

# PROGRAMME

ECOMM 2007  
The 11th European Conference  
on Mobility Management



The Future and Mobility  
Management  
May 9-11, Lund, Sweden



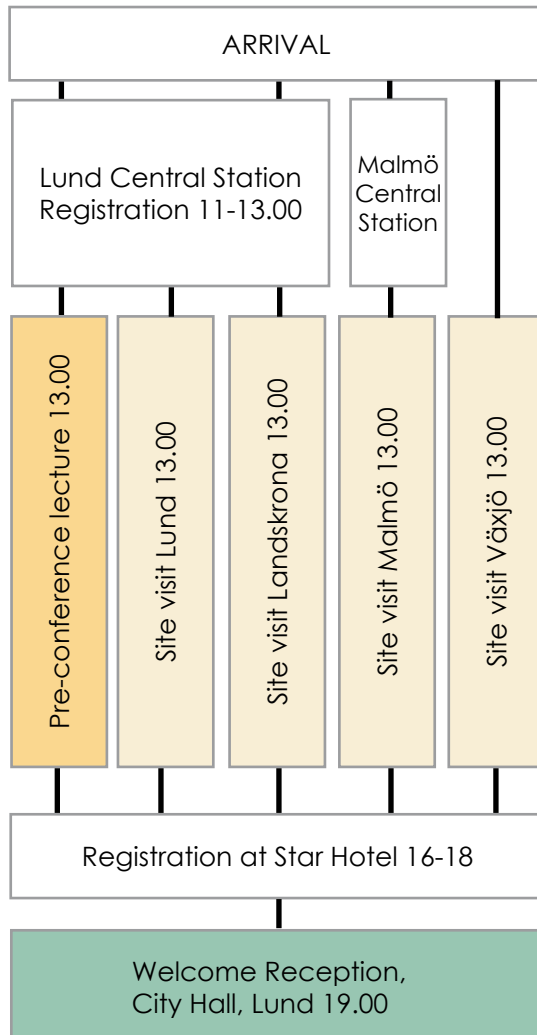
EPOMM  
European Platform On  
Mobility Management



