

## **7. European Conference on Mobility Management Karlstad (Schweden), 21. – 23. Mai 2003**

Vom 21. – 23. Mai 2003 findet in Karlstad (Schweden) die 7. Europäische Mobilitätsmanagement-Konferenz statt. Die Konferenz setzt sich zum Ziel, Information, Kommunikation, Organisation und Koordination als wichtigste Instrumente eines erfolgreichen Mobilitätsmanagements zu vermitteln. Erfolgreiche Beispiele können auch vor Ort erlebt und besichtigt werden: So hat Karlstad im innerstädtischen Bereich den motorisierten Individualverkehr zwischen 1994 und 2000 um 30% reduzieren können; als erste schwedische Stadt hat Karlstad eine Mobilitätszentrale realisiert.

Bis am 2. Dezember 2002 können Interessierte Projekte eingeben, die im Rahmen eines Referates, eines Workshops oder der begleitenden Ausstellung präsentiert werden könnten.

Organisiert wird die Veranstaltung von der EPOMM (European Platform on Mobility Management). Sie bildet ein Netzwerk von sieben EU-Staaten, das von der Europäischen Kommission unterstützt wird.

### Weitere Auskünfte und Informationen:

Roberto De Tommasi  
synergo, Planung und Projektmanagement  
Postfach 4925  
CH-8022 Zürich  
Tel.: ++41-1-211 40 12  
Fax: ++41-1-212 39 07  
E-mail: [detommasi@synergo.ch](mailto:detommasi@synergo.ch)  
[www.synergo.ch](http://www.synergo.ch)

European Platform on Mobility Management  
[www.epomm.org](http://www.epomm.org)

18. Oktober 2002

**CALL FOR PAPER/FIRST ANNOUNCEMENT**



**7<sup>th</sup> EUROPEAN CONFERENCE  
ON MOBILITY MANAGEMENT**

# **ECOMM 2003**

**KARLSTAD, SWEDEN  
21 - 23 MAY 2003**

**[www.karlstad.se](http://www.karlstad.se)  
ONE CITY. MANY FACES.**



**7<sup>TH</sup> EUROPEAN CONFERENCE  
ON MOBILITY MANAGEMENT**

**ECOMM**

**2003**

**21 - 23 MAY**



**KARLSTADS KOMMUN**

City of Karlstad



**Karlstad  
University**



Länsstyrelsen  
Värmland

**County Administrative  
Board of Värmland**



**Vägverket**

**Swedish National  
Road Administration**



**EPOMM**

## INTRODUCTION TO ECOMM

EPOMM, the European Platform On Mobility Management, is a network of seven EU states supported by the European Commission. Under EPOMM's supervision, the European Conference on Mobility Management (ECOMM), has grown into a well-established and highly regarded series of annual conferences. Former ECOMMs took place in Amsterdam, Nottingham, Münster, Bregenz, Rome and Gent. The purpose of ECOMM is to develop and promote the concept of Mobility Management and increase knowledge about the subject.

ECOMM 2003 will take place on 21-23 May 2003 in Karlstad, Sweden. The conference starts with excursions and a reception in the evening the 21 May. The conference lasts for two days (22-23 May) with plenary sessions, keynote speeches and workshops. There will also be an exhibition for companies and organisations related to the theme of the conference.

## MOBILITY MANAGEMENT

Mobility Management is primarily a demand-orientated approach to passenger and freight transport that involves new partnerships and new tools. The aim is to support and encourage a change of attitude and behaviour towards sustainable modes of transport. The tools of mobility management are based on information, communication, organisation and co-ordination. These tools require promotion. Mobility Management, which is both a novel and promising concept to promote sustainable transport, varies from country to country both in terms of scope and level of implementation. ECOMM seeks to remedy this. See [www.epomm.org](http://www.epomm.org).

## THEME OF THE CONFERENCE

### **Managing transport demand to attain sustainable development and economic effectiveness - why and how?**

The use of cars is growing steadily and has negative consequences such as pollution and daily traffic congestion. Statistical forecasts show that demand for passenger and freight transport is increasing. How can mobility management help to break down the connection between economic growth and transport growth?

New forms of co-operation are required to bring mobility management into the early phases of planning processes. New structures, forums and meeting places must be developed. How will the new structures and new partnerships function and what status will they have? How can mobility management be implemented in the planning process?

