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

18th European Conference on Mobility Management

Florence
Palazzo dei Congressi
May 7 - 9
2014
WELCOME TO FLORENCE AND THE ECOMM 2014 CONFERENCE

The city of Florence is honored to host the ECOMM European Conference on Mobility Management from 7 to 9 May 2014. A magical city graced with world-celebrated artwork, mesmerizing panoramas, unique charm and character. Blessed with breathtaking landscapes and famed masterpieces, the so-called “Cradle of the Renaissance” is an open-air museum, a genuine lifestyle experience, a real, yet dreamlike, treasure chest, filled with innumerable inspiring discoveries. Florence will be proud to share its historical heritage, art and architecture as well as its hospitality with the participants of ECOMM 2014.

See you in Florence!
Aurore Asorey  
TISSEO (FR)

Maria Berrini  
Agenzia Mobilità Ambiente Territorio - Comune Milano (IT)

Massimo Boscherini  
Firenzeinbici (IT)

Anna Clark  
Trivector (SE)

Paul Curtis  
LEPT London European Partnership for Transport (UK)

Roberto De Tommasi  
Synergo (CH)

Anette Enemark  
Tetraplan (DK)

Gilles Farge  
Nantes Metropole (FR)

Simone Bosetti  
TRT (IT)

Robin Krutak  
AEA Austrian Energy Agency (AT)

Sarah Martens  
Mobiel21 (BE)

Fiona McLean  
LEPT London European Partnership for Transport (UK)

Willy Raimund  
AEA Austrian Energy Agency (AT)

Mari Svolsbru  
Oslo Komune (NO)

Robert Stüssi  
Perform Energia (PT)

Maurizio Tomassini  
ISIS Istituto di Studi per l’Integrazione dei Sistemi (IT)

Sophie Tyler  
The Means (UK)

Karen Vancluysen  
Polis (BE)

Pascal Van Den Noort  
Velo Mondial (NL)

Wim Van Tilburg  
CROW, KpVV (NL)

Tytty Viinikainen  
Liikennevirasto (FI)

Marianne Weinreich  
VEKSØ (DK)

Eivin Winsvold  
Vegvesen (NO)
WHERE ARE GOING? WHAT IS MOBILITY MANAGEMENT IN THE FUTURE?

João Bernardino  
TIS - Consultants in Transport, Innovation and Systems (PT)

Lorenzo Bertuccio  
Euromobility (IT)

Luca Buzzoni  
Emilia-Romagna Region (IT)

Felicia Falk  
Trafikverket - Swedish Road Administration (SE)

Friso Metz  
KpVV (NL)

Robert Pressl  
Austrian Mobility Research - FGM-AMOR (AT)

Minze Walvius  
Advier (NL)

SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 1

Susanne Boehler-Baedeker  
Rupprecht Consult (DE)

Nathalie Granes  
Region Île de France (FR)

Nick Ramfors  
Metropolitan Washington Council (US)

SECRETS OF OUR BEHAVIOUR 1  
PSYCHOLOGICAL

Sarah Martens  
Mobiel21 (BE)

John Porter  
Interactions (IE)

Willy Raimund  
AEA Austrian Energy Agency (AT)

THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 1

Ruth Furrer  
Tiefbauamt Stadt Zürich - City of Zurich, Civil Engineering Department (CH)

Markus Robèrt  
Royal Institute of Technology (SE)

Valérie Vincent  
Tisséo-SMTC (FR)

CYCLING AND MOBILITY MANAGEMENT

Etienne Doyen  
Traject (BE)

Katrien Backx  
Traject (BE)

Hadrien Bedok  
Nantes Metropole (FR)

Kalle Vaismaa  
Tampere University of Technology (FI)

Victor Furundarena  
Emaús Movilidad Sostenible (ES)

Johannes Theisssen  
Team Red Germany (DE)

SUSTAINABLE URBAN MOBILITY PLANS and MOBILITY MANAGEMENT 2

Colin Black  
Contemporary Transport - Contemporary Transport (UK)

Nicolas Merle  
CERTU (FR)

Aljaz Plevnik  
Urban Planning Institute of the Republic of Slovenia (SI)

SECRETS OF OUR BEHAVIOUR 2 – PUTTING INTO PRACTICE

Camilla Pärlbäck  
Sweco TransportSystem AB (SE)

Christina Granér  
Sweco TransportSystem AB (SE)

Victoria Dekker  
Ministry of Infrastructure and the Environment (NL)

Odette van de Riet  
Ministry of Infrastructure and the Environment (NL)

Veselin Grozdanov  
CSDCS (BG)

THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 2

Pernilla Hyllenius Mattisson  
Trivector AB (SE)

Tove Zellman  
Region Skåne (SE)

Giorgio Giovannini  
Mobilidée sàrl (CH)

Aurore Aosrey  
TISSEO (FR)

Valérie Vincent  
TISSEO (FR)
WALKING – BEYOND THE CITY CENTRES

Annemieke Molster
Molster Stedenbouw (NL)

