EPOMM and the local host Municipality of Uppsala, invite all those interested in submitting their presentations addressing the 5 topics of the Call. This info is for mobility experts, companies, associations and institutions, policy maker and politicians, as well as students and members of the public who would like to contribute to the European Conference on Mobility Management, which will take place from 30 May – 1 June 2018 in Uppsala, Sweden. When preparing your submission, we kindly ask you to indicate:

• the topic(s) you are addressing in your presentation or the mobility case(s) you would like to bring in for discussion;
• which of our three different session formats you wish to present it in.

Presentation proposals can be submitted until Sunday 10 December 2017.

MAIN THEME AND CROSS-CUTTING CONFERENCE SUBJECTS

The main theme of ECOMM 2018 is “Mobility in disruption – fast-forward to smart and sustainable societies”. “Mobility in disruption” describes a radical change to the domain of mobility, mainly in terms of technological innovation, new mobility concepts such as sharing platforms and social innovation due to digital platforms. Many European cities and regions find themselves in an intensive process of transformation with strong growth in numbers of inhabitants, residential areas and businesses. However, the goals for creating social, economic and ecological societies are set higher than ever. At the same time, there are by contrast regions where the populations are decreasing but where the sustainability goals are nevertheless of equal importance. This theme emphasises the urgent need of innovative mobility solutions to help achieve the sustainability goals in these transforming societies. Together, physical planning, technology, businesses, policies and behavioural insights are able to disrupt mobility as we know it, which can change societies.

CHALLENGES TO DISRUPTIVE MOBILITY SOLUTIONS

Disruptive mobility provides many opportunities for smart and sustainable societies. However, there are still many challenges and concerns regarding how people get around. In order to overcome some of the most prominent challenges and to be able to actually fast-forward to smart and sustainable societies, the ECOMM 2018 conference has selected five cross-cutting subjects: yesterday, today and tomorrow; the institutional and legal framework; human behaviour; including everyone; and safety.

Discussions about sustainability often tend to focus on quite distant futures, but the truth is that we already have many sustainable mobility solutions available. At ECOMM 2018, we want to compare yesterday and today by using examples from the past to highlight the current disruption. What have past changes in mobility meant for societies? How can we apply what we know to plan for tomorrow? What should we upgrade and what should we avoid? What does this current state of disruption mean in terms of opportunities and challenges? What barriers for today’s smart mobility solutions need to be taken into account regarding the institutional and legal framework?

In order to create socially, economically and ecologically sustainable societies it is crucial that citizens are able to change from one lifestyle to another. This requires knowledge about human behaviour and behavioural change. Humans are both instinctive and analytical and therefore sometimes unpredictable. Which messages succeed in communicating with which target group? The discussions are about sustainable societies, which include both urban and rural areas; high-growth regions as well as regions where the population is not growing. Mobility policies need to build bridges between different types of areas and prevent the gaps between them from growing. It is of utmost importance to include everyone to avoid segregation and to ensure safety for everyone. Safety is an issue on many levels and key to a socially sustainable future. Traffic safety for all modes of transport is a topic for ECOMM 2018, both regarding the transportation itself and regarding the experienced safety of those using it.
TOPICS FOCUS SESSIONS – ECOMM 2018
Presentations at ECOMM 2018 should refer to one of the following topics, all related to the main theme of the conference: mobility in disruption.

1. MOBILITY MANAGEMENT AS A TOOL TO CREATE INCLUSIVE SOCIETIES
Keywords: Social sustainability – (Gender) equality – Integration – Sustainable Environment – Health – Safety – Including everyone

Mobility Management is used to mitigate climate change and the impacts on the natural environment. This is and will continue to be a cornerstone for Mobility Management (MM). However, the concept can also be used to create more socially sustainable societies. Increasing the use of sustainable modes of transport can improve both health and accessibility for many people regardless of their location, age, gender, disabilities, nationality or ethnicity. Intense social transformation comes with a risk of segregation. MM needs to build bridges and be used to achieve equality. How can that be ensured?

Examples:
• Ways to improve safety in cars, public transport, on bikes or for pedestrians
• Physical planning to prevent traffic-related accidents (involving cars, public transport, bikes or pedestrians)
• Physical planning to improve the travellers’ perceived safety
• Usage of MM to improve traffic safety around schools
• Usage of MM to integrate refugees into society (for example free public transport)
• Usage of MM to create accessibility in both urban and rural areas and/or between them
• Usage of MM to achieve accessibility regardless of disabilities
• Usage of MM to achieve better air quality and acoustic environments
• Creating routes/lanes and designated areas for cyclists and pedestrians in cities.
• Usage of MM to foster smart and inclusive mobility in areas with low demand and low population densities.

