



ECOMM 2014
European Conference on Mobility Management
FLORENCE

PROGRAM



creating the bridge to a green, fair and prosperous mobility future

18th European Conference on Mobility Management

Florence
Palazzo dei Congressi

May 7 - 9
2014



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WELCOME TO FLORENCE AND THE ECOMM 2014 CONFERENCE

The city of Florence is honored to host the ECOMM European Conference on Mobility Management from 7 to 9 May 2014. A magical city graced with world-celebrated artwork, mesmerizing panoramas, unique charm and character. Blessed with breathtaking landscapes and famed masterpieces, the so-called “Cradle of the Renaissance” is an open-air museum, a genuine lifestyle experience, a real, yet dreamlike, treasure chest, filled with innumerable inspiring discoveries. Florence will be proud to share its historical heritage, art and architecture as well as its hospitality with the participants of ECOMM 2014.

See you in Florence!

CHAIRS

Aurore Asorey

TISSEO (FR)

Maria Berrini

Agenzia Mobilità Ambiente Territorio - Comune Milano (IT)

Massimo Boscherini

Firenzeinbici (IT)

Anna Clark

Trivector (SE)

Paul Curtis

LEPT London European Partnership for Transport (UK)

Roberto De Tommasi

Synergo (CH)

Anette Enemark

Tetraplan (DK)

Gilles Farge

Nantes Metropole (FR)

Gabriele Giustiniani

*CTL Centro di Ricerca per i Trasporti e la Logistica
Università di Roma "La Sapienza" (IT)*

Robin Krutak

AEA Austrian Energy Agency (AT)

Sarah Martens

Mobiel21 (BE)

Fiona McLean

LEPT London European Partnership for Transport (UK)

Willy Raimund

AEA Austrian Energy Agency (AT)

Alberte Ruud

Vegvesen (NO)

Robert Stüssi

Perform Energia (PT)

Maurizio Tomassini

ISIS Istituto di Studi per l'Integrazione dei Sistemi (IT)

Sophie Tyler

The Means (UK)

Karen Vancluysen

Polis (BE)

Pascal Van Den Noort

Velo Mondial (NL)

Wim Van Tilburg

CROW, KpVV (NL)

Tytti Viinikainen

Liikennevirasto (FI)

Marianne Weinreich

VEKSØ (DK)

Eivin Winsvold

Vegvesen (NO)



WHERE ARE GOING? WHAT IS MOBILITY MANAGEMENT IN THE FUTURE?

João Bernardino

TIS - Consultants in Transport, Innovation and Systems (PT)

Lorenzo Bertuccio

Euromobility (IT)

Luca Buzzoni

Emilia-Romagna Region (IT)

Felicia Falk

Trafikverket - Swedish Road Administration (SE)

Friso Metz

KpVV (NL)

Robert Pressl

Austrian Mobility Research - FGM-AMOR (AT)

Minze Walvius

Advier (NL)

SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 1

Susanne Boehler-Baedeker

Rupprecht Consult (DE)

Nathalie Granes

Region Ile de France (FR)

Nick Ramfos

Metropolitan Washington Council (US)

SECRETS OF OUR BEHAVIOUR 1 PSYCHOLOGICAL

Sarah Martens

Mobiel21 (BE)

John Porter

Interactions (IE)

Willy Raimund

AEA Austrian Energy Agency (AT)

THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 1

Ruth Furrer

Tiefbauamt Stadt Zürich - City of Zurich, Civil Engineering Department (CH)

Markus Robèrt

Royal Institute of Technology (SE)

Valérie Vincent

Tisséo-SMTC (FR)

CYCLING AND MOBILITY MANAGEMENT

Etienne Doyen

Traject (BE)

Katrien Backx

Traject (BE)

Hadrien Bedok

Nantes Metropole (FR)

Kalle Vaismaa

Tampere University of Technology (FI)

Victor Furundarena

Emaús Movilidad Sostenible (ES)

Johannes Dr. Theissen

Team Red Germany (DE)

SUSTAINABLE URBAN MOBILITY PLANS and MOBILITY MANAGEMENT 2

Colin Black

Contemporary Transport - Contemporary Transport (UK)

Nicolas Merle

CERTU (FR)

Aljaz Plevnik

Urban Planning Institute of the Republic of Slovenia (SI)

SECRETS OF OUR BEHAVIOUR 2 – PUTTING INTO PRACTICE

Camilla Pärlbäck

Sweco TransportSystem AB (SE)

Christina Granér

Sweco TransportSystem AB (SE)

Victoria Dekker

Ministry of Infrastructure and the Environment (NL)

Odette van de Riet

Ministry of Infrastructure and the Environment (NL)

Veselin Grozdanov

CSDCS (BG)

THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 2

Pernilla Hyllenius Mattisson

Trivector AB (SE)

Tove Zellman

Region Skåne (SE)

Giorgio Giovannini

Mobilidée sàrl (CH)

Andrea Pasotto

Roma Servizi per la Mobilità Srl (IT)

SPEAKERS

WALKING – BEYOND THE CITY CENTRES

Annemieke Molster

Molster Stedenbouw (NL)

Salvatore Capri

University of Catania – MOMACT (IT)

Miguel Anxo Fdez Lores

Pontevedra Council (ES)

CITIZENS PARTICIPATION

Vincent Meerschaert

Traject (BE)

Els Van Den Broeck

Mobiel21 (BE)

Hervé Lambert

Département du Nord (FR)

Mario Bellinzona

Associazione LAQUP (IT)

Fariba Daryani

Traffic Office, Stockholm City (SE)

