

Dear reader,

the 16th edition of ECOMM took place in Frankfurt, Germany – an important transport hub that owes its economic strength to a large extent to its traffic infrastructure. The event was organised by the local transport organisation [TraffiQ](#). This year's conference focused on the new challenges cities are faced with, like the rise of e-mobility, interregional cooperation, changing lifestyle groups, socio-demographic changes (migrants, elderly) and the regeneration of cities.

All presentations as well as the event's pictures can be downloaded [here](#). We look forward to seeing you (again) next year in [Gävle, Sweden!](#)

Save the date! 16th ECOMM in Gävle, Sweden: 29-31 May 2013.

Germany joins EPOMM



At the opening, the German state secretary Rainer Bomba announced that Germany will officially join EPOMM in 2013. In the last two years, the region Rhein-Main held the membership. It was fitting that one workshop was dedicated to the new German network on Mobility Management DEPOMM, which was founded as a new association this year. The workshop investigated how regional bodies can help to further spread mobility management in cities.

Fried eggs, scrambled eggs and donuts



Food metaphors were popular at ECOMM. For instance, [Miklos Marton](#) from REC Hungary compared the layout of a city with a clear centre to a fried egg. If there are multiple centres of activity, it is more of a scrambled egg. In the [opening session](#), [Lars Gemzoe](#) from [Gehl Architects](#) compared the city of Melbourne in the 1990s with a donut. Without nice public spaces for pedestrians and cyclists, the city remained empty in the middle. With the introduction of pedestrian-friendly infrastructure, pedestrian traffic rose by 40%, stationary activities increased by 200 to 300% and the city is now regarded as one of the most liveable cities worldwide. As traffic models are always based on data on car traffic, Gehl Architects started in the 1960s to do research in Copenhagen on the behaviour of pedestrians in public space: what are people doing in public space and how good is the space for walking? Later, they extended these [public life studies](#) to other cities and to other modes like cycling. Interestingly, they found that only 1% of people cycle because of environmental reasons, only 6% for financial reasons, 19% for health reasons, but a stunning 61% because cycling is fast, convenient and easy!

Rhyming New Zealanders



As always, the host country was best represented at ECOMM, with 105 Germans attending. Next in line were the Swedes (34 participants), hosts to the next ECOMM. The top 5 is completed by Austria (21 participants), The Netherlands (19) and Belgium (18), who recently joined EPOMM.

ECOMM attracted visitors from far away countries too, such as Japan and Cameroon. A very special mention should go to [Professor Harold Weiss and his colleague Aimée Ward](#), who came all the way from New Zealand to give a Pecha Kucha presentation on healthy mobility education for adolescents – all in rhyme!

Did you realise that mobility management can be regarded as an important aspect of

hospitality? [Minze Walvius and Tilly Broersen](#) from Advier described how they worked with a Dutch conference centre to include mobility management in their services for their clients.

MM projects show results



For participants who have participated in many ECOMMs throughout the years, this year's edition proved once more that a growing importance is being attached to evaluation. More and more projects can present quantitative results that enable others to learn from their successes and failures.

As always, European projects were very present at the ECOMM. Some highlights:

- Tom Rye (Lund University) and Robert Pressl (FGM-AMOR) animated a lively discussion on stakeholder consultation, based on their experiences in the [ACTIVE ACCESS](#) project and the [ACTIVE TRAVEL NETWORK](#).
- The [BAMBINI](#) project on the socialisation of very young children (0-6 years) presented its results (presentation by [Karl Reiter](#), FGM-AMOR) and held a creative brainstorm on a long term sustainable lifestyle for young families ([Lies Lambert and Elke Bossaert](#), Mobiel 21)
- In [E-Cosmos](#), the labour unions were the driving force behind company mobility management policies. A [study](#) that was carried out in Spain, showed that investments in sustainable mobility can have twice the return on investment as compared to investments in car mobility!
- The [TOGETHER ON THE MOVE](#) project is developing training courses on mobility for immigrants, whereas [TRANSPORT LEARNING](#) is developing training courses on sustainable urban transport policies and measures for municipalities and energy agencies – all info is available on our new training database: www.epomm.eu/training.

[Sarah Martens](#) presented the EPOMM services that were created during [EPOMM-PLUS](#) to disseminate and preserve the results of EU projects on MM. Pernilla Hyllenius (Trivector), Karl-Heinz Posch (EPOMM coordinator) and Melanie Leroy (EUROCITIES) facilitated a workshop on the maximisation of the use of EU-project tools. The experience of EPOMM-PLUS on the dissemination of the [MAX tools](#) served as an inspiration to the discussion.



[download EPOMM-PLUS brochure](#)

And the winner is...



This year's [SYNAPTIC Awards for Excellence in Seamless Mobility](#) were presented at ECOMM. [SYNAPTIC](#) was founded last year as a cluster project of 4 Interreg projects to influence future EU-policy with respect to promoting seamless transport solutions. For this purpose, they highlight European best practices in the area of seamless and sustainable mobility.

The awards went to:

1. The best multimodal door-to-door solution: [Provision of local travel information, Tipperary, Ireland](#)
2. The best public transport solution: [Patenticket: Peer-to-Peer Marketing of Public Transport to Older People in Cologne, Germany](#)
3. The best development process or implementation of a Sustainable Urban Mobility Plan: [Cornerstone of Mobility –The Mobility Strategy of the City of Zurich, Switzerland](#)

At the end of the conference, EPOMM presented its Best International Policy Transfer Award. The winner was the EU project [Travel Plan Plus](#) for the transfer of local travel plan networks in the USA and the UK towards partners in Hungary, Spain and Sweden. Project coordinator Marcus Enoch recently published a book on company travel plans, entitled [Sustainable Transport, Mobility Management and Travel Plans](#).



EPOMM-Award

ECOMM 2013 in Gävle



Next year, ECOMM will be held in Gävle, Sweden. "Smart choices require easy access – the challenge of making mobility management a part of every day life" is the topic of this conference. The ability to travel comfortably and quickly, yet in an environmentally-friendly way is an especially important issue in Gävle because many of the inhabitants live in rural areas and/or commute long distances to cities in the region. Watch a video about Gävle and ECOMM 2013 [here](#). More information will be available at the [EPOMM website](#).

Cities can still apply to **host ECOMM** in 2014. Deadline for application is 31 October 2012.

Important public consultation



DG Energy recently launched a public consultation for shaping the Intelligent Energy – Europe III (IEE III) programme in Horizon 2020. This public consultation offers the possibility to have your say on the future IEE III programme. EPOMM will deliver an official reaction, but everyone is free to contribute. As EPOMM sees MM as an efficient way to save energy, we recommend participation in this consultation. It runs until 5 September 2012. Details can be accessed [here](#).

Upcoming events



- CIVITAS Forum Conference**
 24 - 26 September 2012 – Vitoria-Gasteiz (Spain)
www.civitas.eu
- MOVE 2012 (Embracing mobility solutions & car-sharing to move the automotive industry forward – carsharing from the perspective of the automotive industry)**
 25 - 26 September 2012 – Brussels (Belgium)
[more information](#)
- Design e-mobility Congress**
 10 September 2012 – Frankfurt/Main (Germany)
 How will we perceive, experience and make use of e-mobility in the future and which role will design play in this? Visit the first design e-mobility congress and take part in a fascinating dialogue surrounding e-mobility and design.
[more information](#)



For more events, please visit the [EPOMM Calendar](#).



ECOMM 2012



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Registration

The registration to the conference is easily made via the **ECOMM 2012** website which also provides information on travel and hotel booking.

► www.ecomm2012.eu

Conference participation

Conference pass: **350 €**/420 €

Reduced fees are available for:

Participants from EPOMM member states: **280 €**/300 €

Participants from new EU member states: **260 €**/300 €

Students (limited offer): **100 €**/120 €

Contributors: **120 €**/150 €

The **attractive early bird discount** is available until **April 24th 2012**. Then the regular fee will be charged.

