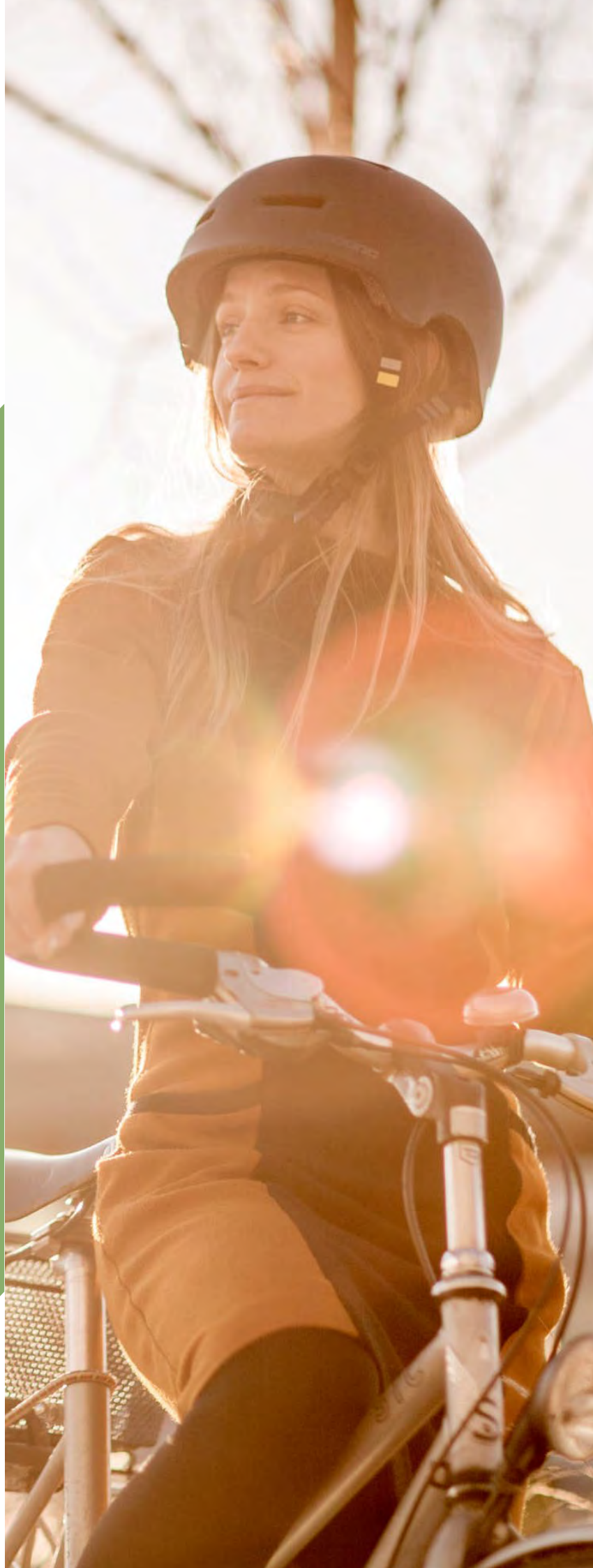


PROGRAMME

**22TH EUROPEAN
CONFERENCE
ON MOBILITY
MANAGEMENT**

UPPSALA, SWEDEN
30 MAY - 1 JUNE 2018



WELCOME TO UPPSALA ECOMM 2018 CONFERENCE

Welcome to Uppsala and the 22nd edition of the European Conference on Mobility Management (EPOMM). The host of ECOMM 2018, The Municipality of Uppsala, together with the co-host Uppsala County Council, are honoured to welcome you to Uppsala. We have the ambition to offer a unique experience to you and your accompanying persons. As a participant, you will have the chance to attend and actively participate in a large number of inspiring sessions, covering a wide spectrum of mobility related topics, as well as see and listen to some of the latest developments and innovations taking place both within and outside the city of Uppsala. We hope that you will have a lovely stay in Uppsala and hope to see you again!



MEETING FOR MOBILITY MANAGEMENT EXPERTS

The European Conference on Mobility Management was founded as the final conference of the MOMENTUM research project – in Amsterdam 1997. Since then, the ECOMM has taken place every year, in meanwhile 21 cities in 10 different countries.

The ECOMM has developed as THE meeting place for Mobility Management practitioners and experts all over Europe. ECOMM is a three-day event with excursions, keynote speeches, an exhibition, 50-80 presentations and workshops and lots of opportunities for making new contacts. It takes place every year and attracts 350-500 delegates. Presentations are selected by an International Programme Committee (IPC) with appointed experts from all EPOMM member states as well as from other EU member states. The programme is developed in cooperation between the host city, the IPC and EPOMM. EPOMM makes sure that the ECOMM maintains its agreeable size, its high quality, and also strives for its continuous improvement.

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THEME FOR ECOMM 2018

The main theme of ECOMM 2018 is “*Mobility in disruption – fast-forward to smart and sustainable societies*”. “Mobility in disruption” describes a radical change to the domain of mobility, mainly in terms of technological innovation, new mobility concepts such as sharing platforms and social innovation due to digital platforms. Many European cities and regions find themselves in an intensive process of transformation with strong growth in numbers of inhabitants, residential areas and businesses. However, the goals for creating socially, economically and ecologically sustainable societies are set higher than ever. At the same time, there are by contrast regions where the populations are decreasing but where the sustainability goals are nevertheless of equal importance. This theme emphasizes the urgent need of innovative mobility solutions to help achieve the sustainability goals in these transforming societies. Together, physical planning, technology, businesses, policies and behavioural insights are able to disrupt mobility as we know it, which in turn can change societies.