Tom Murray Willis

Contemporary Transport (UK)

Rick Lindeman

Rijkswaterstaat (NL)

Jorrit Nijhuis

Rijkswaterstaat (NL)

SUSTAINABLE URBAN MOBILITY PLANS NATIONAL

Mark Degenkamp

City of Utrecht (NL)

Juan Carlos Escudero

Environmental Studies Centre - Vitoria-Gasteiz City Council (ES)

Conny Louen

ISB - RWTH Aachen University (DE)

CYCLE LOGISTICS

Daniel-Sebastian Muehlbach

Österreichische Post AG – Austrian Post (AT)

Robin Krutak

Austrian Energy Agency (AT)

Susanne Wrighton

Austrian Mobility Research - FGM-AMOR (AT)

Karl Reiter

Austrian Mobility Research - FGM-AMOR (AT)

Joana Ribeiro

IST - University of Lisbon (PT)

INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 1

Sarah Wixey

WYG (UK)

Hannah White

Transport for London (UK)

Rick Lindeman

Rijkswaterstraat (NL)

Jorrit Nijhuis

Rijkswaterstaat (NL)

Jesper Johansson

Tyréns AB (SE)

HOW TO ENSURE FREE ACCESS TO MULTIMODAL TRAVEL INFORMATION

Leonardo Naldini

Municipality of Perugia (IT)

Stefania Papa

Municipality of Perugia (IT)

Marcel Meeuwissen

City of Enschede (NL)

Marco Menichetti

Fondazione Legambiente Innovazione (IT)

SUSTAINABLE AND SMART MOBILITY – BEYOND CITY CENTRES

Alessandro Meggiato

Municipality of Reggio Emilia (IT)

Ida Harildstad

Norwegian Public Roads Administration (NO)

Joerg Thiemann-Linden

Difu (DE)

Helmut Koch

Komobile Gmunden GmbH (AT)

Juan Carlos Escudero

Vitoria Gasteiz (ES)

Norbert Rainer

Mobilcard Krenglbach (AT)

Gerhard Rainer

Mobilcard Krenglbach (AT)

Ulrika Franzén

SWECO (SE)

SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 3 – NATIONAL 2

Troels Andersen

City of Odense (DK)

Mohamed Jama Mohamed

Abu Dhabi DOT (UAE)

Alicja Pawlowska

Zarząd Drog i Zieleni w Gdyni (PL)

CITY LOGISTICS

Thomas Zunder

NewRail, Centre for Railway Research at Newcastle University (UK)

Ann Zunder

NewRail, Centre for Railway Research at Newcastle University (UK)

Luis N. Filipe

IST – University of Lisboa (PT)

Giorgio Ambrosino

MemEx srl (IT)

ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 1 E-BIKES, PEDELECS

Thomas Keltsch

MRK GmbH (DE)

Fermin Echarte

Donostia / San Sebastian Munic (ES)

Anna Clark

Trivector Traffic (SE)

MOBILITY MANAGEMENT AND TOURISM 1

Doris Wiederwald

Austrian Mobility Research - FGM-AMOR (AT)

Maarten Van Bemmelen

CINESI (ES)

Agnes Kurzweil

Environment Agency Austria (AT)

David Knapp

Komobile w7 GmbH (AT)

CAPITALISATION

Eric Schreffler

ESTC (US)

Ivo Cré

POLIS (DE)

Tom Rye

Lund University (SE)

Charlotta Palmlund

Swedish Transport Association (SE)

Raf Canters

Mobiel21 (BE)

Maxime Jean

Cerema (FR)

ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 2 – SYSTEM TYPE SESSION

Doris Wiederwald

Austrian Mobility Research - FGM-AMOR (AT)

Conny Louen

ISB, RWTH Aachen University (DE)

Bas Hilckmann

Duurzaam mobiliteit (NL)

INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 2

Iris Ehnleitner

Ministry of Environment (AT)

Josefin Larking

Trafikverket - Swedish Road Administration (SE)

Fredrik Johansson

WSP (SE)

Pelle Envall

TUB (SE)

MOBILITY MANAGEMENT AND TOURISM 2

Kirsten De Mulder

Flemish Foundation for Traffic (BE)

Andrea Pasotto

Roma Servizi per la Mobilità Srl (IT)

Minze Walvius

Advier (NL)



EPOMM-MEMBER STATES

Iris Ehrnleitner	Austria
Willy Raimund	Austria
Christian van de Velde	Belgium
Jeannine Lees	Belgium
Tytti Viinikainen	Finland
Anders Jansson	Finland
Elsa Alexandre	France
Thomas Vidal	France
Heike Mühlhans	Germany
Matthias Knobloch	Germany
Lorenzo Bertuccio	Italy
Maurizio Tommasini	Italy
Michele Basta	Italy
Massimo Boscherini	Italy
Friso Metz	Netherlands
Jorrit Nijhuis	Netherlands
Eivín Winsvold	Norway
Björn Sandelien	Norway
Catarina Marcelino	Portugal
Robert Stüssi	Portugal
Bert Svensson	Sweden
Jesper Johansson	Sweden
Fiona McLean	UK
Sophie Tyler	UK

OTHER STATES

Nektar Duma	Albania
Lucia Ilieva	Bulgaria
Radomíra Jordová	Czechia
Anette Enemark	Denmark
Mari Jüssi	Estonia
John Porter	Ireland
Kristina Gauce	Lithuania
Marzena Trojanowska	Poland
Dana Sitanyiova	Slovakia
Aljaz Plevnik	Slovenia
Miguel Mateos	Spain
Roberto De Tommasi	Switzerland