Salvatore Capri
University of Catania – MOMACT (IT)

Miguel Anxo Fernández
Pontevedra Council (ES)

CITIZENS PARTICIPATION

Vincent Meerschaert
Traject (BE)

Els Van Den Broeck
Mobi21 (BE)

Hervé Lambert
Département du Nord (FR)

Mario Bellinzona
Associazione LAQUP (IT)

Fariba Daryani
Traffic Office, Stockholm City (SE)

Tom Murray Willis
Contemporary Transport (UK)

Rick Lindeman
Rijkswaterstraat (NL)

Jorrit Nijhuis
Rijkswaterstraat (NL)

SUSTAINABLE URBAN MOBILITY PLANS NATIONAL

Mark Degenkamp
City of Utrecht (NL)

Juan Carlos Escudero
Environmental Studies Centre - Vitoria-Gasteiz City Council (ES)

Conny Louen
ISB - RWTH Aachen University (DE)

CYCLE LOGISTICS

Daniel-Sebastian Muehlbach
Österreichische Post AG – Austrian Post (AT)

Robin Krutak
Austrian Energy Agency (AT)

Susanne Wrighton
Austrian Mobility Research - FGM-AMOR (AT)

Karl Reiter
Austrian Mobility Research - FGM-AMOR (AT)

Joana Ribeiro
IST - University of Lisbon (PT)

INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 1

Sarah Wixey
WYG (UK)

Hannah White
Transport for London (UK)

Rick Lindeman
Rijkswaterstraat (NL)

Jorrit Nijhuis
Rijkswaterstraat (NL)

Jesper Johansson
Tyrëns AB (SE)

HOW TO ENSURE FREE ACCESS TO MULTIMODAL TRAVEL INFORMATION

Leonardo Naldini
Municipality of Perugia (IT)

Stefania Papa
Municipality of Perugia (IT)

Marcel Meeuwissen
City of Enschede (NL)

Marco Menichetti
Fondazione Legambiente Innovazione (IT)

SUSTAINABLE AND SMART MOBILITY – BEYOND CITY CENTRES

Alessandro Meggiato
Municipality of Reggio Emilia (IT)

Ida Harildstad
Norwegian Public Roads Administration (NO)

Joerg Thiemann-Linden
Difu (DE)

Helmut Koch
Komobile Gmunden GmbH (AT)

Juan Carlos Escudero
Vitoria Gasteiz (ES)

Benoit Minet
Walloon Business Federation (BE)

Ulrika Franzén
SWECO (SE)

Maria Coulianos
SWECO (SE)

SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 3 – NATIONAL 2

Troels Andersen
City of Odense (DK)

Mohamed Jama Mohamed
Abu Dhabi DOT (UAE)

Alicja Pawlowska
Zarzad Drog i Zieleni w Gdyni (PL)
CITY LOGISTICS
Thomas Zunder
NewRail, Centre for Railway Research at Newcastle University (UK)
Ann Zunder
NewRail, Centre for Railway Research at Newcastle University (UK)
Luis N. Filipe
IST – University of Lisboa (PT)
Giorgio Ambrosino
MemEx srl (IT)

ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 1
E-BIKES, PEDELECS
Thomas Keltsch
MRK GmbH (DE)
Fermin Echarte
Donostia / San Sebastian Munic (ES)
Anna Clark
Trivector Traffic (SE)

MOBILITY MANAGEMENT AND TOURISM 1
Doris Wiederwald
Austrian Mobility Research - FGM-AMOR (AT)
Maarten Van Bemmelen
CINESI (ES)
Günther Lichtblau
Environment Agency Austria (AT)
David Knapp
Komobile w7 GmbH (AT)

CAPITALISATION
Eric Schreffler
ESTC (US)
Ivo Cré
POLIS (DE)
Tom Rye
Lund University (SE)
Charlotta Palmlund
Swedish Transport Association (SE)
Raf Canters
Mobiel21 (BE)
Maxime Jean
Cerema (FR)

ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 2 – SYSTEM TYPE SESSION
Doris Wiederwald
Austrian Mobility Research - FGM-AMOR (AT)

INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 2
Iris Ehnleitner
Ministry of Environment (AT)
Josefin Larking
Trafikverket - Swedish Road Administration (SE)
Fredrik Johansson
WSP (SE)
Pelle Envall
TUB (SE)

MOBILITY MANAGEMENT AND TOURISM 2
Kirsten De Mulder
Flemish Foundation for Traffic (BE)
Lucia Ilieva
CSDCS (BG)
Minze Walvius
Advier (NL)
Frank Eggen
Arnhem Nijmegen City Region
## EPOMM-MEMBER STATES

<table>
<thead>
<tr>
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<th>Country</th>
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<tbody>
<tr>
<td>Iris Ehrnleitner</td>
<td>Austria</td>
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## OTHER STATES

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<tr>
<td>Nektar Duma</td>
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### Wednesday MAY 7

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<td>08.30 - 13.00</td>
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#### PROGRAM

