



ECOMM FRANKFURT 2012

Europäische Konferenz für Mobilitätsmanagement

16. ECOMM
Frankfurt am Main
12.–15. Juni 2012

Programm
Programme

STADT  FRANKFURT AM MAIN

traffiQ
Frankfurt am Main

HESSEN  Hessisches
Ministerium für
Wirtschaft,
Verkehr und
Landesentwicklung

PROGRAMME

Tuesday, June 12th 2012

OVERVIEW 1ST CONFERENCE DAY

| | | | | |
|--|--|-----------------------------------|--|---|
| 09:00 Opening of registration desk | | | | |
| 09:30 Site visits | | | | |
| 1 City cycling tour | 2 City walking tour | 3 Skyscraper tour | 4 Traffic control-centre Hessen | |
| 12:30 Quick lunch | | | | |
| 13:30 Opening session | | | | |
| 14:30 Keynote speech | | | | |
| 15:30 Coffee break | | | | |
| 16:00 Slot A – Parallel sessions | | | | |
| A1 Presentations: Electric mobility | A2 Presentations: Regeneration of cities | A3 Workshop: European projects | A4 Workshop: Awareness and lifestyle | A5 Pecha Kucha: MM as regional factor |
| 17:45 Leisure time | | | | |
| 19:00 Welcome meeting and dinner in the town hall of Frankfurt | | | | |

09:00 Opening of registration desk

09:30 Site visits

- ▶ 1. City cycling tour
- ▶ 2. City walking tour
- ▶ 3. Skyscraper tour
- ▶ 4. Traffic control-centre VZ Hessen

12:30 Quick lunch

13:30 Opening session (Moderation: Hans-Jörg v. Berlepsch & Johannes Theißen)

- Welcome by Ms Petra Roth, Mayor of Frankfurt
- Welcome by Mr Peter Ramsauer, Federal Minister of Transport, Building and Urban Development (tbc)

· Welcome by Mr Dieter Posch, State Minister of Economy, Transport and State Development Hessen (tbc)

Robert Thaler, Interim President of EPOMM

14:30 **Keynote speech** (2 speakers): New mobility

15:30 **Coffee break**

16:00 **Slot A – Parallel sessions**

A1 PRESENTATIONS: Electric mobility

CHAIR: Sally Kneeshaw, Aurora Strategies and Solutions Ltd, United Kingdom

Take a look into the future: how mobility experts see the development of e-mobility and what should be done about it.

- ▶ **Robert Thaler, Peter Wiederkehr**, Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management, **Robin Krutak**, Austrian Energy Agency – Austria:
Electric mobility in Austria: E-bike boom and pilot regions using renewables
- ▶ **Ralf Nachbar**, Rhein-Main Verkehrsverbund Servicegesellschaft mbH – Germany:
Seamless travelling: How a combination of information, booking and paying in local public transport and e-mobility can be organised in 2020
- ▶ **Heidi Hofmann**, Interdisciplinary Centre for General Ecology, University of Bern, **Ueli Haefeli**, Interface policy studies – Switzerland:
The effect of the purchase of an e-scooter on the individual mobility behaviour

A2 PRESENTATIONS: Regeneration of cities

CHAIR: Anette Enemark, Tetraplan A/S, Denmark

How can mobility management help the development and redevelopment of city areas? This session looks at new planning instruments and competition between cities.

- ▶ **Andreas Schmidbaur**, Stadt Salzburg, Amt für Stadtplanung und Verkehr, **Michael Szeiler**, Rosinak & Partner – Austria:
Innovative instruments of spatial planning in Salzburg – Mobility Management in the development area Bahnhof-Nord
- ▶ **André Bruns**, IVM GmbH – Germany:
Reurbanisation and Mobility Management – The role of accessibility and mobility aspects within the location choice of “intentional urbanites” and implications on Mobility Management
- ▶ **Giovanni Longo, Giorgio Medeossi, Elio Padoano**, University of Trieste – Italy:
An Analytic Hierarchy Process versus Analytic Network Process (AHP/ANP) approach to Mobility Management for universities

A3 WORKSHOP: European projects

SEGMENT – Are we who we think we are?