SCHEDULE OVERVIEW

WEDNESDAY	08.30	Registration			
	09.30	Excursions			
	12.30	Lunch			
	13.30	Opening Session			
	15.00	Coffee break			
	15.30-17.00	Focus Session			
		A:1	A:2	A:3	A:4
17.00	Welcome Cocktail at the Palazzo dei Congressi				
THURSDAY	09.00	Focus Session			
		B:1	B:2	B:3	B:4
	10.30	Coffee break			
	11.00	Focus Session			
		C:1	C:2	C:3	C:4
	12.30	Lunch			
	13.30	Meet the Italians			
	15.00-16.30	Focus Session			
D:1		D:2	D:3	D:4	D:5
19.30	Dinner at Palazzo Borghese				
FRIDAY	09.00	Focus Session			
		E:1	E:2	E:3	E:4
	10.30	Coffee break			
	10.50	Closing Session			
	12.40	Lunch			
13.30-16.00	Excursions				
SATURDAY	09.30-13.00	Excursions			

Wednesday MAY 7

08.30 - 13.00	Registration until Opening Session
09.30 - 12.00	Excursions
12.00 - 13.00	Lunch
13.00 - 15.00	Opening Session
15.00 - 15.30	Coffee break
BLOCK A 15.30 - 17.00	<p>A:1 Chair: Paul Curtis (UK) PK</p> <p>WHERE ARE GOING? WHAT IS MOBILITY MANAGEMENT IN THE FUTURE?</p> <p>Robert Pressl (AT) _____ Push & Pull</p> <p>Friso Metz (NL) _____ The future of mobility management starts with good data</p> <p>João Bernardino (PT) _____ Four future pathways on mobility needs. Think about implications for mobility management</p> <p>Lorenzo Bertuccio (IT) _____ A mobility for new citizens. The project “Mobilità di classe” introduces the School Mobility Office</p> <p>Felicia Falk (SE) _____ The future is set now all there is left is the work to get there</p> <p>Minze Walvius (NL) _____ The most valuable lessons are most probably the most expensive lessons learnt!</p> <p>Luca Buzzoni (IT) _____ Environmental Management and Sustainable Mobility of Health Care Companies in Emilia-Romagna Region</p>
	<p>A:2 Chair: Maurizio Tomassini (IT) P</p> <p>SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 1</p> <p>Nick Ramfos (US) _____ Transportation Demand Management Institute - Global Perspective on Mobility Management Present and Future</p> <p>Nathalie Granes (FR) _____ How Mobility Management has been integrated in the Sustainable Urban Mobility Plans of Ile-de-France Region</p> <p>Susanne Böhler-Baedeker (DE) Involving local stakeholders and citizens in mobility planning processes</p>
	<p>A:3 Chair: Sophie Tyler (UK) P</p> <p>SECRETS OF OUR BEHAVIOUR 1 – PSYCHOLOGICAL</p> <p>Willy Raimund (AT) _____ Types trends values Is mobility behaviour changeable and how?</p> <p>John Porter (IE) _____ Advert - When will Mobility Managers Catch Up?</p> <p>Sarah Martens (BE) _____ Low-cost ways to organise a high-impact campaign</p>
	<p>A:4 Chair: Wim Van Tilburg (NL) P</p> <p>THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 1</p> <p>Ruth Furrer Brühlmann (CH) Catch the big players to be partners! Zurich’s big employers’ forum</p> <p>Valérie Vincent (FR) _____ How to associate companies and business areas into the co-building of a quality label to reward local Workplace Mobility Plans</p> <p>Markus Robért (SE) _____ The interactive toolbox of the CERO-process shows results</p>

PK Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation

BLOCK

B

09.00 - 10.30

B:1 Chair: Massimo Boscherini (IT)

PK

CYCLING AND MOBILITY MANAGEMENT

Etienne Doyen (BE) _____ Using Mobility Management to push cycling forward from scratch: the city of La Louviere (BE)

Katrien Backx (BE) _____ Mobility management as a tool for facilitating cycling in the sector of home care (cleaning services and family care)

Hadrien Bedok (FR) _____ Cyclotan: when folding bikes team up with public transport

Kalle Vaismaa (FI) _____ Does "Safety in numbers" hypothesis really come true in cycling?

Victor Furundarena (ES) _____ Aparka: an integral solution for public and private urban cycling

Johannes Theissen (DE) _____ The Berlin pedelec corridor a new way to enforce workplace cycling in big cities

B:2 Chair: Gabriele Giustiniani (IT)

P

SUSTAINABLE URBAN MOBILITY PLANS and MOBILITY MANAGEMENT 2

Aljaz Plevnik (SI) _____ Sustainable Urban Mobility Plans works well on different scales experiences from Slovenia

Colin Black (UK) _____ EVIDENCE understanding the proven economic benefits of sustainable transport

Nicolas Merle (FR) _____ 30 years of sustainable urban mobility plans (PDUs) in France

B:3 Chair: Robert Stüssi (PT)

P

SECRETS OF OUR BEHAVIOUR 2 – PUTTING INTO PRACTICE

Camilla Pärlbäck &

Cristina Graner (SE) _____ Never mind the attitudes!