CHALLENGES TO DISRUPTIVE MOBILITY SOLUTIONS

Disruptive mobility provides many opportunities for smart and sustainable societies. However, there are still many challenges and concerns regarding it. In order to overcome some of the most prominent challenges and to be able to actually fast-forward to smart and sustainable societies, the ECOMM 2018 conference has selected five cross-cutting subjects: yesterday, today and tomorrow; the institutional and legal framework; human behaviour; including everyone; and safety.



SCHEDULE OVERVIEW

WEDNESDAY 30 MAY	08.00-13.30	Registration open				
	08.00-12.00	Build-up stands & demonstrations				
	09.00-12.00	Excursions & side meetings				
	12.00-13.30	Lunch + visit exhibition				
	12.00-18.00	Exhibition open				
	13.30-15.00	Opening Session				
	15.00-15.30	Coffee break				
	15.30-17.00	Focus Sessions 1				
	A:1	A:2	A:3	A:4	A:5	
18.30-20.00	Welcome reception					
THURSDAY 31 MAY	09.00-18.00	Exhibition open				
	09.00-10.30	Plenary Session				
	10.30-11.00	Coffee break				
	11.00-12.30	Focus Sessions 2				
		B:1	B:2	B:3	B:4	B:5
	12.30-13.30	Lunch break				
	13.30-15.00	Focus Session 3				
		C:1	C:2	C:3	C:4	C:5
	15.00-15.15	Short Coffee break				
	15.15-16.45	Focus Session 4				
	D:1	D:2	D:3	D:4	D:5	
19.30-...	ECOMM Dinner + party					
FRIDAY 1 JUNE	09.00-10.30	Plenary Session				
	10.30-10.50	Coffee break				
	10.50-12.20	Focus Sessions 5				
		E:1	E:2	E:3	E:4	E:5
	12.40-13.30	Closing Session				
	13.30-16.30	Excursions with lunch				

MODERATORS AND MAIN SPEAKERS

Åsa Julin is a journalist and moderator with long experience as news anchor on TV4 News and as reporter on Swedish Television and Swedish Radio. For several years, she has been working as a freelance journalist and moderator with a focus on social and economic issues and she is particularly interested in sustainability and politics. Åsa is a lectured and committed moderator who drives the discussions forward in a serious yet accessible manner. She believes that dramaturgy, interaction and timing are of great importance for a successful conference.



Ed Parsons is the Geospatial Technologist of Google, with responsibility for evangelising Google's mission to organise the world's information using geography. In this role he maintains links with Governments, Universities, Research and Standards Organisations which are involved in the development of Geospatial Technology.



Anna Fahlkrans is the business developer of the Swedish train operator SJ. She is responsible for developing new concepts such as a hand implant microchip as train ticket – a technology of which SJ is the world's first company in the business to try out. At the same time, Anna is well aware of the importance of the social aspects when bringing out these kinds of solutions. After all, they are made for people to use and therefore need to be user-friendly for everyone despite age, gender, disabilities, nationality etc. SJ constantly works with developing and innovating together with their customers. At ECOMM 2018, Anna will give an inspiring keynote speech about innovations and social sustainability.



Ida Lemoine is a co-founder and CEO of Beteendelabbet (The Behaviour Lab Sweden) and one of Sweden's leading lecturers in nudging. In 2016, Ida was appointed one of "The Future's 99 Most Powerful" by the The Swedish Confederation of Professional Employees and one of "Super Talents of 2016" by the magazine Veckans Affärer.

Nudging aims to influence people's behavior by designing environments and applications to make it easy to do the right thing. The method is considered effective in helping consumers, citizens and employees to make more sustainable choices. Ida Lemoine will provide insights on how nudging can be used in practice and how psychology, design and behavioural economics can be combined to deliver sustainable mobility solutions.



EVENT EXCURSIONS



EXCURSION 1: DIGITIZATION OF HEALTHCARE TRANSPORT AND THE FUTURE OF HVO

New technology increases the opportunities of reaching goals concerning cutting costs and environmental challenges. This excursion will focus on digitisation of healthcare transport and how HVO has revolutionised the climate footprint in Uppsala.

Successful collaboration between different authorities can be challenging. New technology has been a factor of success for Uppsala to find new ways in traditional hierarchies within healthcare and public transportation. This excursion will present the technology behind the solution and the benefits and the challenges of implementing the new way of travel within healthcare transports.

The second part of the excursion will demonstrate the premium facilities of Uppsala's bus depot. Here, refuelling with HVO and care of the bus drivers are in centre. The excursion will have a seminar around the new strategy of HVO and future solutions of fuel and electricity for the buses in Uppsala.

This excursion will take you on a walk to the head-quarters of UL and Region Uppsala for a seminar at their magnificent building in central of Uppsala. After a seminar of the digitisation of healthcare transports we will take a bus to the centre of Uppsala's bus depot.

LENGTH: approximately 3 hours

TRANSPORTATION: Walk and bus to headquarters of UL and Region Uppsala and bus depot, 30 minutes + 30 minutes

CAPACITY: 30



EXCURSION 2: PLANNING FOR A SOCIALLY SUSTAINABLE SOCIETY: HOW TO ENSURE ACCESSIBILITY AND SAFETY

Planning for a municipality, accessible and safe for everyone

Uppsala region is one of the fastest growing regions in Sweden and together with Stockholm, Uppsala is the country's largest labour market region. Uppsala is determined to grow in a sustainable way, which means that it needs to grow with equality. It is of uttermost importance to ensure that Uppsala is accessible and that it's safe for everyone to travel by any means of transportation despite age, gender, disabilities or nationality.