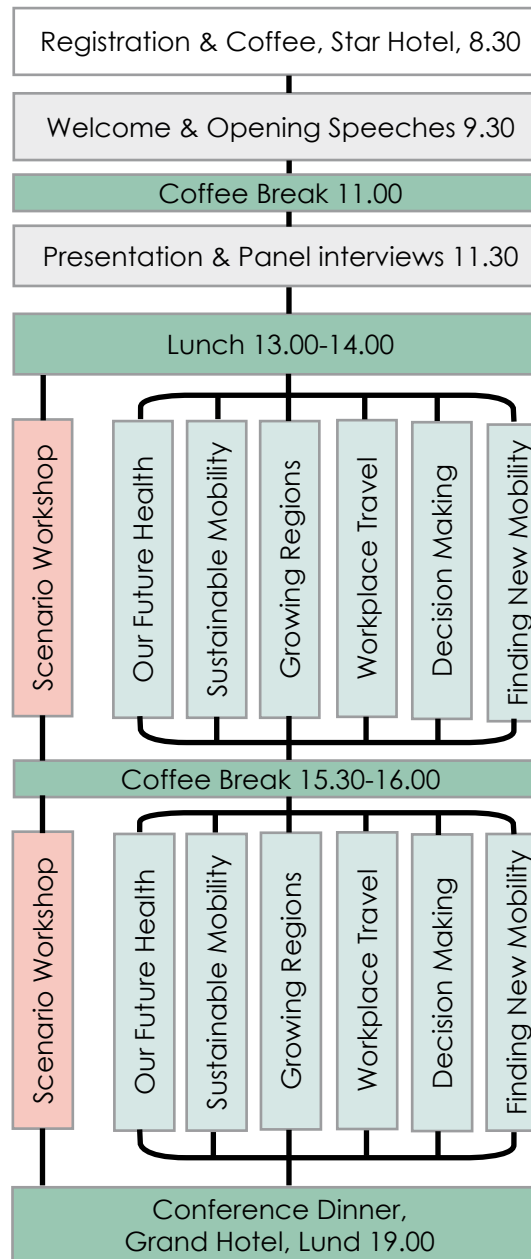
**Vägverket**



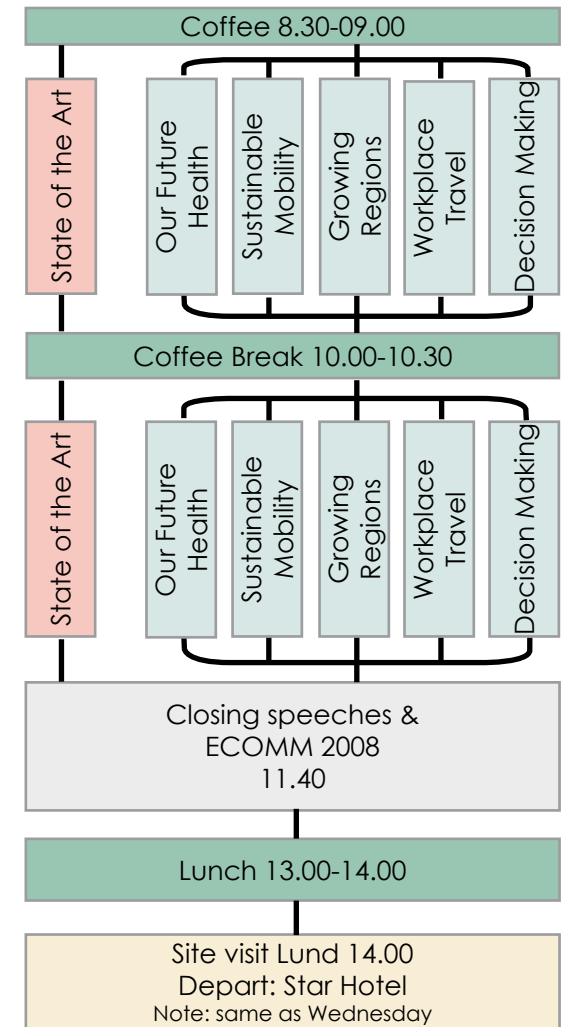
## Wednesday 9 May



## Thursday 10 May



## Friday 11 May



A **pre-conference lecture** will also be on offer for those of you who would like to learn more about Mobility Management or brush up on your current skills.

### NEW for 2007

This year we are happy to announce the introduction of two new formats: **State-of-the-Art** on Mobility Management in Europe and **Scenario workshop**; Meeting the needs of a shifting demographic.

# Pre-conference lecture Wednesday 9 May 1.00 - 5.00 pm

1

## Mobility Management so far – a short introduction course



**Teachers:** Christer Ljungberg, Lena Smidfelt, Karin Neergaard and Björn Wendle

**Organizer:** Trivector Traffic, Sweden

**Venue:** Spoletorp International Student House, Spolegatan 1, Lund

Mobility Management as a tool for "influencing travel before it starts" – to create a more sustainable transport system - has been around since mid nineties. Today the concept is a mainstream way of dealing with transport in numerous European cities and regions. But at the same time Mobility Management is not everywhere utilized to its full potential. Good Mobility Management is profitable and offers solutions to many current sustainability problems in traffic.

To give an opportunity for those who have not yet fully discovered the potential of the MM concept, ECOMM 2007 will offer an introduction course. The introduction course will last for 3-4 hours and will include both theory and practice.

The course will be given by staff from Trivector Traffic, who has been working with Mobility Management since 1995. Trivector has organised courses in Mobility Management since the beginning of 2000.