Victoria Dekker &

Odette Van De Riet (NL) _____ In order to change travel behaviour you have to understand people

Veselin Grozdanov (BG) _____ Axiological interpretation of the elements affecting citizens' choice of transport mode in Eastern Europe countries

B:4 Chair: Gilles Farge (FR)

P

THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 2

Pernilla Hyllenius Mattisson &

Tove Zellmann (SE) _____ Climate compensation model - a successful and innovative way to finance the mobility plan of Region Skåne

Giorgio Giovannini (CH) _____ "FairPark, smart mobility manager": an innovative tool to improve sustainable mobility for enterprises

Andrea Pasotto (IT) _____ Mobility manager in all Rome Districts: better support for Company MM in the city of Rome

B:5 Chair: Eivin Winsvold (NO)

P

WALKING – BEYOND THE CITY CENTRES

Salvatore Capri (IT) _____ A new green walking path for adapting pedestrian network to climate change in the University of Catania Campus

Annemieke Molster (NL) _____ Pedestrians around train stations

Miguel Anxo Fdez Lores (ES) _____ The cities we want. The cities we make.

BLOCK



11.00 - 12.30

C:1 Chair: Sarah Martens (BE) **PK**

CITIZENS PARTICIPATION

- Vincent Meerschaert (BE) _ The Bike of Troy power to the people
- Els Van Den Broeck (BE) _ Mind the gap - fair mobility for all
- Hervé Lambert (FR) _ Citizen participation: a new way to build and manage mobility policies
- Mario Bellinzona (IT) _ MICS Mobility Integration for Community Solutions
- Fariba Daryani (SE) _ Young thinking on future Smart Transport
- Tom Murray Willis (UK) _ Personalised travel planning with a twist - using rewards to get citizens involved...
- Rick Lindeman & Jorrit Nijhuis (NL) _ Innovation of the Travel Chain; lessons from 2 years of investing in the first and last urban mile

C:2 Chair: Aurore Asorey (FR) **P**

SUSTAINABLE URBAN MOBILITY PLANS NATIONAL

- Juan Carlos Escudero (ES) _ Vitoria-Gasteiz. The commitment of a city towards active and sustainable mobility
- Conny Louen (DE) _ Development of future mobility scenarios in a Sustainable Urban Mobility Plans process using a simulation game
- Mark Degenkamp (NL) _ Utrecht Attractive and Accessible: focus on the user

C:3 Chair: Anette Enemark (DK) **P**

CYCLE LOGISTICS

- Daniel Sebastian Mühlbach & Robin Krutak (AT) _ CO2 neutral delivery by the Austrian Post
- Karl Reiter & Susanne Wrighton (AT) _ Cycle Logistics - moving goods by bike
- Joana Ribeiro (PT) _ Success factors for the implementation of E-bike logistic services

C:4 Chair: Tytti Vinikainen (FI) **P**

INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 1

- Rick Lindeman & Jorrit Nijhuis (NL) _ Sustainability Effects of Better Utilization
- Jesper Johansson (SE) _ A new way of planning Mobility Management - Case Study Kista Science City
- Sarah Wixey & Hannah White (UK) _ Managing Work-Related Road Risk to improve road user safety and support mobility management

C:5 Chair: Willy Raimund (AT) **P**

HOW TO ENSURE FREE ACCESS TO MULTIMODAL TRAVEL INFORMATION

- Leonardo Naldini & Stefania Papa (IT) _ Virtual Variable Message Panels for Public Transport stops in Perugia within a smartphone app
- Marcel Meeuwissen (NL) _ S.M.A.R.T. Self Motivated and Rewarded Travelling
- Marco Menichetti (IT) _ SUPERHUB project: a user centric approach to improve multimodal mobility

BLOCK

D

15.00 - 16.30

D:1 Chair: Pascal Van Den Noort (NL)

PK

SUSTAINABLE AND SMART MOBILITY – BEYOND CITY CENTRES

Ida Harildstad (NO) _____ Participation and architecture to affect children’s travel habits

Jörg Thiemann-Linden (DE) _____ A Pedelec-Based Post-Fossil Scenario for 2030

Helmut Koch (AT) _____ Community and flexible transport services in Austria - Best-Practice examples

Gerhard Rainer &

Norbert Rainer (AT) _____ Mobilcard Krenglbach new mobility in rural areas

Ulrika Franzén (SE) _____ Getting on, getting through prioritizing public transport in the construction process

Alessandro Meggiato (IT) _____ From Chaos to Order: Reggio Emilia experience in school mobility management

Juan Carlos Escudero (ES) _____ ICT services for Electric Vehicle User

D:2 Chair: Alberte Ruud (NO)

P

SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 3 – NATIONAL 2

Troels Andersen (DK) _____ Mobility Initiatives Transforms Odense to a City for Healthy Citizens

Alicja Pawlowska (PL) _____ Advancing towards a dynamic Sustainable Urban Mobility Plans in Gdynia

Mohamed Jama Mohamed (UAE) _____ Implementing mobility management in Abu Dhabi, UAE

D:3 Chair: Karen Vancluysen (BE)

P

CITY LOGISTICS

Thomas Zunder (UK) &

Ann Zunder (UK) _____ Stakeholders engagement in urban freight projects: The Design and Monitoring Framework

Luis N. Filipe (PT) _____ Managing freight operations inside cities an inventory of measures

Giorgio Ambrosino (IT) _____ Definition of Sustainable Urban Logistics Plan in 9 European Towns under ENCLOSE Project and the evaluation of the impacts of the implemented measures

D:4 Chair: Maria Berrini (IT)

P

ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 1 – E-BIKES, PEDELECS

Anna Clark (SE) _____ Pedelec use in Sweden: new research about target groups and traffic safety consequences of increased use of pedelecs

Fermin Echarte (ES) _____ Public e-bike sharing system Donostia / San Sebastian 2013-2023