In the excursion we will see and get to experience some of the challenges that people with disabilities are facing while moving around in Uppsala. We will also hear about some of the biggest conflicts between different types of traffic as well as how Uppsala works to keep the roads and streets safe and accessible during wintertime.

Conflicts and challenges to a socially sustainable Uppsala

Uppsala has a compact city centre, with the central station located right in the middle of it. Many different types of traffic are sharing the same space and this creates conflicts.

During the excursion we will start by participating in a "different kind of walk", led by The Swedish Disability Rights Federation, where the participants will experience will move from point A to B and back to A either walking with vision or hearing loss or seated in a wheelchair. The excursion will then continue to the central station, where the participants will hear about how Uppsala works to improve safety. We will hear also hear a bit about the specific challenges that come during wintertime in Sweden.

LENGTH: approximately 3 hours

TRANSPORTATION: By foot

CAPACITY: 40

EVENT EXCURSION

EXCURSION 3: TARGETED MOBILITY PLANNING APPLIED IN PRACTICE - ULLERÅKER

Uppsala is growing rapidly. The south parts of the city are undergoing a massive transformation. The municipality is planning for 25 000 new housings and 10 000 new workplaces by the year 2050.

This excursion will focus on mobility planning in Ulleråker situated just south of Uppsala city centre. Ulleråker is one of Sweden's largest city development projects. A dense and sustainable urban district is being planned. In order to realize these plans there is a need to heavily limit the motor driven traffic in the area, since Ulleråker is situated on the drinking water source of Uppsala, where oil leakage could cause severe damage. The goal for Ulleråker is to achieve 80% sustainable travels within the area. A mobility strategy and an action plan have been developed to help the cause.

The developers are involved in the work to increase sustainable travelling. All car parking will be situated in the outskirts of the area and mobility centres/hubs are being planned to increase sustainable mobility. Concepts for mobility/transport as a service are being discussed and developed on a district level in cooperation with developers. To include freight as a mobility service will be a key to successful planning.

On March the 1st, a construction logistics centre was opened in Uppsala in order to create a flexible city development. The goal is to reduce the amount of construction transports in and through the city and to increase the construction efficiency through smart planning.

This excursion will take you on a bike ride along the river Fyris to the new development areas Ulleråker and Rosendal. We will move through different new development areas in different stages; newly built, under construction and areas still in the planning phase. Along the road we will address mobility issues, such as planning for a future with uncertain mobility needs.

LENGTH: approximately 3 hours

TRANSPORTATION: Walk and bus to headquarters of UL and Region Uppsala and bus depot, 30 minutes + 30 minutes

CAPACITY: 20



EVENT EXCURSION



EXCURSION 4: PLANNING FOR SUSTAINABLE MOBILITY SOLUTIONS AND A CONNECTED REGION: BEST PRACTICES FROM KNIVSTA MUNICIPALITY AND THE UPPSALA REGION

Linking infrastructure projects and creating sustainable and happy regions

Citizens in the Uppsala region are commuting more as well as longer distances, and a considerable number of these travels are made by train. Making it easy to use commuting trains creates more opportunities for citizens to choose where to work, as it also ensures specialized competence supply for companies and public institutions. The county council of Uppsala has for a long time collaborated with other counties about common priorities for the infrastructure and transport system in the Stockholm-Mälardalen Region.

In the excursion we will see what difference these efforts have made, especially for small municipalities along the railway. We will also discuss what must be done to create strong and connected regions.

Nudging sustainable mobility in the planning of new housing areas

Located next to the railway, the small municipality Knivsta has a widespread culture of 30 minutes from Stockholm and ten minutes from Uppsala. The major international airport, Arlanda, is only 7 minutes away. Due to the convenient location, the municipality is growing fast.

During the excursion we will visit the electric car pool system, managed by the municipality. We will later on discuss how sustainable mobility solutions are made from the beginning in new built housing areas, and how the construction of new housing blocks are made close to public transport and with good possibilities to move by bike and to walk.

LENGTH: approximately 3 hours

TRANSPORTATION: By train to Knivsta, 10 minutes, and then by foot

CAPACITY: 30



EVENT EXCURSION

EXCURSION 5: UPPSALA CLIMATE PROTOCOL: LOCAL BUSINESSES JOIN TOGETHER FOR A SUSTAINABLE UPPSALA

Inspiring to reach Uppsala's climate goals

Uppsala Climate Protocol (Uppsala Klimatprotokoll) is a network of private and public companies, universities and associations that work together and inspire each other to reach Uppsala's climate goals and to contribute to a sustainable world. In total, Uppsala Climate Protocol has 33 local actors with about 38 000 employees. Currently, the network has two overarching themes: Sustainable social development and Climate-driven business development. The work of the network has contributed to Uppsala being named Sweden's Climate city in 2013 by the World Wide Fund for Nature.

In the excursion, we will hear more about these themes, with focus on sustainable travels and sustainable freight.

Initiatives within the Climate Protocol

The member organizations make efforts to get more people to choose sustainable modes regarding both commute trips and business trips. Among initiated projects are the winter cyclist project and bicycle-friendly workplaces, trial periods where public transport cards are offered and trial periods where bicycles are offered.

