 (0)316 8075-0  
[www.graztourismus.at](http://www.graztourismus.at)

### Mobility Centre

Mobil Zentral  
 +43 050 6-7-8-9-10  
[www.mobilzentral.at](http://www.mobilzentral.at)

### International Emergency

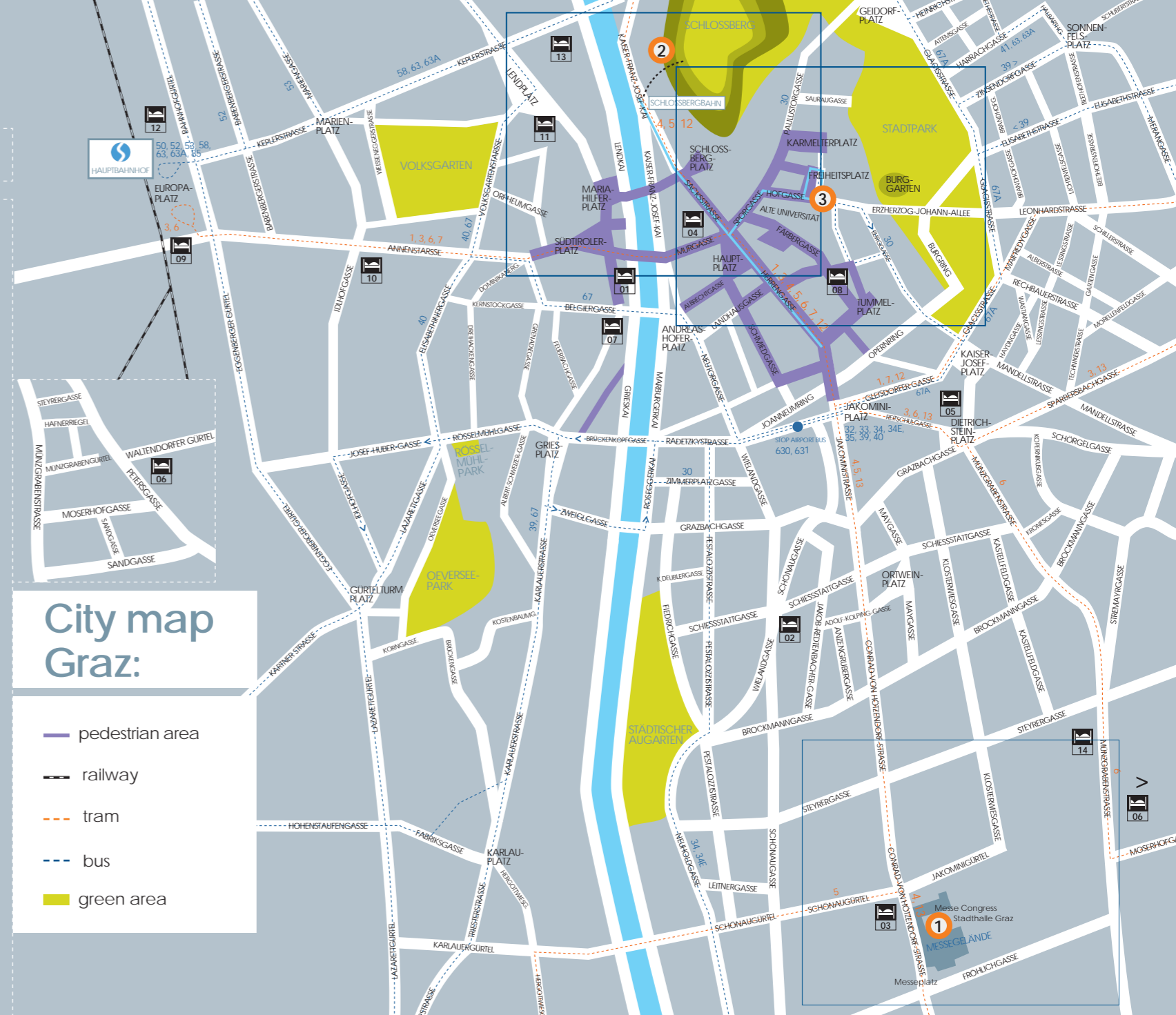
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## Hotels:

- 01 / Grand Hotel Wiesler \*\*\*\*\*  
Grieskai 4-8, 8020 Graz
- 02 / Augartenhotel \*\*\*\*\*  
Schönauergasse 53, 8010 Graz
- 03 / Amedia Hotel Graz \*\*\*\*\*  
Conrad-v.-Hötzendorferstrasse 60, 8010 Graz
- 04 / Palais-Hotel Erzherzog Johann \*\*\*\*\*  
Sackstrasse 3-5, 8010 Graz
- 05 / Hotel Gollner \*\*\*\*\*  
Schlögelgasse 14, 8010 Graz
- 06 / Hotel Mercure Messe \*\*\*\*\*  
Waltendorfer Gürtel 8-10, 8010 Graz
- 07 / Hotel Das Weitzer \*\*\*\*\*  
Grieskai 12-16, 8020 Graz
- 08 / Hotel zum Dom - Palais Inzaghi \*\*\*\*\*  
Bürgergasse 14, 8010 Graz
- 09 / Hotel Daniel - Austria's first LIFESTYLE Hotel \*\*\*\*\*  
Europaplatz 1, 8020 Graz
- 10 / Best Western Hotel Drei Raben \*\*\*\*\*  
Annenstrasse 43, 8020 Graz
- 11 / Hotel Feichtinger \*\*\*\*\*  
Lendplatz 1a, 8020 Graz
- 12 / Hotel Ibis \*\*\*\*\*  
Europaplatz 12, 8020 Graz
- 13 / Etap Hotel Graz \*\*\*\*\*  
Neubaugasse 11, 8020 Graz
- 14 / Hotel zur Stadthalle Johannes \*\*\*\*\*  
Münzgrabenstrasse 48, 8010 Graz

## City map Graz:

- pedestrian area
- railway
- tram
- bus
- green area



# Hosts of ECOMM 2010

ECOMM 2010 is jointly hosted and organised by the City of Graz, the Department of Transport of the Province of Styria and the Federal Ministry of Agriculture, Forestry, Environment and Water Management within its national action programme for mobility management klima:aktiv mobil, in collaboration with EPOMM.

