

### Our main goals are:

see also [EPOMM Manifesto](#)

- To make mobility environmental friendly, socially just and economical
- To promote and further develop Mobility Management in Europe
- To support Mobility Management exchange and learning between European countries
- To become the prime partner for European institutions and national governments when seeking advice on Mobility Management



The new EPOMM book  
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The Book



Latest edition: [The Sharing Economy](#)

E-update



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ENDURANCE



171 users, 167 projects online.

MaxEva



7-9 May: [Florence 2014](#)

ECOMM



1690 cases provided in cooperation with Eltis

Case Studies



Modal split data from 351 cities

TEMS



EPOMM award submission closed

Transfer

### Member Countries

### National Focalpoints



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## EPOMM activities and membership explained

EPOMM is the European Platform on Mobility Management, a network of governments in European countries that are engaged in Mobility Management (MM). They are represented by the Ministries that are responsible for MM in their countries. EPOMM is organised as an international non profit organisation with seat in Brussels.

The main tools to achieve the aims of EPOMM are:

- **Policy Transfer:** We provide tailor made support to assist direct transfer of the best policies from other countries or from EU projects to each member country.
- **Training and Workshops:** We organise and arrange trainings, have a trainer and training materials database and award a training quality label to trainings that meet our standards.
- **National Focal Points (NFP):** our national networks. We help to develop them and foster the communication and interchange amongst them and to the European level.
- **This website:** containing the most updated and most in depth information on MM available
- **Our monthly e-update:** this is thematic news providing the actual highlights, mainly from the EPOMM member states
- **Online tools:** the two more an more popular tools are **TEMS** – The EPOMM Modal Split Tool with modal split data from over 350 cities and **MaxEva**, the standard evaluation tool for MM projects.
- **ECOMM:** The renowned yearly European Conference on Mobility Management takes place every year in a city in an EPOMM member state
- **EU-relations:** regular contacts with European institutions and cooperations with CIVITAS, ELTIS, the UITP, POLIS and EURO CITIES make our voice heard in Europe.
- **EU-Project Networking:** EPOMM is an efficient way to disseminate project results from **European Projects**, through our NFPs, our e-update, our trainings and our website. After a EU-project finishes, the EPOMM-website is the best way to maintain and further disseminate project results.
- **Secretariat:** through our contact point you are able to get the information you need for your MM-projects.

With this array of tools EPOMM sets the Agenda for MM in Europe and creates a range of benefits for its members. For more info please download the [EPOMM brochure](#).

Video: EPOMM Coordinator Karl-Heinz Posch about Mobility Management and EPOMM

### EPOMM-membership: the benefits

- **Determine EPOMM activities:** The members control EPOMM activities through the board and determine the yearly work programme.
- **Information access:** Excellent information access through the website, the e-update and secretariat services: find research papers, key experts, interesting case studies etc.
- Participation in the **twice-yearly NFP-workshops** - exchange experience with other countries, directly transfer know how from the "exporting" country to your home country via the **Policy Transfer**. You can determine the topic of these workshops, you can also host these workshops.
- **Free or reduced fee access:** to the workshops of EPOMM, to the ECOMM and EPOMM network meetings. Only EPOMM member countries can host the prestigious ECOMM conference.
- **Influence on European policies:** EPOMM is regularly invited to comment on EU-policy plans - such as the Action Plan on Urban Mobility. Furthermore, it organises meetings with policy officers and politicians in Brussels to consult on Mobility Management and related topics.
- **Better access to European projects:** EPOMM often is a platform for the dissemination of project results and as such has excellent access to results and key persons in European projects.
- **Standardisation:** EPOMM works on the European standardisation of mobility management issues where it is deemed useful - examples for this are **TEMS** – The EPOMM Modal Split Tool with modal split data from over 350 cities and **MaxEva**, the standard evaluation tool for MM projects.
- **Country page:** EPOMM provides you with an own **country page** with an own, national event calendar and a good overview over all MM-related EU-projects and project partners in your country.
- **Positive image:** last but not least, EPOMM shows that you work on a better future and helps you to disseminate this image to a wide audience, - in your own country as well as in Europe.