Conference pass

The conference pass is valid on all four conference days. It includes free participation on the sessions, site visits and evening events as well as the catering during the conference. In addition the conference pass provides a public transport ticket which is valid in the RMV area (Rhein-Main-Verkehrsverbund) during the whole conference week. The conference pass is personal.

Exhibitors

If you are interested in booking a stand in the exhibition area please use the online contact form and you will receive further information.

Last date for registration

for exhibitors: **April 30th 2012**

for participants: **May 11th 2012**

Travel & Stay

Located in the heart of Germany und Europe the conference venue Frankfurt am Main is easy to reach.



DB Bahn (German Rail) and Lufthansa provide special travel offers for **ECOMM 2012** participants. Find more details on this matter as well as information on hotel booking on the conference website.

► www.ecomm2012.eu

The conference will take place in the Congress Center on Frankfurt's fairground. With its top-class comfort it provides the perfect setting for the conference and it is easy to get there:



Using Frankfurt's public transport all important destinations can be reached within a few minutes.

ECOMM FRANKFURT 2012

European Conference on Mobility Management



16. ECOMM Frankfurt am Main 12.–15. June 2012

ECOMM 2012 ...

The city of Frankfurt am Main and *traffiQ* Public Transport Authority Frankfurt am Main GmbH sincerely invite you to **ECOMM 2012**, the European Conference on Mobility Management. Between June 12th and 15th it will take place in the Congress Center on Frankfurt's fairground. The conference provides an ambitious and diverse programme comprising a rich variety of sessions as well as site visits and attractive social events.

This year's central topics are the electric mobility, new challenges for our cities from the perspective of Mobility Management (e.g. city regeneration, socio demographic changes) and European projects on Mobility Management.



Different types of sessions such as presentations, pecha kuchas, workshops, trainings and site visits add to the programme's diversity.

The opening session of **ECOMM 2012** will be held by important decision makers in transport and planning which underlines the relevance of the chosen themes and gives additional impetus to the conference.

Between the sessions and during the social events **ECOMM 2012** offers many opportunities for participants to benefit from a high level of exchange on the latest developments in Mobility Management in Europe.

► www.ecomm2012.eu

... in Frankfurt am Main

Besides the conference the city of Frankfurt attracts with various facets. On the one hand the Main metropolis represents an international center of commerce and finance with an imposing skyline. On the other hand you can find many historical sights worth visiting, e.g. the Römer, Frankfurt's town hall, the Kaiserdom (Cathedral) and the Paulskirche, known as the cradle of German democracy, the Goethe House and the Old Opera House illustrating Frankfurt's rich cultural life.

► www.frankfurt.de

► www.frankfurt-tourismus.de

The city of Frankfurt and *traffiQ* are looking forward to your participation in **ECOMM 2012**.



Focus on Mobility Management

The concept of Mobility Management presents the basis of **ECOMM**. It aims at promoting sustainable transport and managing the demand for car use by changing travellers' behaviour. At the core of Mobility Management are "soft" and rather inexpensive measures like information and communication, organising services and coordinating activities of different partners.

The European countries which are particularly involved in Mobility Management are united in **EPOMM**, the European Platform on Mobility Management. At present there are ten member states, additional eleven countries are closely associated with the platform by the EU-project **EPOMM-Plus**. **EPOMM** is organised as an international non profit organisation with seat in Brussels.

The **ECOMM** series is one field of action of **EPOMM**. Since 1997 **ECOMM** has taken place on an annual basis. Year by year it attracts hundreds of delegates appreciating the exchange on the subject with colleagues on an international level.

► www.epomm.eu

DECOMM as German branch of **ECOMM** will be held during the conference providing an additional platform of exchange especially for the German experts on Mobility Management.



ECOMM FRANKFURT 2012

Europäische Konferenz für Mobilitätsmanagement

16. ECOMM
Frankfurt am Main
12.–15. Juni 2012

Programm
Programme



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LIEBE TEILNEHMERINNEN UND TEILNEHMER DER ECOMM 2012,

ich freue mich, Sie als Schirmherrin der ECOMM bei uns in Frankfurt am Main willkommen heißen zu können. Mobilität ist in der heutigen Zeit ein zentrales Thema für alle Altersgruppen. Deshalb ist es auch Aufgabe von Städten und Gemeinden, die Mobilität ihrer Bürgerinnen und Bürger zu gewährleisten und im Zeichen des demographischen Wandels insbesondere auch für die ältere Generation zu sichern. Ich bin in der glücklichen Lage, Ihnen berichten zu können, dass wir in der jüngeren Vergangenheit im Mobilitätsangebot unserer Stadt große Fortschritte gemacht haben. Und es ist uns auch gelungen, die vorhandene Vielfalt der Verkehrsmittel mit Hilfe von Information, Beratung und Kommunikation an unsere Bürgerinnen und Bürger ebenso wie an die Gäste Frankfurts heranzutragen. Natürlich gibt es noch viel zu tun, aber wir sind auf einem guten Weg.

Das Mobilitätsmanagement, so wie wir es verstehen, soll dazu beitragen, das Mobilitätsverhalten aller Generationen insgesamt auch nachhaltiger zu gestalten. Es freut mich daher, dass gerade die Themen Klimawandel, demographische Veränderung, Elektromobilität und Stadterneuerung eine wichtige Rolle bei Ihrer Tagung spielen.

Die Internationalität der Teilnehmenden belegt, dass dem Mobilitätsmanagement längst über alle Grenzen hinweg eine große und zunehmende Bedeutung bei der Lösung der Verkehrsprobleme unserer Städte zukommt. Wir alle sind gefordert, neue Wege zur Belebung und Steigerung der Lebensqualität in unseren Städten zu finden. Die ECOMM 2012 wird hierbei eine wesentliche Rolle spielen. Ich wünsche Ihnen in diesem Sinne einen fruchtbaren Gedanken- und Ideenaustausch, viele neue und ertragreiche Kontakte, gute Ergebnisse Ihrer Beratungen und natürlich eine gute Zeit in unserem schönen Frankfurt am Main.

A stylized, handwritten signature in black ink, appearing to read 'Petra Roth'.

Petra Roth
Oberbürgermeisterin
der Stadt Frankfurt am Main

DEAR ATTENDEES OF ECOMM 2012

As patron of ECOMM, I am pleased to welcome you to Frankfurt am Main. Today mobility is one of the central issues for all age groups. Thus, it is also the obligation of cities and communities to guarantee the mobility of their citizens and in times of demographic change also to ensure it for the elder generations. I am in the lucky situation to inform you that in recent years we made good progress regarding the offer of mobility solutions in our city. And we also succeeded in conveying the existing variety of means of transportation through information, service centres and other communication, not only to our citizens but also to visitors to Frankfurt. Definitely there is still a lot to be done, but we are on the right track.

Mobility management, as we understand it, is to contribute to a more sustainable mobility behaviour of all generations. Therefore, I am especially pleased that just issues such as climate and demographic change, e-mobility and urban redevelopment play a major role at your conference.

The international background of the attendees shows that, beyond all frontiers, mobility management has gained a great and ever growing importance for the solution of traffic problems in our cities. We all must face the challenge to find new ways to revitalize and increase the quality of life in our cities. Here ECOMM 2012 will play a major role. I wish you a productive exchange of ideas and thoughts, many new and successful contacts, good results for your discussions and of course an enjoyable time in our beautiful city Frankfurt am Main.

Petra Roth
Lord Mayor of the city of Frankfurt am Main



MOBILITÄTSMANAGEMENT: AUF DEM WEG ZU EINER EFFIZIENTEN MOBILITÄT

Zu einer leistungsfähigen Verkehrsinfrastruktur gehört ein effizientes Management unserer Verkehrssysteme. Neu- und Ausbau sind längst nicht mehr die alleinige Lösung: Wenn wir auch in Zukunft Mobilität ermöglichen wollen, dann brauchen wir eine intelligente Organisation des Gesamtsystems.