### **Preliminary agenda:**

#### **A sustainable transport system – starting points and driving forces**

- Visions and goals of the society
- Today's transport system – where are we heading?
- Why do transport volumes ever increase? What are the effects?
- The role of mobility management creating a sustainable transport system

### **What is Mobility Management?**

- Mobility Management – new possibilities for solving today's transport problems
- The pillars of Mobility Management
- Mobility Management versus conventional traffic and land use planning
- How Mobility Management increases accessibility, improves the urban environment and decreases transport costs
- Mainstreaming Mobility Management in different contexts

### **Best practice – this is the way to do it!**

- Good examples from Europe and abroad
- Combining Mobility Management and traditional planning methods
- Why don't all projects succeed? Dangerous temptations, pitfalls and how to avoid them

### **The art of setting goals, monitoring and evaluating them**

- The meaning of setting goals
- How to formulate realistic and measurable goals on different levels
- SUMO – the toolkit for monitoring and evaluation

# Pre-conference site visits Wednesday 9 May 1.00 pm

## 2

### LUND

#### Intermodal tour of the city

Organizer: City of Lund

Note: Same tour is available  
Friday 11 May, start 2.00 pm

What better way to experience the city than by taking an intermodal site tour in a small group with your own personal MM guide. We start with a bus tour along the popular Lundalänken, the fast track public transport connection from the station to one of the city's major work-place precinct, Ideon Science Park.

Bicycles will be waiting for you at one of our many bike'n'ride facilities in order to experience first hand, the multitude of measures and services that have made Lund the most bicycle-friendly city in Scandinavia. We will be looking at high quality bike tunnels, bike paths, individual bike parking facilities for students, Sweden's unique Bicycle Centre and much more.

Our tour continues by foot through the medieval city centre where we will be paying extra attention to the many measures that have been implemented to improve accessibility for the elderly and the disabled.

## 3

### LANDSKRONA

#### Trolley bus-system and a new railway station

Organizer: City of Landskrona, Skånetrafiken and Banverket

Upon arriving in Landskrona, our guides will show you around the new train station, presenting its facilities, design and the connecting trolley bus-system.

Representatives from the municipality of Landskrona, the Swedish Rail Administration and the Regional public transport authority of Southern Sweden will discuss why the decision was made, to relocate the main train station in Landskrona and discuss the reasons why this measure has turned out to be a success for public transport.

Your tour continues with a ride on the trolley bus to the city centre and where your guides will present more detailed information about the city.

## 4

### MALMÖ

#### City Tunnel, Corporate Bicycling Kick-Off and Civitas Smile

Organizer: City of Malmö and Banverket

This visit will take you directly onto the City Tunnel site enabling you to witness one of Malmö's new underground stations taking shape. Future plans for the station area and the construction phases will be pointed out and described by our guides. The tour continues with a visit to the popular City Tunnel exhibition where you will attend an interesting lecture on the City tunnel project, its background and expected gains in relation to urban and traffic planning.

The Malmö experience continues with what is guaranteed to be a spectacular Corporate Bicycling Kick-off. Meet Malmö's MM team together with 400 corporate cyclists as they launch into one of Spring's most exciting bicycle campaigns.

Your visit ends at the top level of Hyllie's water tower offering great views over this expansive region. Here you will be given presentations about the Hyllie area, and the Civitas Smile project with specific focus on Mobility management schemes in Malmö.

## 5

### VÄXJÖ

#### Biofuels for the future

Organizer: Energikontor Sydost, City of Växjö and Chrisgas

A joint site visit in collaboration with the Sustainable Regions and Municipalities 2007 conference is available for delegates wanting to find out more about the production of biogas.

Your visit begins in the City of Växjö with a guided tour of waste water plant facility and a look at various Ethanol filling stations. Your tour ends with a visit to the Biomass Gasification Centre, a biomass fuelled pressure pilot plant facility situated in Värnamo.

#### **Please note:**

Delegates wishing to take this site visit are required to make their own way to and from Växjö. Växjö is easily accessed by train from Copenhagen, Lund or Malmö. Travelling time between Lund and Växjö takes one hour and 45 minutes. Train tickets can be bought at Copenhagen's Kastrup airport or in Sweden.