Dear reader,

Mobility management (MM) is spreading. More and more countries are applying MM, more and more projects are started. But where do you start as a city, municipality, region or country that has little experience with MM? For the start of the New Year, we provide some advice and show how authorities in Europe introduced MM in their policies and practices.

## Use traditions



Several cities in new member states had a substantial walking, cycling, or public transport tradition, but now face the threat of increasing car traffic. The city of **Shkodra, Albania**, for example has a modal split that many cities can only dream of: more than 70% of the trips during a week are made by bicycle and on foot. Street space is still largely shared by cars, cycles and pedestrians. From 2001 to 2009 however, the number of registered cars in the Shkodra Region more than doubled (from 8,790 to 18,800) and car use in the Shkodra town centre has most likely tripled in one decade. The cycling tradition is a great asset they can use in their mobility management efforts. The recently finalised EU project **Mobaib** was set up between Shkodra and Flanders to prepare the staff of Shkodra municipality to use mobility management measures to maintain the city's identity as a cycling city and reverse the trend of growing car use.

So it is not a necessity to first build car infrastructure and then start with MM. However, to be able to change behaviour, it is a necessity that good alternatives to the car exist: public transport, cycle paths and lanes, old and new shared space zones, pedestrianised zones and good walking infrastructure.

## Start with sites



When the Netherlands started with MM in 1986, the primary focus was to reduce car use in business travel and commuting for specific workplaces. The success of the company travel plans – a 20 to 30 percent decrease in car use – led to a more structural place for MM in transport policies. Similarly, in 1995, some employers, government agencies and hospitals in the UK started company transport planning (green commuter plans). The success at these sites rapidly spread to other site types: schools, airports and recreational venues.

Schools and workplaces are ideal places to start with when introducing MM. They account for up to 60% of everyday trips. These trips mostly follow the same route and timing every day, making it relatively easy to change modes. These institutions also have the communication channels and the authority to address all members of their community. Convincing them to participate can sometimes be hard. National level support can help. In Germany, the notion was introduced on a national level that each entity (company, school, administration, etc.) is responsible for traffic it generates.

## Start with a small budget



Taking schools as a starting point, the city of Fagaras, Romania, developed a small-scale project as part of a TRANSPORT LEARNING training event and with continuous guidance and advice of the TRANSPORT LEARNING trainers. The resulting I walk to school campaign turned out to be one of the most successful mini-projects developed by the participants of the 64 TRANSPORT LEARNING training events. It comprised:

- a **Traffic Snake Game** (involving 500 kindergarten children and 2,000 school students)
- a walking bus (involving 500 secondary schools students and 200 high school students)

The initiative drew considerable local media attention (see this [television news item in Romanian](#)). Some of the schools have continued these actions after the official closure of the campaigns.



The EU project **TRANSPORT LEARNING** (2011-2013) supported employees of municipalities to develop better solutions for urban transport systems. The **training materials** (handbooks and presentation slides in nine languages) are now accessible and free for everybody.

## Do-it-yourself: apply it at your own municipality



CIVITAS – Aalborg Source: [www.civitas.eu](http://www.civitas.eu)

Probably the best way to get local stakeholders involved is by setting a good example. So why not start with one's own municipal employees? Introducing car pooling, sharing the municipal fleet with residents after office hours, having a pool of bicycles for work-related trips: by experiencing it for themselves, municipalities are better placed to promote these practices in their territory. Some examples of successful initiatives of small cities and towns in Sweden can be found [here](#). In the Municipality of Växjö, for instance, the departments must pay € 11 (100 Swedish Kronor (SEK)) to an internal climate fund for every ton of CO<sub>2</sub> they emit. In the first year, this fund raised € 45,000. All municipal departments and companies can apply to the fund to support innovative climate projects.

