

## Toulouse hosts the 15th ECOMM edition



The well-named “Ville rose” (Pink City) - named because of its singular architecture and buildings made of bricks - will host the European Conference of Mobility Management from 18th to 20th May 2011. “Economic Recession: A New Dawn for Mobility Management” will be the central theme of ECOMM 2011 and will be developed through 4 subtopics.

You will find all the information on the Call for Papers on the dedicated website of ECOMM 2011: <http://www.ecomm2011.eu/en/contribution>

## “Economic Recession: A New Dawn for Mobility Management”



Since 2008, the economic recession has been impacting all the business and social activities in a severe way. This context also affected and still affects Mobility and Mobility Management (MM), which haven't been spared by this global situation: crucial projects have been postponed or aborted due to budget restrictions. These cuts tend to hit Mobility Management actions even harder as innovation remains more complex to defend. However, Mobility Management is a highly relevant solution to address mobility issues: its costs are much lower than transport infrastructure and its implementation can be very quick and efficient.

This global economic crisis should be seen as an opportunity. If Mobility Management is put to action in the right way, its benefits quickly can become evident. This is especially important in a rapidly changing world characterised by trends such as rising oil prices, globalisation and the internet revolution. Are we the witnesses of a New Dawn for Mobility Management?

## 4 subtopics to tackle ECOMM 2011

To address this extend theme, 4 subtopics will allow a more comprehensive approach. They will focus on the following issues:

### Mobility Management as a profession, a career, a business

MM has created and is creating many new job opportunities and MM is also changing job profiles: e.g. facility management staff or land use planners now need to have knowledge about MM. New business opportunities are also generated thanks to MM.



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#### Mobility Management, public space and road safety

Ensuring a safer use of public space is often a motive for implementing MM. For this reason MM may match very well with concepts, such as '[shared space](#)', that focus on enhancing road safety in public space. Public space will have to accommodate all those trips: be it by foot, (rented) bicycles or electric bike, vélotaxi, segway, tram, etc. This 'alternative' utilisation of public space causes new concerns about traffic safety and needs to be addressed.

#### Mobility Management and planning

The integration of transport planning, MM and land use planning have delivered some sensational results, for example in [Freiburg-Vauban](#) or in [Zürich-Sihlcity](#). Good land use planning is a key to reduced car mobility. Good usage of MM tools can reduce the impact of commuting, goods deliveries, and customer visits.

#### Mobility Management as an economic and commercial activity

MM may very well yield direct or indirect financial benefits to companies and businesses. Employers implementing a Workplace Travel Plan can benefit of cost reductions and healthier employees. A shopping centre that sponsors a direct bus service can attract new customers and real estate developers can make increase object prices through fewer parking spaces etc.

## ECOMM 2011 Call for Papers: submission until 17th December 2010

If you want to participate to the 15th edition of the ECOMM by presenting your main achievements or project results, you can and submit your paper by filling the Call for Papers form (in French or in English depending on the session format). Before that, we kindly advice you to carefully read the [Information of the Call for Papers](#). The deadline for submission is the 17 December 2010. The International Programme Committee (IPC) composed by European and international experts in the field of Mobility Management will evaluate your papers and you will be informed afterwards of the results of the evaluation process.

Special attention will be paid to the workshop format you will opt for: we want an interactive and dynamic ECOMM 2011 and will therefore prioritise papers that support this approach by choosing the Pecha Kucha format other innovative formats or training sessions.

The programme is under elaboration and will be available in March 2011 – in time for the online registration.

For any questions on the organisation of the event, on how to travel to Toulouse, for hotel accommodation, a [contact form](#) on the ECOMM 2011 website is at your disposal. The Tisséo-SMTC team in charge of the organisation will be pleased to answer you and give you all required information on the conference.

## About the cities' mobility strategy & experience

Toulouse, a city of more than 2000 years of history is located in the South-West of France, at the nexus of mountains, sea and ocean. Birthplace of Airbus, the capital of the Midi-



Pyrénées Region is also a very moving and lively place, definitely opened to the future, new technologies and scientific research. As the fifth French urban area with more than 900,000 inhabitants, Toulouse attracts around 15.000 new inhabitants per year. Integrated urban planning remains crucial in this context to provide to those newcomers quality housing, a good public transport offer, leisure infrastructures etc. Toulouse has been strongly working on sustainable mobility through essential actions and has taken solid commitments in favour of Mobility Management. A redefinition work on the guidelines of the urban mobility policy of the urban area of Toulouse, responding to the inhabitants, political representatives, and association's demands has been carried out. In that line, the most powerful urban planning tool existing in France, enforced by law, the Urban Mobility Plan (Plan de Déplacements Urbains ("[what is a Plan de Déplacements Urbains?](#)") is currently under review and should be adopted at the end of this year. In collaboration with the Toulouse local administrations and stakeholders involved in urban mobility, Tisséo-SMTC (the Public Transport Authority of the Greater Toulouse) is coordinating this important work with mobility objectives at 2030.

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