In the excursion, we will travel by bike to visit a few of the companies involved in the Uppsala Climate Protocol. We will hear how they work to increase sustainable travels for customers, business trips and employees to and from work. We will also visit a company involved in an initiative for bicycle-friendly workplaces, where the municipality together with employers are striving to enhance commuting and business trips specifically by bike.

LENGTH: approximately 3 hours

TRANSPORTATION: By bike

CAPACITY: 50



EVENING EVENTS

30 MAY - WELCOME RECEPTION

The Welcome Reception will take place at the Botanical Garden in Uppsala on Wednesday 30 May 2018 18:30-20:00.

The Botanical Garden is one of Uppsala's most popular destinations. Here, you can enjoy the grandiose Baroque Garden, visit the 200 year old Orangery with its beautiful grand halls or find inspiration for home growing among rockery plants, vegetables, summer plants and in the systemic quarters of woody plants.

The reception will allow great opportunity to mingle with the other delegates and have a drink and something small to eat. For those interested in continuing the conversations afterwards, the city centre is close by with a lot of great restaurants and bars.



31 MAY - UPPSALA CASTLE

The exclusive Gala Dinner on Thursday evening will take place in the castle of Uppsala. The castle is one of Uppsala's main landmarks. Its location on Kasåsen makes the castle visible from afar. The construction of Uppsala Castle begun in 1549, and was initiated by Gustav Vasa. Several major historical events have taken place inside the castle walls, including the Sture murders in 1567, Queen Kristina's abdication in 1654 and several coronations, the last of which was Ulrika Eleonora's in 1719.

At the dinner, we will offer amazing food, entertainment and dancing.

GENERAL INFORMATION



TIME AND PLACE OF EVENT

May 30-June 1 2018.

Uppsala Concert Hall & Conference Centre (UKK)
Vaksala Square 1, 753 31 Uppsala
Entrance from Vaksala Square and Storgatan
Tel + 46 (0)18 -727 90 00

INFORMATION DESK AT THE UKK

The onsite registration desk opening hours are:

Wednesday 30 May 08.00-17.30

Thursday 31 May 08.30-18.00

Friday 1 June 08.30-13.30

Here you can register for the conference and find out answers to any queries you might have.

DO YOU HAVE ANY QUESTIONS?

Look for the organisers with white bands or come visit the information desk or call Saga Hävermark at +46 (0)72-598 74 19.

THE ECOMM 2018 APP

Download the app "MeetApp Go" at App Store/ Google Play to make sure you don't miss out on any information or activities. Enter the activation code "ecomm". To access the ECOMM 2018 application, enter the private code "ecomm".

The app provides the detailed programme, a list of the other delegates, opportunity to ask questions to speakers, updates about activities and much more.

CONFERENCE BADGES

All participants, accompanying persons and exhibitors must wear the identification badges. Entrance to meeting halls and exhibition area will not be permitted to any person without badge. The colour of the band holding the badges can help you identify people at the congress.

White – Organiser

Yellow – Speaker

Black – Delegate

Green – Exhibitor

SESSIONS ROOMS

The plenary session room is Stora salen, located on level 6. The focus session rooms are K1-K4, B-salen and C-salen located on level 3.

CONFERENCE LANGUAGE

All presentations and information will be in English.

COAT CHECK/LUGGAGE STORAGE

The staffed coat check service and left luggage is located on the bottom floor (one floor down from the entrance floor).

LUNCHES AND COFFEE BREAKS

All refreshments served during the conference are included in the conference fee. Lunches and coffee breaks will take place in the exhibition area at level 3 and 6. On Friday you will have a grab and go lunch to eat before or on the way to the excursions. We will only serve vegetarian food.

GENERAL INFORMATION



TRANSPORTATION

Walking is the most convenient mode of transport in Uppsala, as everything is relatively close in the city centre. Uppsala Konser & Kongress (UKK) is a 5 minute walk from the Central Station. All participants will get free public transport during the conference.

TRAVEL TO UPPSALA AND UKK

Uppsala is 18 minutes from Arlanda International Airport by train. There are regular departures and you can look at the timetable and make your reservation on line sj.se or simply buy a ticket on arrival from one of the ticket dispensers.

There are also airport buses approximately every 30 minutes between 3 a.m. and 12 midnight. The public transport company Upplands Lokaltrafik (UL) runs the airport coach route 801 between Arlanda and Uppsala.

The three major Uppsala taxi companies offer a fixed price from the airport. Ask the driver about this before you start your journey. Taxi companies in Uppsala ready to serve you.

Uppsala taxi, +46 (0)18-100 000

Taxi kurir, +46 (0)771-86 00 00

Taxi 020, +46 (0)20-20 20 20

TOURIST INFORMATION

For more information about tourist attractions in the city and the surrounding region please visit:

www.destination uppsala.se/en/ or

www.beyond stockholm.com

LIABILITY AND INSURANCE

The Organizers cannot accept liability for personal accidents or loss of or damage to private property of participants. Participants are advised to take out their own personal travel and health insurance for their trip.

CERTIFICATE OF ATTENDANCE

All participants will receive a digital certificate of attendance by email after the congress.

SMOKING POLICY

This will be a non-smoking event. Smoking is prohibited in all buildings in Uppsala.

SAFETY AND SECURITY

It is advisable you do not leave bags or suitcases unattended at any time, whether inside or outside the session halls.