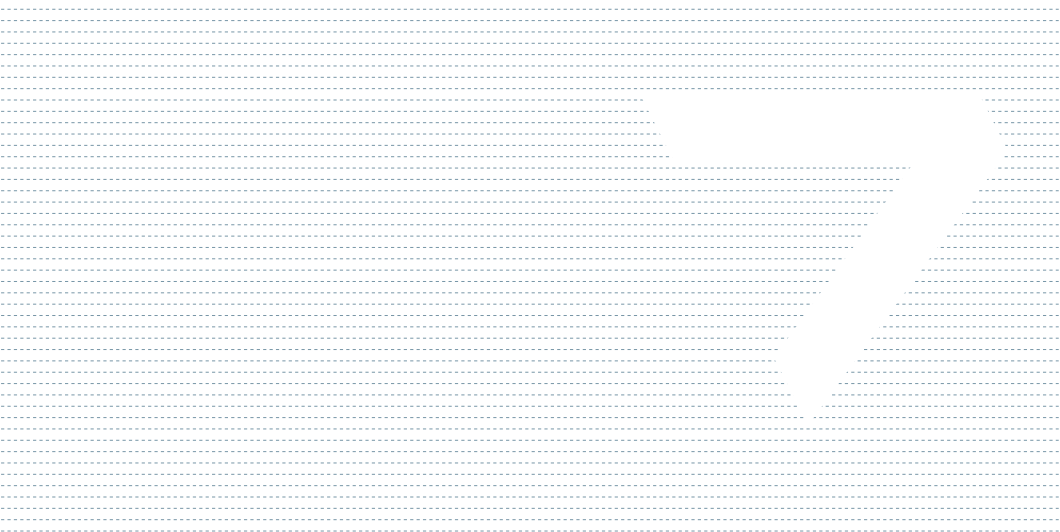


In cooperation with:



Exhibitors:





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## Foreword

Mobility management is an indispensable component of today's transport policy when it comes to guiding people towards sustainable transport and connecting urban spaces in ways that are both environmentally friendly and comfortable for their users. I am delighted that ECOMM 2010 will be generating initiatives, approaches and progress regarding solutions for modern mobility management throughout Europe here in the host city of Graz.

In a world in which the pace of life is forever accelerating and mobility of all kinds is seen as essential to guarantee economic development, the challenges become correspondingly ever more complex. To enjoy a free choice of location we need solutions with a future that can address both environmental requirements on the one hand and people's needs on the other.

Through its national action programme "klima:aktiv mobil", the Federal Ministry of Agriculture, Forestry, Environment and Water Management supports Austrian Federal States, cities, municipalities and organisations in the implementation of environmentally-friendly mobility management. In this way we can make a successful contribution to climate protection, encouraging business and green jobs, strengthening municipalities and improving quality of life. I wish the European Conference on Mobility Management every success.



*Lisa Rücker*

**Lisa Rücker**  
Deputy Mayor and city-councillor  
for Transport and Environment of Graz



*K. Edlinger-Ploder*

**Mag.ª Kristina Edlinger-Ploder**  
Provincial Minister of Science and Research,  
Transport and Technology



*N. Berlakovich*

**DI Nikolaus Berlakovich**  
Federal Minister of Agriculture, Forestry,  
Environment and Water Management





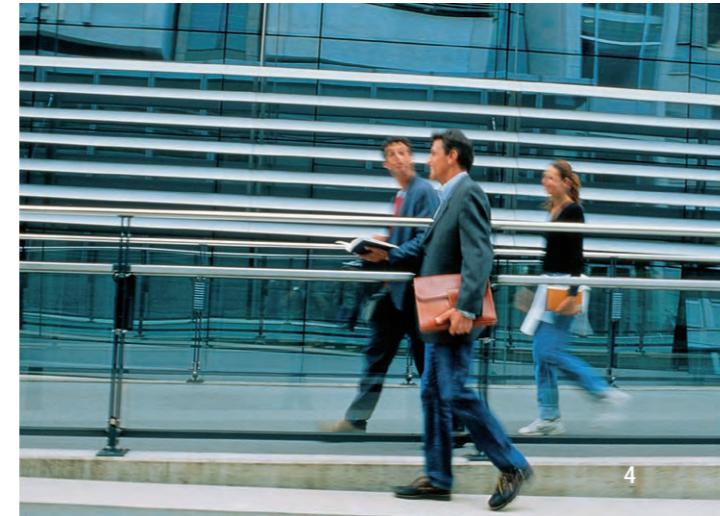
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## Mobility Projects

Stadt **G R A Z**

City of Graz / [www.graz.at](http://www.graz.at)

By doubling its budget for the area of mobility management, the city of Graz has made a significant move. With cycle proficiency training for schoolchildren and pensioners, the popular "Traffic Snake Game" involving 7,000 schoolchildren in Graz, the "LIFE CYCLE" project for 88 kindergartens and the big European "Car-Free Day", we reach several thousand children, parents and pensioners each year, thereby building the foundations for a new culture of mobility spanning all ages.