## Make sustainable mobility visible



Source: CIVITAS Zagreb

MM is about changing people's mindsets towards sustainable mobility and healthy living environments. MM measures that are visible in the streetscape raise awareness of the mobility issue among citizens.

Germany started its MM 1991 by opening **mobility centres** in Hameln and Frankfurt, which informed travellers about sustainable transport. The CIVITAS city of Zagreb, Croatia, refurbished an old tram vehicle into an Info Point where citizens were continuously informed about the CIVITAS measures in their neighbourhood and their comments and feedback were collected (see the **CIVITAS Toolkit on effective communications and marketing**, p. 24-25). In several CIVITAS cities, CIVITAS became a brand uniting many sustainable mobility efforts in the city for the public to see. **European Mobility Week** is another very popular instrument to activate and unite local stakeholders and raise public awareness on sustainable mobility.

## Use other measures and policy goals as leverage



CIVITAS Source: [www.civitas.eu](http://www.civitas.eu)

Another way to introduce MM is to use it to improve commonly accepted 'hard' measures such as new infrastructure. In the Netherlands for instance, mobility management gained a lot of support during large-scale roadworks for two orbital roads near Amsterdam. Hindrance was kept marginal, via an effective packaging of measures. This resulted in a new 'belief' in mobility management. Today, the national road authority Rijkswaterstaat has fully incorporated mobility management in large-scale road construction and maintenance projects. (read more in the **EPOMM book**)

If an authority is already committed to preventing climate change through rational energy use (e.g. **Covenant of Mayors**) or to health improvement (see the **ENDURANCE e-update on Health**), MM can be inserted in these plans.

## Difficulties



Source: [www.eltis.org](http://www.eltis.org)

As the EPOMM's 2012 EU **Mobility Management Monitor** (p.6) shows, many countries still struggle with the definition of mobility management and the translation of the term into their local language. Some countries use a different name: travel planning, smart travel, sustainable mobility or green travel. Moreover, MM is the responsibility of anywhere between one and four or five different Ministries, depending on the country. While creating confusion, this illustrates the relevance of MM in many matters of national importance, such as transport, environment, infrastructure, and health, to name a few.

Many advocates of MM in starter countries or starter cities have to deal with politicians with a primary focus on car traffic, land-use developments that promote car use, and adverse regulation and taxation systems such as high rates of reimbursement for car commuting, tax benefits for company cars, or obligatory provision of parking spaces. Proving the great cost-effectiveness of MM remains a challenge, in spite of the growing evidence: see for instance **Mobiel 21's presentation at the ECOMM 2013** or the UK brochure **Soft measures – hard facts**.

Countries with mobility management on their national agendas are often in the forefront. In most countries, mobility management is primarily a matter for regions and municipalities. Very often, the best performing countries are the ones supported by an efficient and clear programme. The national government **becoming member of EPOMM** is an important step to



So far, 11 European countries have joined EPOMM to promote MM in their territories

get MM mainstreamed in your country and to gain immediate access to knowledge exchange and know-how of experienced countries. As an appetizer, the recently published **EPOMM book** presents many best practices of the 11 EPOMM member countries.

## Get connected



Source: [www.civitas.eu](http://www.civitas.eu)

Starting with simple stand-alone measures is one way to gain experience with MM and introduce the concept of sustainable mobility in your town or city. At a given point however, MM should be integrated as an essential part of local mobility policies, preferably in a Sustainable Urban Mobility Plan (SUMP).