Train times and prices: [www.sj.se](http://www.sj.se). For more information about this site visit: [www.energikontor-so.com](http://www.energikontor-so.com)

# Plenary sessions

Thursday 10 May 9.30 am - 1.00 pm

## Welcome & Opening

**Moderated by:**

Christer Ljungberg, CEO, Trivector Traffic

**Welcome**

*Annika Anneby Jansson*  
Mayor, City of Lund

*Bert Svensson*  
President, EPOMM

**Opening**

*Åsa Torstensson*  
Minister of Infrastructure

*Ingemar Skogö*  
Director General, Swedish Road Administration

*Pia Kinhult*  
Regional Council Commissioner

## Expert panel interviews

**A local perspective: A successful case study – results from the Stockholm trial**

*Muriel B Hugosson*  
Evaluation Programme Manager

**A European perspective on transport**

*Peder Jensen*  
Project Manager for Transport and Environment,  
European Environment Agency

**A research perspective: Transport for a sustainable future**

*John Whitelegg*  
Professor of Sustainable Transport and Sustainable Development

Friday 11 May  
11.40 am - 1.00 pm

## Closing speeches & ECOMM 2008

**Moderated by:**

Christer Ljungberg, CEO, Trivector Traffic

**State-of-the-Art conclusion**

*Karl-Heinz Posch & Hans Kramer*  
Workshop leaders

**Into the future**

*Speaker yet to be confirmed*

**ECOMM 2008**

*Bert Svensson*  
President EPOMM

**Conference highlights**

*Christer Ljungberg*  
Moderator

Thursday 10 May 2.00 - 5.30 pm

Friday 11 May 9.00 - 11.30 am

## Scenario workshop

### Meeting the needs of a shifting demographic

Workshop facilitators: Anna Ragner and Fredrik Björk, Sweden

#### Face the future and find solutions!

What will happen with transport demand when the population structure changes?

A shifting demography and new population groups are crucial factors while handling Mobility Management in the light of tomorrow. What needs and demands will there be from an active elderly population, used to transport themselves easily and individually to hobbies and cultures activities in urban areas as well as in rural areas?

Join us in a workshop, find yourself discussing and planning Mobility Management activities in small groups together with fellow Mobility Management professionals.

The scenario workshop takes a process oriented approach which offers participants the unique opportunity to think outside of the box while identifying, discussing and analyzing shifting demographic trends, that will effect the way we develop Mobility Management services in the future.

**NEW  
FOR 2007**

## State-of-the-Art on Mobility Management in Europe

Workshop leaders: Karl-Heinz Posch, Austria  
and Hans Kramer, The Netherlands

The EPOMM Board has taken the initiative to present a review of the State of the Art of Mobility Management in Europe. Experts from twelve Countries in Europe have agreed to report and thus you have the unique opportunity to get the most up to date report and overview of Mobility Management in Europe.

A Committee of three international renown experts for Mobility Management will provide a comprehensive overview and comparison, which will contain:

- The position of mobility management in the national, regional and local policies
- Institutional framework in the various countries
- Mobility management knowledge infrastructure: how is mobility management information exchanged within the countries
- The most striking best practises
- List of the most relevant products

The workshop leaders will, once the papers have been analysed, formulate some theses. These theses, as well as the papers on the state of the art from the various countries will be available as printouts and downloads before the conference. Thus, there will be ample topics, focus and time for fruitful discussions.

In the session the Mobility Management Action Agenda will be formulated which will be presented to the European Commission and Parliament and for the European Research Agenda. The results can be input for the Green Paper on Urban Transport. The conclusions of this session will flow directly into the closing speeches session.