Department of Transport of the Province of Styria / [www.verkehr.steiermark.at](http://www.verkehr.steiermark.at)

With key objectives including making public transport more attractive, extending the S-Bahn rail service and a particular focus on the "standard bike" theme, the province of Styria is championing wide-reaching, environmentally-friendly solutions for transport with real potential for the future. Meanwhile, the area of e-mobility constitutes a new approach that's heading for the fast lane. A large number of businesses with headquarters in Styria are aiming to bring about developments in this promising market through new initiatives and innovations.



Environment Ministry / [www.lebensministerium.at](http://www.lebensministerium.at) / [www.klimaaktivmobil.at](http://www.klimaaktivmobil.at)

Mobility management is one of the most intelligent ways of achieving environmentally-friendly transportation. Through its national programme called "klima:aktiv mobil", the Environment Ministry assists provinces, towns, municipalities, companies, recreation and tourism organisations, schools and youth groups in the development and implementation of environmentally-friendly mobility management. Success so far: through projects some 700 partners are already saving more than 300,000 tons of CO<sub>2</sub> per year. The consequences include new opportunities for business and green jobs, stronger municipalities and improved quality of life for all.





## The Conference

### **Mobility Management in historical city centres**

Historically developed infrastructure most often does 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 offers potential and poses a challenge to mobility management and spatial management in public areas. **How can the limited space be shared and managed in an innovative approach?**

### **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. MM 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**

MM has the potential to optimise the use of infrastructure. However, this is most often severely impaired by a lack of cooperation between the local and regional levels 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 aging society**

A major result of today's excellent public health is the ever increasing age of our society. Consequently, the mobility requirements of today's over-sixties are totally different from those some 20 years ago. Due to the fact that ever more people in that age group are active car drivers with lots of time to spare, sustainable mobility is facing a formidable challenge. Moreover, the group of old and very old people with impaired mobility is also rapidly growing. **How does Mobility Management react to the challenge of an 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. Pedelects 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 with regard to the new technologies?**





## ECOMM 2010 Programme timing – Wednesday, May 5

Time	Theme	Details
<b>8.30-13.30</b>	Registration	Stadthalle / Conference Centre, Messe Congress Graz, Messeplatz 1, 8010 Graz
<b>9.00-13.30</b>	City walks	Special guided city walk on mobility projects with sights and artists-interventions.
	Meeting point:	City walk 1 10.00-11.30
	Stadthalle	City walk 2 10.30-12.00
	Messe Congress Graz	City walk 3 11.00-12.30
		City walk 4 11.30-13.00
<b>14.00-15.30</b>	Opening session	<b>Official opening ceremony ECOMM 2010</b>
	Room 1 Stadthalle Messe Congress Graz	<ul style="list-style-type: none"> <li>&gt; Ms. Lisa Rücker, Deputy Mayor and city-councillor for Transport and Environment of Graz</li> <li>&gt; Ms. Kristina Edlinger-Ploder, Provincial Minister of Science and Research, Transport and Technology</li> <li>&gt; Mr. Nikolaus Berlakovich, Austrian Federal Minister of Agriculture, Forestry, Environment and Water Management</li> <li>&gt; Award Ceremony for good practice klima.aktiv mobil MM projects in Styria/Austria</li> <li>&gt; Mr. Neil Scales, EPOMM President, European Platform on Mobility Management</li> <li>&gt; Mr. David Engwicht, Less Traffic, Australia, Brisbane</li> </ul>
	Keynote Speech	> Mr. David Engwicht, Less Traffic, Australia, Brisbane
<b>16.00-17.30</b>	Plenary 1 Panel discussion	Building bridges, how can we reach beyond the Mobility Management community?
	Input statements	<ul style="list-style-type: none"> <li>&gt; Ms. Lisa Rücker, Deputy Mayor and city-councillor for Transport and Environment of Graz</li> <li>&gt; Mr. Jon Martz, ACT USA, Head of legislative committee, Washington DC</li> <li>&gt; Ms. Kia Andreasson, EUROCITIES, Vice-Mayor of Gothenburg, Denmark</li> </ul>
	Guests	<ul style="list-style-type: none"> <li>&gt; Mr. Marcel Rommerts, Policy officer European Commission, Belgium, Brussels</li> <li>&gt; Ms. Julie Tham, Chairperson, THE PEP, The Transport, Health and Environment Pan-European Programme</li> <li>&gt; Mr. David Engwicht, Less Traffic, Australia, Brisbane</li> </ul>
<b>19.00-22.00</b>	Welcome reception Schlossberg Restaurant	Welcome address by Mayor of Graz Mr. Siegfried Nagl