LIABILITY AND INSURANCE

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UPPSALA KONSERT & KONGRESS



Uppsala Konsert & Kongress is a vibrant cultural centre and multipurpose venue, situated in the middle of a rapidly growing city that is home to flourishing creativity, culture, research and entrepreneurship.

Since its opening in 2007, Uppsala Konsert & Kongress has established itself as one of the most talked about, appreciated and successful venues in the Nordic region. Several types of arrangement can be managed in the building at the same time as our versatile and flexible venue supports diversity, importance and high quality. Since opening its doors in September 2007, UKK has hosted more than 2,000 cultural events, arranged more than 5,000 meetings and welcomed around five million visitors!

Uppsala Konsert & Kongress was designed by Copenhagen-based architectural firm, Henning Larsen Tegnestue and was the winning contribution in the architectural competition that was launched and run during the summer of 2002.

Lead architect, Johnny Svendborg, says that UKK is “a monolith of crystalline columns in tune with Vaksala Square, the cathedral, the university library and the castle.” The vertical light column is a tall vertical foyer, a space for communication throughout the building with entrances

leading in from both the historic quarter and the newer Vaksala Square.

Visitors can walk around the foyer of the Grand Hall and look out over the surrounding rooftops of the city and view Uppsala from a new perspective through the large windows.

In 2011, the UKK restaurant became the first in Uppsala to be awarded the environmental Swan label certification and from December 2015, the Swan certification also applies to UKK conference operations.

This means that Uppsala Konsert & Kongress lives up to the tough new criteria set for Swan label certification for restaurants, hotels and conference facilities.

The Swan certification imposes strict environmental, health and quality requirements on products and services. The team at UKK has reviewed our production, work processes, procurement and ingredients in order to both meet the certification requirements, but more importantly to demonstrate that we take environmental issues very seriously.

THIS IS UPPSALA

Older than the country it is part of, Uppsala has been a city of learning for many centuries. Yet at the same time, it is vibrant, innovative and hyper-modern, using modern technology to create a blueprint for the future cities of Sweden

The city is close to Stockholm, the capital of Sweden, yet offers both picturesque countryside and the vibrancy of a big city. Here you can experience both history and modern living.

THERE ARE MANY PLACES AND SIGHTS TO VISIT HERE

Enjoy a picturesque stroll along the banks of the Fyrisån river. Relax in one of the city's cafés or marvel at the 13th-century cathedral. You can also explore Gamla Uppsala

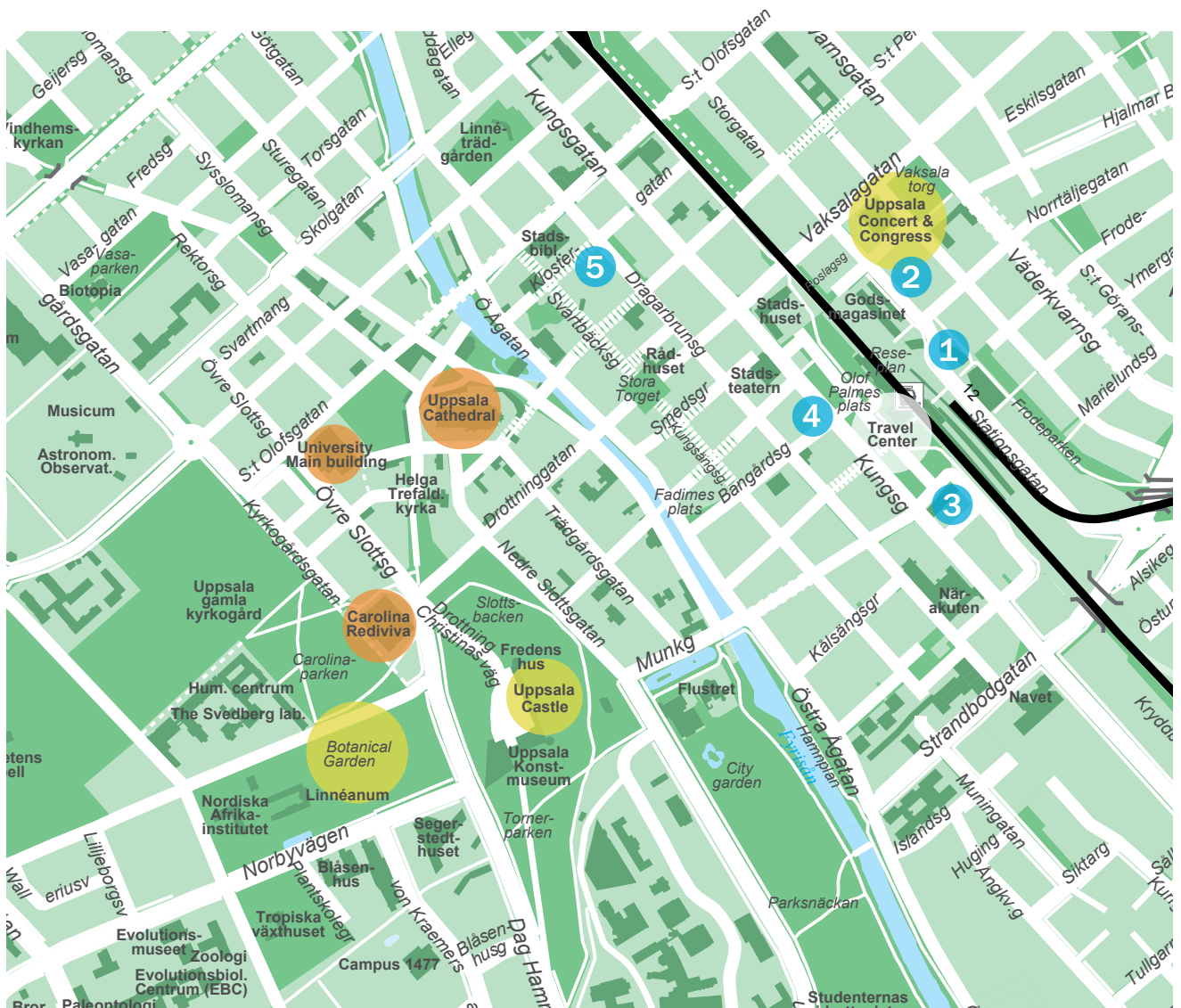
with its traces of the Vikings and their ancestors, the oldest university in the Nordic region, dating from 1477, the home and garden of world-renowned 18th-century botanist Carl Linnaeus, and much more.