## THE SETTING FOR THE CONFERENCE

The choice of the Swedish city of Karlstad as the location for ECOMM 2003 is no coincidence. The municipality has worked hard over many years to improve the quality of the air in the city centre. An environmentally adapted traffic plan resulted in a 30% fall in inner city car traffic between 1994 and 2000. Karlstad was also first city in Sweden to set up a mobility centre, called the Transport Advisory Service (TAS). The overall aim of TAS is to argue for changes in individual attitudes and behaviour in traffic and environmental matters in Karlstad.

# WORKSHOP TOPICS

## DAY 1

**Workshop 1: How to use mobility management to decouple economic growth and transport growth?**

### TRAFFIC, ENVIRONMENT AND GROWTH

#### **1a, Best practice - focusing on decoupling**

Rising economic growth for companies, cities, regions and nations means greater demand for transport. We know that transport growth also has negative consequences for the environment, accessibility and safety. Are there good examples of how society can break the link between economic growth and transport growth?

### MONITORING AND EVALUATION

#### **1b, Travel pattern analysis and process feasibility surveys as a basis for mobility management strategy and actions**

The key factor in changing behaviour is good knowledge about wishes and demands concerning transportation of both personnel and goods. It is also important to have good information about existing transport resources. Are there any good examples of how demand-orientated surveys have resulted in new and more sustainable transport patterns?

### INTERACTION BETWEEN LAND USE AND TRANSPORT PLANNING

#### **1c, Interaction between spatial planning and mobility management**

Spatial development has an influence on mobility and needs to go hand in hand with mobility management. Mobility plans and transport policies have an important role to play in handling increased mobility and transport demand. Are there any good examples of interaction between transport policies and spatial planning?

## **PUBLIC TRANSPORT**

### **1d, How can public transport meet the increased mobility demand?**

There are many ways for public transport companies to make the use of public transport more efficient and competitive. One opportunity is partnerships with car-sharing and bicycle operators, another is new technology. How can a better use of public transport be realised? Are there any ongoing projects in this field?

## **FRAMEWORK CONDITIONS**

### **1e, The framework conditions for mobility management in conurbations (cities and other surroundings) and for rural areas.**

The conditions for implementing mobility management differ between rural and urban areas. For instance: there are many networks and partnerships in urban areas which affect opportunities for mass communication. The conditions for public transport also differ between rural and urban areas. What is the difference in implementing mobility management in rural and urban areas? Can we learn from the experiences of others?

## **EFFECTIVE PARTNERSHIP**

### **1f, Quality partnerships to generate demand for alternative transport**

One of the keys to success in the field of mobility management is a good strategy for building effective partnerships and complementary interaction between the demand and supply sides. Are there any good examples of co-operation between different levels, partners, etc. in society? Effective partnerships require quality standards, strategic and operational plans, result monitoring and the identification of good leadership qualities. How can we inject quality into mobility management partnership networks?

## THE TRAVELLER

### 1 g, Services and products for the traveller

In coming years the challenge will be to enforce the market for new services and products and to make the traveller the central focus point of policy and research. The interaction between the market sector, authorities and the traveller needs to be developed. Which new roles will emerge?

## DAY 2

### Workshop 2: Implementation of mobility management in the spatial planning process

## LINKS BETWEEN POLICY FIELDS

### 2a, The role of mobility management within the planning process for sustainable development and transport

How important is it to integrate mobility management in the planning of land use and other fields such as health, leisure and culture? What will the effects be on economic development, accessibility, health and safety? How can mobility plans or strategies be implemented in the planning process?

## NEW PARTNERSHIPS

### 2b, The need for new structures, partnerships and interaction for implementation

New forms of co-operation will be needed to implement mobility management at an early stage. New structures, forums and meeting places will be developed. This workshop will focus on the new structures that will support the implementation of mobility management. How do the new structures and new partnerships function and what status do they have?

## **INCENTIVES**

### **2c, Driving forces and incentives for implementation**

Mobility management can optimise a whole system, providing better quality of life and more efficient use of resources. The driving forces can be partnerships of any kind, commercial interests, quality of life and business profits. Are there any other driving forces and how can they be used in the best way?