## ECOMM 2010 Programme timing - Thursday, May 6

Time	Theme	Details
8.00-9.00	Coffee	Room for Open Space Poster Presentation
9.00-10.30	Session A	
	Room 6	01. Vitality and conflict: Managing mobility so it improves the quality of public places / consecutive interpreting
	Room 4	02. The active role of the private sector / consecutive interpreting
	Room 3	03. New districts on their way to low emissions 1 / simultaneous interpreting
	Room 1	04. Networks for company Mobility Management / simultaneous interpreting
	Room 2	05. Public transport in an ageing society / simultaneous interpreting
	Room 5	06. Pedelecs workshop / consecutive interpreting
10.30-11.00	Coffee	Room for Open Space Poster Presentation
11.00-12.30	Session B	
	Room 3	07. AENEAS - Promoting sustainable mobility among older people / simultaneous interpreting
	Room 4	08. Sharing bikes and cars / consecutive interpreting
	Room 1	09. City centres give space for slow modes / simultaneous interpreting
	Room 6	10. MaxEva training workshop / consecutive interpreting
	Room 2	11. New districts on their way to low emissions 2 / simultaneous interpreting
	Room 5	12. Mobility Management Monitors / consecutive interpreting
12.30-13.30	Lunch	Room for Open Space Poster Presentation
13.30-14.00	Prize ceremony Room 1	EPOMM Awards to be awarded by Mr. Neil Scales, EPOMM President

## >>> Thursday, May 6

Time	Theme	Details
14.00-15.30	Plenary 2 Panel discussion Room 1	Will electric mobility save the world?
	Input statements	<b>Model energy regions - the Styrian perspective</b> > Ms. Kristina Edlinger-Ploder, Provincial Minister of Science and Research, Transport and Technology <b>E-cars - Warsaw's good experience</b> > Mr. Marcin Wróblewski, Chief Specialist in Infrastructure Department of Warsaw, Poland
	Guests	> Mr. Josef Affenzeller, AVL-LIST, Austria, Graz > Mr. Hannes Neupert, Extra Energy e.V., Germany, Tanna > Mr. Kai Karring, The Mobility House, Austria, Salzburg > Mr. Urs Harnik-Lauris, Energie Steiermark AG, Austria, Graz
15.30-16.00	Coffee	Room for Open Space Poster Presentation
16.00-17.30	Session C	
	Room 5	13. Pecha Kucha session / consecutive interpreting
	Room 2	14. Networks / simultaneous interpreting
	Room 3	15. Changing habits in an ageing society / simultaneous interpreting
	Room 4	16. Mobility Management and Marketing / consecutive interpreting
	Room 6	17. EPOMM Award workshop / consecutive interpreting
	Room 1	18. Tools / simultaneous interpreting
19.30-22.30	ECOMM Gala Dinner Alte Universität	Welcome Address by Provincial Minister of Science and Research, Transport and Technology Ms. Kristina Edlinger-Ploder Welcome Address by Minister of Agriculture, Forestry, Environment and Water Management Mr. Nikolaus Berlakovic
22.30- open end	Café Bar Elenors	After Dinner Bar (across from Alte Universität)





## ECOMM 2010 Programme timing - Friday, May 7

Time	Theme	Details
<b>9.30-11.00</b>	Session D	
	Room 6	19. Ageing society workshop / consecutive interpreting
	Room 2	20. New districts on their way to low emissions 3 / simultaneous interpreting
	Room 1	21. Mobility Management for events / simultaneous interpreting
	Room 3	22. National Framework Programmes to promote Mobility Management / simultaneous interpreting
	Room 5	23. Lessons from 10 years of innovation / consecutive interpreting
	Room 4	24. Balancing facilitation and taxation for an effective national policy on MM / consecutive interpreting
<b>11.30-12.30</b>	Plenary 3 Panel discussion	Bridging the levels: how can the different administrative levels cooperate in MM?
	Input statements	> <b>Mr. Robert Thaler</b> , Ministry of Agriculture, Forestry, Environment and Water Management, Austria, Vienna > <b>Ms. Eva Lichtenberger</b> , European Parliament, Belgium, Brussels
	Guests	> <b>Ms. Lisa Rucker</b> , Deputy Mayor and city-councillor for Transport and Environment of Graz > <b>Ms. Kristina Edlinger-Ploder</b> , Provincial Minister of Science and Research, Transport and Technology > <b>Ms. Annette Kayser</b> , Project Manager - City of Copenhagen, Denmark
<b>12.30-13.15</b>	Closing session	ELTIS Prize for best paper Winner of conference climate-neutral game Toulouse ECOMM 2011 presentation <b>EPOMM final presentation</b> Photo show and goodbye
<b>13.15-14.30</b>	Lunch	Room for Open Space Poster Presentation
<b>14.00-17.00</b>	Excursions Meeting point Messe Congress Graz	<b>Walking tour on accessibility for people with reduced mobility in Graz (14.00-17.00)</b> <b>Excursions to klima:aktiv mobil showcases (14.00-19.00)</b> <b>Southern Styrian Wine Route (14.00-21.00)</b> <b>Classical guided city walk (14.00-17.00)</b>
<b>from 19.00 on</b>	Evening event	<b>Finissage of Shared Space Exhibition, Panel Discussion with David Engwicht (English)</b> HDA (House of Architecture), Palais Thinnfeld, Mariahilferstrasse 2, 8020 Graz



# Workshop details: Session A / Thursday, May 6 / 9.00 - 10.30

## 01 Vitality and Conflict: Managing mobility so it improves the quality of public places / chaired by David Engwicht (Less Traffic, Australia, Brisbane)

**Room 6:** There exists a myth that car traffic automatically destroys the quality of urban spaces. Yet the traditional city used the movement of people through the streets and squares as a way of increasing the vitality of these spaces. Embracing the conflict between the movement function and the social, cultural, civic and economic functions of public spaces can add vitality. The key question is how to manage this conflict so it adds to the vitality rather than subtracting from the vitality. One of the keys is to slow the movement of all people, whether in cars, on foot or on cycle, so that they reconnect with the social life of the space and are not so focused on getting to their destination. This presentation will not only explain why this is so important, but give examples of how it can be achieved.

