

## **10<sup>ème</sup> conférence ECOMM sur la gestion de la mobilité « Accès et attrait des villes » – 10 au 12 mai 2006, à Groningen, Hollande**

Les Pays-Bas, qui ont accueilli la première conférence ECOMM (European Conference On Mobility Management), en 1997, organisent la conférence du jubilé, sur la question «Accessibility and Attractiveness of Cities – How can Mobility Management contribute to this ? ». La conférence se déroule à Groningen qui mène, depuis 30 ans, une politique des transports radicale, bannissant le trafic de transit du centre ville pour favoriser les déplacements à pied, à vélo et en transports publics. 16 ateliers thématiques permettent la discussion autour d'expériences pratiques menées en Europe et dans le monde. Dernier moment pour les inscriptions. (langue : anglais)

Pour plus d'informations :  
Ecomm 2006

<http://www.ecomm2006.nl>

## **10. Europäische Konferenz zu Mobilitätsmanagement ECOMM 2006, 10 – 12. Mai in Groningen, Holland**

Die Europäische Konferenz zu Mobilitätsmanagement ECOMM feiert dieses Jahr ihr zehnjähriges Jubiläum. Sie kehrt zu diesem Zweck nach Holland zurück, das Land, in dem die ECOMM 1997 zum ersten Mal abgehalten wurde. Austragungsort ist die Stadt Groningen, die seit Jahren eine über die Landesgrenzen hinaus bekannte Fahrradförderung betreibt. Unter dem Titel „Accessibility and Attractiveness of Cities – How can Mobility Management contribute to this?“ werden in insgesamt 16 Workshops verschiedene Themenbereiche behandelt und Praxisbeispiele aus ganz Europa und Übersee vorgestellt. Man kann sich für die Tagung noch anmelden. (Sprache: eng)

Weitere Informationen :  
Ecomm 2006

<http://www.ecomm2006.nl>

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Soutenu par:



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**WORKSHOPS****on Thursday 11th of May – 11.15h - 13.00h****1. Experiences and cooperation at regional and local level**

The urban environment suffers from many negative impacts caused by the urban transport system. In order to tackle these problems cooperation between different partners on a regional level is essential to achieve sustainable solutions.

Location access	Speakers	Country
Accessibility of urban areas begins with business traffic	Paul Dam	NL
Accessibility of industrial sites for employees -the employers perspective-	Gaston Tchang	NL
Plan for sustainable mobility at the hospital of Karlstad	Hasse Zimmerman	SE

**2. Strategic planning helps mobility management**

The regional authority has different ways in which to stimulate sustainable development in the area. Via strategic planning the authority now has more control than ever before over regional development.

Regional planning helps mobility management	Speaker	Country
The regional authority is like a chief conductor	Geneviève Laferrere	FR
Unlocking the potential of Site Based Mobility Management through local travel plan groups	Marcus Enoch & Lian Zhang	UK
Stimulating sustainable transport in Spain on the regional and local level from the national point of view	M. Mateos & S. de Francisco & B. Swart	ESP

**3. Managing park and ride**

Parking policies and park and ride facilities are very effective. The main reasons for success will be explained in the three workshops on this theme. The technical issues and the role of public partners such as the City Council will be further explained.

Managing park and ride	Speaker	Country
Urban accessibility, Park and Ride facilities and decoupling in the Netherlands	Giuliano Mingardo	NL
Sustainable parking policies, the changing role of the City Council in Dutch traffic and parking policy	Betty de Boer & Sjoerd Stienstra	NL
Park and ride in Groningen: the success of the City bus	Cor van der Klaauw	NL

**4. Sharing the ride**

Bus pooling, Van pooling, Car sharing,... there are many examples of new products with a common goal: to share the ride. What were the success stories in this domain in the last few years?

Sharing the ride	Speaker	Country
Buspool vehicles	Brian Peoples & Sam Delson	USA
Vanpooling: Making inaccessible areas accessible	Jos Mens	NL
Incentives and Policies toward Car-Sharing and Ride-Matching	Markus Robèrt	SE
Cooperative car sharing in the Netherlands – a local approach	J. G. Theunissen, E. Kampers, H. Mentink	NL

**WORKSHOPS****on Thursday 11th of May – 11.15h - 13.00h****5. Improving a city's attraction**

As well as the accessibility and liveability of a city in relation to urban transport plans, the term “attractiveness” is increasingly playing a central role. The workshop will provide a number of examples.