**A:1 Chair: Paul Curtis (UK)**

**WHERE ARE GOING? WHAT IS MOBILITY MANAGEMENT IN THE FUTURE?**

- Robert Pressl (AT) __________ Push & Pull
- Friso Metz (NL) ___________ The future of mobility management starts with good data
- João Bernardino (PT) _______ Four future pathways on mobility needs. Think about implications for mobility management
- Lorenzo Bertuccio (IT) ______ A mobility for new citizens. The project “Mobilità di classe” introduces the School Mobility Office
- Felicia Falk (SE) ___________ The future is set now all there is left is the work to get there
- Minze Walvius (NL) __________ The most valuable lessons are most probably the most expensive lessons learnt!
- Luca Buzzoni (IT) ___________ Environmental Management and Sustainable Mobility of Health Care Companies in Emilia-Romagna Region

**A:2 Chair: Maurizio Tomassini (IT)**

**SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 1**

- Nick Ramfòs (US) ___________ Transportation Demand Management Institute - Global Perspective on Mobility Management Present and Future
- Nathalie Granes (FR) _______ How Mobility Management has been integrated in the Sustainable Urban Mobility Plans of Ile-de-France Region
- Susanne Böhler-Baedeker (DE) Involving local stakeholders and citizens in mobility planning processes

**A:3 Chair: Sophie Tyler (UK)**

**SECRETS OF OUR BEHAVIOUR 1 – PSYCHOLOGICAL**

- Willy Raimund (AT) __________ Types trends values Is mobility behaviour changeable and how?
- John Porter (IE) _____________ Adverts - When will Mobility Managers Catch Up?
- Sarah Martens (BE) __________ Low-cost ways to organise a high-impact campaign

**A:4 Chair: Wim Van Tilburg (NL)**

**THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 1**

- Ruth Furrer Brühlmann (CH) Catch the big players to be partners! Zurich’s big employers’ forum
- Valérie Vincent (FR) _______ How to associate companies and business areas into the co-building of a quality label to reward local Workplace Mobility Plans
- Markus Robért (SE) __________ The interactive toolbox of the CERO-process shows results

PK Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) P Presentation
## Thursday MAY 8

### B:1 Chair: Massimo Boscherini (IT)
**CYCLING AND MOBILITY MANAGEMENT**
- *Etienne Doyen (BE)***
  - Using Mobility Management to push cycling forward from scratch: the city of La Louviere (BE)
- *Katrien Backx (BE)***
  - Mobility management as a tool for facilitating cycling in the sector of home care (cleaning services and family care)
- *Hadrien Bedok (FR)***
  - Cyclotan: when folding bikes team up with public transport
- *Kalle Vaismaa (FI)***
  - Does “Safety in numbers” hypothesis really come true in cycling?
- *Victor Furundarena (ES)***
  - Aparka: an integral solution for public and private urban cycling
- *Johannes Theissen (DE)***
  - The Berlin pedelec corridor a new way to enforce workplace cycling in big cities

### B:2 Chair: Simone Bosetti (IT)
**SUSTAINABLE URBAN MOBILITY PLANS and MOBILITY MANAGEMENT 2**
- *Aljaz Plevnik (SI)***
  - Sustainable Urban Mobility Plans works well on different scales experiences from Slovenia
- *Colin Black (UK)***
  - EVIDENCE understanding the proven economic benefits of sustainable transport
- *Nicolas Merle (FR)***
  - 30 years of sustainable urban mobility plans (PDUs) in France

### B:3 Chair: Robert Stüssi (PT)
**SECRETS OF OUR BEHAVIOUR 2 – PUTTING INTO PRACTICE**
- *Camilla Pärlbäck & Cristina Graner (SE)***
  - Never mind the attitudes!
- *Victoria Dekker & Odette Van De Riet (NL)***
  - In order to change travel behaviour you have to understand people
- *Veselin Grozdanov (BG)***
  - Axiological interpretation of the elements affecting citizens’ choice of transport mode in Eastern Europe countries

### B:4 Chair: Gilles Farge (FR)
**THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 2**
- *Pernilla Hyllenius Mattisson & Tove Zellmann (SE)***
  - Climate compensation model - a successful and innovative way to finance the mobility plan of Region Skåne
- *Giorgio Giovannini (CH)***
  - “FairPark, smart mobility manager”: an innovative tool to improve sustainable mobility for enterprises
- *Aurore Asorey Valérie Vincent (FR)***
  - Mobility study per sector in Toulouse

### B:5 Chair: Eivin Winsvold (NO)
**WALKING – BEYOND THE CITY CENTRES**
- *Salvatore Capri (IT)***
  - A new green walking path for adapting pedestrian network to climate change in the University of Catania Campus
- *Annemieke Molster (NL)***
  - Pedestrians around train stations
- *Miguel Anxo Fernández (ES)***
  - The cities we want. The cities we make.