## 02 The active role of the private sector / chaired by Karen VanCluysen (POLIS, Belgium, Brussels), partly interactive

**Room 4:** A presentation on existing Hungarian practises used to protect historic Hungarian city centres is followed by an interactive co-presentation on the involvement of the private sector in public transport. The speakers present different statements and take different points of views, while all issues are discussed with the audience.

- > **Klara Macsinka (Szent Istvan University, Ybl Miklos Faculty of Architecture and Civil Engineering, Hungary, Budapest):** Protecting Historic Hungarian City Centres
- > **Niels de Vries (Advier BV, Netherlands, Delft):** Private sector pays for public transport
- > **Giles Semper (The Means LLP, United Kingdom, London):** Drivers do not spend more - but they cost more: incentivising access to UK shopping centres by public transport and walking

## 03 New districts on their way to low emissions 1 / chaired by Johannes Theissen (traffiQ Lokale Nahverkehrsgesellschaft mbH, Frankfurt a.M.)

**Room 3:** MM techniques are central to the planning and design process for new communities. Low carbon cities and planning processes are presented as well as measures to address and implement mobility solutions of urban renewal areas.

- > **Andreas Kleboth (kleboth lindinger partners, Austria, Linz), Gerald Röschel (ZIS-P, Austria, Graz):** Graz-Reininghaus: on the way to new urbanism
- > **David Knight (Pinnacle Transportation Ltd, United Kingdom, Bristol):** Integrating MM into the planning and design of new communities in the UK
- > **Arjen Jaarsma, Fadiah Achmadi (Balancia, Netherlands, Amsterdam):** MM in low carbon cities
- > **Aurore Asorey (Tisséo-SMTC, France, Toulouse):** A new mobility agency aiming to address the mobility needs of urban renewal area's inhabitants

## 04 Networks for company MM / chaired by Paul Curtis (LEPT, United Kingdom, London)

**Room 1:** In Europe, many different approaches on how to network MM do exist. The speakers in this workshop present different solutions and projects, from local and regional networks to national and European projects.

- > **Mark Degenkamp, Tim de Bruin (Mobility Policy advisors, Netherlands, Utrecht):** Regional aims, local gains, a joint effort by governments and companies
- > **Granes Nathalie (Région ILE DE FRANCE, France, Paris), Jean-Yves Marie-Rose (ADEME-DIF, France, Paris), Frédérique Predali (IAURIF, France, Paris):** PRO'MOBILITE : from a European project to a regional strategy to promote work travel plans in Ile de France
- > **Ruth Furrer Brühlmann (City of Zurich, Civil Engineering Office, Switzerland):** MM in Zurich: a new cooperation model among public authorities
- > **Jesper Johansson (WSP Analysis & Strategy, Sweden, Stockholm):** ResSmart - the Platform for Sustainable Travel and Transports in the Stockholm region

## 05 Public transport in an ageing society / chaired by Barbara Berninger (City of Berlin, Germany)

**Room 2:** How can we ensure the mobility of the elderly in our ageing society? How can we support them in their everyday mobility needs and what examples already exist? This workshop gives some answers!

- > **Anja Georgi (Offenbach Local Passenger Transport Organisation, LNO, Germany):** Bridging mobility gaps - especially for elderly people
- > **Willem Buijs, Nynke v/d Kallen (DTV Consultants, Netherlands, Breda):** The Grey Diamond - supporting elderly people in public transport
- > **Doris Kammerer, Helmut Koch (komobile Gmunden, Büro Dipl.-Ing. Helmut Koch, Austria, Gmunden):** Municipal busses as a potential solution for the mobility requirements of generations growing older

## 06 Pedelects workshop / chaired by Barbara van Berkum (VCCR, Netherlands, Rotterdam), interactive

**Room 5:** In this "working on a challenge", three short input presentations give an overview of projects and the current status of electric bikes - Pedelects. Various questions concerning this mode of transport will be addressed during the ensuing discussion e.g.: Is an E-bike an alternative to a car? How to attack prejudices? How can we convince tourists? What to do in hilly regions? What are the experiences and how can we market them?

- > **Barbara van Berkum (VCCR, Netherlands, Rotterdam):** How to create a spark between commuters and an e-bike? (lead presentation)
- > **Waltraud Wagner (komobile Wien, Austria, Vienna):** Tourism traffic 2.0: from e-bike to e-pilgrimage
- > **Iris Absenger (Energie-Region Weiz-Gleisdorf, Austria), Karl Reiter (FGM-AMOR, Austria, Graz):** Pedelects for a hilly region - a first step out of a car-orientated behavioural pattern



## Workshop details: Session B / Thursday, May 6 / 11.00 - 12.30

**07 AENEAS - Promoting sustainable mobility among older people**  
chaired by Angelika Gasteiner and Partners in the AENEAS project (Salzburg AG für Energie, Austria, Salzburg), training - interactive

**Room 3:** AENEAS will offer an interactive workshop dealing with MM for older people in European cities. The session will include the following topics: Why is a project like AENEAS necessary? How do older people themselves experience daily mobility? What can concepts such as Passenger Training (Salzburg) and Individualised Travel Marketing (Munich) contribute?

**08 Sharing bikes and cars / chaired by Christer Ljungberg (Trivector, Sweden, Lund)**

**Room 4:** To “share” bikes and cars is not a new idea. But there are still lessons to be learned. The presentations deal with approaches and ideas for further expansion, together with a “bad practice” lesson in CarSharing.