Obviously, there is no need to invent the wheel all over again. There are plenty of ways to learn from other experienced cities, regions and countries:

- Work together with a more experienced neighbouring city.
- Apply for national funding (see the [EPOMM e-update on funding](#)) – many national programmes have guidance materials to help you implement your measures.
- Join a European project. To find organisations in your country with experience in EU projects, have a look at [EPOMM's project database for your country](#): select your country and click 'EU-Project Partners' in the right-hand menu. Click 'Documents' to find the guidance materials from EU projects that exist in your local language (all English versions can be found on the UK's country page). See also our [e-update on CIVITAS](#).
- EPOMM member countries can engage in [transfer sessions](#) with other countries to import best practices and policies.
- Read the best practice examples in the [MaxEva](#) database, on the Eltis website ([case studies](#), [tools](#) and [videos](#))
- Get an audit of your mobility policies: [Bypad](#), [Ecomobility SHIFT](#), [ISEMOA](#), [QUEST](#), [ADVANCE](#)
- Join a network: [Traffic Snake Game International](#) (MM for primary schools), [SEE MC net](#) (Mobility Centres), [CIVITAS Forum Network](#), or one of the [CIVINET national networks](#).
- Sign the [Covenant of Mayors](#) or the [Charter of Brussels](#).

## Upcoming events

- **Transport Ticketing and Passenger Information 2014**  
27-29 January 2014 - London, UK  
[www.transport-ticketing.com](http://www.transport-ticketing.com)
- **ECOMM 2014**  
6-8 May 2014 – Florence, Italy  
[www.ecomm2014.eu](http://www.ecomm2014.eu)

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



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Paris ban pollution



We believe that within 25 years the daily traffic jams are past. Cities and highways will be traffic noise-free and pollutant-free. Travellers choose the most appropriate mode for a trip and interchange effortlessly between modes of transport. **allinx**, the European Association of professionals working in the field of mobility management and sustainable mobility, helps to realise this situation.

### Platinum Members



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## About us

### Aim allinx

**allinx** aims to develop and enhance the professional status and the quality of work of sustainable mobility professionals.

More specific:

- Constantly develop and enhance the benefits it provides to **allinx** members by creating opportunities for networking and exchanging knowledge
- Raise standards of professionalism through the provision of advice, inspiration, education, training and personal development opportunities
- Increase the chance to get business
- Increase the influence on European policy

### Legacy

The reason to found **allinx** is caused by the need for a digital place where projects can store their legacy (documents, files etc). Organisations can upload files in such a way that everyone can find information about the project quite easily. Another reason is the limited exchange of information between Mobility Management projects in (different) countries.

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## Platinum Members



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## About Eltis

### What is Eltis?

Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe. It is aimed at individuals working in the field of transport as well as in related disciplines, including urban and regional development, health, energy and environmental sciences.

Eltis supports the creation of urban transport systems, which use less energy and produce less emissions, while improving the competitiveness of urban areas and the mobility and quality of life of its citizens. Created more than 10 years ago, Eltis is now Europe's main portal on urban mobility.

[>> Eltis Promotion Video](#)

### What can Eltis do for you?

The [news](#) section offers a regular round up of latest local, regional and European transport news.

The [events](#) section offers a listing of upcoming events in the field of urban transport.

The [case study](#) section presents successful examples of urban transport initiatives and strategies giving you a insight into the factors of success.

The [video](#) section features outstanding examples of sustainable transport measures and approaches.

The [tools](#) section contains guides, handbooks and on-line tools, to support urban transport professionals in their work.

In addition Eltis offers a range of other [services](#), including European policy reviews, funding sources, transport statistics, a photo library, training and education and job offers.

### How can you contribute?

Help us to make Eltis even better.

Have you got a news story, a case study, an event or training resources you would like to share with thousands of other professionals across Europe?

Using the [Contact Us](#) page you can submit your contribution in just a few clicks to Eltis.

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## Latest Case Studies

11 March 2014



### Better urban design for traffic safety and greater bicycle use in Houten (The Netherlands)

The City of Houten is renowned for its design, which prioritises walking and cycling. Houten has been called "heaven for bicycles", and for good reason. The city has 129 kilometres of bicycle lanes, a double-decker roundabout separating cyclists from other traffic, and roads where cars are considered guests and must adapt to bicycle-speed. This advanced urban design has resulted in a traffic safety level for cyclists and pedestrians that is twice as high as similar towns in the Netherlands.

