



Dear reader,

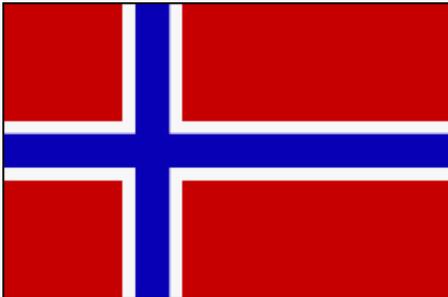
In 2011, EPOMM welcomed three new members to its network. Finland, Norway and Italy joined in, bringing the total number of EPOMM members to 10 countries. In this e-update, we present the current situation of Mobility Management (MM) in these countries and the reasons why they joined EPOMM.

EPOMM is also very proud to announce the launch of the new city modal split database (TEMS).

The call for papers for the ECOMM 2012 has just opened - find more info [here](#).

The deadline for submission for proposals for hosting the ECOMM 2013 is open until 31 October 2011 - more info [here](#).

Norway



Area: 385,186 km²

Population: 4.9 million

Motorisation: 458 cars/1000 inhabitants

Modal split: car 63% of daily trips

Level of advancement in MM: Level 2 (some successes, some funding, several initiatives started)

National Focal Point (NFP): [Norwegian Public Roads Administration\(NPRA\)](#)

In Norway, national goals on local pollution and CO₂ emission reductions put a pressure on the transportation sector to take action. Road pricing, parking regulations, public transport improvements, land use changes and biking and pedestrian measures will be the main elements in future transport policies. The Norwegian Public Roads Administration (NPRA) however argues for the use of a wider spectrum of measures especially directed towards the business community but also public authorities. There is a need to promote more use of travel plans for businesses, car sharing, carpooling and other mobility management measures to achieve more sustainable transport. A white paper issued in 2007 contained important steps towards the implementation of Mobility Management measures: the government was going to establish a national centre of competence on MM, look into the legal basis for mandatory company travel plans and investigate possible changes to the taxation of company transport benefits in favour of sustainable modes. These plans have not yielded any results so far.

With the help of EPOMM, NPRA hopes to gain recognition and adoption of Mobility Management as an important aspect of sustainable transport policies and practices. One of the first steps that NPRA wants to achieve is the build-up of a national MM network. A starting point will be the network of participating cities in the [European Mobility Week](#) (NO) and existing networks like [Cities of the Future](#) and the [Norwegian Network of Cycling Cities](#). Also NPRA will look back into the feasibility of the establishment of a national center of competence on MM, propose changes in taxing regulation and practices on employee parking and transport benefits, and advocate for separate funds for MM measures.

There is already one (trial) national funding programme in Norway that can support Mobility Management projects, called [TRANSNOVA](#) (2009-2011). The second round of the programme in 2010 explicitly called for projects that promote environmentally friendly modes of transport as a substitution of car transport. Themes of the granted projects include carpooling, teleconferencing and webcasting, city bike systems and the promotion of walking to school.

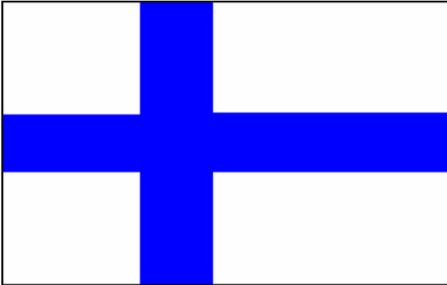


Festplassen square in Bergen: a complete make-over (©Rune Herdlevær)

*"I have for some time been well aware of the favourable work done by EPOMM, that certainly deserves support from many more European countries than are members today."
Bjørn Sandelien - Norwegian Public Roads Administration*

More information on the state-of-the-art of Mobility Management in Norway can be found in the [Norwegian Mobility Management Monitor \(MMM\)](#). For more information on the Norwegian membership of EPOMM, please contact [Bjørn Sandelien](#) from the Norwegian Public Roads Administration.