Thomas Keltsch (DE) _____ Stuttgart Services, a new approach to support multimodal mobility management

D:5 Chair: Marianne Weinreich (DK)

P

MOBILITY MANAGEMENT AND TOURISM 1

David Knapp (AT) _____ “Where is the carsharing station, please?” Urban Guests provoke rural tourism destinations

Maarten Van Bemmelen (ES) &

Doris Wiederwald (AT) _____ Impacts of mobility management measures for tourists in 8 European coastal regions

Agnes Kurzweil (AT) _____ Sustainable mobility to and within touristic regions a transnational experience in two different European landscapes

Friday MAY 9

<p>BLOCK E 09.00 - 10.30</p>	<p>E:1 Chair: Fiona McLean (UK) PK CAPITALISATION Eric Schreffler (US) _____ A new role for Mobility Management in mega-cities around the world: relieving pressure on overcrowded public transport systems Ivo Cré (DE) _____ TIDE: Transferring Innovation in Europe Tom Rye (SE) _____ A comparison of policy transfer processes: different transport concepts transferred to and from different countries Charlotta Palm Lund (SE) _____ Moving on together - Implementation of the PIMMS CAPITAL Regional Action Plan in Stockholm County Raf Canters (BE) _____ The Traffic Snake Game: moving forward across Europe Maxime Jean (FR) _____ Carsharing: state-of-the-art and development issues in France regarding the European context</p>
	<p>E:2 Chair: Anna Clark (SE) P ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 2 – SYSTEM TYPE SESSION Doris Wiederwald (AT) _____ Multi-modal e-mobile in Klagenfurt on Lake Wörthersee Conny Louen (DE) _____ Electric mobility a topic for Sustainable Urban Mobility Plans? Analysis of electric mobility measures in strategic mobility planning in Germany Bas Hilckmann (NL) _____ We Share E-mobility</p>
	<p>E:3 Chair: Roberto De Tommasi (CH) P INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 2 Fredrik Johansson & Pelle Envall (SE) _____ Adaptive Parking Requirements and Mobility Management in Urban Development Iris Ehrnleitner (AT) _____ The Austrian klima: aktiv mobil programme goes 2020! New funding offers and frame conditions Josefin Larking (SE) _____ The West Swedish Agreement making it possible!</p>
	<p>E:4 Chair: Robin Krutak (AT) P MOBILITY MANAGEMENT AND TOURISM 2 Kirsten De Mulder (BE) _____ 'Mobiwijzer': a true aid for a sustainable festival, event (location) and tourist attraction Andrea Pasotto (IT) _____ Tourist Coaches - How to reduce their impact in the City of Rome Minze Walvius (NL) _____ Mobility Management - part of hospitality</p>
10.30 - 10.50	Coffee break
10.50 - 12.40	Closing Session
12.40 - 13.30	Lunch
13.30 - 16.00	Excursions

PK Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation

ORGANIZING SECRETARIAT



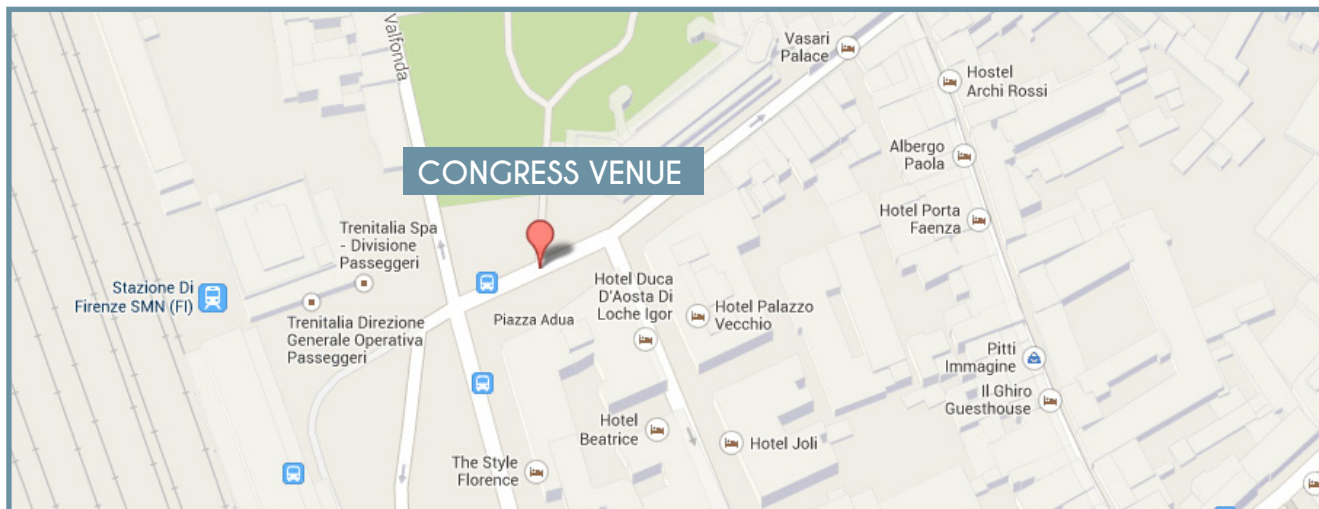
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CONGRESS VENUE

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Piazza Adua, 1
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www.firenzefiera.it



An exclusive area in one of the most beautiful places in the world - this is what the Firenze Fiera Congress & Exhibition Center offers to those who organise exhibitions and congresses, as well as to the event attendees. The over 100,000 square metres available inside our center are actually located in the heart of Florence, between the city historic centre and the boulevards, major traffic arteries built over the lay-out of the ancient city walls.