Could it be that we are actually all part of a travel attitudinal segment and that this has more influence on our travel than we think? Discover this in an interactive, game-like workshop introducing you to the latest marketing techniques.

ANIMATORS: **Jennifer Anderson**, London Borough of Hounslow, **Alicja Pawlowska**, Gdynia Municipality, **Kerstin Langer**, City of Munich

A4 WORKSHOP: Awareness and lifestyle

Stakeholder analysis and involvement in active travel especially walking

This training workshop will share best practice and develop skills to involve stakeholders to raise the profile of active travel. On round tables (no more than 10 persons per table) you will do practical work on key features of two successful EU-projects (ACTIVE ACCESS, ACTIVE TRAVEL NETWORK) on active travel.

ANIMATORS: **Robert Pressl**, FGM-AMOR, **Tom Rye**, Edinburgh Napier University

A5 PECHA KUCHA: Mobility Management as regional factor

CHAIR: Christer Ljungberg, Trivector AB Lund, Sweden

- ▶ **Tom Murray Willis**, Contemporary Transport, **Heather Blake**, Wiltshire Council – United Kingdom:
The benefits of using Mobility Management techniques in smaller towns
- ▶ **Jutta Kepper, Martin Lometsch, Horst Benz**, Nordhessischer Verkehrsverbund (NVV), – Germany:
“Mobilfalt” – Integration of individual traffic in public transport
- ▶ **Max Bohnet, Torben Fricke**, Hamburg University of Technology, **Heike Mühlhans**, IVM GmbH, **Mechtild Stiewe**, Institut für Landes- und Stadtentwicklungsforschung – Germany:
Potentials and impacts of regional strategies for Mobility Management
- ▶ **Richard John**, Advier – Netherlands:
Utilising service provisions and marketing as key factors in Park & Ride adoption: A comparative study on providing extra service provisions on Park & Ride facilities
- ▶ **Mette Granberg, Riikka Aaltonen**, Helsinki Regional Transport Authority (HSL), **Hannu Pesonen**, Strafica Ltd – Finland:
Relocating public services and its effects on sustainable mobility
- ▶ **Madelene Håkansson, Björn Wendle**, Trivector Traffic AB – Sweden:
How to use international planning guidelines on a national level – MAXLupo SE
- ▶ **Tilly Broersen**, Advier, **Jacco Huijsse**, City Roermond – Netherlands:
Mobility fund: companies and government pay for Mobility Management measures together

17:45 Leisure time

19:00 Welcome meeting and dinner in the town hall of Frankfurt (Kaisersaal/Wandelhalle, end around 22:00)

Wednesday, June 13th 2012

OVERVIEW 2ND CONFERENCE DAY

| | | | | |
|--|--|--|--|---|
| 08:30 Welcome coffee | | | | |
| 09:00 Slot B – Parallel sessions | | | | |
| B6 Presentations: Immigrants and MM | B7 Workshop: Awareness and lifestyle | B8 Presentations: Urban mobility policy | B9 Presentations: MM as regional factor | B10 Pecha Kucha: E-mobility and MM |
| 10:30 Coffee break | | | | |
| 11:00 Slot C – Parallel sessions | | | | |
| C11 Pecha Kucha: Regeneration/ climate change | C12 Pecha Kucha: European projects | C13 Presentations: Demographic focus in MM | C14 Training/Workshop: Awareness and lifestyle | |
| 12:30 Lunch | | | | |
| 14:00 Slot D | | | | |
| Meet the Germans: Speed dating with experts of the German Mobility Management branch | | | | |
| 15:30 Coffee break | | | | |
| 16:00 Slot E – Parallel sessions | | | | |
| E15 Pecha Kucha: European projects | E16 Presentations: Electric mobility | E17 Pecha Kucha: MM as regional factor | E18 Workshop: MM as regional factor | E19 Workshop: Awareness and lifestyle |
| 17:30 Leisure time | | | | |
| 19:00 Official dinner in the Capitol Offenbach (admission from 18:30) | | | | |

08:30 Welcome coffee

09:00 Slot B – Parallel sessions



B6 PRESENTATIONS: Immigrants and sustainable mobility: the final frontier?

CHAIR: Jan Christiaens, Mobiel 21, Belgium

This interactive workshop has 4 short presentations on how cities cope with the different mobility behaviour of immigrants – there will be ample room for discussion.