Mobilitätsmanagement zielt auf eine ökonomisch effiziente, sozial- und umweltverträgliche Mobilität. Im Vordergrund stehen nicht die Verhinderung, sondern die Optimierung und Steuerung von Verkehrsflüssen. Das ist für unsere Kommunen ebenso relevant wie für Unternehmen. Mobilitätsmanagement richtet sich nicht zuletzt an alle Verkehrsteilnehmer und kann wichtige Beiträge zu einer nachhaltigen und intelligenten Verkehrsmittelwahl leisten. Der Entwicklung innovativer Strategien des betrieblichen und kommunalen Mobilitätsmanagements wird sicher auch in diesem Jahr die Europäische Konferenz für Mobilitätsmanagement, ECOMM, neue Impulse verleihen.

Als Schirmherr unterstütze ich die ECOMM 2012, damit Mobilitätsmanagement zu einem unerlässlichen Bestandteil einer stadt- und umweltverträglichen Verkehrspolitik wird. Besonders begrüße ich, dass in diesem Jahr ein Schwerpunkt auf dem Thema Elektromobilität liegt.

Dr. Peter Ramsauer, MdB
Bundesminister für Verkehr,
Bau und Stadtentwicklung

MOBILITY MANAGEMENT: ON THE WAY TO EFFICIENT MOBILITY

An efficient transport infrastructure includes an efficient management of our transport systems. New construction and extension have, for a long time, no longer been the only solution: If we want to make mobility possible also in the future we need an intelligent organisation of the overall system.

Mobility management aims at an economically efficient and socially and environmentally compatible mobility. The main emphasis is not on prevention, but on optimisation and control of traffic flows. This is just as relevant for our municipalities as it is for companies. Not least mobility management is directed to all transport users, and it can make important contributions to a sustainable and intelligent choice of the means of transport. The development of innovative strategies for operational and municipal mobility management will this year certainly also be given new impetus by the European Conference on Mobility Management, ECOMM.

As patron I support ECOMM 2012 to make mobility management an indispensable component of a transport policy which is compatible with city and environment. And I especially welcome the fact that this year the main emphasis is placed on the subject of electric mobility.

Dr Peter Ramsauer, Member of the German Bundestag
Federal Minister of Transport,
Building and Urban Development



MEINE SEHR VEREHRTEN DAMEN UND HERREN,

die hessische Mobilitätspolitik will Bürgern und Unternehmen gleichermaßen die gewünschte oder notwendige Mobilität von Personen und Gütern ermöglichen. Sie setzt dabei nicht auf dirigistische Maßnahmen, sondern auf abgestimmte Angebote und die sinnvolle Nutzung aller Verkehrsträger nach ihren jeweiligen Stärken. Sie legt Radwege an und erprobt zukunftsweisende ÖPNV-Konzepte, sie gewährleistet ein leistungsfähiges Straßennetz und sichert den Anschluss an den globalen Luftverkehr.

Technische Innovationen sind eine wichtige Grundlage dieser Politik. Mit den zahlreichen Maßnahmen des Projekts „Staufreies Hessen“ ist es uns gelungen, die Stauzeiten auf unseren Autobahnen seit 2003 um mehr als 80 % zu reduzieren.

Eine moderne Mobilitätspolitik verlangt wissenschaftliche Expertise. Mit dem „House of Logistics & Mobility“ (HOLM) schaffen wir gemeinsam mit Forschung und Wirtschaft ein Labor für die Mobilitätslösungen der Zukunft.

In einer Welt, in der Wissen zur wertvollsten Ressource wird, sind die Regionen im Vorteil, in denen sich die Verkehrs- und Wissensströme kreuzen. Gerade Hessen als Wissens- und Verkehrsdrehscheibe hat dabei große Chancen, sich im Standortwettbewerb zu profilieren und zu einer der Metropolregionen der Zukunft zu werden.

Florian Rentsch

Hessischer Minister für Wirtschaft,
Verkehr und Landesentwicklung

LADIES AND GENTLEMEN,

Hessian mobility policy is intended to make possible the desired or necessary mobility of people and goods for both citizens and companies equally. It does not rely on dirigiste measures but on a coordinated range and the sensible use of all modes of transport in accordance with their respective strengths. It creates cycle paths and tests forward looking public transport concepts. It guarantees an efficient road network and secures a connection to global air traffic.

Technical innovations are an important basis of this policy. With the numerous measures of the project “Congestion free Hessen” we have succeeded in reducing traffic jam times on our autobahns by more than 80% since 2003.

A modern mobility policy demands scientific expertise. In the “House of Logistics & Mobility” (HOLM) we have created a laboratory together with research and business for the mobility solutions of the future.

In a world in which knowledge is the most valuable resource, regions in which flows of transport and knowledge cross have an advantage. As a knowledge and transport turntable, Hessen in particular has great opportunities here to stand out in the competition to attract business and to become one of the metropolitan regions of the future.

Florian Rentsch

State Minister of Economy, Transport
and State Development Hessen



SEHR GEEHRTE DAMEN UND HERREN,

traffiQ Lokale Nahverkehrsgesellschaft Frankfurt am Main hat sich im Auftrag der Stadt Frankfurt am Main um die Ausrichtung dieser wichtigen Veranstaltung beworben und hat die ECOMM 2012 vorbereitet. Seit Jahren befassen wir uns mit vielfältigen Fragen der Mobilität und arbeiten aktiv im Mobilitätsmanagement, um das Mobilitätsverhalten im Sinne einer nachhaltigen und umweltschonenden Lösung zu verändern.

Beispiele solcher Aktivitäten gibt es viele. Seit 1997 betreibt die Stadt Frankfurt – seit 2002 ist *traffiQ* damit beauftragt – mitten in der Stadt die Mobilitätszentrale „Verkehrinsel“, die täglich rund 800 Bürgerinnen und Bürger zur Beratung und zum Fahrkartenkauf aufsuchen. Aber auch Kinder und Jugendliche sind eine wichtige Zielgruppe unserer Arbeit, zum Beispiel in der Schulberatung und bei unserer Kampagne „Wir laufen zur Schule“. Ein weites Feld ist das betriebliche Mobilitätsmanagement, das dazu beiträgt, den Modal-Split zu Gunsten der Umwelt zu verändern. Unsere Aktivitäten zum Ausbau des Nahverkehrs schaffen die Grundlage zum Umstieg auf nachhaltige Mobilitätsformen.

Ich wünsche Ihnen allen eine inhaltlich ertragreiche Konferenz und schöne Tage in Frankfurt.

A handwritten signature in black ink, appearing to read 'HJ v. Berlepsch', written in a cursive style.

Dr. Hans-Jörg v. Berlepsch

Geschäftsführer

traffiQ Lokale Nahverkehrsgesellschaft Frankfurt am Main mbH

DEAR LADIES AND GENTLEMEN:

On behalf of the city of Frankfurt am Main, *traffiQ* Local Public Transport Authority Frankfurt applied for the organization of this important conference and has prepared ECOMM 2012. For years, we have been dealing with the various issues of mobility and are actively working in the field of mobility management in order to change the mobility behaviour towards sustainable and environmentally conscious solutions.

There are many examples for such activities. Since 1997 the city of Frankfurt – and in 2002 *traffiQ* took over this responsibility - has been operating the mobility centre “Verkehrinsel”, which is located in the heart of the city and is visited daily by about 800 citizens who ask for information or buy tickets. But also children and teenagers are an important target group of our work, for example with regard to information for schools or in our campaign “We walk to school”. Another area of our interest is mobility management for companies, which contributes to changing the modal-split to the benefit of the environment. Our activities to further develop public transport are the basis for a change to more sustainable forms of mobility.