# Seminar-sessions Thursday 10 May 2.00-3.30 pm

1

Our future health

**Chairperson:**

*Paul Henderson*  
United Kingdom

2

Sustainable mobility  
- high status life style  
- car use

**Chairperson:**

*Lori Diggins*  
United States of America

3

Growing regions and sustainable city structure

**Chairperson:**

*Leena Silfverberg*  
Finland

4

Workplace travel

**Chairperson:**

*Roberto De Tommasi*  
Switzerland

5

Decision making and & Research and real world

**Chairperson:**

*Karin Brundell-Freij*  
Sweden

6

Finding new mobility management pioneers

**Chairperson:**

*Robert Stüssi*  
Portugal

**Alternative Mobility in Odense**

*Troels Andersen*  
Denmark

**The Recycled Journey by X-MaTs**

*Bodil Dürebrandt and Christoffer Westerberg*  
Sweden

**ASTUTE**

*Paul Curtis*  
United Kingdom

**Car pooling a compliment to public transport**

*David Knapp & Christian Steger-Vonmetz*  
Austria

**Car sharing on a large scale**

*Maxime Jean*  
France

**The example of the Urban community of La Rochelle**

*Jean Marie Grellier*  
France

**The Attractive City & Local authorities work successfully with Mobility Management**

*Lars Nord, Pernilla Hyllenius & Malin Gibrand*  
Sweden

**Key actions for Mobility Management in suburban areas**

*Jerome Petit*  
France

**Promoting sustainable urban form: implementing urban coherence policies around Helsinki Metropolitan Region**

*Olli Maijala & Rauno Sairinen*, Finland

**The art of selling sustainable travel to employers**

*Petter Kjellgren*  
Sweden

**The Use And Impact Of Maximum Parking Standards as a Mobility Management Tool**

*Tom Rye*  
United Kingdom

**A possible blueprint for mainstreaming travel plans in the UK?**

*Marcus Enoch*  
United Kingdom

**Quality - Assured Transport**

*Ylva Persson*  
Sweden

**How to organize Mobility Management, developing a practical approach**

*Friso Metz*  
The Netherlands

**MAX, where do you go? MAX, the major European Research project on mobility management Austria**

*Karl-Heinz Posch*  
Austria

**Mobility management in Kristianstad municipality – a holistic approach**

*Elin Dalaryd*  
Sweden

**Innovative Freight Mobility Management at Logistics Business Parks**

*Marien Bakker & Irene van Dongen*  
The Netherlands

**Case Study: Mission Possible - Keeping You Moving**

*Cynthia Fondriest Capelli*  
United States of America

# Seminar-sessions Thursday 10 May 4.00-5.30 pm

7

Our future health

**Chairperson:**

*Paul Henderson*  
United Kingdom

8

Sustainable mobility  
- high status life style  
- car use

**Chairperson:**

*Lori Diggins*  
United States of America

9

Growing regions and sustainable city structure

**Chairperson:**

*Leena Silfverberg*  
Finland

10

Workplace travel

**Chairperson:**

*Roberto De Tommasi*  
Switzerland

11

Decision making and & Research and real world

**Chairperson:**

*Karin Brundell-Freij*  
Sweden

12

Finding new mobility management pioneers

**Chairperson:**

*Robert Stüssi*  
Portugal

**Effects of Mobility Management for health promotion to increase walking amount**

*Mamoru Taniguchi*  
Japan

**The town is your workout**

*Claus Köllinger*  
Austria

**Breathe Easier with Tax Free Commuter Benefits**

*Christina Soderman*  
United States of America

**Personal repertoire of travel modes, heavy car users and other mover groups in Finish cities**

*Kati Kiiskilä & Ville Voltti*  
Finland

**Behavioural principles of Mobility Management**

*Gärling, Friman, Fujii & Bamberg*  
Sweden, Germany & Japan

**Midas shares Best practice in Mobility Management**

*Marie Launay*  
France

**Development of public transport system in Tallinn region**

*Terje Villemi*  
Estonia

**START- Mobility Management thinking in a freight project**

*Sofie Vennersten*  
Sweden

**Transportation Demand Management in Washington State, USA: How TDM is Used to Meet Growth Management Goals**

*Jonathan Dong*  
United States of America

**Mobility Management in a non-urban area using the example of INFICON**

*Georg Sele*  
Liechtenstein

**Public Private Partnership & Mobility Management – City of Malmö Experiences**

*Björn Wickenberg & Linda Herrström*  
Sweden

**Promotion of company travel plans by Nantes Metropole**

*Gilles Farge*  
France

**Mobi scan**

*Patrick Auwerx*  
Belgium

**BUSTRIP - practical tools for developing sustainable urban transport**

*Anna Granberg*  
Sweden

**A Travel Feedback Program in Japanese Mobility Management: A case project for Bus Promotion in Ryugasaki City**

*Ayako Taniguchi*  
Japan

**Managing mobility in practice: the Amsterdam examples**

*Alexander de Baar, Leendert van der Linden, Gordon & Verkerk de Munck*  
The Netherlands