- ▶ **Jan Christiaens**, Mobiel 21 vzw, **Terje Assum**, Norwegian Institute for Transport Economics, **Tina Panian**, FGM-AMOR:
Immigrants and sustainable mobility: the final frontier?
- ▶ **Sarah Wixey**, WYG – United Kingdom:
Understanding the dimension of national cultures in Mobility Management
- ▶ **Heike Mühlhans**, IVM GmbH, **Astrid Tschann**, Referat für Verkehrsplanung, Stadt Offenbach am Main, **Mechtild Stiewe**, ILS – Institut für Landes- und Stadtentwicklungsforschung – Germany:
People with migration background – How successful can we involve these persons in local Mobility Management activities?
- ▶ **Janina Welsch**, **Kerstin Suhl**, ILS – Institut für Landes- und Stadtentwicklungsforschung – Germany:
Does a migration background matters for mobility behaviour?

B7 WORKSHOP: Awareness and lifestyle – part of Mobility Management?

Mobility Management: Solving problems or hospitality?

The Director of the Dutch Spant! Theater and Conference Centre will explain about the use of mobility management measures as part of their hospitality. This is followed by a brainstorm session in which small groups will try their hand on the design of mobility management using hospitality for four different venue types.

ANIMATORS: Tilly Broersen, Advier, **Paul Heighton**, Theater Spant! – Netherlands

B8 PRESENTATIONS: How to influence urban mobility policy – top down or bottom up?

CHAIR: Henk Pauwels, Ministerie van Verkeer en Waterstaat Rijkswaterstraat, Netherlands
How effective are national and international support and knowhow programs that aim to influence the mobility policy of cities?

- ▶ **Giovanna Rossi**, Italian Ministry of Environment, Land and Sea, **Lorenzo Bertuccio**, Euromobility – Italy:
The MM programs of the Italian Ministry of Environment
- ▶ **Maja van der Voet**, Ligtermoet & Partners, **Ivo Cré**, Polis – Netherlands:
The QUEST audit tool: improving urban mobility policies in 50 European cities
- ▶ **José Maria Diez**, Strategic Plan of Burgos – Spain:
CiViNET, lessons learnt from the national networks

B9 PRESENTATIONS: Mobility Management as regional factor

CHAIR: Bodo Schwieger, Team Red Networks KG, Germany
Comparing the approach and effectiveness of successful regional Mobility Management programs from Sweden, Switzerland and the Netherlands.

- ▶ **Jesper Johansson**, WSP, **Christer Strömberg**, Swedish Transport Administration – Sweden:
Local Travel Plan Networks as a regional development factor – Kista Science City
- ▶ **Karin Wasem**, Department Bau, Verkehr und Umwelt, Abteilung Verkehr, Kanton Aargau, **Roberto De Tommasi**, aargaumobil – Switzerland:
Organisation model of regional Mobility Management – the example “aargaumobil”



- ▶ **Hans Voerknecht**, Kennisplatform Verkeer en Vervoer (KpVV), **Victor van den Berg**, Utrecht Bereikbaar – Netherlands:
“Utrecht bereikbaar”, a recipe for really substantial gains in Mobility Management on a regional scale

B10 PECHA KUCHA: E-mobility – new opportunities for Mobility Management

CHAIR: Guro Berge, Statens vegvesen, Norway

- ▶ **Sarah Wixey**, **Iain Macbeth**, Transport for London, **Colin Black**, Contemporary Transport – United Kingdom:
Discovering the niche for electric bikes
- ▶ **Ayman Zoubir**, University of Lyon – France:
Stimulating intermodality and e-bike commuting in industrial estate areas – how a MM experimental project can improve sustainable mobility
- ▶ **Martin Niegl**, **Romain Molitor**, Komobile w7 GmbH, **Nikolaus Ibesich**, Umweltbundesamt, **Tadej Brezina**, Research Center of Transport Planning and Traffic Engineering, TU Vienna – Austria:
su:b:city – suburbia bikes to the city!
- ▶ **Kirsten Anlauf**, **Michael Dewes**, *traffiQ* Public Transport Authority of Frankfurt – Germany:
Electric mobility and public transport in Frankfurt am Main
- ▶ **Robin Krutak**, **Nina Pickl**, Austrian Energy Agency – Austria:
Austria’s green driving schools
- ▶ **Anja Georgi**, NiO – Nahverkehr in Offenbach – Germany:
Mobility chains – e-mobility provides new opportunities for Mobility Management

