



Mobility Management – key factor for European development

16th EUROPEAN CONFERENCE ON MOBILITY MANAGEMENT 2012

Instructions

Please read these notes carefully before completing the form below.

Your proposal should clearly focus on the main theme of the conference, and this should also be reflected in papers addressing one of the sub-topics listed below.

Please stick to the advised length in the submission form! If you think it is absolutely essential to provide additional information for a better understanding of your proposed paper or session, please attach it to your application.

Innovative workshop formats

Special attention will be paid to the workshop format you select. We want an interactive and dynamic ECOMM 2012 and will therefore prioritise papers that support this: by adopting the Pecha Kucha approach, other innovative formats or training sessions. Note that there are only 20-30 places for the more traditional PowerPoint presentations, and therefore these will have to be of excellent quality. Presenters will be encouraged to maximise the use of images and to reduce the amount of text!

We have had success at recent events with innovative formats. We rely on your imagination and innovative mind to follow this path for ECOMM 2012 and in doing so to continue to improve the learning and networking experience.

Gender mainstreaming

Higher female participation in transport policy decision making and planning is important. Female participation in Mobility Management is good and ECOMM 2012 aims to have a general participation of 50% females.

Relation to EU-projects

EU-projects have the opportunity to present in the European Projects Hall (with stands) – for this option please contact the organisers. There is also the option to have a workshop dedicated exclusively to your

project: if you plan to do this, please clearly describe the concept. If your paper describes the cooperation, dissemination in the framework of an EU-project, please mention this – as it is important for putting your paper into context in the conference programme.

Electric Mobility and new challenges for our cities

New challenges for our cities

E-mobility, re-urbanisation, metropolization, cultural and socio-demographic change, economic crisis and constraints

Electric Mobility is one of the main themes at this Conference

Following EU politics and national mainstreams we have to consider that Electric Mobility is one of the most important challenges of changing mobility. We are all aware that there are a lot of challenges for our cities: the central role in a metropolitan region, cultural and demographic change, , the economic crisis which severely strains many city budgets, and to this come the requirements from the EU White Paper, EU targets for climate protection and cleaner vehicles, national contributions to these themes etc. The re-urbanisation brings higher density of land use in cities while at the same time there is still the movement of people to suburban regions in ever larger metropolitan areas. There also seems to be a change of core values, for example there are indications that in many countries, most young people now prefer other status symbols than cars.

How can we use these changes for Mobility Management (MM)? What can MM contribute to (re-)establish living city districts and city centres that offer an attractive lifestyle for all inhabitants?

We cite the EU White Paper 2011: “In cities switching to cleaner transport is facilitated by lower requirements for vehicle range and higher population density. Public transport choices are more widely available, as well as the option of walking and cycling. Cities suffer most from congestion, poor air quality and noise exposure. Urban transport is responsible for about a quarter of CO₂ emissions from transport, and 69% of road accidents occur in cities. The gradual phasing out of ‘conventionally-fuelled’ vehicles from the urban environment is a major contribution to significant reduction of oil dependence, greenhouse gas emissions and local air and noise pollution. It will have to be complemented by the development of appropriate fuelling/charging infrastructure for new vehicles.

A higher share of travel by collective transport, combined with minimum service obligations, will allow increasing the density and frequency of service, thereby generating a virtuous circle for public transport modes. Demand management and land-use planning can lower traffic volumes. Facilitating walking and cycling should become an integral part of urban mobility and infrastructure design.”

We encourage you to consider this document from the EU-Commission and see it as an additional challenge, support or restraint for mobility management in cities faced with many challenges.

Central topics of the conference

1 E-mobility – New opportunities for Mobility Management!?

This is intentionally put as topic Nr. 1 – as the trend to e-mobility is currently very strong and MM should not ignore it. Therefore we welcome supportive as well as critical arguments on e-mobility (resources, concepts, sustainability etc.) but are not looking for fundamental papers on e-mobility itself, as it has been addressed on many other conferences. We are looking for the connection between e-mobility and MM.