## **NEW TECHNOLOGY**

### **2d, Flexible work, flexible travel and the new technology**

Technological development within transport has given us opportunities that can be used as tools in mobility management. One example is telematic systems. How can the new technology accelerate the development of mobility management? Are there more opportunities that can be used regarding the new technology?

## **MARKETING**

### **2e, Key factors in achieving sustainable change in attitudes and behaviour**

Attitudes and behaviour can be changed. The main task is how to achieve sustainable change. Marketing plays an important role. What is the key to successful marketing of mobility management activities? How do we deal with the customer perspective?

## **BENCHMARKING**

### **2f, Learning to perform good benchmarking**

Effective partnerships are dependent on many different factors. One is benchmarking. How can you use benchmarking to achieve good results in mobility management?

## CALL FOR PAPERS

Abstracts are invited on the outlined topics (1a-1g and 2a-2f). The abstracts must be written in English. They should include the main conclusion of the proposed presentation and should indicate the relevance for the conference theme. Each abstract must select one main topic (1a - 2f).

An international programme committee will evaluate the abstracts. The final selection is subject to the quality of the full-length paper. If accepted the (co-) author must present the paper personally.

The conference language is English.

Abstract requirements:

- Abstract title
- Author, organisation and contact details
- Type of presentation
- Main topic (select one workshop from 1a - 2f)
- Objective, short description of the project and conclusions
- Indicate relevance to the conference theme
- Min. one page / max. two pages written in English

Your abstract may be selected to be included in EPOMM's database of mobility management examples. If you do not want your project to be included, please mention this explicitly.

Send your abstract not later than the *2nd of December 2002* to Langzaam Verkeer, e-mail: [ecommm@langzaamverkeer.be](mailto:ecommm@langzaamverkeer.be). Contact persons are Jos Zuallaert and Evelyne Sauvage tel. +32 16 239465. You can also submit your abstract through the EPOMM website: [www.epomm.org](http://www.epomm.org).

## **CONFERENCE PRE-REGISTRATION**

If you are interested in participating and if this invitation was not sent to you personally, please complete and return the attached pre-registration form. The form can also be downloaded from the website of the European Platform on Mobility Management [www.epomm.org](http://www.epomm.org) and from [www.karlstad.se/ecommm](http://www.karlstad.se/ecommm).

The detailed conference programme, registration form and accommodation details will be sent out in February 2003.

## **EXHIBITION**

The venue provides possibilities for smaller exhibitions. If you are interested, please contact Helen Janelöv, tel. +46 54 29 51 41, or by e-mail: [helen.janelov@karlstad.se](mailto:helen.janelov@karlstad.se)



## PRE-REGISTRATION FORM

I am interested in participating in ECOMM 2003 as a participant

Name	First name
Title	
Position	
Organisation/Department	
Address	
Country	
Telephone	Fax
E-mail	

Please send this form to:

[info@traffpunktkarlstad.se](mailto:info@traffpunktkarlstad.se) or

ECOMM 2003 Träffpunkt Karlstad

Nattvindsgatan 1

65221 Karlstad, Sweden

Fax: +46 54 85 36 19

Note your pre-registration with "ECOMM 2003"

## KARLSTAD AND ITS SURROUNDINGS

Karlstad is the capital of the county of Värmland. It is home to an innovative, new university and is an international centre for the pulp and paper industry. The city has a dynamic consulting and services sector, and is a popular destination for tourists. Karlstad is known for its environmental awareness, good communications and its open, green city centre and its high ambitions on transport- and environmental issues.

Karlstad is an excellent centre for a conference. Nearly all the conference facilities can be reached on foot, and the hotels are situated not far from the conference halls. Karlstad has 2,500 hotel beds and offers a wealth of entertainment. The conditions for a successful conference, both during the day and evening, can therefore be well provided.

Karlstad is situated in the southern part of Sweden between Oslo and Stockholm. Communications with Denmark and Norway are very good. High-speed trains reach Stockholm in just over two hours and Oslo in just under three. The inter-city train from Gothenburg to Karlstad takes around three hours. The new airport is situated 10 kilometres from the city centre. Regular flights to and from Stockholm and Copenhagen link Karlstad to the rest of the world.

For more information see [www.karlstad.se](http://www.karlstad.se)



# KARLSTAD