- ▶ **Camille Castagné**, Tisséo-SMTC – France:

An extranet platform on workplace mobility plans for partners, companies and administrations

10:30

Coffee break

11:00

Slot C – Parallel sessions

C11 PECHA KUCHA: Regeneration of cities and climate change

CHAIR: Tom Rye, Edinburgh Napier University, United Kingdom

- ▶ **Johannes Berg, Fredrik Johansson**, WSP Analysis and Strategy – Sweden:

MM as a mean of avoiding a traffic infarction in south central Stockholm

- ▶ **Miklós Marton** – Hungary:

Fried eggs, scrambled eggs, fractals, city regeneration and transport

- ▶ **Andreas Blumenstein**, Büro für Mobilität AG – Switzerland:

The renewal of the city tangent Bern (CH) – Mobility Management as regional success factor

- ▶ **Giles Semper, Sophie Tyler**, The Means – United Kingdom:

How Mobility Management can contribute to place management – business improvement districts and other ‘intermediate’ organisations

- ▶ **Dea Seeberg**, VEKSØ Mobility – Denmark:

11 municipalities in 3 years on 2 wheels – how to ensure political and organisational ownership and prioritization of bicycling in small and medium sized municipalities

- ▶ **Stephan Koch**, University College Cork – Ireland:

Making cycling mainstream again – UCC CampusBike and other measures to promote cycling among staff at University College Cork

- ▶ **Thomas Fischer, Heike Falk**, City of Graz – Austria:

Integration, planning and implementation of the Shared Space project in the City of Graz, Austria

C12 PECHA KUCHA: Experience from European projects

CHAIR: Johannes Theißen, *traffiQ*, Germany

- ▶ **Sarah Martens, Patrick Auwerx**, Mobiel 21 – Belgium:

European projects on Mobility Management: an overview by EPOMM-Plus (or: How to make optimal use of project results?)

- ▶ **Gabriela Kalocova**, Regional Council Moravia Silesia, **Tim Cordy**, T S Cordy Ltd:

Best MM practices tested in PIMMS CAPITAL project

- ▶ **Joanna Majdecka**, Municipality of Krakow, **Fred Dotter**, FGM-AMOR:

CIVITAS encourages a modal and mental shift towards a more sustainable environment

- ▶ **Johannes Bardong**, *traffiQ raffiQ* Public Transport Authority of Frankfurt – Germany, **Tobias Kipp**, team red Deutschland GmbH – Germany:

Mobility Management for the Industrial Park Höchst

- ▶ **Julia Zientek**, FGM-AMOR, **Udo Becker**, Technical University of Dresden:

TRANSPORT LEARNING: training on sustainable urban transport policies and measures for municipalities and energy agencies



- ▶ **Stuart Murray**, Transport for Greater Manchester, **Johannes Theißen**, *traffiQ* Public Transport Authority of Frankfurt – Germany:
ICMA Amobilife – MM solutions with transnational approach
- ▶ **Luca Buzzoni**, Emilia-Romagna Region, **Joerg Schweizer**, **Jason Meggs**, University of Bologna – Italy:
ITACA and I.M.O.S.M.I.D.: Comparing traffic and carbon reduction potentials of European Mobility Management schemes and lowering carbon output of urban transport through the use of sustainable innovative technologies and management models

C13 PRESENTATIONS: The demographic focus in Mobility Management

CHAIR: Karen VanCluysen, POLIS, Belgium

New ways to cope with the mobility demands of a changing population – in rural and urban environments.