Finland



Area: 338,000 km²

Population: 5.3 million

Motorisation: 515 cars/1000 inhabitants

Modal split: car 58% of daily trips

Level of advancement in MM: Level 2 (some successes, some funding, several initiatives started)

NFP: [Motiva Ltd.](#)

After years of hard work in the field of traffic safety, it is time for the Finnish transport sector to expand its view to include Mobility Management. In 2010, the [Finnish Transport Agency](#) was founded to deliver transport policy in Finland. Their competencies include the spread of Mobility Management practices. In this work, they are assisted by [Motiva Ltd.](#), an expert company promoting efficient and sustainable use of energy and materials, which acts as the National Focal Point (NFP) for Finland in EPOMM.

The concept of MM was introduced in Finland by three extensive and simultaneous projects in 2002 dealing with workplace mobility management and the general introduction and international experience of MM. In autumn 2010, 13 MM projects financed by the Finnish Transport Agency were launched to make MM action plans for five regions and promote sustainable transport options like cycling, public transport, travel planning at companies and schools, car-pooling and services near your home. During the annual [Mobility Week](#) (FI) and Cycling Week, the general public is sensitised to the importance of a more sustainable travel behaviour. Finland also has a national [web portal for sustainable travel](#) (FI), which is unfortunately not updated regularly.



The visual for the Finnish European Mobility Week (©Motiva)

Finland's partnership in [EPOMM-PLUS](#) allowed the country to build a national mobility management network called [LIVE](#) (FI), which already counts 330 members. Important challenges that remain are the evaluation and monitoring of MM measures, convincing more transport stakeholders of the benefits of MM and securing the availability of funds for MM to the Regions. With their participation in EPOMM, Motiva hopes to boost MM practices in Finland by learning from international experiences - especially from their neighbouring Nordic countries which have very similar transport systems. Sweden for instance, has been a member of EPOMM since 1999 and is already well advanced in the field of MM. They have a good working national network called [SWEPOMM](#). Both Finland and Norway have already adopted the Swedish [four-step-principle](#), a method to integrate MM with infrastructure planning.

"The EPOMM board seems to be very energetic and has many ideas to take the concept of Mobility Management further."

Sonja Heikkinen - Motiva

More information on the state-of-the-art of Mobility Management in Finland can be found in the [Finnish Mobility Management Monitor \(MMM\)](#). For more information on the MM network LIVE, please contact [Sonja Heikkinen](#) from Motiva.

Italy

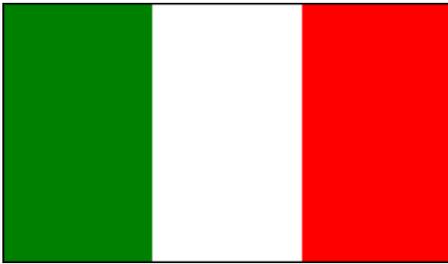
Area: 301,338 km²

Population: 60.3 million

Motorisation: 608 cars/1000 inhabitants

Modal split: car 65% of daily trips

Level of advancement in MM: Level 2 (some successes, some funding, several initiatives started)



NFP: [Euromobility](#)

Of the three new members, Italy has the longest experience in Mobility Management. The concept was introduced with a decree of the Ministry of Environment in 1998. It introduced the figure of the mobility manager for companies of more than 300 employees in one local office. A second decree in 2000 provided structural funding for MM and expanded the scope to home to school travel, travel plans for all highly-frequented sites and mobility managers for entire areas. At the moment there are about 67 mobility offices and 800 company mobility managers in Italy. These developments have made that Mobility Management in Italy is predominantly understood and carried out as a site-based activity. Through the networking and knowledge sharing in the EPOMM network, the Italian NFP [Euromobility](#) (the Mobility Managers' Association) hopes to extend the definition of MM as a concept to promote sustainable transport and manage the demand for car use by means of "soft" measures such as travel awareness, mobility education and marketing of sustainable modes.