---

**PK** Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation
<table>
<thead>
<tr>
<th>Time</th>
<th>Block</th>
<th>Session Title</th>
<th>Chair</th>
<th>Presentations</th>
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<tr>
<td>11.00 - 12.30</td>
<td>C:1</td>
<td>Chair: Sarah Martens (BE)</td>
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<td>CITIZENS PARTICIPATION</td>
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<td>Vincent Meerschaert (BE) The Bike of Troy power to the people</td>
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<td>Els Van Den Broeck (BE) Mind the gap - fair mobility for all</td>
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<td>Hervé Lambert (FR) Citizen participation: a new way to build and manage mobility policies</td>
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<td>Mario Bellinzona (IT) MICS Mobility Integration for Community Solutions</td>
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<td>Fariba Daryani (SE) Young thinking on future Smart Transport</td>
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<td>Tom Murray Willis (UK) Personalised travel planning with a twist - using rewards to get citizens involved…</td>
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<td>Rick Lindeman &amp; Jorrit Nijhuis (NL) Innovation of the Travel Chain; lessons from 2 years of investing in the first and last urban mile</td>
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<td>PK Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds)</td>
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<td>C:2 Chair: Aurore Asorey (FR)</td>
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<td>SUSTAINABLE URBAN MOBILITY PLANS NATIONAL</td>
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<td>Juan Carlos Escudero (ES) Vitoria-Gasteiz. The commitment of a city towards active and sustainable mobility</td>
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<td>Conny Louen (DE) Development of future mobility scenarios in a Sustainable Urban Mobility Plans process using a simulation game</td>
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<td>Mark Degenkamp (NL) Utrecht Attractive and Accessible: focus on the user</td>
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<td>C:3 Chair: Anette Enemark (DK)</td>
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<td>CYCLE LOGISTICS</td>
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<td>Daniel Sebastian Mühlbach &amp; Robin Krutak (AT) CO2 neutral delivery by the Austrian Post</td>
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<td>Karl Reiter &amp; Susanne Wrighton (AT) Cycle Logistics - moving goods by bike</td>
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<td>Joana Ribeiro (PT) Success factors for the implementation of E-bike logistic services</td>
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<td>C:4 Chair: Tytti Vinikainen (FI)</td>
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<td>INNOVATIONS FOR INSTITUTION FRAMEWORKS 1</td>
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<td>Rick Lindeman &amp; Jorrit Nijhuis (NL) Sustainability Effects of Better Utilization</td>
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<td>Jesper Johansson (SE) A new way of planning Mobility Management - Case Study Kista Science City</td>
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<td>Sarah Wixey &amp; Hannah White (UK) Managing Work-Related Road Risk to improve road user safety and support mobility management</td>
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<td>C:5 Chair: Willy Raimund (AT)</td>
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<td>HOW TO ENSURE FREE ACCESS TO MULTIMODAL TRAVEL INFORMATION</td>
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<td>Leonardo Naldini &amp; Stefania Papa (IT) Virtual Variable Message Panels for Public Transport stops in Perugia within a smartphone app</td>
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<td>Marcel Meeuwissen (NL) S.M.A.R.T. Self Motivated and Rewarded Travelling</td>
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<td>Marco Menichetti (IT) SUPERHUB project: a user centric approach to improve multimodal mobility</td>
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**Thursday MAY 8**

**D:1 Chair: Pascal Van Den Noort (NL)**

**SUSTAINABLE AND SMART MOBILITY – BEYOND CITY CENTRES**

- Ida Harildstad (NO) — Participation and architecture to affect children’s travel habits
- Jörg Thiemann-Linden (DE) — A Pedelec-Based Post-Fossile Scenario for 2030
- Helmut Koch (AT) — Community and flexible transport services in Austria - Best-Practice examples
- Benoît Minet (BE) — Challenge of accessibility to areas of economic activities in the Walloon Region
- Ulrika Franzn & Maria Coulianos (SE) — Getting on, getting through prioritizing public transport in the construction process
- Alessandro Meggiato (IT) — From Chaos to Order: Reggio Emilia experience in school mobility management
- Juan Carlos Escudero (ES) — ICT services for Electric Vehicle User

**D:2 Chair: Mari Svolsbru (NO)**

**SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 3 – NATIONAL 2**

- Troels Andersen (DK) — Mobility Initiatives Transforms Odense to a City for Healthy Citizens
- Alicja Pawlowska (PL) — Advancing towards a dynamic Sustainable Urban Mobility Plans in Gdynia
- Mohamed Jama Mohamed (UAE) — Implementing mobility management in Abu Dhabi, UAE

**D:3 Chair: Karen Vancluysen (BE)**

**CITY LOGISTICS**

- Thomas Zunder (UK) & Ann Zunder (UK) — Stakeholders engagement in urban freight projects: The Design and Monitoring Framework
- Luis N. Filipe (PT) — Managing freight operations inside cities an inventory of measures
- Giorgio Ambrosino (IT) — Definition of Sustainable Urban Logistics Plan in 9 European Towns under ENCLOSE Project and the evaluation of the impacts of the implemented measures