[>> read more](#)

EN

28 February 2014



### A cleaner city: electric buses in Vienna (Austria)

The Wiener Linien (a Vienna based public transit company) has purchased 12 innovative electric microbuses that can recharge using trams' overhead power lines. The technology is specially designed for this project and currently 12 buses are fully operational on a daily basis. The buses charge over night at the depot, and during daytime operations stop at existing tram stations to recharge. To connect to the existing infrastructure, the buses use a pantograph located on the roof of the bus. Replacing the existing liquefied petroleum gas buses with electric buses has reduced carbon dioxide emissions in Vienna by 300 tons.

[>> read more](#)

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17 February 2014



### Superblocks to provide better mobility and quality of life in Vitoria-Gasteiz (Spain)

The 'superblocks' scheme aims at enhancing mobility as well as citizens' quality of life by reducing the negative impacts caused by the extensive use of private cars and through better use of public space. A superblock is a delimited city area designed and regulated to ensure the safe co-existence of pedestrians, cyclists and private car traffic. The Superblocks scenario allocates up to 70% of public space to pedestrians and cyclists. It has demonstrated great potential to reduce levels of harmful emissions, as well as noise.

[>> read more](#)

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23 January 2014



### Ten years London Oyster card – results and future developments (UK)

In the summer of 2013, Transport for London (TfL) celebrated the tenth anniversary of its famous transport smart card: the Oyster card. The card makes public transport faster, easier and drastically reduced queues. At the same time, the card registers a host of travel data, which is essential for good transport planning. Throughout the years, TfL has gradually improved the system, the latest service being contactless payment, which is now being rolled out across London.

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29 November 2013

### Bremen car-sharing scheme takes cars off the road (Germany)

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Bremen aims to remove 6 000 cars from its streets by 2020 by encouraging 20 000 citizens to join the car-sharing programme. This would save 8 000 tonnes of CO<sub>2</sub> a year and free up over 30 km of urban street space. The initiative has received international acclaim. It was for instance shortlisted for the ManagEnergy Local Energy Action Award 2013.

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EN

05 September 2013



### Workplace Parking Levy in Nottingham encourages employers to improve staff travel planning (UK)

A Workplace Parking Levy (WPL) is a charge on the provision of workplace parking places to be paid by the employer to the local authority. Nottingham City Council is the first local authority in the UK to have introduced such a levy. It is intended to be part of an overall transport package, in line with local and regional transport policy.

[>> read more](#)

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04 September 2013



### Central Europe's longest pedestrian bridge opens (Szolnok, Hungary)

Central Europe's longest (444m) pedestrian and cyclist bridge has been opened in the Eastern Hungarian city of Szolnok, marking a shift in priorities: instead of building yet another car-bridge the decision was made to create a crossing entirely dedicated to "soft" mobility (such as walking and cycling) – significantly improving the short-distance mobility situation and the social, cultural and economic attractiveness of the now-connected parts of the city.

[>> read more](#)

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03 September 2013



### Park and Ride in Warsaw, Poland

Park and Ride (P+R) System allows drivers to park their vehicles for free, if they have a valid daily, 3-day, 30-day or 90-day ticket for public transport. From the P+R area, drivers can use public transport to reach Warsaw city centre.

[>> read more](#)

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02 September 2013



### Ecotourism of Biosfär Vänerskärgården Kinnekulle (Sweden)

The Ecotourism project aims to strengthen the link between tourism and sustainable transport, to develop new hiking and biking trails and to help establish environmentally friendly business. It was implemented in 2009 and was co-funded by 8 stakeholders.

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EN

28 August 2013



### SHARED SPACES - FREEING THE CITY OF CARS, Madrid, Spain

This case study outlines the efforts that the City of Madrid has taken to reduce car traffic and improve air quality, particularly through the freeing up of more space for pedestrians.

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