ARRIVING BY PLANE

The international airport 'Amerigo Vespucci', is located in the north-west suburban area of Florence. There are many airlines arriving there and connecting the city to some of the most important European airports. The airport is only 6 km from the city centre, which can be easily reached by taxi or with the Ataf/Sita 'Vola in Bus' shuttle service (around 15/20 minutes), connecting the airport to the main central railway station of Santa Maria Novella. At the airport you can also find the main car rental agencies.

INFO: Florence Airport Company:
Tel. +39 055 30615 +39 055 30615



ARRIVING BY TRAIN

The main central railway station of Santa Maria Novella (one of the most important railway junctions as well as an interchange point of Florence public transportation) is located just a few steps (2 minutes walk) from the main entrance of the congress-exhibition area and from the main reception of Firenze Fiera, located on the ground floor of Palazzo degli Affari.

INFO: www.trenitalia.it
www.italotreno.it



ARRIVING BY CAR

Florence is well connected to the main Italian cities through an efficient motorway network, which allows an easy access to the city centre, where the congress and exhibition centre is located.

It is possible to park at the paying underground car park at Santa Maria Novella railway

CONFERENCE LANGUAGE

English is the official language

REGISTRATION

Registration is available on the website WWW.ECOMM2014.EU

There are special conference fees for speakers, chairman, participant with poster and IPC-members.

In advance registration is preferred in order to facilitate planning of the conference scientific sessions.

On site registration is not recommended.

REGISTRATION FEE		REGISTRATION FEE INCLUDES	
SPEAKER AND CHAIRMAN	€ 160,00	ADMISSION TO SCIENTIFIC SESSIONS	WELCOME COCKTAIL - MAY 7 2014
PARTICIPANT WITH POSTER	€ 290,00	CONGRESS KIT	SOCIAL DINNER - MAY 8 2014
NEW MEMBER	€ 380,00	CERTIFICATE OF ATTENDANCE	BUS TICKETS
MEMBER	€ 450,00	BOX LUNCH	2 TECHNICAL EXCURSIONS
NON MEMBER	€ 500,00	COFFEE BREAK	

VAT 22% INCLUDED

INFORMATION DESK

A conference information desk will be staffed throughout the duration of the conference at the Florence Palazzo dei Congressi. Here you can register for the conference and for eventual inquiry.

CONFERENCE PASS

You will receive a personal conference pass on registration. The conference pass is valid for all three days of the conference. Participants are kindly requested to wear their badge during all conference activities and social events.

CATERING

All refreshments served during the conference are included in the conference fee

HOTEL RESERVATION

Book your hotel room in Florence through www.ecomm2014.eu. The Hotels that are marked on the map offer special discounted prices for ECOMM conference participants. The discounted hotels range from four-star hotels to budget hotels. Be sure to make your reservation ahead of time as rooms will be allocated on a first-come, first-served basis. Hotel payments will be made directly to the hotel with credit card. Simply enter the reservation code when you book your room to receive the discounted price.



MAY 7
WELCOME
COCKTAIL
AT PALAZZO
DEI CONGRESSI

Piazza Adua, 1
50123 Florence, Italy
www.firenzefiera.it

Welcome cocktail at 17.00

MAY 8
SOCIAL DINNER
AT PALAZZO
BORGHESE

Via Ghibellina, 110
50122 Florence, Italy
www.palazzoborghese.it

Social dinner at 19.30



*Tickets for accompanying persons may be purchased on site at the organizing secretariat desk.
On site registration will be accepted according to availability.*

SOCIAL PROGRAM

EXCURSIONS

JOIN US ON INTERESTING EXCURSIONS TO LEARN ABOUT FLORENCE AND ITS SURROUNDINGS, REGARDING ALSO MOBILITY MANAGEMENT

TECHNICAL EXCURSIONS

Excursions **A-E** are included in the conference fee. There is no extra charge. Participant can choose 2 tours directly on the website www.ecomm2014.eu

*Participants registered for excursions with too few participants will be offered a place on an alternative excursion
Flat and comfortable shoes are recommended for all excursions*

ADDITIONAL EXCURSIONS

Excursions **F-L** are not included in the conference fee. An attractive choice of guided excursions are available for participants and can be purchased directly on the website www.ecomm2014.eu

Flat and comfortable shoes are recommended for all excursions



TECHNICAL EXCURSIONS

Wednesday May 7 and Friday May 9

Excursions depart from the Palazzo dei Congressi unless otherwise stated.



A THE FLORENCE TRAMWAY SYSTEM

The beginning of the visit takes place at the terminus of the tramway Alamanni. We will run through the line accessing, with a race dedicated to the depot of Villa Costanza.

There will be a brief illustration of the line, its effects on the mobility of Florence and the expansion projects currently in progress.

The visit will continue with the control station of the entire system with an illustration of the equipment and their use. We will then move into the maintenance area.

The visit will end again at the terminus Alamanni.

B THE PEDESTRIAN-CYCLE ROUTE ALONG THE RIVER ARNO THE RIVER PARKS

The tour will start in Girone, a small village accessible by public transportation or car, from there ride bikes through the pedestrian and cycle track on the Arno river right bank that allows to reach the city of Florence. Along the way we will pass under the high-speed railway bridge and flank the Arno River floods regulatory system. Gradually, we will enter the city historical center. There is also the chance to choose between the right bank track till San Niccolò bridge or the left bank through the Albereta park to fully appreciate the river route. Then we can continue till Ponte Vecchio and along via Tornabuoni to end the visit in piazza del Duomo (8 km).