> **Alberto Castro Fernández (Vienna University of Technology, Institute of Transportation, Research Center of Transport Planning and Traffic Engineering, Austria), Janett Büttner (Choice GmbH, Germany, Berlin), Günter Emberger (Vienna University of Technology, Institute of Transportation, Research Center of Transport Planning and Traffic Engineering, Austria), Chris Williamson (CTC Charitable Trust, United Kingdom, Guildford):**

Transferability of bike sharing schemes - implementing a new mode of transport in European cities

> **Friso Metz (KpVV, Netherlands, Utrecht):** The next step: CarSharing in every neighbourhood

> **Michael Glotz-Richter (Free Hanseatic City of Bremen, Germany):** CarSharing - so easy to be misunderstood

**09 City centres give space for slow modes / chaired by Christian Fritz (Sociology Syndicate, Austria, Graz)**

**Room 1:** This workshop focuses on redesigning city districts and places to liveable and vibrant areas. It shows different approaches to the public participation of “Shared Space” in Austria and best practise examples of revisionary processes.

> **Ilse Bortels (Gent City Council, Belgium):** Gent: from an over crowded city centre towards a pleasant historic place

> **Juan Carlos Escudero (Observatory of Sustainability, Environmental Studies Centre, Vitoria-Gasteiz City Council, Spain):**

Towards a liveable and vibrant Vitoria-Gasteiz through a new shared space scheme based on “super-blocks”

> **Petra Kohlenprath, Thomas Pilz (FGM-AMOR, Austria, Graz):** Shared Space as a means of MM - the pilot project Gleinstätten

> **Helmut Koch (Komobile Gmunden - Integrated Traffic Planning, Austria, Gmunden), Thomas Fischer (City of Graz, Austria),**

**Andreas Kleboth (Kleboth Lindinger partners, Austria, Linz):**

The Graz example of “Shared Space”- planning – the Charette as special form of participation

**10 MaxEva training workshop / How to use the database MaxEva for planning, data sampling and benchmarking of MM projects**  
chaired and presented by Pernilla Hyllenius, Hanna Wenneberg, Paulina Eriksson (Trivector Traffic, Sweden, Lund), training - interactive

**Room 6:** At the MaxEva workshop you get an introduction to the web-based tool MaxEva and the evaluation tool MaxSumo that MaxEva is built upon. This is followed by a real case application where you get deeper knowledge of how to use the tool. You learn how to get an overview of what data is needed, how to register a project, how to enter data throughout the project, how to have an overview of the results obtained and how to use MaxEva for benchmarking.

**11 New districts on their way to low emissions 2 / chaired by Anette Enemark (Tetraplan, Denmark, Copenhagen)**

**Room 2:** Urban densification requires integrated mobility strategies in order to prevent already congested networks from becoming totally saturated. This workshop shows results of the EU project “ADD HOME - Mobility and Housing” together with planning tools which ensure a modal distribution of residents and activities focused on sustainable transport. In addition, tools to visualise and manage recreational connectivity and practical examples of dealing with connectivity when developing new urban areas are presented.

> **Fabienne Rostan (Mobilidee Sarl, Switzerland, Geneva):**

Ensuring the highest level of accessibility in new neighbourhoods implanted in densely populated urban areas

> **Doris Bäumer, Ulrike Reutter (ILS Research Institute for Regional and Urban Development, Germany, Dortmund):**

Districts on their way to low emissions 2

> **C.F. Rinus Jaarsma (Wageningen University and Research Centre, Land use planning chair, Netherlands):**

Recreational connectivity in local and regional networking: the forgotten link in the urban-rural fringe

**12 EU Mobility Management Monitors / presented by Melanie Leroy (EUROCITIES, Belgium, Brussels)**

**Room 5:** State of the art of MM in European countries - comparison between old and new member states.



## Workshop details: Session C / Thursday, May 6 / 16.00 - 17.30

### 13 Pecha Kucha session, special format

**Room 5:** "Pecha kucha" is a new format for presentations. The speaker shows 20 slides with 20 seconds per slide, which results in an entertaining information load. In addition, no text-loaded slides disturb the flow. Rather, the speaker emotionalises the story with pictures and follows a "red line" through the whole presentation. In this way, ten interesting MM projects on different topics will be presented in a new, stirring way!

- > **Vincent Meerschaert (Tritel sa - Traject sa, Belgium, Gent):** In search of the holy mobility grail
- > **Marie V. Magni (Veksø A/S, Denmark, Fredericia):** Cycling Embassy of Denmark
- > **Jakot Karrera (Territorial Transport Authority of Gipuzkoa, Spain):**  
Gipuzkoa's regional public transport Mobile Integration through an automatic connection of agents
- > **Johannes Theissen (traffiQ Local Passenger Transport Company, Germany, Frankfurt am Main):** School campaigns in Frankfurt
- > **Denise Ospelt, Bettina Thurnher (Hochschule Liechtenstein, Vaduz):** Sustainable parking in Liechtenstein
- > **Paul Alzer (Region Parkstad Limburg, Netherlands, Heerlen):** Regional bicycle action plan
- > **Dieter Schwab (Walk Space Mobilität, Austria, Vienna):** Qualities by foot
- > **Miklos Marton (Studio Metropolitana, Hungary, Budapest):** City Development by Transport Management
- > **Nubia A. Tagliaferro (Reggio nel Mondo, Italy, Reggio Emilia):** MMOVE - Mobility Management Over Europe: Changing Mobility Patterns

### 14 Networks / chaired by Fiona Glover (Global 2 Local, United Kingdom, London)

**Room 2:** Several networks from different levels with different approaches come together in this workshop. For example ClimateMOBIL connects climate protection with MM, the "Taskforce MM" has the target to make MM a more logic part of regular company policies.