UPPSALA OFFERS SHOPPING, NATURE AND CULTURE

Lively shopping area with a mix of arcades, shops, restaurants and bars. Outside the city centre you will find a wide range of recreation areas, forests and lakes ideal for bathing, picnics, hiking, cycling or fishing. Uppsala also offers a wealth of events, from large-scale concerts and sports events to smaller shows and exhibitions.



MAP OVER UPPSALA



CONTACT

Sara Hävermark, Conference Manager
 ecomm2018@uppsala.se
 +46 (0)72-598 74 19

HOTELS

1. Radisson Blu Hotel Uppsala
2. Park Inn by Radisson Uppsala
3. Elite Hotel Academia
4. Best Western Hotel Svava
5. Clarion Hotel Gillet by Nordic Choice Hotels

WEDNESDAY
30 MAY

A

15.30-17.00

08.00-18.00	Registration and information desk open
09.30-12.00	Build-up stands & demonstrations
09.00-12.00	Excursions & side meetings
12:00-13.30	Lunch + visit exhibition
12.00-18.00	Exhibition open
13.30-15.00	Opening Session – Stora salen Welcome by EPOMM president Robert Thaler Welcome by the municipality of Uppsala, Maria Gardfjell and Erik Pelling Keynote speech by Anna Fahlkrans
15.00-15.30	Coffee break
15.30-17.00	<p>A:1 P</p> <p>TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS <i>Voulez vous - partnership and cooperation</i> Chair: Jesper Johansson Session room: C-salen</p> <p>Barbara Auer The Transport Study 3Land Basel - A cross border mobility concept towards an optimal coordination between settlement and transport development in an urban area.</p> <p>Nina Frösén Pathways to Sustainable Mobility Services in Mid-Sized Cities.</p> <p>Chris Van Maroey Antwerp's Marketplace for Mobility: partnering with private mobility service providers.</p>
	<p>A:2 P</p> <p>HOW TO MAKE MAXIMUM USE OF TECHNOLOGIES <i>Another town, another train - the bridge between technology and behaviour</i> Chair: Joris Marrel Session room: K4</p> <p>Teresa Ugglà Kerrou TrafiQ - Campaigns where new techniques give greater impact.</p> <p>Markus Robèrt A mobile application for nudging citizens towards sustainable mobility behavior.</p> <p>William Rendall Robert Stüssi ESPRIT - a public car system.</p>
	<p>A:3 P</p> <p>MOBILITY MANAGEMENT AS A TOOL TO CREATE INCLUSIVE SOCIETIES <i>Mamma mia - from the cradle into MM</i> Chair: Isabel Botelho Session room: K3</p> <p>Hannah Eberhardt Anna Gering Mobility management for families: What helps parents to continue cycling after the birth of their child?</p> <p>Petra Voelkl Patricia Kandler Mobility management in educational institutions - in times of many challenges.</p> <p>Cristina Pellegrini Home-school mobility: Reggio Emilia and the path towards safer and more sustainable and autonomous mobility behaviours among children.</p>
	<p>A:4 K</p> <p>MOBILITY MANAGEMENT - BEST LEARNING EXPERIENCES <i>Super trouper - workplace travel plans</i> Chair: Taina Saarinen Session room: B-salen</p> <p>Pernilla Hyllenius – Mattisson 600 fewer cars per day and happier employees results from successful step-by-step work with a Mobility Plan at Linköping University Hospital.</p> <p>Veronica Reynolds Nudging people towards greener travel - using behavioural insights and health arguments to get people out of their cars.</p> <p>Thorsten Koska Mobility Management at Workplaces: a District-based Approach. Concept and Evaluation Results.</p> <p>Joanna Majdecka Cycle to work - the first ever campaign for workplaces in the city of Kraków.</p>
	<p>A:5 C</p> <p>TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS <i>Money money money – don't be afreight</i> Chair: Fred Dotter Session room: K1</p> <p>Elin Skogens Uppsala Construction Consolidation Center: How to reduce traffic to building areas</p> <p>Amanda Baumgartner How to keep Stockholm attractive with an increased number of home deliveries?</p>
18.30-20.00	Welcome reception