**D:4 Chair: Maria Berrini (IT)**

**ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 1 – E-BIKES, PEDELECS**

- Anna Clark (SE) — Pedelec use in Sweden: new research about target groups and traffic safety consequences of increased use of pedelecs
- Fermin Echarte (ES) — Public e-bike sharing system Donostia / San Sebastian 2013-2023
- Thomas Keltsch (DE) — Stuttgart Services, a new approach to support multimodal mobility management

**D:5 Chair: Marianne Weinreich (DK)**

**MOBILITY MANAGEMENT AND TOURISM 1**

- David Knapp (AT) — “Where is the carsharing station, please?” Urban Guests provoke rural tourism destinations
- Maarten Van Bemmelen (ES) & Doris Wiederwald (AT) — Impacts of mobility management measures for tourists in 8 European coastal regions
- Günther Lichtblau (AT) — Sustainable mobility to and within touristic regions a transnational experience in two different European landscapes

**PK** Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation
Friday MAY 9

<table>
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| 09.00 - 10.30 | **E:1 Chair: Fiona McLean (UK)**  
CAPITALISATION  
Eric Schreffler (US)  
Ivo Cré (DE)  
Tom Rye (SE)  
Charlotta Palmlund (SE)  
Raf Canters (BE)  
Maxime Jean (FR)  
A new role for Mobility Management in mega-cities around the world: relieving pressure on overcrowded public transport systems  
TIDE: Transferring Innovation in Europe  
A comparison of policy transfer processes: different transport concepts transferred to and from different countries  
Moving on together - Implementation of the PIMMS CAPITAL Regional Action Plan in Stockholm County  
The Traffic Snake Game: moving forward across Europe  
Carsharing: state-of-the-art and development issues in France regarding the European context |
| 10.30 - 10.50 | Coffee break                                                                                     |
| 10.50 - 12.40 | Closing Session                                                                                   |
| 12.40 - 13.30 | Lunch                                                                                             |
| 13.30 - 16.00 | Excursions                                                                                        |

PK Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds)  
P Presentation
An exclusive area in one of the most beautiful places in the world - this is what the Firenze Fiera Congress & Exhibition Center offers to those who organise exhibitions and congresses, as well as to the event attendees. The over 100,000 square metres available inside our center are actually located in the heart of Florence, between the city historic centre and the boulevards, major traffic arteries built over the lay-out of the ancient city walls.
ARRIVING BY PLANE
The international airport ‘Amerigo Vespucci’, is located in the north-west suburban area of Florence. There are many airlines arriving there and connecting the city to some of the most important European airports. The airport is only 6 km from the city centre, which can be easily reached by taxi or with the Ataf/Sita ‘Vola in Bus’ shuttle service (around 15/20 minutes), connecting the airport to the main central railway station of Santa Maria Novella. At the airport you can also find the main car rental agencies.
INFO: Florence Airport Company: Tel. +39 055 30615 +39 055 30615

ARRIVING BY TRAIN
The main central railway station of Santa Maria Novella (one of the most important railway junctions as well as an interchange point of Florence public transportation) is located just a few steps (2 minutes walk) from the main entrance of the congress-exhibition area and from the main reception of Firenze Fiera, located on the ground floor of Palazzo degli Affari.
INFO: www.trenitalia.it
www.italotreno.it

ARRIVING BY CAR
Florence is well connected to the main Italian cities through an efficient motorway network, which allows an easy access to the city centre, where the congress and exhibition centre is located.
It is possible to park at the paying underground car park at Santa Maria Novella railway
CONFERENCE LANGUAGE

English is the official language

REGISTRATION

Registration is available on the website WWW.ECOMM2014.EU
There are special conference fees for speakers, chairman, participant with poster and IPC-members.
In advance registration is preferred in order to facilitate planning of the conference scientific sessions.
On site registration is not recommended.

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<th>REGISTRATION FEE</th>
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<tr>
<td>SPEAKER AND CHAIRMAN</td>
<td>€ 160,00  ADMISSION TO SCIENTIFIC SESSIONS</td>
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<td>PARTICIPANT WITH POSTER</td>
<td>€ 290,00  CONGRESS KIT</td>
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<td>€ 380,00  CERTIFICATE OF ATTENDANCE</td>
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<td>MEMBER</td>
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<td>NON MEMBER</td>
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VAT 22% INCLUDED

INFORMATION DESK

A conference information desk will be staffed throughout the duration of the conference at the Florence Palazzo dei Congressi. Here you can register for the conference and for eventual inquiry.

CONFERENCE PASS

You will receive a personal conference pass on registration. The conference pass is valid for all three days of the conference. Participants are kindly requested to wear their badge during all conference activities and social events.

CATERING

All refreshments served during the conference are included in the conference fee.