- > **Bibiane Puhl, Martin Berger, Ulrich Bergmann, Markus Frewein (Regionalmanagement Obersteiermark-West, Austria, Zeltweg, Graz):**  
Regional Networks for sustainable mobility in Upper Austria: A multi-method approach under application of social network analysis
- > **Hannes Schaffer, Stefan Plha (mecca, Austria, Vienna):** ClimateMOBIL - MM and climate protection in regions
- > **Anja Schaumburg (COGITA, Denmark, Odense):** Putting MM and bicycling on the agenda by participating in national and interregional networks
- > **Hans van Hamersveld, Bas Hilckman (Agentschap.NL, SenterNovem, Netherlands, Den Haag):** Taskforce MM and Mobility Voucher System

### 15 Changing habits in an ageing society / chaired by Wim VanTilburg (KpVV, Netherlands, Utrecht)

**Room 3:** This workshop deals with the mobility of the elderly in an ageing society. It shows its impact on habits, deals with social and health issues and provides practical solutions for training.

- > **Ajda Jelenc (National Institute of Public Health of the Republic of Slovenia, Ljubljana):**  
Impact of age on transport habits among urban residents in Slovenia
- > **Arne Öhlknecht, Jürgen Pucher (Family and Health Management Association, Austria, Graz):**  
Mobility training "Mobile and safe in seniority" - Cycling in all circumstances
- > **Ana Šabjan, Tatjana Buzeti (Centre for Health and Development Murska Sobota, Slovenia):**  
Mobility for all generations - social and health issues

### 16 Mobility Management and Marketing / chaired by Johannes Berg (WSP, Schweden, Stockholm)

**Room 4:** MM needs to be marketed to ensure added value results from actions taken. Evaluations, etc give a feedback on how MM influences daily behaviour and future awareness.

- > **Lisa Buchanan (Steer Davis Gleave, United Kingdom, London), David Freer (WorleyParsons, Australia, Brisbane):**  
324,000 people can't be wrong - evaluating the world's largest individualised marketing project
- > **Reyhaneh Farrokhkhiavi (Institute of Urban Planning and Transport, RWTH Aachen University, Germany):**  
Effects of dialogue marketing campaign on new citizens' daily mobility
- > **Werner Reiterlehner (Office of the Styrian Government, Dept. 18A, Public Transport Division, Austria, Graz):** S-Bahn Styria

### 17 EPOMM Award workshop / chaired by Melanie Leroy (EUROCITIES, Belgium, Brussels), special topic workshop

**Room 6:** The Pan-European Workplace Mobility Plan Award (PEWTA) was created to reward efforts to reduce CO<sub>2</sub> emissions in urban areas by implementing workplace mobility plans. The award winners of the three categories "Employers", "Public Authorities" and "Networks" will present their projects and action programmes.

- > **Public Authority: Aurore Asorey (Tiseo, France, Toulouse), Suzie Harrison (London Borough of Lambeth, United Kingdom, London), Sarah Hollander (Brussels Environment – IBGE & Brussels Mobility - AED, Belgium, Brussels)**
- > **Employers: Darrell Goddard (British Sky Broadcasting Ltd, United Kingdom, London), Barry McKenna (Mater Misericordiae University Hospital, Ireland, Dublin)**
- > **Network: Nick Bailey (Teddington Travel to Work Network, United Kingdom, London), Theo Panayi (Heathrow Airport – Mobility Management Group, United Kingdom, London), Măișil Floriet (Sf. Quentin en Yvelines, France), Anna Pautard (CCIV, France, Versailles-Val d'Oise-Yvelines)**
- > **Special: Miklos Marton (Studio Metropolitana Rakoczi Avenue, Hungary, Budapest)**

### 18 Tools / chaired by Johanna Taskinen (Motiva, Finland, Helsinki)

**Room 1:** Today we have many tools to enhance MM for several needs and circumstances. This session presents an overview of new and innovative tools for future actions and improvement.

- > **Tomi Laine (Strafica Ltd, Finland, Helsinki):** Harnessing apartment search portals to MM
- > **Yannis Tyrinopoulos, Evangelos Mitsakis, Annie Kortsari (Centre for Research and Technology Hellas / Hellenic Institute of Transport, Greece, Athens):**  
MM in regions with seasonal traffic peaks - the DELTA project
- > **Max Bohnet (Institute for Transport Planning and Logistics at Hamburg University of Technology, Germany), Mechtild Stiewe (ILS Research Institute for Regional and Urban Development, Germany, Dortmund), Heike Mühlhans (IVM Integrated Transport and MM, Frankfurt Rhine-Main Region, ivm GmbH, Germany), Sebastian Heller (IVM):**  
Valuation of effects and weighting of MM in a regional and urbanised context
- > **Hans Voerknecht (KpVV, Netherlands, Utrecht):** Mobility scan: a revolutionary software tool to include MM in urban planning



## Workshop details: Session D / Friday, May 7 / 9.30 - 11.00

### 19 Ageing society workshop / presented and chaired by Jan Christiaens (MobiEl 21, Belgium, Leuven), interactive

**Room 6:** > **Jan Christiaens:** Building bridges between generations  
Young and old often experience the same problems in traffic. By working together they would give a clear sign to local policy makers that things have to change or be solved. But how do you bring these two generations together, how do you make them work together and would it really make a difference? Come and find out in our working on a challenge workshop.