I wish you a productive and efficient conference and a good time in Frankfurt.

Dr. Hans-Jörg v. Berlepsch

CEO

traffiQ Local Public Transport Authority Frankfurt am Main GmbH

ORGANISATORISCHE HINWEISE | ORGANIZATIONAL INFORMATION

KONFERENZPASS

Der Konferenzpass gilt an allen vier Veranstaltungstagen und berechtigt zur Teilnahme an den Fachsitzungen, Exkursionen und Abendveranstaltungen. Der Konferenzpass ist personenengebunden.

Bitte beachten Sie, dass für die Teilnahme am Empfang im Römer ein gesondertes Einladungsschreiben als Eintrittskarte vorzuzeigen ist. Die zum Empfang angemeldeten Teilnehmer erhalten die Einladungskarte mit ihren Konferenzunterlagen.

CONFERENCE PASS

The conference pass is valid on all four conference days. It includes free participation in the sessions, site visits and evening events. The conference pass is personal.

Please note that for the reception in the Römer you need a special invitation. Participants who have registered for the reception receive an invitation together with the conference pass.

KONFERENZSPRACHEN

Für die großen Eröffnungs- und Abschluss-Sitzungen, die Präsentationen und die Workshops stehen Simultandolmetscher deutsch/englisch bereit. Die Exkursionen, der Exkursions-Workshop, das ECOMM-*Special* in Block D sowie die Pecha Kuchas werden in Englisch abgehalten.

CONFERENCE LANGUAGES

Simultaneous translation German/English will be available in the opening and closing sessions, in the sessions with presentations and in the workshops. The site visits, the walking workshop, the ECOMM *special* in session D and the Pecha Kucha sessions will be held in English.

MOBILITÄT UND ORIENTIERUNG VOR ORT

In der Konferenzgebühr enthalten ist ein personalisiertes ÖPNV-Ticket, das vom 11. – 16. Juni 2012 im Rhein-Main-Verkehrsverbund RMV gilt. Sämtliche Informationen zum ÖPNV in Frankfurt und der Rhein-Main-Region finden sich unter www.traffiQ.de bzw. www.rmv.de. Eine Übersicht über das Liniennetz sowie einen Stadtplan der Frankfurter City bietet das Faltblatt Frankfurt in one, das der Konferenztasche beiliegt.

MOBILITY AND ORIENTATION IN FRANKFURT/RHEIN-MAIN

In addition to the conference pass participants receive a personal public transport ticket which is valid in the RMV area (Rhein-Main-Verkehrsverbund) from June 11 to June 16. To get further information about the region's public transport please visit www.traffiQ.de or www.rmv.de. The leaflet Frankfurt in one in your conference bag provides an overview of Frankfurt's network and a city map.

TOURISTISCHE TIPPS FÜR FRANKFURT UND UMGEBUNG

Personal der Tourismus+Congress GmbH Frankfurt am Main steht an der Anmeldung des Congress Centers für touristische Fragen zur Verfügung. Im Netz finden Sie touristische Informationen unter www.frankfurt-tourismus.de und www.frankfurt.de.

TOURIST INFORMATION

At the registration desk of the Congress Center staff from the Frankfurt Tourismus+Congress Board will answer your questions. For more information on tourist attractions in the city of Frankfurt and the region please visit www.frankfurt-tourismus.de and www.frankfurt.de.

VERKÖSTIGUNG

In den Sitzungspausen wird für das leibliche Wohl gesorgt. Die Bewirtung ist für die Konferenzteilnehmer frei.

CATERING

During the breaks food and beverages are served for free.

WO LÄUFT WAS? DIE VERANSTALTUNGSORTE

- ▶ ECOMM-Fachsitzungen, Start/Ende aller Exkursionen am 12. und 14.06.2012 sowie der Bus- und Fahrradtouren am 15.06.2012

Congress Center Messe Frankfurt

Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

ÖPNV-Anbindung: U4 Festhalle/Messe; Tram 16, 17 Ludwig-Erhard-Anlage

Räumlichkeiten im Congress Center:

Ebene C0: Empfang, Anmeldung, Garderobe

Ebene C2: Saal Harmonie, Konferenzräume Spektrum 1 + 2 und Conclusio 1 + 2

Ebene C3: Konferenzräume Fantasie 1 + 2 und Illusion 1–3

- ▶ Abendveranstaltung am 12. Juni 2012

Römer

Römerberg 23
60311 Frankfurt am Main

ÖPNV-Anbindung: U 4, 5 Dom/Römer; Tram 11, 12 Römer/Paulskirche

Räumlichkeiten im Römer: Kaisersaal, Wandelhalle

Hinweis: Die separat ausgehändigte Einladungskarte ist am Eingang vorzuzeigen.

- ▶ Abendveranstaltung am 13. Juni 2012

Capitol Offenbach

Kaiserstraße 106
63065 Offenbach am Main

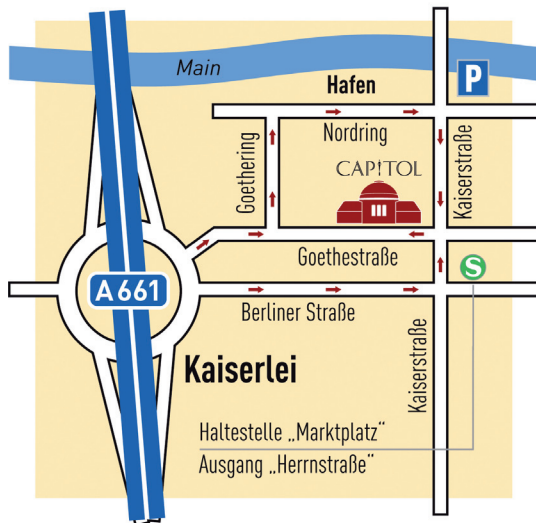
ÖPNV-Anbindung:

aus Frankfurt kommend: S1 (▶ Rödermark Ober-Roden), S2 (▶ Dietzenbach Bahnhof), S8, S9 (▶ Hanau Hauptbahnhof) bis zur Station ‚Marktplatz‘

zurück nach Frankfurt: S1 (▶ Wiesbaden Hauptbahnhof), S2 (▶ Niedernhausen), S8, S9 (▶ Wiesbaden Hauptbahnhof) über die Knotenpunkte Konstablerwache, Hauptwache und Frankfurt Hauptbahnhof

Praktische Hinweise: Die S-Bahn-Fahrt zwischen der Frankfurter City und der Station ‚Marktplatz‘ in Offenbach dauert ca. 10 Min. Die Zugfolge ist dicht. Verlassen Sie die Station Marktplatz entgegen der Fahrtrichtung Ihres Zuges und wählen Sie den Ausgang Büsingpalais. Sie befinden sich nun auf der Berliner Straße, der Sie an der Grünanlage vorbei bis zur Kaiserstraße folgen, in die Sie nach rechts einbiegen. Die Distanz zwischen der Station ‚Marktplatz‘ und dem Capitol beträgt rund 700 m bzw. 10 Minuten Fußweg (s. Karte).

Die letzte S-Bahn von der Station ‚Marktplatz‘ in Offenbach zurück in die Frankfurter Innenstadt fährt um 0:56.



THE VENUES

- ▶ ECOMM sessions, start/end of the site visits on June 12 and June 14 and of the bus and cycling tours on June 15

Congress Center Messe Frankfurt

Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

Public transport: U4 Festhalle/Messe; Tram 16, 17 Ludwig-Erhard-Anlage

The levels and rooms of the Congress Center:

Level C0: reception, registration counter, cloakroom

Level C2: Harmonie hall, conference rooms Spektrum 1 + 2 and Conclusio 1 + 2

Level C3: conference rooms Fantasie 1 + 2 and Illusion 1 – 3

- ▶ Welcome meeting on June 12

Römer

Römerberg 23

60311 Frankfurt am Main

Public transport: U 4, 5 Dom/Römer; Tram 11, 12 Römer/Paulskirche

Rooms: Kaisersaal, Wandelhalle

Note: Please show the invitation to the supervising staff when entering the Römer.