<b>Improving a city's attraction</b>	<b>Speakers</b>	<b>Country</b>
Development of accessibility and attractiveness of Vilnius	Marija Burinskiene & Kristina Jauneikaite	LIT
Solutions for accessibility and sustainable mobility in the Cultural Capital of Europe 2010	Klara Macsinka	HUN
Coordination of freight transports in cities – A multi-stakeholder approach	Tomas Svensson	SE

**6. Location access**

In some cases the local accessibility can be improved by implementing a targeted plan. Focussing on a specific area of mobility management can achieve many positive and concrete results.

<b>Location access</b>	<b>Speakers</b>	<b>Country</b>
Accessibility of urban areas begins with business traffic	Paul Dam	NL
Accessibility of industrial sites for employees -the employers perspective-	Gaston Tchang	NL
Plan for sustainable mobility at the hospital of Karlstad	Hasse Zimmerman	SE

**7. Making a change: From car use to cycling and walking**

Is cycling an alternative for the car or not? And what about walking? Four different approaches will be taken in this workshop which will provide some practical insight into projects that aimed to stimulate the use of the bike (or to stimulate walking) as an alternative for the car.

<b>Making the change: From car use to cycling and walking</b>	<b>Speakers</b>	<b>Country</b>
Bike It – Creating a new generation of cyclists	Paul Osborne	UK
From Car Commuter to Bicycle Commuter promessing results from a project aimed at convincing employees to comute by bicycle instead of car: a succes story from Uppsala County Council	Pernilla Hyllenius	SE
Cycle and Walk to school	Åke Ståhlspets	SE

**8. Modelling tools for mobility management**

How can we prove that mobility management is a success if we do not have the right figures to illustrate it? In this workshop tools will be demonstrated that are able to prove the success of mobility management.

<b>Modelling tools for mobility management</b>	<b>Speakers</b>	<b>Country</b>
Smartpath: introducing an original calculation procedure for origin destination matrix callibration, using mobility management data	Luca Masherin	IT
Using GIS to calculate accessuibility in real foot, bicycle, public transport and..	Mats Reneland	
From MOST-MET to Swedish SUMO and SARA: a great succes in evaluating mobility management projects	Pernilla Hyllenius	SE

**WORKSHOPS****on Thursday 11th of May – 14.15h – 16.00h****9. Getting your act(ors) together**

Mobility management is a complex process in which many actors are involved. In different thematic fields direct results were booked by mobility management approaches. How to involve your actors and what kind of results can be expected?

<b>Getting your act(ors) together</b>	<b>Speakers</b>	<b>Country</b>
The open up of tourist and recreational areas by mobility management solutions in a regional surrounding as a determining factor for attractiveness of cities	Jörn Flaig	GER
Integrated Transport Planning leads to Mobility Management Visions for cross-border cooperation and organisation	Gerd-Axel Ahrens	GER
How 17.000 Mobility Cards got 4.500 car users to switch their travel-mode!	W.T.H. Verkerk, R. Soeters	NL
Sustainable transport in the Stockholm region	Jesper Johansson	SE

**10. Effects of Marketing**

In many cases marketing is a separate and specific area of mobility management. How to approach a marketing strategy and how to achieve an actual marketing action?

<b>Effects of Marketing</b>	<b>Speakers</b>	<b>Country</b>
To influence through marketing campaigns : two different communication strategies used in the city of Malmo	Linda Medberg	SE
Mobility management for new citizens: relationship marketingcampaign in Munich	Sabine Nallinger	GER
Target Group Specific Mobility Management in Tourism	Konrad Goetz	GER

**11. Promoting Public Transport**

Public transport or systems that are directly linked to this field are most important. If the public transport does not function well, the mobility management approach can hardly be called a success.

<b>Promoting Public Transport</b>	<b>Speakers</b>	<b>Country</b>
Turning Public Transit into a full service mobility provider: "HANNOVERmobile" Collective Public Transport System, Regiotaxi KAN	Martin Röhrleef Hans van Hamersveld	GER NL
The role of Public Transport Union in Budapest in the field of local transport policy Development of Tallinn region ticketing system	Adam Torok Terje Villemi	HUN EST

**12. Highlights from our catalogue**

In this workshop different papers with a focus on the accessibility of cities will be presented and discussed. To tackle problems different solutions are possible. What are the results of these daily problems and what are possible solutions. How can supply follow the demand, or how can supply options be offered in an alternative way?

