



Dear reader,

Don't miss the 17th European Conference on Mobility Management. The event attracts the leading sustainable transport practitioners, policy makers and innovators, who this year will converge on Gävle, Sweden. The event kicks off on 29 May.



The theme of the conference is **“How mobility management can make sustainable transport a part of everyday life”** – put simply **smart choices require easy access.**

The international organisers EPOMM and local hosts Gävle have made great efforts to present latest thinking and provide a stimulating programme of speakers and activities.

## Wonderful setting and several innovations

### Participate in an enjoyable and interactive event



The congress centre in Gävle

Host city Gävle, is located a short distance to the north of Stockholm and has arranged a number of events to help make it another memorable event, including:

- “Meet the Swedes” session - an opportunity to familiarise yourself with 20 Swedish organisations through a unique blend of speed-dating, musical chairs and coffee.
- Local teenagers promise to surprise us with an interactive session they are organising.
- Audience participation through an electronic voting system enables instant voting on questions during the plenary sessions.
- Situated in a beautiful central city park on the river bank of a river, in a purpose-built conference centre with great facilities.

## Keynotes on sharing and from European institutions

### Ensure you keep up to date with latest thinking and innovation



2011 we had "rendez-vous toulousain"

Central keynote speaker will be **Ronald Haverman**, a pioneer of bikesharing, carsharing, peer-to-peer carsharing and its clever combination with other transport modes. He will tell about recent developments in the Netherlands, where **sharing is booming**.

**European Commission** is represented by Vincent Berrutto, Head of Unit of **Intelligent Energy Europe (IEE)** – which supports a plethora of innovative European projects on MM; and by Mark Major, from the DG MOVES unit **“Clean Transport and Sustainable Urban Mobility”**, that is developing policies and supports many projects directly related to MM.

**The conference moderator** will be **Christer Ljungberg**, one of the pioneers of mobility management in Sweden – he will make sure to connect the speakers with each other and to the audience.

## Select from a range of highly topical sessions



Impression ECOMM2012

Workshops have been reconfigured into “focus-sessions”. International Programme Committee selected the best 59 from 134 submitted papers. These have been organised into 4 Pecha Kucha and 17 interactive focus sessions.

- **Sustainable urban mobility plans:** three leading EU-projects (**QUEST**, **ADVANCE** and **EcoMobilitySHIFT**) will be discussed in a session that also hosts the keynote speaker guests from DG MOVE and IEE. Furthermore, EcoMobilitySHIFT will launch its Assessment Scheme in a **pre-event**. On top of that, the newly starting **ENDURANCE-project** will hold its kick-off meeting in Gävle right before the conference – so all partners from its 25 countries will participate.
- **Research:** 3 sessions are on MM research methods and a further 2 are on the economic benefits of mobility management

- **IT:** 2 sessions are on the new developments in Information Technology and Gamification
- **Sharing:** 3 sessions are on sharing – carsharing, bikesharing and the sharing of public space – and all participants will be perfectly briefed by the keynote speech.
- **The cycling boom:** 4 sessions will show how cycling can be integrated into everyday life and how this is changing the city
- **Connecting beyond:** 6 different sessions investigate the relation between mobility management and related topics: health, land use planning, road works, freight&deliveries, e-mobility and policy drivers
- **Youth and adult travel:** Udani, Makda, Emma, Kim, Rebecca and Jasmin will design a special session and need your participation in this [short survey](#).

## It is easy to get to the ECOMM



Gävle is well accessible: it is just 1 hour 5 minutes **by train** from Stockholm airport (Arlanda), and the central station is right next to the city centre. Enjoy 20 hours of daylight: you will arrive in the beautiful late spring in which the days are 20 hours long, a great time to be in Sweden.

**Note: early bird fee is valid until 7 April**, after that price rises by about 100 Euro! We recommend to book your hotel and register as early as possible!

Registration page [here](#).  
 Download programme [here](#).  
 Check hotels and map [here](#).



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