### 20 New districts on their way to low emissions 3 / chaired by Patrick Auwerx (MobiEl 21, Belgium, Leuven)

**Room 2:** Traffic planning and urban development in harbour regions and city quarters are linked with MM. The presentations give an overview of planning ecologically sustainable city districts designed to stimulate sustainable transport instead of car transport.

- > **Frederika Swedenborg (GATUKONTORET, Sweden, Malmo):**  
The Western harbour as an example of city and traffic planning with MM in focus when planning the physical structure
- > **Lutke Lindeman (Traffic Enterprise, Netherlands, Rotterdam):** Effective MM in a major harbour region
- > **Martin Kroißbrunner (Transport Planning Department of Graz Municipality, Austria):** LKH-Quadrant Graz 2020 - Urban development and MM

### 21 Mobility Management for events / chaired by Sophie Tyler (University of Westminster, United Kingdom, London)

**Room 1:** Large events bring together many people in a central area. To ensure a sustainable organisation together with facilitating and improving the accessibility of the event, MM is a valuable tool. The presentations show different approaches and give insights in several strategies for handling MM before, during and after big events, e.g. the Olympic Summer Games in London 2012 and the European Football Championships 2012 in Poland and the Ukraine.

- > **Oliver Jung (POLIS, Belgium, Brussels):** What ITS tools to support MM strategies for large events? First results from the Stadium project
- > **to be invited:** MM for the Olympics 2012 in London
- > **Karin Dries, Bart Busschaert (City of Antwerp & Traject, Belgium, Gent):** A sustainable mobility policy for events in the city centre of Antwerp

### 22 National Framework Programmes to promote Mobility Management chaired by Robert Thaler (Ministry of Agriculture, Forestry, Environment and Water Management, Austria, Vienna)

**Room 3:** How can MM be supported by national framework programmes? Which target groups can be involved and motivated? What are the main factors of success? What kind of experiences can be gained using the example of the Austrian klima:aktiv mobil programme and the German action programme?

- > **Iris Ehrnleitner (BMLFUW, Austria, Vienna):** klima:aktiv mobil - Austrian framework programme for MM - five pillars for success
- > **Willy Raimund (Austrian Energy Agency, Austria, Vienna):**  
The klima:aktiv mobil programmes – tailor-made to motivate and support transport actors to start MM
- > **Walter Schiefer (Feistritzwerke of the town of Gleisdorf GesmbH, Austria):**  
Good Practice example of MM - klima:aktiv mobil project partner: a Styrian regional energy company
- > **Stefan Händschke, Matthias Knobloch (German Energy Agency, Germany, Berlin):** "efficiently mobile" - the German action programme on MM
- > **Mechtild Stiewe (ILS Research Institute for Regional and Urban Development, Germany, Dortmund), Doris Bäumer (ILS), Conny Louen (Institute of Urban Planning and Transport, RWTH Aachen University, Germany), Reyhaneh Farrokhkhiavi (Institute of Urban Planning and Transport, RWTH Aachen University), Ulrike Reutter (ILS):**  
Evaluation of the processes and effects of MM in the context of the "efficiently mobile" action programme
- > **Swantje-Angelika Küpper (K+K Küpper, Germany, Bonn), Björn Hannappel (Deutsche Post DHL, Germany, Bonn):**  
Corporate MM at DHL – Praxis report on a consultation within the "efficiently mobile" action programme

### 23 Lessons from 10 years of innovation / presented and chaired by Rick Lindeman (Agentschap NL, Netherlands, Utrecht), interactive

**Room 5:** SenterNovem/NL Agency has worked on innovation in MM for ten years now through its subsidy schemes. It noticed that innovators often make the same mistakes and face the same challenges. It developed 10 lessons which should be taken account when developing innovation in MM. In this workshop we take up those challenges and discuss how we can apply them in two specific cases. The first case is in the Sofia historical city centre. The challenge is to establish the right parking policy by introducing some unpopular measures thus changing the city transport vision. The second challenge is how to ritualise sustainable mobility, in particular cycling, through the creation of bicycle events distributed throughout the entire year. The TRENDY TRAVEL project has created the events, but what other measures are relevant for an ageing society and how does one anchor this in local policy? Challenges by:

- > **Lucia Ilieva (Club "Sustainable Development of Civil Society", Bulgaria, Sofia):** Solving transport problems in Sofia historical city centre
- > **Susanne Wrighton (FGM-AMOR, Austria, Graz):** Ritualisation of sustainable mobility - On the basis of the example of cycling

### 24 Balancing facilitation and taxation for an effective national policy on Mobility Management chaired by Maartje Wessel (inno-V, Netherlands, Amsterdam), partly interactive

**Room 4:** This workshop explains the national MM efforts in the Netherlands. Rush hour avoidance and the "Mobility Budget" are presented. Afterwards, measures to facilitate the right behaviour or discourage unwanted mobility behaviour will be worked out and will be discussed with the audience.

- > **Rien van der Knaap (OC Mobility Coaching, Netherlands, Eindhoven):** Using rush hour avoidance as a catalyst for MM
- > **Nick Verveen, Minze Walvius (ADVIER Mobiliseert, Netherlands, Delft):** Mobility Budget
- > **Robert Jan ter Kuile (inno-V, Netherlands, Amsterdam):** Taskforce Mobility Management















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