- ▶ Official dinner on June 13

Capitol Offenbach

Kaiserstraße 106

63065 Offenbach am Main

Public transport:

from Frankfurt: S1 (▶ Rödermark Ober-Roden), S2 (▶ Dietzenbach Bahnhof), S8, S9 (▶ Hanau Hauptbahnhof) to ‚Marktplatz‘ station

back to Frankfurt: S1 (▶ Wiesbaden Hauptbahnhof), S2 (▶ Niedernhausen), S8, S9 (▶ Wiesbaden Hauptbahnhof) via the junctions Konstablerwache, Hauptwache and Hauptbahnhof

Practical information: The ride by S-train from the city of Frankfurt to ‚Marktplatz‘ station in Offenbach will take approximately 10 minutes and trains run frequently. Please leave the station against the direction of travel and choose the exit ‚Büsingpalais‘. You are in Berliner Straße now. Passing a small public park you follow the street up to Kaiserstraße where you turn right. It will take you app. 10 minutes to reach the Capitol (see map above).

The last S-train from ‚Marktplatz‘ station in Offenbach back to the city of Frankfurt will leave at 0:56.

PROGRAMME

Tuesday, June 12th 2012

OVERVIEW 1ST CONFERENCE DAY

09:00 Opening of registration desk (foyer ground floor)				
09:30 Site visits (start/end: Congress Center)				
1 City cycling tour	2 City walking tour	3 Skyscraper tour	4 Traffic control-centre Hessen	
12:30 Quick lunch (foyer 2 nd floor)				
13:30 Opening session (Harmonie hall, 2 nd floor)				
14:30 Keynote speeches (Harmonie hall, 2 nd floor)				
15:30 Coffee break (foyer 2 nd floor)				
16:00 Slot A – Parallel sessions				
A1 Presentations: Electric mobility (Illusion 1, 3 rd floor)	A2 Presentations: Regeneration of cities (Illusion 2, 3 rd floor)	A3 Workshop: European projects (Fantasie 2, 3 rd floor)	A4 Workshop: Awareness and lifestyle (Fantasie 1, 3 rd floor)	A5 Pecha Kucha: MM as regional factor (Spektrum 2, 2 nd floor)
17:45 Leisure time				
19:00 Reception in the Römer (incl. SYNAPTIC Awards Ceremony)				

09:00 Opening of registration desk

09:30 Site visits

- ▶ 1. City cycling tour
- ▶ 2. City walking tour
- ▶ 3. Skyscraper tour
- ▶ 4. Traffic control-centre Hessen

12:30 Quick lunch

13:30 Opening session (Moderation: Andreas Horchler)

- Welcome by Petra Roth, Lord Mayor of the city of Frankfurt am Main
- Welcome by Rainer Bomba, State Secretary of the Federal Ministry of Transport, Building and Urban Development
- Welcome by Steffen Saebisch, State Secretary of the Ministry of Economy, Transport and State Development Hessen

· Robert Thaler, Interim President of EPOMM

14:30 **Keynote speeches on new mobility: Lars Gemzøe**, Gehl Architects – Denmark,
Volker Sparmann, mobility advisor of the Ministry of Economy, Transport and
State Development Hessen – Germany

15:30 **Coffee break**

16:00 **Slot A – Parallel sessions**

A1 PRESENTATIONS: Electric mobility

CHAIR: Sally Kneeshaw, Aurora Ltd London, United Kingdom

Take a look into the future: how mobility experts see the development of e-mobility and what should be done about it.

- ▶ **Robert Thaler**, Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management, **Robin Krutak**, Austrian Energy Agency – Austria:
Promoting e-mobility in Austria
- ▶ **Ralf Nachbar**, Rhein-Main-Verkehrsverbund Servicegesellschaft mbH – Germany:
Seamless travelling: How a combination of information, booking and paying in local public transport and e-mobility can be organised in 2020
- ▶ **Heidi Hofmann**, Interdisciplinary Centre for General Ecology, University of Bern, **Ueli Haefeli**, Interface policy studies – Switzerland:
The effect of the purchase of an e-scooter on the individual mobility behaviour

A2 PRESENTATIONS: Regeneration of cities

CHAIR: Anette Enemark, Tetraplan A/S, Denmark

How can mobility management help the development and redevelopment of city areas? This session looks at new planning instruments and competition between cities.

- ▶ **Andreas Schmidbauer**, Stadt Salzburg, Amt für Stadtplanung und Verkehr, **Michael Szeiler**, Rosinak & Partner – Austria:

Innovative instruments of spatial planning in Salzburg – Mobility Management in the development area Bahnhof-Nord

- ▶ **André Bruns**, IVM GmbH – Germany:
Reurbanisation and Mobility Management – The role of accessibility and mobility aspects within the location choice of “intentional urbanites” and implications on Mobility Management
- ▶ **Giovanni Longo, Giorgio Medeossi, Elio Padoano**, University of Trieste – Italy:
An Analytic Hierarchy Process versus Analytic Network Process (AHP/ANP) approach to Mobility Management for universities

A3 WORKSHOP: European projects

SEGMENT – Are we who we think we are?

Could it be that we are actually all part of a travel attitudinal segment and that this has more influence on our travel than we think? Discover this in an interactive, game-like workshop introducing you to the latest marketing techniques.

ANIMATORS: **Jennifer Anderson**, London Borough of Hounslow, **Karolina Marszałkowska**, Gdynia Municipality, **Kerstin Langer**, City of Munich

A4 WORKSHOP: Awareness and lifestyle

Stakeholder analysis and involvement in active travel especially walking

This training workshop will share best practice and develop skills to involve stakeholders to raise the profile of active travel. On round tables (no more than 10 persons per table) you will do practical work on key features of two successful EU-projects on active travel (ACTIVE ACCESS, ACTIVE TRAVEL NETWORK).

ANIMATORS: **Robert Pressl**, FGM-AMOR, **Tom Rye**, Edinburgh Napier University

A5 PECHA KUCHA: Mobility Management as regional factor

CHAIR: **Christer Ljungberg**, Trivector AB Lund, Sweden

- ▶ **Tom Murray Willis**, Contemporary Transport, **Heather Blake**, Wiltshire Council – UK:
The benefits of using Mobility Management techniques in smaller towns

- ▶ **Jutta Kepper, Martin Lometsch, Horst Benz**, Nordhessischer Verkehrsverbund – Germany:
“Mobilfalt” – Integration of individual traffic in public transport

- ▶ **Max Bohnet, Torben Fricke**, Hamburg University of Technology, **Heike Mühlhans**, IVM GmbH, **Mechtild Stiewe**, Institut für Landes- und Stadtentwicklungsforschung – Germany:
Potentials and impacts of regional strategies for Mobility Management

- ▶ **Friso Metz**, Kpvv, **Frank Eggen**, City Region Arnhem Nijmegen, **Marco Martens**, Ecorys – Netherlands:
Matching business goals with societal benefits: extending the success of MM in the Arnhem Nijmegen Region

- ▶ **Mette Granberg, Riikka Aaltonen**, Helsinki Regional Transport Authority (HSL), **Hannu Pesonen**, Strafica Ltd – Finland:
Relocating public services and its effects on sustainable mobility

- ▶ **Caroline Mattsson**, Trivector Traffic AB – Sweden:
How to use international planning guidelines on a national level – MAXLupo SE

- ▶ **Tilly Broersen**, Advier, **Jacco Huijsse**, City Roermond – Netherlands:
Mobility fund: companies and government pay for Mobility Management measures together