HOTEL RESERVATION

Book your hotel room in Florence through www.ecomm2014.eu. The Hotels that are marked on the map offer special discounted prices for ECOMM conference participants. The discounted hotels range from four-star hotels to budget hotels. Be sure to make your reservation ahead of time as rooms will be allocated on a first-come, first-served basis. Hotel payments will be made directly to the hotel with credit card. Simply enter the reservation code when you book your room to receive the discounted price.
MAY 7
WELCOME COCKTAIL AT PALAZZO DEI CONGRESSI

Piazza Adua, 1
50123 Florence, Italy
www.firenzefiera.it

Welcome cocktail at 17.00

MAY 8
SOCIAL DINNER AT PALAZZO BORGHESE

Via Ghibellina, 110
50122 Florence, Italy
www.palazzoborghese.it

Social dinner at 19.30

Tickets for accompanying persons may be purchased on site at the organizing secretariat desk. On site registration will be accepted according to availability.
JOIN US ON INTERESTING EXCURSIONS TO LEARN ABOUT FLORENCE AND ITS SURROUNDINGS, REGARDING ALSO MOBILITY MANAGEMENT

TECHNICAL EXCURSIONS
Excursions A–E are included in the conference fee. There is no extra charge.
Participant can choose 2 tours directly on the website www.ecomm2014.eu

Participants registered for excursions with too few participants will be offered a place on an alternative excursion

Flat and comfortable shoes are recommended for all excursions

ADDITIONAL EXCURSIONS
Excursions F–L are not included in the conference fee.
An attractive choice of guided excursions are available for participants and can be purchased directly on the website www.ecomm2014.eu

Flat and comfortable shoes are recommended for all excursions
TECHNICAL EXCURSIONS
Wednesday May 7 and Friday May 9

Excursions depart from the Palazzo dei Congressi unless otherwise stated.

A  THE FLORENCE TRAMWAY SYSTEM

The beginning of the visit takes place at the terminus of the tramway Alamanni. We will run through the line accessing, with a race dedicated to the depot of Villa Costanza. There will be a brief illustration of the line, its effects on the mobility of Florence and the expansion projects currently in progress. The visit will continue with the control station of the entire system with an illustration of the equipment and their use. We will then move into the maintenance area. The visit will end again at the terminus Alamanni.

B  THE PEDESTRIAN-CYCLE ROUTE ALONG THE RIVER ARNO THE RIVER PARKS

The tour will start in Girone, a small village accessible by public transportation or car, from there ride bikes through the pedestrian and cycle track on the Arno river right bank that allows to reach the city of Florence. Along the way we will pass under the high-speed railway bridge and flank the Arno River floods regulatory system. Gradually, we will enter the city historical center. There is also the chance to choose between the right bank track till San Niccolò bridge or the left bank through the Albereta park to fully appreciate the river route. Then we can continue till Ponte Vecchio and along via Tornabuoni to end the visit in piazza del Duomo (8 km).

C  THE PEDESTRIANIZATION OF FLORENCE

The visit will be preceded by a presentation of the evolution of mobility in the historical center of Florence, with a specific focus on the reorganization of Public Transport as a result of Piazza del Duomo Pedestrianization. Subsequently, the visit will lead the participants in the whole area of "Castrum" Romano with stops to illustrate the evolutionary steps of urban mobility and therefore: Piazza del Duomo, Via Calzaiuoli, Piazza San Firenze, Via Tornabuoni, Piazza Pitti.
JOGGING IN FLORENCE
BETWEEN HISTORY AND MOBILITY

The walk will start from Piazza del Duomo and go through the streets of Old Town affected by the recent pedestrianization and then continue along the riverside’s in order to appreciate some of the best views of the city. A short climb allows to reach the Piazzale Michelangelo, Florence privileged terrace, then down further through the Old Town to return to the starting point. This tour will have a sporty footprint. The course will highlight the most important monuments of the city, but won’t forget to point out the focal points of the urban mobility.

THE CENTRAL TRAFFIC CONTROL

The visit to the Central Traffic Control is characterized by short duration but it can be considered very interesting by insiders. The Central Traffic Control of Florence is located in the mobility head office and allow, from one single location, to overview traffic control cameras, traffic signals, and the entire tramway system. The visit will take place in the supervisor room where a New Infrastructure and Mobility Management technician will illustrate the potential and the technical characteristics of the instrument.
ADDITIONAL EXCURSIONS
Saturday May 10

FLORENCE WALKING TOUR WITH UFFIZI GALLERY

With an expert guide you will enjoy a walk through the most fascinating and interesting places of Florence: Repubblica Square, the Cathedral with Brunelleschi’s Dome, (exterior) the Baptistery with its famous Gates of Paradise (exterior), Signoria Square with its Palazzo Vecchio (exterior) and Loggia dei Lanzi. Few minutes to take last pictures and you will meet the guide to enter to the Uffizi Gallery to visit its famous and beautiful collections of Italian Renaissance paintings. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace. It is possible to remain into the museum until closing time.

TIME: 13.45 LENGTH: 3,45/h
€ 47,00 VAT included

UFFIZI GALLERY TOUR

Visit with our expert local guide one of the most beautiful museum in the world, the Uffizi Gallery, enjoying the paintings of the Italian Renaissance from the Masters Giotto, Botticelli, Leonardo, Michelangelo, Caravaggio and many others. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace. It is possible to remain into the museum until closing time.