- ▶ **Mechtild Stiewe**, ILS – Institut für Landes- und Stadtentwicklungsforschung GmbH, **Juliane Krause**, plan & rat – Büro für kommunale Planung und Beratung – Germany:
Mobility from gender perspective – the contribution of mobility surveys
- ▶ **Horst Benz**, Telenet AG Rhein-Main, **Gerd Kühling**, **Tobias Diephaus**, Landkreis Vechta – Germany:
MobilUmVechta – Integrated Mobility Management in rural areas
- ▶ **Johan Janse**, DTV Consultants – Netherlands:
Public transport ambassadors and the travel desk, a helping hand for (senior) citizens
- ▶ **Theo Jansen**, **Mareike Wendel**, Verkehrsverbund Rhein-Sieg GmbH – Germany:
Public local Mobility Management for seniors – experiences in a model project

C14 TRAINING/WORKSHOP: Awareness and lifestyle

Lifestyle challenge: How to promote a sustainable lifestyle to young families

As a target group, young families are extremely important to have on board (and convinced) in the bigger sustainability challenge. Young families unite present (parents) and future (children). Therefore we open the discussion on how to successfully promote a long term sustainable lifestyle for young families in a creative, challenging workshop.

ANIMATORS: Lies Lambert, Elke Bossaert, Mobiel 21 vzw – Belgium

12:30 Lunch

14:00 Slot D – Meet the Germans: Speed dating with experts of the German Mobility Management branch

15:30 Coffee break

16:00 Slot E – Parallel sessions

E15 Pecha Kucha: Experience from cooperation in European projects – Experiences with public and private networks

CHAIR: Kristina Gauce, Vilnius Gediminas Technical University, Lithuania

- ▶ **Ute Kabitzke, Gerd-Axel Ahrens, Jan Schubert**, Technical University of Dresden, Chair of Transport and Infrastructure Planning – Germany:
More sustainable transport in Central European Cities through improved integrated bicycle promotion and international networking (Experiences from the project Central MeetBike)
- ▶ **Michaela Kargl, Stephanie Mühlbacher**, FGM-AMOR – Austria:
ISEMOA – Quality management scheme for improving accessibility

- ▶ **Manel Ferri, Luis Cuena**, CCOO Trade Union, **Vincent Meerschaert**, Traject Mobility Management:
E-Cosmos project (European commuters for sustainable mobility strategies)
- ▶ **Susanne Franz, Ulrike Reutter, Oliver Dümmler**, Technical University Kaiserslautern, Institute imove – Germany:
Mobility counselling for enterprises in Offenbach and Industriepark Höchst as a part of the European project ICMA
- ▶ **Michael Rauch, Manuela Bruck, Harald Hagenauer**, Österreichische Post AG – Austria:
The role of e-mobility in the program CO2-neutral delivery in Austrian mail service
- ▶ **Hank Weiss, Aimee Ward**, University of Otago – New Zealand:
Adolescent mobility health: Advocating for deep change
- ▶ **Bart Busschaert**, Traject Mobility Management, **Eddy Klynen**, Vlaamse Stichting Verkeerskunde – Belgium:
Mobility Management for all: a must for integration!

E16 PRESENTATIONS: Electric mobility

CHAIR: Robert Stüssi, Perform Energia, Portugal

Cities from Germany, the UK and Spain meet the challenge of e-mobility in different ways. Get an impression about potentials, implementation plans and a new public car system.

- ▶ **Claudia Maximini**, Institut für Stadtbauwesen und Stadtverkehr der RWTH Aachen – Germany:
Identification of user groups and potentials of e-mobility in a survey in the city of Aachen (Germany)
- ▶ **Sally Kneeshaw**, URBACT EVUE – United Kingdom:
Plugged in and going green: A whistle stop tour of EVUE cities supporting e-mobility

- ▶ **William Rendall**, Chispa – a public car system – Spain:

Chispa – a public car-system

E17 PECHA KUCHA: Mobility Management as regional factor

CHAIR: Andreas Witte, RWTH Aachen, Germany

- ▶ **Sonja Heikkinen**, Motiva Ltd – Finland:

Mobility management in Finnish regions

- ▶ **Gudrun Uranitsch**, City of Graz, **Maria Reiner**, Managerie – Austria:

The city is at your feet!

- ▶ **Andreas Maatz**, **Klaus Barthelmes**, Kreisverkehrsgesellschaft Offenbach mbH, **Jürgen Follmann**, Hochschule Darmstadt – University of Applied Sciences – Faculty of Civil Engineering – Germany:

Concept for a future-proof pupils traffic – surveys about mobility behaviour of pupils and deductions for public transport

- ▶ **Malin Gibrand**, **Madelene Håkansson**, Trivector Traffic AB – Sweden:

Mobility Management as a tool to attract new customers – report from a public transport company

- ▶ **Emma Ström**, **Pernilla Wistrand**, **Katarina Appeltofft**, Swedish Transport Administration, Stockholm region – Sweden:

Stockholm ready for Mobility Management?

