

Dear reader,

the 16th edition of ECOMM took place in Frankfurt, Germany – an important transport hub that owes its economic strength to a large extent to its traffic infrastructure. The event was organised by the local transport organisation **TraffiQ**. This year's conference focused on the new challenges cities are faced with, like the rise of e-mobility, interregional cooperation, changing lifestyle groups, socio-demographic changes (migrants, elderly) and the regeneration of cities.

All presentations as well as the event's pictures can be downloaded [here](#). We look forward to seeing you (again) next year in **Gävle, Sweden!**

**Save the date! 16th ECOMM in Gävle, Sweden: 29-31 May 2013.**

## Germany joins EPOMM



At the opening, the German state secretary Rainer Bomba announced that Germany will officially join EPOMM in 2013. In the last two years, the region Rhein-Main held the membership. It was fitting that one workshop was dedicated to the new German network on Mobility Management DEPOMM, which was founded as a new association this year. The workshop investigated how regional bodies can help to further spread mobility management in cities.

## Fried eggs, scrambled eggs and donuts



Food metaphors were popular at ECOMM. For instance, **Miklos Marton** from REC Hungary compared the layout of a city with a clear centre to a fried egg. If there are multiple centres of activity, it is more of a scrambled egg. In the **opening session**, **Lars Gemzoe** from **Gehl Architects** compared the city of Melbourne in the 1990s with a donut. Without nice public spaces for pedestrians and cyclists, the city remained empty in the middle. With the introduction of pedestrian-friendly infrastructure, pedestrian traffic rose by 40%, stationary activities increased by 200 to 300% and the city is now regarded as one of the most liveable cities worldwide. As traffic models are always based on data on car traffic, Gehl Architects started in the 1960s to do research in Copenhagen on the behaviour of pedestrians in public space: what are people doing in public space and how good is the space for walking? Later, they extended these **public life studies** to other cities and to other modes like cycling. Interestingly, they found that only 1% of people cycle because of environmental reasons, only 6% for financial reasons, 19% for health reasons, but a stunning 61% because cycling is fast, convenient and easy!

## Rhyming New Zealanders



As always, the host country was best represented at ECOMM, with 105 Germans attending. Next in line were the Swedes (34 participants), hosts to the next ECOMM. The top 5 is completed by Austria (21 participants), The Netherlands (19) and Belgium (18), who recently joined EPOMM.

ECOMM attracted visitors from far away countries too, such as Japan and Cameroon. A very special mention should go to **Professor Harold Weiss and his colleague Aimée Ward**, who came all the way from New Zealand to give a Pecha Kucha presentation on healthy mobility education for adolescents – all in rhyme!

Did you realise that mobility management can be regarded as an important aspect of hospitality? **Minze Walvius and Tilly Broersen** from Advier described how they worked with a Dutch conference centre to include mobility management in their services for their clients.

## MM projects show results



[download EPOMM-PLUS brochure](#)

For participants who have participated in many ECOMMs throughout the years, this year's edition proved once more that a growing importance is being attached to evaluation. More and more projects can present quantitative results that enable others to learn from their successes and failures.

As always, European projects were very present at the ECOMM. Some highlights:

- Tom Rye (Lund University) and Robert Pressl (FGM-AMOR) animated a lively discussion on stakeholder consultation, based on their experiences in the **ACTIVE ACCESS** project and the **ACTIVE TRAVEL NETWORK**.
- The **BAMBINI** project on the socialisation of very young children (0-6 years) presented its results (presentation by **Karl Reiter**, FGM-AMOR) and held a creative brainstorm on a long term sustainable lifestyle for young families (**Lies Lambert and Elke Bossaert**, Mobiel 21)
- In **E-Cosmos**, the labour unions were the driving force behind company mobility management policies. A **study** that was carried out in Spain, showed that investments in sustainable mobility can have twice the return on investment as compared to investments in car mobility!
- The **TOGETHER ON THE MOVE** project is developing training courses on mobility for immigrants, whereas **TRANSPORT LEARNING** is developing training courses on sustainable urban transport policies and measures for municipalities and energy agencies – all info is available on our new training database: [www.epomm.eu/training](http://www.epomm.eu/training).

**Sarah Martens** presented the EPOMM services that were created during **EPOMM-PLUS** to disseminate and preserve the results of EU projects on MM. Pernilla Hyllenius (Trivector), Karl-Heinz Posch (EPOMM coordinator) and Melanie Leroy (EUROCITIES) facilitated a workshop on the maximisation of the use of EU-project tools. The experience of EPOMM-PLUS on the dissemination of the **MAX tools** served as an inspiration to the discussion.

## And the winner is...



This year's **SYNAPTIC Awards for Excellence in Seamless Mobility** were presented at ECOMM. **SYNAPTIC** was founded last year as a cluster project of 4 Interreg projects to influence future EU-policy with respect to promoting seamless transport solutions. For this purpose, they highlight European best practices in the area of seamless and sustainable mobility.

The awards went to:

1. The best multimodal door-to-door solution: **Provision of local travel information, Tipperary, Ireland**
2. The best public transport solution: **Patenticket: Peer-to-Peer Marketing of Public Transport to Older People in Cologne, Germany**
3. The best development process or implementation of a Sustainable Urban Mobility Plan: **Cornerstone of Mobility –The Mobility Strategy of the City of Zurich, Switzerland**



EPOMM-Award

At the end of the conference, EPOMM presented its Best International Policy Transfer Award. The winner was the EU project **Travel Plan Plus** for the transfer of local travel plan networks in the USA and the UK towards partners in Hungary, Spain and Sweden. Project coordinator Marcus Enoch recently published a book on company travel plans, entitled **Sustainable Transport, Mobility Management and Travel Plans**.

## ECOMM 2013 in Gävle



Next year, ECOMM will be held in Gävle, Sweden. "Smart choices require easy access – the challenge of making mobility management a part of every day life" is the topic of this conference. The ability to travel comfortably and quickly, yet in an environmentally-friendly way is an especially important issue in Gävle because many of the inhabitants live in rural areas and/or commute long distances to cities in the region. Watch a video about Gävle and ECOMM 2013 [here](#). More information will be available at the [EPOMM website](#).

Cities can still apply to [host ECOMM](#) in 2014. Deadline for application is 31 October 2012.

## Important public consultation



DG Energy recently launched a public consultation for shaping the Intelligent Energy – Europe III (IEE III) programme in Horizon 2020. This public consultation offers the possibility to have your say on the future IEE III programme. EPOMM will deliver an official reaction, but everyone is free to contribute. As EPOMM sees MM as an efficient way to save energy, we recommend participation in this consultation. It runs until 5 September 2012. Details can be accessed [here](#).

## Upcoming events



- CIVITAS Forum Conference**  
 24 - 26 September 2012 – Vitoria-Gasteiz (Spain)  
[www.civitas.eu](http://www.civitas.eu)
- MOVE 2012 (Embracing mobility solutions & car-sharing to move the automotive industry forward – carsharing from the perspective of the automotive industry)**  
 25 - 26 September 2012 – Brussels (Belgium)  
[more information](#)
- Design e-mobility Congress**  
 10 September 2012 – Frankfurt/Main (Germany)  
 How will we perceive, experience and make use of e-mobility in the future and which role will design play in this? Visit the first design e-mobility congress and take part in a fascinating dialogue surrounding e-mobility and design.  
[more information](#)



For more events, please visit the [EPOMM Calendar](#).