TIME: 15.30 LENGTH: 3,45/h
€ 35,00 VAT included
Our visit will start inside the Academy Gallery, where you will admire some of the most important Michelangelo's sculptures as *The Prisoners*, *Saint Matthew* and obviously the well renowned *David*. Discover also important Gothic works and Renaissance paintings by Botticelli, Ghirlandaio and Perugino and the original plaster of *Rape of Sabine Women* by Giambologna. At the end of the visit you will have free time for lunch (not included) until 13.30 when we’ll meet for the second part of the tour in Repubblica Square in front of Hard Rock Café. We’ll continue with a pleasant walk through the most fascinating and interesting places of Florence as the Cathedral (exterior) with Brunelleschi’s Dome, the Baptistery (exterior) with its famous Gates of Paradise, Signoria Square with its Palazzo Vecchio (exterior) and Loggia dei Lanzi. We will conclude the tour discovering Uffizi Gallery with its famous collections of Italian Renaissance paintings. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace. It is possible to remain into the museum until closing time.

**TIME: 11.15 LENGTH: 4,45/h**

€ 73,00 VAT included
SIENA, SAN GIMIGNANO & CHIANTI

Experience with this tour a wonderful day in the Tuscan countryside, admiring the most suggestive corners of Siena, San Gimignano, the Chianti area and try with us the unique flavor of local wines. Departing from Florence, our tour will start in Monteriggioni, well known worldwide for its wine and its countryside of unrivalled charm, where woods alternate with vineyards and olive groves, in a landscape dotted with Romanesque churches, farmhouses, villas and castles. We’ll continue then to Siena, where our local and expert guide will lead you through its steep medieval streets, admiring the splendid palaces until we will reach the Cathedral (interior), Palazzo Comunale (Municipal Building) and Piazza del Campo where the Palio race takes place every year. Then free time for lunch (not included) and shopping. We will continue to San Gimignano, one of the most fascinating examples of medieval towns, declared a World Heritage Site by Unesco. The tour escort will lead you in the heart of the village and you will have free time to discover the beautiful squares, buildings, churches and suggestive alleyways and to shop. Before departing you will taste the best ice cream in the world that won the last two editions of the Ice Cream World Championship. Finally we’ll stop in a farm house, where you’ll taste some of the best Tuscan wines with a little snack of sliced cold meats, bruschetta and cheese. Return to Florence in the late afternoon.

TIME: 8.45 LENGTH: 11/h
€ 55,00 VAT included
PISA & LUCCA

Our trip will start from Florence and our first stop will be in Pisa, the city worldwide known for its Leaning Tower and for its architectonic masterpieces. Once arrived in Pisa our guide will lead you to the famous Miracles Square explaining the wonders of this square. You will admire The Leaning Tower (exterior), the Baptistery (exterior) and other beautiful monuments before entering inside the Cathedral (interior). At the end of the visit you will have free time for photos and for lunch (not included) before departing for Lucca.

In Lucca you will meet the local guide, who will lead you for a pleasant walk into the enchanting historical centre where you will have the chance to admire the Anfiteatro Square, the Guinigi Tower, San Martino Dome and the typical antique dealers street.

The guided visit in Lucca will end in a local pastry shop where you’ll taste the Buccellato, typical sweet of Lucca. Return to Florence in the late afternoon.

TIME: 9.15 LENGTH 8,30/h
€ 60,00 VAT included
DUCATI Energia owns its fame to the Ducati brothers who established DUCATI Company in 1926; 22 years later, DUCATI was split in two other companies, DUCATI Elettrotecnica and DUCATI Meccanica (today DUCATI Motor). Founded in 1985, nowadays DUCATI Energia Group is considered one of the most important companies in the Bologna area with a staff list of about 700 employees working in its 7 worldwide plants. The main fields of activities are the following: capacitors, power factor correction and power electronics, alternators and ignition systems, electrical vehicles and charging stations, energy analysers, electric network tele-control systems, railway signaling systems, ticket issuing and transport automation systems. Ducati Energia has been seeking for many years to invest in research and development of high technology and it has developed new types of products matching the seal of quality to the emerging ecologically sustainable needs. All along these years this kind of engagement has made Ducati Energia able to build new solutions for a more sustainable mobility.