THURSDAY
31 MAY

08.00-18.00	Registration and information desk open
08.30-18.00	Exhibition open
09.00-10.30	<p>Plenary Session</p> <p>Keynote speech by Ed Parsons</p> <p>Interactive panel discussion with: Johan Høgåsen-Hallesby CTO of Urban Infrastructure Partner Jennifer Lenhart Programme Manager for WWF's One Planet City Challenge, WWF Sweden Christer Ljungberg CEO of Trivector AB Melanie Schade ECOMM Board Member Johan Palmqvist Head of Business Development, Scania CV AB</p>
10.30-11.00	Coffee break
<p>B</p> <p>11.00-12.30</p>	<p>B:1 P</p> <p>TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS</p> <p><i>Ring ring - new mobility solution Chair: Caroline Ljungberg Session room: K3</i></p> <p>Hidde Westerweele Life Cycle Highway; a four-stage approach to develop Cycle Highways.</p> <p>Maiju Lintusaari Mobility services benchmark.</p> <p>Jeffrey Matthijs Shared mobility: the Rosetta stone for rural areas.</p>
	<p>B:2 P</p> <p>GETTING TO KNOW THE TRAVELLER</p> <p><i>One man, one woman - insights into travellers choice Chair: Robert Stüssi Session room: C-salen</i></p> <p>Isao Yuki About grasping the mobility of public traffic in local cities and methods of sharing information for behavior change</p> <p>Francois Sprumont Workplace relocation, travel behavior and commuting satisfaction.</p> <p>Antal Gertheis SUMP in the historic city of Eger: an opportunity to survey & shape attitudes towards mobility.</p>
	<p>B:3 P</p> <p>GETTING TO KNOW THE TRAVELLER</p> <p><i>Waterloo - survive and shape the attitude towards sustainable mobility Chair: Jorrit Nijhuis Session room: B-salen</i></p> <p>Sofie Walschap Understanding the traveler : behavioral change in times of terror .</p> <p>Louise Vang Jensen Exploring the potentials for behavioural change in urban transportation.</p> <p>Eva-Lena Eriksson How to involve employers in an innovation process to make commutes and business trips more sustainable in Värmland county, Sweden..</p>
	<p>B:4 K</p> <p>MOBILITY MANAGEMENT AS A TOOL TO CREATE INCLUSIVE SOCIETIES</p> <p><i>I do, I do, I do, I do...tools to create inclusive societies Chair: Iris Ehrnleitner Session room: K4</i></p> <p>John Bylund U-bike, the perfect travel option instead of the car.</p> <p>Carl Henrik Deiting Happy inhabitants, planners and politicians: BIKE KITCHEN as communication platform.</p> <p>Kevin Burke 'Everyone's Space' - smart management of the Kerbside to facilitate the transition to healthy, prosperous, liveable and loveable cities.</p> <p>Antje Hammer Basel's approach for an integral cycling promotion considering different user groups.</p> <p>Bart Busschaert How circumstances can create a new travel pattern.</p>
	<p>B:5 C</p> <p>MOBILITY MANAGEMENT AS A TOOL TO CREATE INCLUSIVE SOCIETIES</p> <p><i>The name of the game - 'Bike guerilla' - just do it! Chair: Mario Rivera Session room: K1</i></p> <p>Ineke Spapé Bike Guerilla: just DO it! Part I – Bike Guerilla: just DO it! Part II</p> <p>Rob Temme</p> <p>Hidde Westerweele</p>
12.30-13.30	Lunch break

THURSDAY
31 MAY

C

13.30-15.00

C:1

TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS

I wonder... where to park the cars | Chair: Lucia Ilieva | Session room: C-salen

Sanna Ovaska Commuter Parking on Hypermarket Car Parks and Target Group Marketing.

Miriam Lindenau
Thomas Sjöström Refining parking management strategies to respond to urban growth and support sustainable mobility behaviour - Examples of new parking policies from Munich and Stockholm.

Rebecca Karbaumer Mobility Management Instead of Parking Spaces: New Alternatives for Parking Requirements.

P

C:2

HOW TO MAKE MAXIMUM USE OF TECHNOLOGIES

The (MaaS) winner takes it all | Chair: Tytti Viinikainen | Session room: B-salen

Hidde Westerweele Creating a new dialog between the government, employers and employees with the CommuteScan.

Bjorn Wendle
Caroline Ljungberg
Toulson EC2B - MaaS and behavioural change in new housing development.

Susanna Hauptmann MaaS: still searching for the user demand.

P

C:3

MOBILITY MANAGEMENT AS A TOOL TO CREATE INCLUSIVE SOCIETIES

Gimme! Gimme! Gimme! (...a bike after midnight) | Chair: Alice Gobiet | Session room: K3

Thomas Jouannot Financial incentive for purchasing a pedelec: what is the mobility impact?

Teresa Uggla Kerrou Cycling without age.

Fred Dotter PING if you care! Changing cycling policy at the push of a button.

P

C:4

TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS

My love, my life - innovative solutions for happy regions | Chair: Kristina Gauze | Session room: K4

Paul Fenton Electric cargo bikes and delivery rooms - sustainable logistics for multi-family housing.

Ward Ronse Make it visible! Improving the accessibility of a small city centre.

Freya De Muynck Tackling the mobility problem in the port of Antwerp.

Sebastian Peters Urban Mobile Pioneering: The City of Offenbach and its Electric Mobility Service.

Bart Busschaert Blue Hub: linking water transportation with other transport networks.

K

C:5

HOW TO MAKE MAXIMUM USE OF TECHNOLOGIES

When all is said and done - the challenge of implementation | Chair: Karl Heinz Posch | Session room: K1

Bernard Gyergyay Automation-ready framework for urban transport and infrastructure planning.

Eva Sunnerstedt Experiences from establishing public & home charging infrastructure in Stockholm.

Maria-Angeliki Evliati Procurement of EV car sharing in Stockholm.