Dai, Muoviti! A video about urban mobility in Italy in the last 150 years. (©Euromobility) (Click the picture to watch the video)

Several Italian cities have already broadened their view and have been successfully working on MM measures like car sharing, bike sharing, carpooling and communication campaigns. The municipality of Brescia for instance has introduced an online shopping service for employees of companies with a mobility manager, a carpooling project with an on board computer that identifies the carpoolers and calculates each person's charge, and a "Taste the bus" project that gives employees a free bus ticket for a month if they write down their impressions and comments in a travel log. Many other examples can be found on [Eltis](#) (search for *Italy* and *Mobility Management*).

"We are very happy to be a part of a very nice community that demonstrates a great desire to share experiences and is very open to innovation."

Lorenzo Bertuccio - Director of Euromobility

More information on the state-of-the-art of Mobility Management in Italy can be found in the [Italian Mobility Management Monitor \(MMM\)](#). For additional information on the Italian membership, please contact [Euromobility](#).

Benefits of EPOMM membership



EPOMM member states

EPOMM is still actively expanding its network. EPOMM is unique in that it targets national authorities, whereas other organisations and networks target local or regional authorities or individuals. The more countries join EPOMM, the greater the advantages of membership will become. Here is a short selection of these advantages:

- exchange of experiences on [MM measures](#) - networking between [countries](#);
- tailor-made support for the transfer of the best policies of other countries or from EU projects to your country;
- support in the formation and deepening of a [national network](#) on Mobility Management;
- raising the knowledge in your country on [European research programs and projects](#);
- opportunity to participate in EU R&D projects where EPOMM is a partner (e.g. [COMMERCE, SEGMENT](#));
- influence on EU institutions to recognize MM as a positive tool for a sustainable transport policy;
- opportunity to host the prestigious [European Conference on Mobility Management \(ECOMM\)](#) and a discount on the entry fee for all participants from your country;
- opportunity to translate and send out the [EPOMM e-update](#) as a national newsletter.

These are just some of the reasons why up till now 10 countries have decided to join

EPOMM. More benefits can be found in the [EPOMM brochure](#). For additional information, please contact the coordinator of EPOMM, [Karl-Heinz Posch](#).

Epomm.eu/TEMS presents modal split data from European cities



EPOMM is proud to present its new [TEMS database](#). TEMS aims to show the modal split of all cities in the EU with more than 100.000 inhabitants (there are well over 600 such cities). At the moment (19/09/2011), the database contains data from 148 cities that have been gathered by [EPOMM-PLUS](#) partners. This number is steadily growing. Cities are invited to [upload](#) their data directly into the database. The TEMS tool allows you to easily find all available data and to compare the data of up to 20 cities. EPOMM member states have the possibility to get more in depth analyses of the database. The project evaluation database [MaxEva](#) is going through a makeover and will be presented in a similar, much more user-friendly format. EPOMM is thus working to improve and standardise evaluation in Europe and to provide for the best tools for its members.

News from related projects



THE CIVITAS INITIATIVE
IS CO-FINANCED BY THE
EUROPEAN UNION

The [CIVITAS website](#) has been renewed. The website now contains an even richer collection of information in a more attractive and user-friendly design. Check it out and give your feedback via the [feedback form](#).

Upcoming events



- UITP Conference
5 - 7 October 2011 - Gothenburg, Sweden
[more information](#)
- CIVITAS Forum Conference
17 - 19 October 2011 - Funchal, Portugal
www.civitas.eu
- MMove Final Conference
16 November 2011 - Reggio Emilia, Italy



The EU project MMOVE (Mobility Management Over Europe: changing mobility patterns) will present its main achievements at the Final Event - see the [homepage](#).

The event will be at the heart of a 3 days appointment dedicated to sustainable mobility involving the city of Reggio Emilia, featuring also a meeting of the [Eurotowns network](#) Mobility Task Team on 15th November and a workshop on cycling in urban areas, organized by [CIVINET Italy network](#), on 17th November 2011.

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



Finnish Transport Agency



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