

Our habitat – a small and beautiful spaceship!



Fast, rich, vulnerable, with limited resources!

**Alliance of Countries
to promote
Mobility Management**

**EPOMM Member
States**

EPOMM Partners







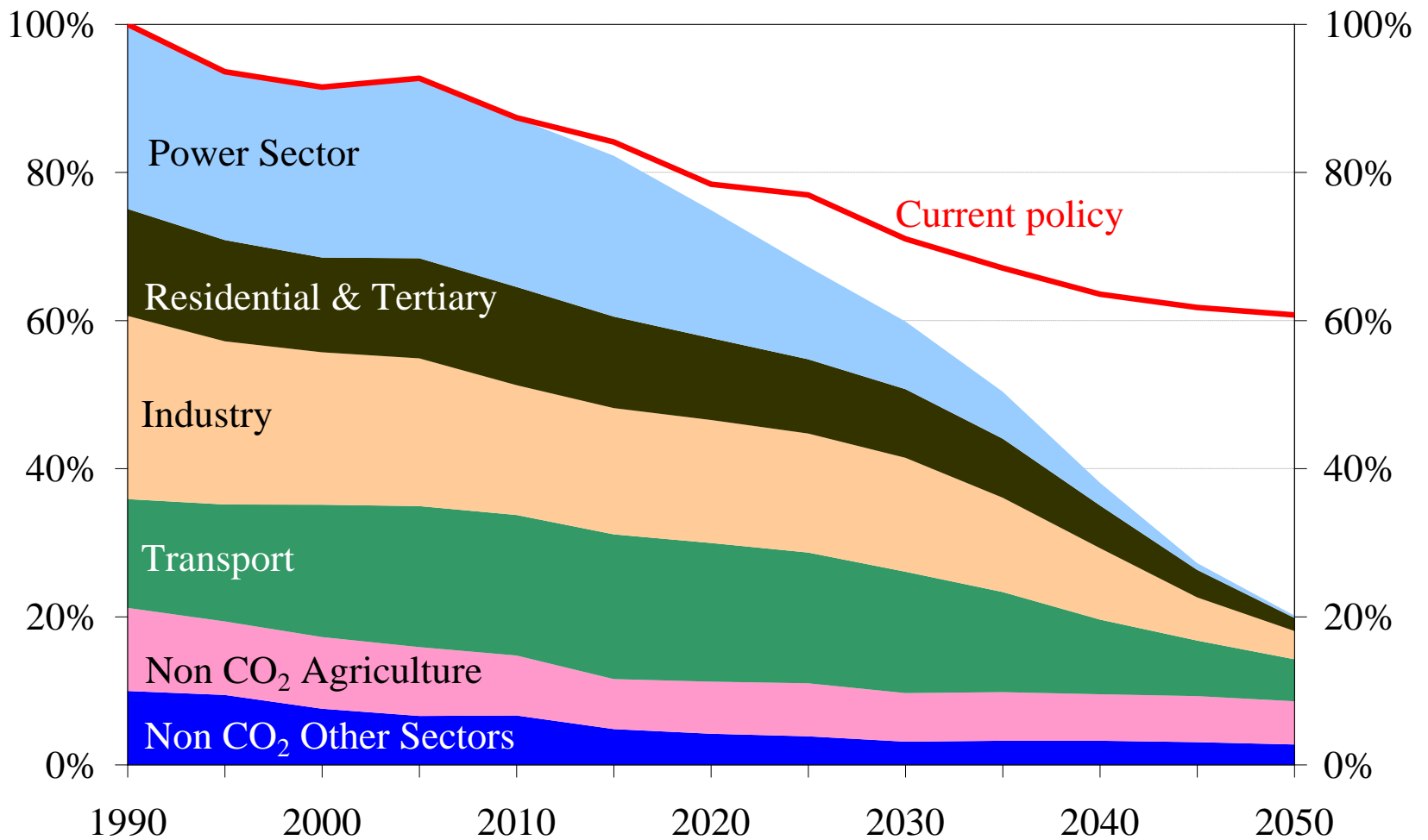


But just a gentle REMINDER: Mobility and transport pose major challenges

- **25% EU GHG caused by transport, 71% road related, +27% increase 1990-2009**
- **96% EU dependence on fossil fuels, 84% imported, costs 210 billion € (in 2010)**
- **high burden of health risks due to air pollution and noise**
- **30.900 killed humans in EU transport fatalities (2010) -44% since 2001**
- **big economic and social importance 6% GDP, 6% employment**
- **high environmental and health costs, as well as congestion losses**
- **750 millions cars globally, (240 millions in EU), may triple globally by 2050**
- **60-85% cars with only 1 person (UK), 50% of trips less than 5km (AT)**
- **EU freight transport + 80%, passenger transport +51% 2005-2050**
- **decrease of free choice of mobility, increase in car dependency**



Major challenges and objectives





Important EU objectives

EU Low carbon economy road map 2050:

- **-80 % GHG reduction by 2050**

EU White Paper Transport:

- **-60% GHG emissions of transport by 2050**

EU climate and energy package targets 2020:

- **+ 20% renewable energy, + 20% energy efficiency, -20% Non ETS GHG emissions**
- **10% share renewable energy in transport**



The 5 angels of Gävle – Concluding 10 commandments

- ❖ 1 Do it for the citizen**
- ❖ 2 Change the mobility culture and make people aware of sharing**
- ❖ 3 Make public transport better and simpler**
- ❖ 4 Push human powered mobility and make walking&cycling convenient**
- ❖ 5 Getting the price right**
- ❖ 6 Adapt regulations for land use, buildings, city and street design**
- ❖ 7 Address and involve target groups**
- ❖ 8 Create alliances – join forces and create partnerships**



The 5 angels of Gävle – Concluding 10 commandments

- ❖ 9 Implement mobility management as bridge to combine planning, logistics, infrastructure and technology – policy integration instead of sector isolation, minimize counterproductive effects, maximize benefits**
- ❖ 10 Get also national governments and EU involved – provide supportive frameworks on national and EU levels to support cities and regions, companies, schools youth developing and implementing environmentally sustainable mobility - change policy approaches and priorities**



Change of approaches in transport strategies needed

Technology

Infrastructure

Mobility Management

Getting prices right

Reorientation of land use

Technology

Infrastructure

Mobility Management

Getting prices right

Reorientation of land use



Mobilise positive potentials of Mobility Management

- ❖ For achieving consistency in the package of measures and instruments
- ❖ For avoiding isolated approaches and counter productive effects
- ❖ For making full use of potentials of new technologies and services
- ❖ For making better use of infrastructure capacities and mobility services
- ❖ For changing user behaviour, stimulating and facilitating mobility actors

Mobility Management implemented broadly can make a difference:
e.g. Austrian program klima:aktiv mobil: 4.900 partners save 570.000 To CO2 p.a.





Bridging the gap between targets and reality **Firenze Messages to EP, EC, I-EU-Presidency**

- ❖ **1. The EU is currently facing a number of significant challenges: namely economic crises, climate change, the dependence of transport on fossil fuels, and health risks including rising obesity. Yet there are also opportunities. In particular, the growing availability and use of new technologies and mobility services. Ambitious targets need to be set and concerted actions towards sustainable mobility!**



Create bridges to take advantage of opportunities Firenze Messages to EP, EC, I-EU-Presidency

- ❖ **2. Mobility Management can potentially deliver effective solutions to these challenges and ways of taking advantage of these opportunities, but to do so need to be more strongly supported at the national and EU level, as demonstrated by the growing evidence of good practice presented at ECOMM 2014..**



Build bridges to overcome isolated sectoral approaches Firenze Messages to EP, EC, I-EU-Presidency

- ❖ **3. Mobility Management therefore should become an integrated part of not only local and regional policies, but also of national and EU policies, strategies and plans in the transport, health, environment, regional development and land use, economic, technology and infrastructural sectors.**



Build bridges between cities, regions and national level Firenze Messages to EP, EC, I-EU-Presidency

- ❖ 4. In particular, Mobility Management networks need to be created and supported at the national level to facilitate this integration so as to promote the exchange of knowledge and good practice between policy makers, stake holders, experts and practitioners more broadly.



Create the EU bridge to a green, fair and prosperous mobility future Firenze Messages to EP, EC, I-EU-Presidency

- ❖ **5. Finally, a European Master Plan for Mobility Management needs to be developed as a strategic supportive framework to mobilise the positive potentials and good practice experiences of Mobility Management; to promote the integration of Mobility Management in policies, strategies and plans; and to set up measures and actions to promote Mobility Management to become a key element of European Union policies.**



The new European Parliament and European Commission as well as the Italian EU Presidency are invited to take these conclusions and messages into account while setting the future priorities of the EU policies, strategies and actions.



EPOMM helps to bring MM on the European Agenda

- EPOMM is committed to further promote a broad implementation of mobility management in Europe sharing the positive potentials and results
- EPOMM is committed to support and contribute to the development of a European Master Plan for Mobility Management cooperating with the EU
- EPOMM will intensify regular contacts and information events with EU Institutions and commenting European legislation, white and green papers
- ECOMM2014 in Firenze, ECOMM2015 in Utrecht, ECOMM2016 ??
- Providing information www.epomm.eu and building up cooperations with EUROCITIES, POLIS, UITP etc and participation in EU projects e.g. ENDURANCE



EPOMM helps to push MM also on the national level

- Support for national networks on MM – with National Focal Point NFP like SWEPOMM, BEPOMM, DEPOMM
- Facilitates networking on MM between cities, regions, national governments
- Sharing good practices between networks in other countries
- Policy transfer and capacity building trainings, MaxEva, TEMS ...
- NFP Workshops and national meetings with EPOMM-experts





ECOMM
European Conference on Mobility Management
FLORENCE 2014



creating the bridge to a green, fair and prosperous mobility future

**Mobility management can really make it happen!
Let's start to create the bridges and promote mobility management!**