C THE PEDESTRIANIZATION OF FLORENCE

The visit will be preceded by a presentation of the evolution of mobility in the historical center of Florence, with a specific focus on the reorganization of Public Transport as a result of Piazza del Duomo Pedestrianization. Subsequently, the visit will lead the participants in the whole area of "Castrum" Romano with stops to illustrate the evolutionary steps of urban mobility and therefore: Piazza del Duomo, Via Calzaiuoli, Piazza San Firenze, Via Tornabuoni, Piazza Pitti.

Wednesday May 7 and Friday May 9



D JOGGING IN FLORENCE BETWEEN HISTORY AND MOBILITY

The walk will start from Piazza del Duomo and go through the streets of Old Town affected by the recent pedestrianization and then continue along the riverside's in order to appreciate some of the best views of the city . A short climb allows to reach the Piazzale Michelangelo, Florence privileged terrace, then down further through the Old Town to return to the starting point. This tour will have a sporty footprint. The course will highlight the most important monuments of the city, but won't forget to point out the focal points of the urban mobility.



E THE CENTRAL TRAFFIC CONTROL

The visit to the Central Traffic Control is characterized by short duration but it can be considered very interesting by insiders. The Central Traffic Control of Florence is located in the mobility head office and allow, from one single location, to overview traffic control cameras, traffic signals, and the entire tramway system. The visit will take place in the supervisor room where a New Infrastructure and Mobility Management technician will illustrate the potential and the technical characteristics of the instrument.

ADDITIONAL EXCURSIONS

Saturday May 10



F FLORENCE WALKING TOUR WITH UFFIZI GALLERY

With an expert guide you will enjoy a walk through the most fascinating and interesting places of Florence: Repubblica Square, the Cathedral with Brunelleschi's Dome, (exterior) the Baptistery with its famous Gates of Paradise (exterior), Signoria Square with its Palazzo Vecchio (exterior) and Loggia dei Lanzi.

Few minutes to take last pictures and you will meet the guide to enter to the Uffizi Gallery to visit its famous and beautiful collections of Italian Renaissance paintings. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace.

It is possible to remain into the museum until closing time.

TIME: 13.45 LENGTH: 3,45/h
€ 47,00 VAT included



G UFFIZI GALLERY TOUR

Visit with our expert local guide one of the most beautiful museum in the world, the Uffizi Gallery, enjoying the paintings of the Italian Renaissance from the Masters Giotto, Botticelli, Leonardo, Michelangelo, Caravaggio and many others. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace.

It is possible to remain into the museum until closing time.

TIME: 15.30 LENGTH: 3,45/h
€ 35,00 VAT included

Saturday May 10



H MY FLORENCE

Our visit will start inside the Academy Gallery, where you will admire some of the most important Michelangelo's sculptures as *The Prisoners*, *Saint Matthew* and obviously the well renowned *David*. Discover also important Gothic works and Renaissance paintings by Botticelli, Ghirlandaio and Perugino and the original plaster of *Rape of Sabine Women* by Giambologna. At the end of the visit you will have free time for lunch (not included) until 13.30 when we'll meet for the second part of the tour in Repubblica Square in front of Hard Rock Café. We'll continue with a pleasant walk through the most fascinating and interesting places of Florence as the Cathedral (exterior) with Brunelleschi's Dome, the Baptistery (exterior) with its famous Gates of Paradise, Signoria Square with its Palazzo Vecchio (exterior) and Loggia dei Lanzi. We will conclude the tour discovering Uffizi Gallery with its famous collections of Italian Renaissance paintings. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace. It is possible to remain into the museum until closing time.

TIME: 11.15 LENGTH: 4,45/h
€ 73,00 VAT included

FULL DAY EXCURSIONS

Saturday May 10



SIENA, SAN GIMIGNANO & CHIANTI

Experience with this tour a wonderful day in the Tuscan countryside, admiring the most suggestive corners of Siena, San Gimignano, the Chianti area and try with us the unique flavor of local wines. Departing from Florence, our tour will start in Monteriggioni, well known worldwide for its wine and its countryside of unrivalled charm, where woods alternate with vineyards and olive groves, in a landscape dotted with Romanesque churches, farmhouses, villas and castles. We'll continue then to Siena, where our local and expert guide will lead you through its steep medieval streets, admiring the splendid palaces until we will reach the Cathedral (interior), Palazzo Comunale (Municipal Building) and Piazza del Campo where the Palio race takes place every year. Then free time for lunch (not included) and shopping. We will continue to San Gimignano, one of the most fascinating examples of medieval towns, declared a World Heritage Site by Unesco.

The tour escort will lead you in the heart of the village and you will have free time to discover the beautiful squares, buildings, churches and suggestive alleyways and to shop. Before departing you will taste the best ice cream in the world that won the last two editions of the Ice Cream World Championship.

Finally we'll stop in a farm house, where you'll taste some of the best Tuscan wines with a little snack of sliced cold meats, bruschetta and cheese. Return to Florence in the late afternoon.

TIME: 8.45 LENGTH: 11/h
€ 55,00 VAT included

Saturday 10 May 2014



PISA & LUCCA

Our trip will start from Florence and our first stop will be in Pisa, the city worldwide known for its Leaning Tower and for its architectonic masterpieces. Once arrived in Pisa our guide will lead you to the famous Miracles Square explaining the wonders of this square. You will admire The Leaning Tower (exterior), the Baptistery (exterior) and other beautiful monuments before entering inside the Cathedral (interior).

