

EPOMM treaty of Maastricht – ECOMM 2017 ***Dream Big, Think Big and Act on it together!***

This Maastricht treaty is all about dreams, just like 25 years ago. It is the outcome of ECOMM 2017 - the European Conference on Mobility Management. Over 400 participants joined the discussion on how to achieve our big dreams using the instruments of Mobility Management in Europe and beyond. At ECOMM 2017 we agreed on the following essential conclusions:

1. Dream Big: happy people and a sustainable planet.

Mobility is an important part of everyday life. It enables people to “hunt” for their dreams. At the same time its external effects threaten overall happiness. Striving for *liveable* cities is not enough. We have to dream big: Our ambition is creating pleasant cities and pleasant rural areas with happy people and a sustainable planet powered by renewable energy.

2. Think Big: bring focus, but do not lose the big picture

A multitude of focused actions are needed to realize big dreams. Meanwhile, we always have to take the big picture into account. For example, car policy has to include striving towards lower car usage and lower car ownership, electrification of the fleet and social inclusion for those without realistic alternatives. All of these instruments are needed to achieve our big dreams.

3. Act on it...and do not be afraid to fail!

There are disruptive forces and newcomers from outside. Sectoral lines are blurring and policy focus is shifting towards sustainability. Society is changing rapidly and so is our transport system. This demands us to act. Do not be afraid to fail. Try things out, do pilots, learn from it and scale-up successes. Technological and market developments provide us with a lot of tools to do so!

4. Not alone, but together!

We must work together! Collaboration on all institutional levels is needed. This includes all levels of government (EU, national, regional and local level) and also public and private partners. Working together means: combining strengths, accepting the variety of stakeholder goals and trusting each other. Examples from different Member States show that Mobility Management in such PPP constructions work best in integral package deals.

Next steps

Roughly 400 participants of the ECOMM 2017 are now collaborating as dream owners. Together, we will do everything in our power to realize our dreams.



Redirecting 5% of resources from infrastructure to Mobility Management could potentially double the results. So we ask the EU to create conditions for borderless collaboration, take away barriers, facilitate exchange of knowledge and develop a strong EU policy on Mobility Management. We invite the EU to embrace best practices and lessons learned from countries with successful Mobility Management programmes, as well as to stimulate PPP in all member states.

The upcoming EPOMM strategy book will bring us one step closer to achieving our goals.