- Electric mobility and Mobility Management: State of the art in Europe and in different countries
- How can E-mobility successfully be combined with Mobility Management? How does e-mobility then relate to other sustainable mobility forms.
- What new approaches and new mobility offers will there be? What framework conditions should be taken into account?
- E-mobility and sustainable transport: Can e-mobility exist besides other mobility forms, in cooperation or instead of?
- Examples for good or bad integration of e-mobility in mobility and Mobility Management concepts (approach, content, success factors and factors hindering a good integration)

2 Mobility management as a regional factor

In metropolitan regions and in polycentric areas with strong spatial connections, interactive cooperation and networking of the different actors can be one of the most important success factors for implementation of mobility management programmes or actions. How can MM facilitate and improve inter-regional cooperation? What evidence exists, what situations /applications deliver the biggest benefits?

- What are the different kinds of organisation and process design in the region including common targets, role models and best practice examples
- Use of mobility management as locational advantage and economic development factor for the region
- How to get regional employers and other mobility generators to take up their role and responsibility
- Success factors and obstacles
- Can MM in this context thrive as a profession, as an economic and commercial activity?

3 Experiences from Cooperation in European Projects

European money funded projects are an import factor for developing Mobility Management and transnational cooperation and exchange of experience. In the funding period 2007 – 2013 there are a lot of successful projects which can share their experience with other people working on Mobility Management. This exchange should be a special part of this ECOMM.

- Presentation of European projects in the other topics workshops
- Presentation of the different projects in the European Projects Hall (with stands)
- Workshop about European projects (expectations for the new founding period, building of partnerships, European cooperation, projects concerning the big changes: elder people, new technologies etc.)
- Dissemination of project results
- Synergy between different European programs

4 Awareness and Lifestyle – Considerable inputs for Mobility Management?

We are looking for examples of MM programmes, concepts and measures that are considering lifestyle aspects, new lifestyle groups or pushing a sustainable mobility culture in a city or region (type, content, organisation, problems, framework conditions, effects). How can we address different groups – for example Decision makers, the business community and other lifestyle communities? In this context we are interested in:

- Trends, perspectives and significant changes in mobility behaviour.
- New lifestyle groups and the role and status of mobility in these groups and in general.
- Lifestyle-cycles: What are the inputs for MM and how can they be used?
- How can MM support a sustainable mobility culture in a modern society?
- Climate protection as door opener: How can climate protection programs support the implementation of MM measures?

5 The challenge of socio demographic changes – migrants and an aging population

How does MM react on these changes? How does MM address these new target groups? Can MM support integration of migrants? In this framework, we're looking for:

- Characteristics of mobility behaviour and mobility demand
- Challenges for the design of Mobility Management programmes and measures, such as barrier free access and social inclusion.
- Examples of existing MM programmes and concepts.
- How to involve other cultural groups? How to get in contact to these different groups?
- Barrier free access to Mobility Management and social inclusion.

6 Regeneration of Cities – Contributions of Mobility Management

Very many cities are in a process of re-urbanisation, regeneration and aim for making the location's more attractive and reconquering of urban spaces and streets, especially in inner cities.

- How can we integrate mobility management into these processes?
- How can MM effectively be integrated in the process of city development or area development? With what types of measures, products etc. can Mobility Management contribute?
- Examples of successful integration of MM in re-urbanisation projects of cities (measures, organisation, actors, target groups, problems, success factors, effects).

7 DECOMM 2012 – German mobility management network goes Europe

The German Mobility Management network is still growing. Currently a lot of initiatives and stakeholders with different organisational background dealing with a wide range of topics and following different strategies are getting involved. In 2011 we started with the first DECOMM – German Conference on Mobility Management in Dortmund. The main aim was to establish a frequent exchange between researchers, planners, practitioners, policy makers and consultants.

On ECOMM 2012 we want to offer an exchange of the German Network on Mobility Management with focus on the needs and solutions for smaller and medium-sized towns. Two formats will be offered:

1) Under influence of decreasing financial resources, negative ecological impacts of increasing car-use und car-ownership and with the goal of ensuring mobility in the peripheral and more rural parts of our agglomerations, even smaller an medium sized cities start to set up Mobility Management strategies.

We would like to present successful Mobility Management Concepts of small and medium sized towns and discuss possible strategies to implement Mobility Management permanently.