At the end of the visit you will have free time for photos and for lunch (not included) before departing for Lucca.

In Lucca you will meet the local guide, who will lead you for a pleasant walk into the enchanting historical centre where you will have the chance to admire the Anfiteatro Square, the Guinigi Tower, San Martino Dome and the typical antique dealers street.

The guided visit in Lucca will end in a local pastry shop where you'll taste the Buccellato, typical sweet of Lucca. Return to Florence in the late afternoon.

TIME: 9.15 LENGTH 8,30/h
€ 60,00 VAT included



MAIN SPONSOR



DUCATI Energia owes its fame to the Ducati brothers who established DUCATI Company in 1926; 22 years later, DUCATI was split in two other companies, DUCATI Elettrotecnica and DUCATI Meccanica (today DUCATI Motor). Founded in 1985, nowadays DUCATI Energia Group is considered one of the most important companies in the Bologna area with a staff list of about 700 employees working in its 7 worldwide plants. The main fields of activities are the following: capacitors, power factor correction and power electronics, alternators and ignition systems, electrical vehicles and charging stations, energy analysers, electric network tele-control systems, railway signaling systems, ticket issuing and transport automation systems. Ducati Energia has been seeking for many years to invest in research and development of high technology and it has developed new types of products matching the seal of quality to the emerging ecologically sustainable needs. All along these years this kind of engagement has made Ducati Energia able to build new solutions for a more sustainable mobility.

GREEN SPONSOR



AnsaldoBreda is the Finmeccanica company specialized in the construction of technologically advanced rolling stock. AnsaldoBreda was born from the merger of Ansaldo Trasporti and Breda Costruzioni Ferroviarie, two companies heirs of the Italian tradition in the field of rail vehicles. The merger has enabled the integration of electrical expertise with the mechanical one, making AnsaldoBreda able to design and build a complete product independently. The company, founded in 2001, has production sites in Pistoia, Napoli, Reggio Calabria and Palermo and is also present in Spain and in the United States. Innovation and versatility are the features of AnsaldoBreda vehicles: Sirio trams, driverless metros, regional trains and high-speed trains are the AB technological answer to the contemporary meaning of a "journey", being it short, medium or long-distance. Reliability and responsibility are the guidelines that every day allow us to conceive, design and produce vehicles that run on tracks and that cross many cities in the world. Sustainability and safety are the values that motivate us in our daily work to meet customers' needs. Building trains and metros offers to approximately 2400 employees, the opportunity to help make the journey a more enjoyable and comfortable experience as well as safe and environmentally friendly: the will to take advantage of this opportunity is right at the base of the AnsaldoBreda technological choices, but also strategic and organizational.

SPONSORS AND EXHIBITORS



Italian national agency for new technologies,
energy and sustainable economic development

ENEA is a public body concerned with research, technology innovation and advanced services in the fields of energy, the environment and sustainable economic development. ENEA's core mission is aimed at Italy's economic, environmental and social sustainability, by searching new technological solutions capable of meeting the complex, economic and environmental global challenges. Thanks to its role as Advisor to public administration for the achievement of national objectives in the fields of energy and the environment, ENEA acts in close collaboration with the Italian Government, Regions, local administrations and with the national production system. In accomplishing its institutional objectives, the Agency has a task of consequence: transferring know-how and technologies from research communities to enterprises, institutions and civil society.



The Company Starting its activities in 2004 as a consulting group of Italian researches with scientific experience in the field of transportation system modelling and traffic. SISTeMA was founded in 2009 as an academic spin-off of the University of Rome and it is today a PTV AG Group Company. SISTeMA operates on the international market of sustainable mobility software.



Steer Davies Gleave is the No.1 independent consultancy working worldwide across the transport sector. Our consultants have established an enviable reputation as effective advisors to government, operators, financiers, regulators, developers and other interest groups. The company's aim is to provide clients with the insight needed to make good decisions and progress in what is often a complex planning and operating environment. The company's expertise, embracing all modes of transport, passenger and freight, includes: Policy, Business Strategy & Finance, Planning, Market Research & Insight, Marketing & Communication, Transport Planning, Feasibility & Design, Project Appraisal, Project Delivery, Modelling, Travel Behaviour, Transport Technology.



SWARCO MIZAR S.p.A.

SWARCO MIZAR, world leader in 'adaptive' traffic control systems and mobility management, has a growing market share in the Middle East and South America as well as Europe it is also a major player in the public transport management sector. The positive results and advantages of these systems have been demonstrated in all kinds of network, traffic conditions and development.

SWARCO MIZAR S.p.A. began life in 1982 in Turin as MIZAR Automazione S.p.A.

In the 30 years of its history, the company has evolved from the period in the 80s when R&D activities were dominant to the first large scale system deployments in the 90s and then full industrial development from 2001 onwards. The applications for traffic management and integrated mobility are among the best known products in this sector. In 2005 the company was taken over by the multinational group SWARCO AG based in Austria, and is the group's ITS (Intelligent Transport Systems) specialist playing a strategic role due not only to its dominance of the Italian market, but also the central importance of the company's technology to SWARCO's projects.

TECHNICAL SPONSOR

The logo for ataf, featuring the word "ataf" in a bold, pink, lowercase, sans-serif font.

The logo for florence BY bike, featuring the word "florence" in a black, lowercase, sans-serif font, followed by "BY" in a large, bold, red, uppercase, sans-serif font, and "bike" in a black, lowercase, sans-serif font. Below the text is the tagline "MOBILITY INNOVATIONS" in a small, black, uppercase, sans-serif font.

PARTNERS



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