- ▶ **Friso Metz**, Kpvv, **Frank Eggen**, City Region Arnhem Nijmegen, **Marco Martens**, Ecorys – Netherlands:

Matching business goals with societal benefits: extending the success of MM in the Arnhem-Nijmegen Region

E18 WORKSHOP: Mobility Management as regional factor

How to focus on what is really functional: the Dutch approach to find the highest potential for mobility management

The successful national “ToeKan”-approach to evaluate the potential of behavioural alternatives for road users will be introduced as a starting point. In a role-play setting, workshop participants will discover how this method can increase stakeholder participation and cost-effectiveness of MM, and how the stakeholders arrive at a shared view on the most promising MM-strategies in a particular region.

ANIMATORS: **Jorrit Nijhuis, Henk Pauwels**, Rijkswaterstaat, DVS Centre for Transport and Navigation, **Joost Beenker**, Maastricht Bereikbaar Program Office – Netherlands

E19 WORKSHOP: Awareness and lifestyle

Solving parking problems in residential areas, MM as a solution?

Car ownership rates are predicted to grow, also in our cities. Older neighbourhoods are looking for new ways to deal with these problems. Governments might follow the demand for parking space. Or they might try to lower demand for parking and thus for car ownership. Following the demand is expensive and non-sustainable. But does MM result in less cars? Workshop participants will work out different scenarios in small groups.

ANIMATORS: **Friso Metz, Bram Van Luipen**, KpVV – Netherlands

17:30 **Leisure time**

19:00 **Official dinner in the Capitol in Offenbach** (admission from 18:30, end around midnight)



Thursday, June 14th 2012

OVERVIEW 3rd CONFERENCE DAY

| | | | |
|--|---|---|---|
| 08:30 Welcome coffee | | | |
| 09:00 Slot F – Parallel sessions | | | |
| F20 Pecha Kucha: Awareness and lifestyle | F21 Training/Workshop: EU-project-tools | F22 Presentation: Socio demographic changes | F23 Presentation/ Workshop: DECOMM (in German only) |
| 10:30 Coffee break | | | |
| 11:00 Plenary session | | | |
| 12:30 Closing session | | | |
| 13:30 Lunch | | | |
| 14:30 Parallel sessions | | | |
| 24 Walking workshop: Reaching the destination despite a handicap | Site visits: 5. Walking tour city. 6. The Holy Roman Empire of German Nation. 7. City tour by bus. 8. Industrial Park Höchst. 9. Frankfurt Airport. 10. Urban development areas. | | |
| 17:00 Leisure time | | | |

08:30 Welcome coffee

09:00 Slot F – Parallel sessions

F20 PECHA KUCHA: Awareness and lifestyle

CHAIR: Sophie Tyler, The Means, United Kingdom

- ▶ **Ruth Furrer Brühlmann**, City of Zurich, Transport Planning Division – Switzerland:
Mobility culture for the young in the city of Zurich
- ▶ **Udo Becker**, Technical University of Dresden, **Bodo Schwieger**, team red Deutschland GmbH – Germany:
Changing mobility behaviour

- ▶ **Christine Sisell**, Regional Development Council Gävleborg – Sweden:
The winter cyclist
- ▶ **Daniel Kerpen**, Technical University Kaiserslautern – Germany:
Social media management in the public transport sector: efforts and strategies harnessing collaborative mobility management
- ▶ **Marianne Weinreich**, VEKSØ Mobility – Denmark:
Around the world in 80 days
- ▶ **Anna Thormann**, Gate 21 – Denmark:
“Formel M” – Towards a sustainable transport behaviour

F21 TRAINING SESSION/WORKSHOP: EU-project-tools

How to MAXimise the usage of EU-project-tools – What can we learn from the MAX project and EPOMM-PLUS?