C

15.00-15.15

Coffee break

P = Presentation K = Pecha Kucha C = Challenge

THURSDAY
31 MAY

D

15.15-16.45

D:1

P

TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS

Dancing Queen - MM for happy people! | Chair: Reinhard Jellinek | Session room: K3

Olov Åslund Nudging travel behavior from initial enthusiasm to a difficult reality.

Michelle DeRobertis How the traffic-limited zone in Brescia's historic city center improved quality of life for both residents and visitors

Peter Jones Urban Mobility Evolution: Yesterday, Today and Tomorrow.

D:2

P

GETTING TO KNOW THE TRAVELLER

Honey honey - tools and techniques for behavioural change | Chair: Willy Raimund | Session room: B-salen

Marjut Ollitervo Rethinking safety.

Christine Zehetgruber Sharing and transferring proven solutions for completing the "last mile" in rural tourist areas through tailor-made flexible transport solutions.

Caroline Ljungberg Toulson Future Mobility management behavioural change to norm change?

D:3

P

MOBILITY MANAGEMENT - BEST LEARNING EXPERIENCES

Does your mother know - communication strategies for specific target groups | Chair: Ingrid Lembke von Schéele | Session room: C-salen

Sofie De Laender School Travel Plans in Brussels Region.

**Melanie Leroy
Cristina Pellegrini** La dolce vita for schools : how to change mobility of kids & parents?

Anna Karlsson Sustainable School Routes.

D:4

K

MOBILITY MANAGEMENT - BEST LEARNING EXPERIENCES

Thank you for the music - Sound bites | Chair: Melanie Schade | Session room: K4

Katrien Backx Getting 50 000 fans of U2 and Coldplay to the stadium in time: mission impossible?

Martti Tulenheimo Using Social Media in Promoting Year-Round Cycling.

Thomas Jouannot The effects of a bicycle mileage allowance for french civil servants.

Iris Ehrnleitner Austria's electric renewable way.

Caroline Mattsson Successes from Mobility management in land use planning.

Malin Hedlund Sustainable commuting for shopping - results from the project Sustainable Mobility in an expanding Värmland.

D:5

C

GETTING TO KNOW THE TRAVELLER

I've been waiting for you - the missing piece in MM | Chair: Hans Voerknecht | Session room: K1

Miriam Lindenau How to develop ride sharing schemes with real impact?

Kerstin Geppert Qualitative data: the missing link to a people-centred mobility system.

19.30-...

ECOMM Dinner + party

P = Presentation **K** = Pecha Kucha **C** = Challenge

FRIDAY
1 JUNE

	08.00-13.40	Registration and information desk open	
	08.30-13.40	Exhibition open	
	09.00-10.30	Plenary Session Keynote speech by Ida Lemoine Student Session: The human side of smart mobility	
	10.30-10.50	Coffee break	
E 10.50-12.20	E:1		P
	TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS		
	<i>On and on and on - in the name of sustainability Chair: TBA Session room: K4</i>		
	Michiel De Meyere	Behind the scenes: mobility management for an international top festival Tomorrowland.	
	Simon Knappe	Dutch and German FreshBrains in Action: not 1-1 (like football) but 1+1...	
		Cristina Pellegrini	Reggio Emilia goes sustainable.
	E:2		P
	HOW TO MAKE MAXIMUM USE OF TECHNOLOGIES		
	<i>Move on - make cyclists move forward Chair: Sofie Walschap Session room: B-salen</i>		
	Andreas Larsson	Prioritizing bicycles in traffic signals as a tool in Mobility Management.	
	Pierre Toulouse	Why it is safe for cyclists not to stop at every red traffic light.	
	Anna-Klara Ahlmer	Big data: 800 cyclists in Gothenburg help collecting GPS data.	
	E:3		P
	MOBILITY MANAGEMENT AS A TOOL TO CREATE INCLUSIVE SOCIETIES		
	<i>Me and Bobby and Bobby's brother - Next stop neighbourhood Chair: Didier Castagne Session room: K3</i>		
	Karl-Heinz Posch	Tactical Urbanism in the Neighbourhood.	
	Gregor Stratil Sauer	Guideline for Mobility Points in Urban Development Areas.	
	Michael Koucky	SUNRISE: creating institutional and physical space in neighbourhoods for co-created mobility solutions.	
	E:4		P
	MOBILITY MANAGEMENT - BEST LEARNING EXPERIENCES		
	<i>Take a chance on me - joining forces for MM Chair: Robert Stüssi Session room: C-salen</i>		
	Freya De Muynck	The company approach in creating sustainable cities.	
	Mariet de Haas	Red Carpet.	
	Sally Londesborough	Money makes the world go round - how to convince workplaces that mobility management is worth the effort?	
	E:5		C
	TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS		
	<i>I have a dream - from theory to reality Chair: TBA Session room: K1</i>		
	Caroline Mattsson	MODBEAR - MObility management and Driver BEhaviour Research.	
	Marcia Urban	Action Plan for the Future of Mobility in Europe Mobility4EU.	
	Lucia Ilieva	Improving the mobility management along danube by implementation of sustainable regional tourism and mobility plans (SRTMP).	
	Agnes Kurzweil		
	Andreas Friedwagner		
	Lachezar Rossenov		
	12.30-13.20	Closing Session Wrap-up of ECOMM 2018 Annoncing next ECOMM location	
	13.30-16.30	Excursions with lunch	

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PARTNERS

ECOMM 2018

