



Welcome to the electronic news on EPOMM!

Dear EPOMM-e-news readers,
we wish you a merry Christmas and all the best for 2007! Before the year is over, **the call for papers for the European Conference on Mobility Management (ECOMM) is still open. Details can be found on the [EPOMM-website](#).**

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Cyclists cover more kilometres in 2005



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According to the statistics of the Central Bureau for Statistics more kilometres have been cycled in 2005 compared to the year before. In 2004 13,8 billion kilometres were covered, in 2005 this number increased to 14,4 billion.

Also based on the numbers of CBS a greater distance was walked (increase from 4,0 billion to 4,2). More kilometres were travelled by motorcycle with numbers of 14,4 billion in comparison to 13,8.

The total number of travelled car kilometres decreased from 95,3 to 94,9 billion, the same as the number of car passenger kilometres (56,2 to 53,9 billion). Train kilometres also decreased from 15,5 to 14,1 billion.

For more information (in Dutch only) visit www.fietsberaad.nl

For more statistics (available in English) visit www.cbx.nl

Green Awards for "you're better off by bike"



Cycling is becoming
more popular

Transport for London's (TfL) Summer Cycling Campaign, "You're better off by bike", has come top in two of the categories at the first ever Green Awards.

The awards, which were held in London in the last week of November, recognise outstanding creative work and commitment in communicating the importance of environmental issues, sustainable development and ethical issues in advertising.

TfL won the categories for Best Radio Advertisement and Best Outdoor Advertisement Campaign. London has seen a dramatic rise in the number of people cycling during the past five years with a 72 per cent increase on London's major roads since 2000. It is estimated that there are now approximately 450,000 cycle journeys a day across London as a whole. Investment in cycling has risen from £5.5 million in 2000 to £24 million in 2006/7. TfL is investing this money in cycling infrastructure, training, promotion and education.

'The "You're better off by bike" campaign was a huge success, and, along with TfL's work on improving cycling infrastructure and education, has helped contribute to the tremendous growth in popularity that cycling has had in London in recent years.'

The "You're better off by bike" campaign ran on posters, in print and broadcast and even on the side of shopping baskets and petrol pumps, in the spring and summer of 2006.

For more information on the Green Awards, please have a look at www.greenawards.co.uk

CURACAO launched in Stockholm



Road User Charging (RUC) is one of the most powerful transport demand management tools, having already been successfully implemented by several European cities (e.g. London and Rome). CURACAO (Coordination of Urban Road-user Charging Organisational issues) is a European Commission funded project which aims to coordinate research in this area, and monitor the results of the implementation of road user charging schemes. The project kick-off meeting was held in May 2006 in Stockholm, where the first results of Stockholm congestion charge trial were also discussed.

Building on the work of the PROGRESS, CUPID and EUROPRICE projects, CURACAO will review the complete process of setting up a Road Use Charging (RUC) scheme. This will include setting objectives, designing the scheme, selecting the appropriate technology, predicting impacts and achieving acceptability. It will compare and contrast the approaches adopted by cities throughout the world (but particularly Europe) and draw up best practice advice.

Its target audiences range from cities where pricing schemes are already in place to those engaged in a fact finding exercise.

For more information, please see the project website www.curacaoproject.eu

270 million Euro for sustainable mobility



The new Italian financial plan allots 270 million Euro at a special fund for sustainable mobility. This amendment was decided by the new Italian government. The annual allocation is about 90 million for three consecutive years. The main objectives are first increasing the efficiency of public transport (in particular those means with the lowest emissions) and second, favouring those cities and communities which have major environmental problems.

The article 160-bis. of the new financial plan allots for interventions to improve the quality of air in urban regions as well as for the strengthening of public transport about 90 million Euros for each of the years 2007, 2008 and 2009 through a special fund. Priorities join the following measures:

- increasing the efficiency of public transport (in particular those means with the lowest emissions) and second, favouring those cities and communities which have major environmental problems
- incentives for a intermodal behaviour
- introduction of a system of incentives and disincentives to advantage sustainable mobility
- valorisation of instruments like mobility management or car-sharing
- realisation of protected home-school-routes
- reorganization and rationalisation of the transport and good delivery sector through a new sorting system that allows a better logistic organisation as well as the progressive obligation to use vehicle with low environmental impact
- realization and improvement of the marsh gas, liquefied petroleum gas, electrical and hydrogen networks
- promotion of urban bicycle mobility, bicycle paths and networks

Further information (in Italian only): www.clickmobility.it

Monaco introduces carpooling



Every day thousands of persons take their car to drive to work in Monaco. To tackle this illogical situation of all these solo car trips, Monaco decided to start a carpooling project. The carpooling initiative in Monaco was launched at the end of September 2006 and focuses on all people working in Monaco, regardless of salaries or functions. In total about 45.000 persons are envisaged for this campaign.

The internet service www.MonacoVoiturage.mc is developed to assist people working in the Principality of Monaco. On the website it is possible to find all benefits of carpooling. The research results will be displayed on this website and information can be easily downloaded. The monacovoiturage offers users discounts in city centre parking lots when they have subscribed in the carpool database.

The campaign is symbolized by a box of eggs that attracts attention. The accompanying communication includes:

- a poster campaign
- flyers distributed on main access roads of the Principality
- radio spots during peak hours
- website

The first results are very encouraging as more subscriptions can be found each day.

More information on www.monacovoiturage.mc

Contact: Gouvernement de la Principauté de Monaco - C. Boffa - cboffa@gouv.mc

For more information on other carpooling initiatives in France, please visit www.greencove.fr

Talked about...



"we must not neglect the role of rail transport, an important transport mode, which can offer solutions to some of our most crucial problems in transport, such as environmental concerns and sensitivity to variations in fossil energy prices"

Jacques Barrot, European Commissioner for Transport and Vice President of the Commission

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