- ▶ **Richard John**, Advier – Netherlands:
Utilising service provisions and marketing as key factors in Park & Ride adoption

17:45 Leisure time

19:00 Reception in the Römer incl. SYNAPTIC Awards Ceremony and followed by a Frankfurt Buffet (end around 22:00)

Wednesday, June 13th 2012

OVERVIEW 2ND CONFERENCE DAY

08:30 Welcome coffee (foyer 2 nd floor)				
09:00 Slot B – Parallel sessions				
B6 Presentations: Immigrants and MM (Fantasie 2, 3 rd floor)	B7 Workshop: Awareness and lifestyle (Fantasie 1, 3 rd floor)	B8 Presentations: Urban mobility policy (Illusion 2, 3 rd floor)	B9 Presentations: MM as regional factor (Illusion 1, 3 rd floor)	B10 Pecha Kucha: E-mobility and MM (Spektrum 2, 2 nd floor)
10:30 Coffee break (foyer 2 nd floor)				
11:00 Slot C – Parallel sessions				
C11 Pecha Kucha: Regeneration/ climate change (Spektrum 2, 2 nd floor)	C12 Pecha Kucha: European projects (Spektrum 1, 2 nd floor)	C13 Presentations: Demographic focus in MM (Illusion 2, 3 rd floor)	C14 Training/Workshop: Awareness and lifestyle (Fantasie 2, 3 rd floor)	
12:30 Lunch (foyer 2 nd floor)				
14:00 Slot D ECOMM <i>special</i> : Design e-mobility – shaping the future of mobility (Harmonie hall, 2 nd floor)				
15:30 Coffee break (foyer 2 nd floor)				
16:00 Slot E – Parallel sessions				
E15 Pecha Kucha: European projects (Spektrum 1, 2 nd floor)	E16 Presentations: Electric mobility (Illusion 1, 3 rd floor)	E17 Pecha Kucha: MM as regional Factor (Spektrum 2, 2 nd floor)	E18 Workshop: MM as regional factor (Fantasie 2, 3 rd floor)	E19 Workshop: Awareness and lifestyle (Fantasie 1, 3 rd floor)
17:30 Leisure time				
19:00 Official dinner in the Capitol Offenbach (admission from 18:30)				

08:30

Welcome coffee

09:00

Slot B – Parallel sessions



B6 PRESENTATIONS: Immigrants and sustainable mobility: the final frontier?

CHAIR: Jan Christiaens, Mobiel 21, Belgium

This interactive workshop has 4 short presentations on how cities cope with the different mobility behaviour of immigrants – there will be ample room for discussion.

- ▶ **Jan Christiaens**, Mobiel 21 vzw, **Terje Assum**, Norwegian Institute for Transport Economics, **Tina Panian**, FGM-AMOR:
Immigrants and sustainable mobility: the final frontier?
- ▶ **Sarah Wixey**, WYG – United Kingdom:
Understanding the dimension of national cultures in Mobility Management
- ▶ **Heike Mühlhans**, IVM GmbH, **Astrid Tschann**, Referat für Verkehrsplanung, Stadt Offenbach am Main, **Mechtild Stiewe**, ILS – Institut für Landes- und Stadtentwicklungsforschung – Germany:
People with migration background – How successful can we involve these persons in local Mobility Management activities?
- ▶ **Janina Welsch**, **Kerstin Suhl**, ILS – Institut für Landes- und Stadtentwicklungsforschung – Germany:
Does a migration background matters for mobility behaviour?

B7 WORKSHOP: Awareness and lifestyle – part of Mobility Management?

Mobility Management: Solving problems or hospitality?

The Director of the Dutch Spant! Theater and Conference Centre will explain about the use of mobility management measures as part of their hospitality. This is followed by a brainstorm session in which small groups will try their hand on the design of mobility management using hospitality for four different venue types.

ANIMATORS: Tilly Broersen, Advier, **Paul Heighton**, Theater Spant! – Netherlands

B8 PRESENTATIONS: How to influence urban mobility policy – top down or bottom up?

CHAIR: Henk Pauwels, Ministerie van Verkeer en Waterstaat Rijkswaterstraat, Netherlands
How effective are national and international support and knowhow programs that aim to influence the mobility policy of cities?

- ▶ **Giovanna Rossi**, Italian Ministry of Environment, Land and Sea, **Lorenzo Bertuccio**, Euromobility – Italy:
The MM programs of the Italian Ministry of Environment
- ▶ **Radomira Jordova**, CDV, **Helena Werre**, City of Gävle:
The QUEST audit tool: improving urban mobility policies in 50 European cities
- ▶ **David Blackledge**, Transport & Travel Research Ltd – United Kingdom:
CiViNET, lessons learnt from the national networks

B9 PRESENTATIONS: Mobility Management as regional factor

CHAIR: Bodo Schwieger, team red Deutschland GmbH, Germany
Comparing the approach and effectiveness of successful regional Mobility Management programs from Sweden, Switzerland and the Netherlands.

- ▶ **Jesper Johansson**, WSP, **Christer Strömberg**, Swedish Transport Administration – Sweden:
Local Travel Plan Networks as a regional development factor – Kista Science City



- ▶ **Karin Wasem**, Department Bau, Verkehr und Umwelt, Abteilung Verkehr, Kanton Aargau, **Roberto De Tommasi**, aargaumobil – Switzerland:
Organisation model of regional Mobility Management – the example “aargaumobil”
- ▶ **Hans Voerknecht**, Kennisplatform Verkeer en Vervoer (KpVV), **Victor van den Berg**, Utrecht Bereikbaar – Netherlands:
“Utrecht bereikbaar”, a recipe for really substantial gains in Mobility Management on a regional scale

B10 PECHA KUCHA: E-mobility – new opportunities for Mobility Management

CHAIR: Roberto De Tommasi, aargaumobil, Switzerland

- ▶ **Ayman Zoubir**, University of Lyon – France:
Stimulating intermodality and e-bike commuting in industrial estate areas – how a MM experimental project can improve sustainable mobility
- ▶ **Martin Niegl, Romain Molitor**, Komobile w7 GmbH, **Nikolaus Ibesich**, Umweltbundesamt, **Tadej Brezina**, Research Center of Transport Planning and Traffic Engineering, TU Vienna – Austria:
su:b:city – suburbia bikes to the city!
- ▶ **Kirsten Anlauf, Michael Dewes**, *traffiQ* Local Public Transport Authority Frankfurt – Germany:
Electric mobility and public transport in Frankfurt am Main
- ▶ **Robin Krutak, Nina Pickl**, Austrian Energy Agency – Austria:
Austria’s green driving schools
- ▶ **Anja Georgi**, NiO – Nahverkehr in Offenbach – Germany:
Mobility chains – e-mobility provides new opportunities for Mobility Management

- ▶ **Camille Castagné**, Tisséo-SMTC – France:
An extranet platform on workplace mobility plans for partners, companies and administrations

10:30 Coffee break

11:00 Slot C – Parallel sessions

C11 PECHA KUCHA: Regeneration of cities and climate change

CHAIR: Tom Rye, Edinburgh Napier University, United Kingdom

- ▶ **Johannes Berg, Fredrik Johansson**, WSP Analysis and Strategy – Sweden:
MM as a mean of avoiding a traffic infarction in south central Stockholm
- ▶ **Miklós Marton** – Hungary:
Fried eggs, scrambled eggs, fractals, city regeneration and transport
- ▶ **Andreas Blumenstein**, Büro für Mobilität AG – Switzerland:
The renewal of the city tangent Bern (CH) – Mobility Management as regional success factor
- ▶ **Giles Semper, Sophie Tyler**, The Means – United Kingdom:
How Mobility Management can contribute to place management – business improvement districts and other ‘intermediate’ organisations
- ▶ **Dea Seeberg**, VEKSØ Mobility – Denmark:
11 municipalities on 2 wheels in 3 years – how to ensure political and organisational ownership and prioritization of bicycling in small and medium sized municipalities
- ▶ **Stephan Koch**, University College Cork – Ireland:
Making cycling mainstream again – UCC CampusBike and other measures to promote cycling among staff at University College Cork