Therefore especially smaller and medium-size towns are invited to present their approaches, measures as well as their challenges and open questions, so that beside the presentation-format an opened lively discussion alongside this questions can take place.

2) Formal and informal networks on Mobility-Management are invited to have a poster presentation including a short statement about their organisation, aims, target groups in form of a “speed dating”.

Please note: This session will only be held in German!

Your presentation can be in 4 different formats, please choose the one you think is most suitable.

Formats

In this ECOMM, the number of parallel sessions has been limited to four. Therefore, you can expect an audience of between 50 to over 100 persons. The duration of each parallel session is 1 hour 30 minutes.

1) Presentation Workshop

In this kind of workshop 3 papers are presented, with ensuing discussion. The papers are grouped together so that they have a common theme or are related to each other. This has been the traditional dominant workshop format in all ECOMMs. This year, there are only a maximum of 20 to 30 places available for such papers. You are encouraged to sign up for other workshop formats, which are likely to be more interactive.

2) Pecha Kucha and Poster Session (IN ENGLISH ONLY):

A Pecha Kucha presentation consists of exactly 20 images, each shown for 20 seconds. Hence, a Pecha Kucha lasts for precisely 6 minutes and 40 seconds. This format has outstanding qualities in ensuring that presentations remain short, clear and appealing, and forces the speaker to focus on the main message. After 5 Pecha Kucha presentations, each speaker has then the opportunity to follow up the presentation in an open space poster session in the same room, where the authors are asked to stand beside a poster presentation and take questions from the audience on a personal-one-to-one basis. For a more lively and comprehensive Pecha Kucha and Poster Session, note that **English will be the only working language:** because of the speed of the session no translation into German will be available. Therefore the submissions should also be in English. We recommend you to look at these links for more Pecha Kucha presentations.

<http://www.youtube.com/watch?v=wGaCLWaZLI4> or

http://www.epomm.eu/ecomm2010/ecomm_presentations_graz.html#topic13

3) Workshop

As workshop leader there are several formats that you could consider. We have provided a few below for guidance, but we would welcome other suggestions...

Scenario based - introduce a specific issue. Then work with the audience to develop several scenarios to address the issue.

Challenge based – put a challenge to the audience. Then guide the audience through a creative discussion helping to work out a solution to this challenge. You will of course need to provide ample background information.

EU-Project based - you may wish to submit a paper on your EU-project, but might find it interesting for the ECOMM to have a whole workshop dedicated to the theme in your EU-project. It might also be interesting to combine your EU-project content with contributions from persons not in your project.

This is your opportunity: please describe in detail what you would like to do in this workshop.

4) Training

It is possible to offer a training session. If you are interested, please describe in detail the topic, approach and learning objectives of the training. We expect the training to be an interactive session, not a formal presentation. In this session could also be an introduction in an existent e-learning platform.

Call for papers: submission details

The abstracts must be written in English or in German, except for the Pecha Kucha sessions which must be in English only. They should follow the format of the submission form. The submission form can be downloaded on the ECOMM 2012 website (www.ecomm2012.eu).

Please send your abstract no later than the 14th of November to papers@ecomm2012.eu

Papers are selected by the International Programme Committee, and the conference programme is developed in cooperation with EPOMM.

Evaluation procedure

The EPOMM International Programme Committee will evaluate the abstracts. If accepted, the author will be contacted by the end of December at the latest. You might then be asked for more details on the presentation and the format. Pecha Kucha presentations will have to be provided well before the conference to check whether the format is adhered to.

Please note: the IPC in general prefers projects that have delivered actual results with for example clear cost benefit indicators or clear contributions to local or regional climate aims - as opposed to projects that have unclear or no results. The IPC also welcomes the description of tools that measure such impacts – within the framework of the general topics.

The conference languages are English and German. Please note that all presentation material must be provided in English. The final date for delivering the presentation material is the 1st of June 2012 (address: papers@ecomm2012.eu). The verbal presentations may be given in either language and simultaneous translation will be provided. Copies of presentations can be provided in German for the audience.

By agreeing to participate your abstract may be selected to be included in EPOMM's database of Mobility Management examples or at the ECOMM website.