<b>Highlights from our catalogue</b>	<b>Speakers</b>	<b>Country</b>
Experiences with Mobility Management during major road works	G. de Munck, J.H.T. Kramer, H.A.M. Pauwels	NL
Sustainable Mobility at the Service of Economic Development: the 'technopol Angus' experience	Christian Yaccarini, Virginie Cousineau, Catherine Mayor	CAN
Mobility Management in old towns	Wellington C Figueiredo, Juan Pedro Moreno	BRA
Groningen: number one of European Cycling towns	Cor van der Klaauw	NL

**WORKSHOPS****on Thursday 11th of May – 14.15h – 16.00h****13. Solutions for employees**

One of the core markets for mobility management is that of “employees”. Using having targeted actions we can directly influence the behaviour of employees and show them the benefits of a new form of travelling.

<b>Solutions for employees</b>	<b>Speakers</b>	<b>Country</b>
OPTIMUM <sup>2</sup> : Accessibility is turning into practice	Hans Voerknecht	NL
Mobility Management for Companies – Status and Development in Germany	Mechtild Stiewe & Guido Müller	GER
The Grenoble chamber of Commerce activities in Mobility management counseling and awareness raising actions	Philippe Bertrand	FR

**14. Attractive cities need attractive plans**

How to keep the city alive and attractive for all citizens and visitors of the city? Different cities have followed different strategies and ways to keep the city environmental, economic and social friendly and attractive. The interaction of spatial planning and infrastructure in relation to mobility management has resulted in innovative ways to encourage sustainable development in cities.

<b>Attractive cities need attractive plans</b>	<b>Speakers</b>	<b>Country</b>
High-quality public transport in city and region Groningen: accessibility in a compact city	Wouter van Bolhuis	NL
Sustainable Urban Transport Plans – new ways to include mobility management in strategies for attractive sustainable cities in Sweden	Christer Ljungberg	SE
How to plan a less car-dependant society? Planning handbook that integrates mobility management into city planning	Päivi Elmkvist	SE

**15. 10 Years mobility management: and now...**

Looking back on 10 years of mobility management: what major results have been achieved? What was the major driving force and what were the barriers behind the “new” approach? And has mobility management changed over the years?

<b>10 Years mobility management: and now...</b>	<b>Speakers</b>	<b>Country</b>
The Dutch bike-experience: The history en results of the 'Masterplan Fiets'.	Bernard Ensink	NL
Dutch experiences with mobility management: overview and lessons learned	Friso Metz	NL
Is enforcement of mobility management desired? If so, how should it be implemented?	Hans Voerknecht	NL

**16. New ways to involve the next generation**

Sustainable transport means transport for tomorrow. By involving the youth of today we are making changes for the next generation.

<b>New ways to involve the next generation</b>	<b>Speakers</b>	<b>Country</b>
Fantasy Characters as Identification Figures for the Future Generation	Gudrun Uranitsch	AUT
Transport dependancy and autonomy of children as a starting point for local mobility projects	Raf Canters	BE
Short movies: a contemporary method of getting young people on the mobility train	Patrick Auwerx	BE
Pilot project for Mobility Assistants.	Klaus Puntaier	IT

# ECOMM 2006 GRONINGEN

Four parallel presentations:  
**'Looks into the future'**  
on Friday 12th of May – 10.00h – 12.00h

These sessions will bring together the 4 main themes of the conference. They are highlighted with the best papers per theme, as selected by the International Programme Committee. Second highlight is the presentation of an invited keynote speaker - an expert in the field that will provide you with more depth and new insights. The rapporteurs from the workshops will provide input, and the chairpersons will make every effort to elicit an entertaining and informative look into the future - don't miss it!

Regional Cooperation	Speakers	Country
Core Paper - Co-operation in mobility management: the region Groningen-Assen <b>Keynotespeaker: yet to be announced</b> <i>Chairman: Karl-Heinz Posch</i> <i>IPC resumer: Pedro Pug-Pey Claveria</i>	Jaap Wijma	NL
Accessibility of cities		
Core Paper - Dynamic Travellers Information Enschede <b>Keynotespeaker: Laurent Lanquar</b> <i>Chairman: Rob van Vliet</i> <i>IPC resumer: Anette Enemark</i>	Patrick Duwel	NL FR
Attractiveness of cities		
Core Paper - LundaMaTs II – update of the integrated strategy for a sustainable transport system in the city of Lund, Sweden. Mobility management as key element of work <b>Keynotespeaker: Martin van Wijck</b> <i>Chairman: Lori Diggins</i> <i>IPC resumer: Herbert Kemming</i>	Christian Rydén	SE NL
Influencing individual choices / public involvement		
Core Paper - How the bicycle industry can contribute to the satisfaction of the cyclists <b>Keynotespeaker: Francois de Rugy</b> <i>Chairman: Robbert Stussi</i> <i>IPC resumer: Henk Pauwels</i>	Hans van Vliet	NL FR