



# EPOMM

Managing mobility for a better future



## What is EPOMM?

EPOMM is the European Platform on Mobility Management, a network of governments in European countries which are involved in Mobility Management (MM).

They are represented by the ministries that are responsible for MM in their countries. EPOMM is the only such organisation working on the national level and thus acts as link between the EU-level, the national level and the city level. EPOMM is organised as an international non profit organisation with its seat in Brussels.

### The main aims of EPOMM are:

- To promote Mobility Management as a tool to make mobility environmental friendly, socially just and economical
- To promote and further develop Mobility Management in Europe
- To support the active exchange of information and learning on Mobility Management between European countries
- To become the prime partner for European Institutions and national governments when seeking advice on Mobility Management

### The main tools to achieve our aims are:

- **Information:** [www.epomm.eu](http://www.epomm.eu) and the e-newsletter

Delivering the most up-to-date and most in depth information on MM available

- **National Mobility Management networks**

EPOMM supports the buildup of national MM networks in each EPOMM member country. They support the interchange between the European level and the national, regional and local level.

- **Training and Workshops**

For the build-up and transfer of know-how

- **Networking**

- With the renowned yearly European Conference on Mobility Management (ECOMM) we have created a world class yearly networking event.
- European, national and local projects in MM cooperate and share its results with EPOMM.
- EU-institutions have regular contact with EPOMM.

With this array of tools EPOMM sets the Agenda for MM in Europe, assists in transferring know-how from country to country, assists standardisation and compatibility and creates many benefits for its member countries.

# The benefits of EPOMM-Membership

EPOMM helps members to manage mobility for a better future.



### 1. Information Access

- Our website ([www.epomm.eu](http://www.epomm.eu)) and the e-update provide excellent access to information and know-how on MM.
- Our Modal Split database has the data of hundreds of European cities ([epomm.eu/tems](http://epomm.eu/tems)), our evaluation database is ideal for all your MM projects ([epomm.eu/MaxEva](http://epomm.eu/MaxEva)).
- On request, EPOMM directly helps members to find specific research papers, key experts, evaluation results, interesting case studies etc.

### 2. Policy transfer

- We provide tailor-made support to assist a direct transfer of the best policies from other countries or from EU-projects to each member country.

### 3. Support in the formation and deepening of a national network on MM

The national networks in EPOMM are called National Focal Points (NFP).

- All NFPs receive tailor-made support in organising their network, national workshops and training
- EPOMM and the NFPs have monthly contact and hold thematic exchange workshops twice per year
- The EPOMM e-newsletter (called e-update) is sent out 10 times per year and concentrates on content and topics set by the EPOMM-member states. It can be used as a national newsletter as well.
- With [allinx.eu](http://allinx.eu), EPOMM provides a supportive 600-member online forum for the MM community

### 4. Participation in European projects

- Through EPOMM, the ministry automatically becomes partner in a number of European Projects on MM.
- Through its networking services, EPOMM can actively support and promote the participation of EPOMM member state cities and other interested institutions in European projects.

### 5. Influence on European Policy

- The regular contacts with European institutions enable EPOMM to lobby for support of MM on behalf of their Members on a European level, making sure it is recognised as a valuable tool in sustainable mobility policies that is reflected in European research and funding programmes.

### 6. Cost savings

- Implementing MM reduces the environmental, health, social and infrastructure costs of mobility, and it provides for a more efficient land use and more efficient usage of infrastructure.
- EPOMM has the case studies and the standardised evaluation tools to demonstrate this cost-benefit

### 7. Positive image

- The EPOMM member state supports EPOMM and with this sustainable, environmental-friendly transport in Europe and in its own country.
- EPOMM members are treated preferentially on the EPOMM website and in the e-update and thus are promoted as leading countries in Mobility Management.

### 8. Better access to EPOMM-events

- Only EPOMM Member states can host the prestigious European Conference On Mobility Management (ECOMM). Host nominations for 2013 are open
- Participants from Member states get a discount and direct invitations for the participation in EPOMM-events such as the ECOMM.

### 9. Determination of the EPOMM Work Programme

- EPOMM members have a seat in the EPOMM-Board and thus can directly influence EPOMM developments and priorities.

### 10. Welcome package

In order to have a good entrée to EPOMM, a new member is provided with the following:

- Visit by a representant from EPOMM to explain all functions, tools, advantages of EPOMM – also in the framework of a workshop
- Professional assistance on the identification and implementation of best practise suited for transfer to the new EPOMM-member
- Professional assistance on the development of a national MM training programme.
- Assignment of a mentor from EPOMM as assistance backup

## Membership obligations

- The membership fee for one year is 15.000 Euro
- The representing ministry has a seat on the EPOMM board and has to take part in 2-3 board meetings per year.
- The representing ministry should nominate an organisation or person to represent the National Focal Point of the country

# What is Mobility Management

Mobility Management (MM) is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. At the core of Mobility Management are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new roads and new bike lanes). Mobility Management measures (in contrast to "hard" measures) do not necessarily require large financial investments and may have a high benefit-cost ratio.

## To give an impression what this means in practice: in a city where MM is implemented:

- you would notice campaigns and promotions for walking, cycling and public transport;
- you could be offered personalised travel assistance to help you see where and how you might be able to reduce your car use;
- your employer might pay your public transport tickets to encourage you not to drive to work;
- at home, you might have a carsharing service available on the street outside your house,
- at your children's school, there could be a mobility plan organising safe walking for the children's trip to school,
- for leisure trips by public transport you would have the option of using the consulting services of the local mobility centre;
- building permits might be connected to certain requirements to minimise the mobility impact of the new development, for example the development of a mobility plan for employees, visitors, and goods transport around the building site or limiting the number of parking spaces provided.

Typically, MM measures are rarely isolated, instead they often come as a bundle of measures, i.e. information campaigns combined with infrastructure, pricing policy or regulations.

The term mobility management was coined in Germany in 1991 as "Mobilitätsmanagement" and has spread throughout Europe and beyond. In many countries it is also known as smart travel plans, sustainable travel or as Transportation Demand Management (TDM).

In the countries, where MM has a strong position (the EPOMM member states Austria, the Netherlands, Sweden and the United Kingdom) there is today no doubt that MM is effective in reducing single car drive.



## ECOMM and EPOMM-events

The European Conference on Mobility Management was founded as the final conference of the MOMENTUM research project – in Amsterdam 1997. In Amsterdam it was decided to develop it into a series. The need for a platform to provide some continuity soon became obvious, and in 1999, EPOMM was born. Since 2006 it is an international association, registered in Brussels.

The ECOMM has now become THE meeting place for Mobility Management practitioners and experts all over Europe, with over 400 delegates. Papers are selected by the International Programme Committee, whilst the programme is developed in cooperation with EPOMM. EPOMM takes care that ECOMM maintains its high quality and strives for continuous development.

Since 2006, EPOMM organises two thematic workshops per year for its National Focal Points.

Since 2009 EPOMM organises an additional yearly EPOMM network meeting in cooperation with a European project.

■ EPOMM member states  
○ ECOMM host cities



## More information on EPOMM

In the current societal, economical and political framework conditions of climate change, high oil prices, massive health problems caused by overweight and ever growing congestion problems in cities, the interest for Mobility Management is rapidly growing.

It is expected, that ECOMM and EPOMM will attract unprecedented interest in the coming years. If you want to join this movement, please contact EPOMM:



Website  
Coordinator

[www.epomm.eu](http://www.epomm.eu)

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