**A new transport mode “Personal Mobile Vehicle (PMV)” to support Mobility Management by reducing mobility gap**

*Daisuke Fukuda*  
Japan

**Road pricing**

*Rein van der Knaap & Tom Gerritsen*  
The Netherlands

# Seminar-sessions Friday 11 May 9.00-10.00 am

**13**

Our future health

**Chairperson:**  
*Bystrík Bezák*  
Slovakia

**Mobility Games – awareness raising and child participation through mobility games**  
*Lies Lambert*  
Belgium

**Safe and enjoyable routes to and from school**  
*Fariba Daryani*  
Sweden

**14**

Sustainable mobility  
- high status life style  
- car use

**Chairperson:**  
*Radomira Pliskova*  
Czech Republic

**The MVG Mobi-Race, Mobility Management for Youths**  
*Michael König*  
Germany

**A way for all – Sharing public space as a tool for Mobility Management**  
*Arnaud Demay*  
France

**15**

Growing regions and sustainable city structure

**Chairperson:**  
*Csaba Orosz*  
Hungary

**Planning for less car dependant region – findings from the Hannover region**  
*Max Bohnet*  
Germany

**Cities that learn from cities – San Sebastian's experience within Snowball**  
*Alfonso Sanz*  
Spain

**16**

Workplace travel

**Chairperson:**  
*Herbert Kemming*  
Germany

**Successful Tele-work and Teleconferencing Experiences in Sweden – developing a web-based service for knowledge and experience sharing**  
*Peter Arnfalk*  
Sweden

**Sustainable telecommuting**  
*Jean-Michel Ortholand*  
France

**17**

Decision making and & Research and real world

**Chairperson:**  
*Henk Pauwels*  
The Netherlands

**Breakthrough in enforcement of Mobility Management ahead? Dutch system of obligatory seduction looks promising**  
*Hans Voerknecht & Marco Marteus*  
The Netherlands

**Demonstrating Integrated Approaches to Sustainable Urban Transportation**  
*David Maclsaac*  
Canada

# Seminar-sessions Friday 11 May 10.30-11.30 am

**18**

Our future health

**Chairperson:**

*Bystrík Bezák*  
Slovakia

**19**

Sustainable mobility  
- high status life style  
- car use

**Chairperson:**

*Radomira Pliskova*  
Czech Republic

**20**

Growing regions  
and sustainable  
city structure

**Chairperson:**

*Csaba Orosz*  
Hungary

**21**

Workplace  
travel

**Chairperson:**

*Herbert Kemming*  
Germany

**22**

Decision making  
and & Research  
and real world

**Chairperson:**

*Henk Pauwels*  
The Netherlands

**Ambulatory School Bus in Örebro County; Joint Project with the Swedish Road Administration, Mälardalen Region**  
*Hanna Eklöf*  
Sweden

**Schoolwalker**  
*Gerhard Schmid*  
Austria

**It's up to you! Marketing Competition for public transport in the Netherlands**  
*Don Guikink*  
The Netherlands

**Baltic sea cycling project**  
*Gunnar Persson & Carinne Lancereau*  
Sweden

**Spatial planning, car dependency and urban sprawl**  
*Linda Kummel*  
Sweden

**Mobility management in Jätkäsaari: A future residential area in Helsinki**  
*Johanna Taskinen*  
Finland

**The Clean Air Campaign Telework Leadership Initiative in Atlanta, Georgia, USA**  
*Elham Shirazi & Mike Williams*  
United States of America

**Implementation of Travel Plans and Engagement of Businesses in London and the South East of England**  
*Natalie Owen*  
United Kingdom

**The PIMMS Project**  
*Emma Owen*  
United Kingdom

**Munich invests 1 million €/a for realising new mobility management concept**  
*Martin Schreiner*  
Germany