AnsaldoBreda is the Finmeccanica company specialized in the construction of technologically advanced rolling stock. AnsaldoBreda was born from the merger of Ansaldo Trasporti and Breda Costruzioni Ferroviarie, two companies heirs of the Italian tradition in the field of rail vehicles. The merger has enabled the integration of electrical expertise with the mechanical one, making AnsaldoBreda able to design and build a complete product independently. The company, founded in 2001, has production sites in Pistoia, Napoli, Reggio Calabria and Palermo and is also present in Spain and in the United States. Innovation and versatility are the features of AnsaldoBreda vehicles: Sirio trams, driverless metros, regional trains and high-speed trains are the AB technological answer to the contemporary meaning of a “journey”, being it short, medium or long-distance. Reliability and responsibility are the guidelines that every day allow us to conceive, design and produce vehicles that run on tracks and that cross many cities in the world. Sustainability and safety are the values that motivate us in our daily work to meet customers’ needs. Building trains and metros offers to approximately 2400 employees, the opportunity to help make the journey a more enjoyable and comfortable experience as well as safe and environmentally friendly: the will to take advantage of this opportunity is right at the base of the AnsaldoBreda technological choices, but also strategic and organizational.
ENEA is a public body concerned with research, technology innovation and advanced services in the fields of energy, the environment and sustainable economic development. ENEA’s core mission is aimed at Italy’s economic, environmental and social sustainability, by searching new technological solutions capable of meeting the complex, economic and environmental global challenges. Thanks to its role as Advisor to public administration for the achievement of national objectives in the fields of energy and the environment, ENEA acts in close collaboration with the Italian Government, Regions, local administrations and with the national production system. In accomplishing its institutional objectives, the Agency has a task of consequence: transferring know-how and technologies from research communities to enterprises, institutions and civil society.

The strategic objective of the Project “GIMS” is to monitor the actions of sustainable mobility carried out in the territory, through a web platform with a reliable and intuitive interface, which allows to digitalize the economic reporting process of the projects co-financed with the Fund Sustainable Mobility and to verify their environmental effectiveness. The “G.I.M.S.” web platform – Management of Sustainable Mobility Measures – supports two functions. On one side guarantees the monitoring and technical/economic reporting of the measures which have been admitted to co-funding by the Sustainable Mobility Fund, of which 108 concern metropolitan areas and 90 concern municipalities not considered part of metropolitan areas. On the other side it allows the evaluation of the environmental effectiveness of these measures, on the basis of standardised methodologies of calculation and through the use of a set of 13 indicators suitably applied to each of the 9 types of measures eligible for co-funding. The indicators were designed by analysing the Detailed Operational Plans of the measures proposed by the municipalities and approved by the Ministry of the Environment following the CIVITAS-MAESTRO methodology, developed within Programme Frameworks of the European Union.

ABOUT US: Jojob.it is the first web platform dedicated to corporate carpooling developed by Bringme Srl, a startup incubated at Treatabit of the Polytechnic of Turin, Italy’s leading carpooling services. Jojob.it is able to meet the needs of commuters as well as enabling companies to measure their results both in terms of ecological and energy. The service consists in two instruments: the web portal (jojob.it) and mobile application. WEB PORTAL: Jojob.it is a highly innovative web portal that gives employees an intuitive and quick tool to respond positively to the demand for mobility and provide also a solution in the event as a strike and unexpected. MOBILE APPLICATION: Bringme Srl, after having developed the first application in the world able to certify the carpooling, has provided companies with the skills and created a dedicated solution for enterprise mobility. Thank Jojob Mobile, you can measure and monitor the actual energy savings and reduction of CO2 generated by the implementation of the service.
Siemens AG is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is one of the world's largest providers of environmental technologies. Around 43 percent of its total revenue stems from green products and solutions. In fiscal 2013, which ended on September 30, 2013, revenue from continuing operations totaled €75.9 billion and income from continuing operations €4.2 billion. At the end of September 2013, Siemens had around 362,000 employees worldwide on the basis of continuing operations. Siemens Italy ended FY 2013 with revenues of EUR 1.9 billion and orders for EUR 2 billion. Among the major industrial companies operating in Italy, Siemens - with more than 3,800 employees - has factories and global competence centers.

Steer Davies Gleave is the No.1 independent consultancy working worldwide across the transport sector. Our consultants have established an enviable reputation as effective advisors to government, operators, financiers, regulators, developers and other interest groups. The company’s aim is to provide clients with the insight needed to make good decisions and progress in what is often a complex planning and operating environment. The company’s expertise, embracing all modes of transport, passenger and freight, includes: Policy, Business Strategy & Finance, Planning, Market Research & Insight, Marketing & Communication, Transport Planning, Feasibility & Design, Project Appraisal, Project Delivery, Modelling, Travel Behaviour, Transport Technology.

Swarco Mizar S.p.A.

Swarco Mizar, world leader in ‘adaptive’ traffic control systems and mobility management, has a growing market share in the Middle East and South America as well as Europe it is also a major player in the public transport management sector. The positive results and advantages of these systems have been demonstrated in all kinds of network, traffic conditions and development. Swarco Mizar S.p.A. began life in 1982 in Turin as Mizar Automazione S.p.A. In the 30 years of its history, the company has evolved from the period in the 80s when R&D activities were dominant to the first large scale system deployments in the 90s and then full industrial development from 2001 onwards. The applications for traffic management and integrated mobility are among the best known products in this sector. In 2005 the company was taken over by the multinational group Swarco AG based in Austria, and is the group’s ITS (Intelligent Transport Systems) specialist playing a strategic role due not only to its dominance of the Italian market, but also the central importance of the company’s technology to Swarco’s projects.