2009 the MAX project produced seven nice, usable and useful tools – ready to use. What has happened since then? EPOMM-PLUS partly took up the line and will finalise its work in May 2012 – also producing a row of national reports on Mobility Management. How can we use this experience in future projects? In group work we will find the answers and conclusions.

ANIMATORS: **Pernilla Hyllenius Mattisson**, Trivector Traffic, **Karl-Heinz Posch**, EPOMM-Coordinator, **Melanie LeRoy**, EUROCITIES

F22 PRESENTATIONS: Socio demographic changes

Chair: **Sarah Martens**, Mobiel 21, Belgium

Comparing different MM approaches for different target groups – for migrants, for pre-school children and for senior citizens.

- ▶ **Johanna Balthesen, Kerstin Langer**, Landeshauptstadt München, Kreisverwaltungsreferat – Germany:
Mobility guidance for migrants – teaching material for integration courses in Munich
- ▶ **Bernd Völker**, Rhein-Main-Verkehrsverbund Servicegesellschaft mbH – Germany:
MobiPartner – Target-group orientated mobility advisory involving senior citizens
- ▶ **Susanne Wrighton, Karl Reiter**, FGM-AMOR – Austria:
Mobility Management for pre-school children – Move smart from the start

F23 Presentation/Workshop: DECOMM (in German only)

Strategien zur dauerhaften Verankerung des Mobilitätsmanagements auf kommunaler und regionaler Ebene

Im deutschen Programm effizient mobil wurden in 15 Modellregionen in Deutschland regionale Netzwerke und Strukturen im Mobilitätsmanagement aufgebaut. Diese sind Grundlage für die Umsetzung des Mobilitätsmanagements in regionaler Gesamtstrategie. Wie die regionalen Koordinierungsstellen auch zukünftig einen Beitrag zur Verbreitung des Mobilitätsmanagements in deutschen Städten und Kreisen leisten können, ist Gegenstand des Workshops.

ANIMATORS: **Theo Jansen**, Verkehrsverbund Rhein-Sieg GmbH, **Heike Mühlhans**, IVM GmbH, **Mechtild Stiewe**, ILS GmbH, Dortmund – Germany

10:30 Coffee break

11:00 Plenary session (Moderator: N.N.)

Mobility Management – important factor for our future?

What is the driver behind their mobility policy? – Find the most advanced cities.

12:30 Closing session

Speakers:

City of Gävle, Sweden, Host of ECOMM 2013

Karl-Heinz Posch, EPOMM coordinator

Hans-Jörg v. Berlepsch, CEO *traffiQ*

N.N.

13:30 Lunch
14:30 Parallel sessions

24 WALKING WORKSHOP: Reaching the destination despite a handicap

How older and mobility impaired persons can overcome the barriers in public transport

A short introduction will show you the importance of this theme for elderly persons. Then you will test the situation on location in the public transport network of Frankfurt. After this test, you will address the main aspects of seamless barrier-free travel in group discussions. The workshop will close with an update on the newest developments in science and technology.

ANIMATOR: Marco Gennaro, Rhein-Main-Verkehrsverbund Servicegesellschaft mbH – Germany

SITE VISITS

- ▶ 5. Walking tour to the City of Frankfurt (special event tour)
- ▶ 6. Walking tour on The Holy Roman Empire of German Nation
- ▶ 7. City tour by bus (including the Maintower View)
- ▶ 8. Mobility Management in Industrial Park Höchst (by bus)
- ▶ 9. Frankfurt Airport bus tour
- ▶ 10. Bus tour to urban development areas in Frankfurt: Riedberg, Frankfurter Bogen and Gateway Gardens

17:00 Leisure time
Friday, June 15th 2012

SITE VISITS (optional programme)

- | | |
|----------------------|--|
| 09:30 – 12:00 | ▶ Financial place Frankfurt |
| 09:30 – 12:30 | ▶ Cycling tour through the green belt of Frankfurt |
| 09.30 – 12.30 | ▶ Industrial Park Höchst (example of MM in a closed industrial area) |
| 09:30 – 13:00 | ▶ Applewine tour |
| 09:30 – 13:30 | ▶ Tour to Opel Test Centre Dudenhofen (test of electric cars) |
| 09:30 – 14:00 | ▶ Trip by bus to the Rheingau wine region (35 € additional costs) |