- ▶ **Thomas Fischer, Heike Falk**, City of Graz – Austria:
Integration, planning and implementation of the Shared Space project in the City of Graz, Austria

C12 PECHA KUCHA: Experience from European projects

CHAIR: Johannes Theißen, formerly *traffiQ*, Germany

- ▶ **Sarah Martens, Patrick Auwerx**, Mobiel 21 – Belgium:
European projects on Mobility Management: an overview by EPOMM-Plus (or: How to make optimal use of project results?)
- ▶ **David Kelly**, South-East Regional Assembly, and **project partners**:
The European Union's Structural Funds: an untapped mega-opportunity for mobility management
- ▶ **Joanna Majdecka**, Municipality of Krakow, **Fred Dotter**, FGM-AMOR:
CIVITAS encourages a modal and mental shift towards a more sustainable environment
- ▶ **Johannes Bardong**, *traffiQ* Local Public Transport Authority Frankfurt, **Tobias Kipp**, team red Deutschland GmbH – Germany:
Mobility Management for the Industrial Park Höchst
- ▶ **Julia Zientek**, FGM-AMOR, **Udo Becker**, Technical University of Dresden:
TRANSPORT LEARNING: training on sustainable urban transport policies and measures for municipalities and energy agencies
- ▶ **Simon Hubacher**, neubighubacher/ICMA Communications, **Johannes Theißen**, formerly *traffiQ* Local Public Transport Authority Frankfurt – Germany:
ICMA Amobilife – MM solutions with transnational approach

- ▶ **Luca Buzzoni**, Emilia-Romagna Region, **Joerg Schweizer**, **Jason Meggs**, University of Bologna – Italy:
ITACA and I.M.O.S.M.I.D.: Comparing traffic and carbon reduction potentials of European Mobility Management schemes and lowering carbon output of urban transport through the use of sustainable innovative technologies and management models

C13 PRESENTATIONS: The demographic focus in Mobility Management

CHAIR: Karen Vancluysen, POLIS, Belgium

New ways to cope with the mobility demands of a changing population – in rural and urban environments.

- ▶ **Mechtild Stiewe**, ILS – Institut für Landes- und Stadtentwicklungsforschung GmbH, **Juliane Krause**, plan & rat – Büro für kommunale Planung und Beratung – Germany:
Mobility from gender perspective – the contribution of mobility surveys
- ▶ **Horst Benz**, Telenet AG Rhein-Main, **Gerd Kühling**, **Tobias Diephaus**, Landkreis Vechta – Germany:
MobilUmVechta – Integrated Mobility Management in rural areas
- ▶ **Willem Buijs**, DTV Consultants – Netherlands:
Public transport ambassadors and the travel desk, a helping hand for (senior) citizens
- ▶ **Theo Jansen**, **Mareike Wendel**, Verkehrsverbund Rhein-Sieg GmbH – Germany:
Public local Mobility Management for seniors – experiences in a model project

C14 TRAINING/WORKSHOP: Awareness and lifestyle

Lifestyle challenge: How to promote a sustainable lifestyle to young families

As a target group, young families are extremely important to have on board (and convinced) in the bigger sustainability challenge. Young families unite present (parents) and

future (children). Therefore we open the discussion on how to successfully promote a long term sustainable lifestyle for young families in a creative, challenging workshop.

ANIMATORS: Lies Lambert, Elke Bossaert, Mobiel 21 vzw – Belgium

12:30 Lunch

14:00 Slot D – ECOMM *special*: Design e-mobility – shaping the future of mobility
SPEAKER: Andrej Kupetz, German Design Council, Germany

15:30 Coffee break

16:00 Slot E – Parallel sessions

E15 Pecha Kucha: Experience from cooperation in European projects – Experiences with public and private networks

CHAIR: Kristina Gauce, Vilnius Gediminas Technical University, Lithuania

- ▶ **Ute Kabitzke, Gerd-Axel Ahrens, Jan Schubert**, Technical University of Dresden, Chair of Transport and Infrastructure Planning – Germany:
More sustainable transport in Central European Cities through improved integrated bicycle promotion and international networking (Experiences from the project Central MeetBike)
- ▶ **Doris Wiederwald**, FGM-AMOR – Austria:
ISEMOA – Quality management scheme for improving accessibility
- ▶ **Manel Ferri, Luis Cuena**, CCOO Trade Union, **Vincent Meerschaert**, Traject Mobility Management:
E-Cosmos project (European commuters for sustainable mobility strategies)

- ▶ **Susanne Franz, Ulrike Reutter, Oliver Dümmler**, Technical University Kaiserslautern, Institute imove – Germany:
Mobility counselling for enterprises in Offenbach and Industriepark Höchst as a part of the European project ICMA
- ▶ **Harald Hagenauer**, Österreichische Post AG – Austria:
The role of e-mobility in the program CO2-neutral delivery in Austrian mail service
- ▶ **Hank Weiss, Aimee Ward**, University of Otago – New Zealand:
Adolescent mobility health: Advocating for deep change
- ▶ **Eddy Klynen**, Vlaamse Stichting Verkeerskunde – Belgium:
Mobility Management for all: a must for integration!

E16 PRESENTATIONS: Electric mobility

CHAIR: Robert Stüssi, Perform Energia, Portugal

Cities from Germany, the UK and Spain meet the challenge of e-mobility in different ways. Get an impression about potentials, implementation plans and a new public car system.

- ▶ **Conny Louen**, Institut für Stadtbauwesen und Stadtverkehr der RWTH Aachen – Germany:
Identification of user groups and potentials of e-mobility in a survey in the city of Aachen (Germany)
- ▶ **Sally Kneeshaw**, URBACT Electric Vehicles in Urban Europe – United Kingdom:
Plugged in and going green: A whistle stop tour of EVUE cities supporting e-mobility
- ▶ **William Rendall**, Chispa – a public car system – Spain:
Chispa – towards an introduction of public cars

E17 PECHA KUCHA: Mobility Management as regional factor

CHAIR: Andreas Witte, RWTH Aachen, Germany

- ▶ **Okariina Rauta**, Motiva Ltd – Finland:
Mobility management in Finnish regions
- ▶ **Maria Reiner**, Managerie – Austria:
The city is at your feet!
- ▶ **Andreas Maatz, Klaus Barthelmes**, Kreisverkehrsgesellschaft Offenbach mbH, **Jürgen Follmann**, Hochschule Darmstadt – University of Applied Sciences – Faculty of Civil Engineering – Germany:
Concept for a future-proof pupils traffic – surveys about mobility behaviour of pupils and deductions for public transport
- ▶ **Malin Gibrand**, Trivector Traffic AB, **Karin Edenius**, Kollektivtrafikförvaltningen UL – Sweden:
Mobility Management as a tool to attract new customers – report from a public transport company
- ▶ **Emma Ström**, The County Administrative Board of Stockholm **Pernilla Wistrand**, **Katarina Appeltöfft**, Swedish Transport Administration, Stockholm region – Sweden:
Stockholm ready for Mobility Management?



E18 WORKSHOP: Mobility Management as regional factor

How to focus on what is really functional: the Dutch approach to find the highest potential for mobility management

The successful national “ToeKan”-approach to evaluate the potential of behavioural alternatives for road users will be introduced as a starting point. In a role-play setting, workshop participants will discover how this method can increase stakeholder participation and cost-effectiveness of MM, and how the stakeholders arrive at a shared view on the most promising MM-strategies in a particular region.

ANIMATORS: Jorrit Nijhuis, Henk Pauwels, Rijkswaterstaat, DVS Centre for Transport and Navigation, **Joost Beenker**, Maastricht Bereikbaar Program Office – Netherlands

E19 WORKSHOP: Awareness and lifestyle

Solving parking problems in residential areas, MM as a solution?

Car ownership rates are predicted to grow, also in our cities. Older neighbourhoods are looking for new ways to deal with these problems. Governments might follow the demand for parking space. Or they might try to lower demand for parking and thus for car ownership. Following the demand is expensive and non-sustainable. But does MM result in less cars? Workshop participants will work out different scenarios in small groups.

ANIMATORS: Friso Metz, Bram Van Luipen, KpVV – Netherlands

17:30 Leisure time

19:00 Official dinner in the Capitol in Offenbach (admission from 18:30, end around midnight)



Thursday, June 14th 2012

OVERVIEW 3rd CONFERENCE DAY

08:30 Welcome coffee (foyer 2 nd floor)			
09:00 Slot F – Parallel sessions			
F20 Pecha Kucha: Awareness and lifestyle (Spektrum 2, 2 nd floor)	F21 Training/Workshop: EU project tools (Fantasie 1, 3 rd floor)	F22 Presentation: Socio demographic changes (Illusion 1, 3 rd floor)	F23 Presentation/ Workshop: DECOMM (in German only) (Fantasie 2, 3 rd floor)
10:30 Coffee break (foyer 2 nd floor)			
11:00 Plenary session (Harmonie hall, 2 nd floor)			
12:30 Closing session (incl. EPOMM Award Ceremony) (Harmonie hall, 2 nd floor)			
13:30 Lunch (foyer 2 nd floor)			
14:30 Parallel sessions			
24 Walking workshop: Reaching the destination despite a handicap (Fantasie 1, 3 rd floor)	Site visits: 5. Walking tour city. 6. The Holy Roman Empire of German Nation. 7. City tour by bus. 8. Industrial Park Höchst. 9. Frankfurt Airport. 10. Urban development areas.		
17:00 Leisure time			

08:30 Welcome coffee

09:00 Slot F – Parallel sessions

F20 PECHA KUCHA: Awareness and lifestyle

CHAIR: Sophie Tyler, The Means, United Kingdom

- ▶ **Ruth Furrer Brühlmann**, City of Zurich, Transport Planning Division – Switzerland:
Mobility culture for the young in the city of Zurich
- ▶ **Udo Becker**, Technical University of Dresden, **Bodo Schwieger**, team red Deutschland GmbH – Germany:
Changing mobility behaviour

- ▶ **Christine Sisell**, Regional Development Council Gävleborg – Sweden:
The winter cyclist – showing the opportunity to ride the bike even in the winter
- ▶ **Marianne Weinreich**, VEKSØ Mobility – Denmark: *Around the world in 80 days*
- ▶ **Anna Thormann**, Gate 21 – Denmark:
“Formel M” – Towards a sustainable transport behaviour
- ▶ **Sarah Wixey, Iain Macbeth**, Transport for London, **Colin Black**, Contemporary Transport – United Kingdom:
Discovering the niche for electric bikes

F21 TRAINING SESSION/WORKSHOP: EU-project-tools

How to MAXimise the usage of EU-project-tools – What can we learn from the MAX project and EPOMM-PLUS?

2009 the MAX project produced seven nice, usable and useful tools – ready to use. What has happened since then? EPOMM-PLUS partly took up the line and will finalise its work in May 2012 – also producing a row of national reports on Mobility Management. How can we use this experience in future projects? In group work we will find the answers and conclusions.

ANIMATORS: **Pernilla Hyllenius Mattisson**, Trivector Traffic, **Karl-Heinz Posch**, EPOMM-Coordinator, **Melanie Leroy**, EUROCITIES

F22 PRESENTATIONS: Socio demographic changes

CHAIR: **Sarah Martens**, Mobiel 21, Belgium

Comparing different MM approaches for different target groups – for migrants, for pre-school children and for senior citizens.

- ▶ **Johanna Balthesen, Kerstin Langer**, Landeshauptstadt München, Kreisverwaltungsreferat – Germany:
Mobility Management for migrants – teaching material for integration courses in Munich

- ▶ **Bernd Völker**, Rhein-Main-Verkehrsverbund Servicegesellschaft mbH – Germany:
MobiPartner – Target-group orientated mobility advisory involving senior citizens
- ▶ **Karl Reiter**, FGM-AMOR – Austria:
Mobility Management for pre-school children – Move smart from the start

F23 Presentation/Workshop: DECOMM (in German only)

Strategien zur dauerhaften Verankerung des Mobilitätsmanagements auf kommunaler und regionaler Ebene

Im deutschen Programm effizient mobil wurden in 15 Modellregionen in Deutschland regionale Netzwerke und Strukturen im Mobilitätsmanagement aufgebaut. Diese sind Grundlage für die Umsetzung des Mobilitätsmanagements in regionaler Gesamtstrategie. Wie die regionalen Koordinierungsstellen auch zukünftig einen Beitrag zur Verbreitung des Mobilitätsmanagements in deutschen Städten und Kreisen leisten können, ist Gegenstand des Workshops.

ANIMATORS: Theo Jansen, Verkehrsverbund Rhein-Sieg GmbH, **Heike Mühlhans**, IVM GmbH, **Mechtild Stiewe**, ILS GmbH, Dortmund – Germany

10:30 **Coffee break**

11:00 **Plenary session** (Moderation: Andreas Horchler)

Mobility Management – an important factor for the future of our cities?

On the podium: Roman Jakic, City Councillor of the city of Ljubljana, Slovenia, City Councillor Stefan Majer, head of the traffic department of the city of Frankfurt am Main, representative of the city of Gävle, Sweden

12:30 **Closing session incl. EPOMM Award for Best International Transfer of Good Practice Ceremony**

Karl-Heinz Posch, EPOMM coordinator
City of Gävle, Sweden, host of ECOMM 2013
Hans-Jörg v. Berlepsch, CEO *traffiQ*

13:30 **Lunch**

14:30 **Parallel sessions**

24 WALKING WORKSHOP: Reaching the destination despite a handicap

How older and mobility impaired persons can overcome the barriers in public transport

A short introduction will show you the importance of this theme for elderly persons. Then you will test the situation on location in the public transport network of Frankfurt. After this test, you will address the main aspects of seamless barrier-free travel in group discussions. The workshop will close with an update on the newest developments in science and technology.

ANIMATORS: Marco Gennaro, Christian Kabot, Rhein-Main-Verkehrsverbund Service-gesellschaft mbH – Germany

SITE VISITS

- ▶ 5. Walking tour through the City of Frankfurt
- ▶ 6. Walking tour on The Holy Roman Empire of German Nation
- ▶ 7. City tour by bus
- ▶ 8. Mobility Management in the Industrial Park Höchst
- ▶ 9. Frankfurt Airport bus tour
- ▶ 10. Bus tour to urban development areas in Frankfurt: Riedberg, Frankfurter Bogen and Gateway Gardens

17:00 Leisure time

Friday, June 15th 2012

SITE VISITS (optional programme)

- 09:30 – 11:30** ▶ Financial place Frankfurt (Start: Tourist Info Römer)
- 09:30 – 12:30** ▶ Cycling tour through the green belt of Frankfurt (Start: Congress Center)
- 09.30 – 12.00** ▶ Mobility Management in the Industrial Park Höchst (Start: Congress Center)
- 09:30 – 11:00** ▶ Applewine tour (Start: Tourist Info Römer)
- 09:30 – 13:30** ▶ Tour to Adam Opel AG Rüsselsheim (Start: Congress Center)

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Region Frankfurt RheinMain), www.ivm-rheinmain.de



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Rat für Formgebung, www.german-design-council.de



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