2. HOW TO MAKE MAXIMUM USE OF TECHNOLOGIES
Keywords: Transformative technologies – Seamless mobility – Smart cities – Sharing economy – MaaS – The institutional and legal framework – Big Data – General Data Protection Regulation (GDPR) – Personal data – Yesterday, today and tomorrow – Safety – Including everyone

Technical development has been fast in recent times and MM has managed to make good use of new technologies. What good examples can we learn from? What do new technology and innovations do for “traditional” MM? Can we upscale this way? Here we want to see business cases and permanent services rather than temporary projects. There are four big current trends within this field: electrification, digitalisation, speed and services. These are often governed by other stakeholders than planners. How can we collaborate and share data? Can we fix missing connections between the public and the private? What barriers do we need to overcome? What are the biggest legal obstacles concerning smart technologies and how can they be solved?

Examples:
• Results from well proven technology used as an MM tool
• The latest in MaaS
• Virtual reality as an MM tool
• Internet of Things (IoT) for innovative societal development
• Big Data used on yesterday’s travelling behaviour to predict tomorrow’s travelling behaviour
• How to protect personal data
• What will the General Data Protection Regulation (GDPR) and mobility mean for each other?
• Robots’ impact on the meaning and need of MM
• Ways to involve planners with other stakeholders

3. TAILOR-MADE MOBILITY SOLUTIONS FOR HAPPY REGIONS
Keywords: Nudging – Human behaviour – Parking management – Promoting sustainable modes of transport – Co-mobility – Intermodality – E-mobility – Car-free cities – Assisted driving – Autonomous driving – Happiness – Urban and rural areas – Including everyone

We want to continue on from where we ended up at ECOMM 2017 in Maastricht, when happiness was introduced as a goal, however this year the focus will be on creating happy regions. Technology alone will not resolve all our problems. We want to see the best examples of
design and infrastructure. Are there smart ways of improving infrastructure and of connecting infrastructure by means of MM? How can we use e-mobility to increase the proportion of sustainable travels in both highly and less populated areas? How do we work across borders? Happy regions need to include both urban and rural areas; happiness within each type of area and the links between them. We want to hear about high growth regions as well as smaller rural areas. How do we use MM in different types of areas, depending on whether the population is growing or decreasing?

Examples:
• The cornerstones of happy regions
• Usage of MM to prevent a scenario where autonomous vehicles lead to increased car-traffic
• Nudging as a tool to achieve more sustainable travels
• What is mobility – specific to high-growth regions
• What is mobility – specific to rural areas
• Mobility as a link between urban and rural areas
• E-mobility as a link between urban and rural areas
• Solutions for more sustainable freight
• Parking to aid commuting
• Innovative parking management concepts
• How to create car-free cities

4. MOBILITY MANAGEMENT – BEST LEARNING EXPERIENCES

Keywords: SUMP/MM within physical planning – MM for workplaces and schools – MM during road construction – Policies for sustainable transport – Good and bad experiences – Real cases – Yesterday, today and tomorrow – Including everyone – Safety

Even if the institutionalisation of MM has come a long way, it has not become mainstream yet and there are still too many pilots and temporary projects being done. We need to draw attention to all the good examples where MM has become business as usual. What can we learn from them? What more needs to be done? How can we use these experiences to carry out fast mobility changes today? Are there ways of creating and sustaining platforms where infrastructure planners/operators are connected with MaaS and/or the sharing economy? We want to hear about the process behind creating new policies and driving forces for medium and long termed strategies of countries/cities for decarbonisation. We also want to hear examples of how to use results from MM projects in decisions about infrastructure investments, in order to meet the demands several years from now. Here we want to see real cases. We want to hear about both good and bad experiences. What has worked out well? What has not worked out at all? Within this topic, before-and after-pictures of where MM has made a noticeable difference are highly recommended.

Examples:
• Results from where MM has made a noticeable difference
• Examples of projects that did not turn out as expected
• Recipes for a well-functioning MM project
• Tips on what to avoid in order to achieve the desired results
• How to adapt the results from a completed MM project to find mobility solutions that respond to the demands of today

5. GETTING TO KNOW THE TRAVELLER

Keywords: Behavioural research – The traveller – Human behaviour – Behavioural change – (Terrorism) threats – Shared travelling – Safety – Including everyone

Smart mobility solutions are only smart if they are used in a desirable way. The traveller’s behaviour is a key component to achieving sustainable societies. Is our knowledge about behavioural change up to date? Have preconditions for behavioural change changed? What do we know about the traveller? What should we know? Are there new, effective methods and measures for MM which we have not seen before? Many countries in Europe are currently dealing with threats of terrorism. Does that affect people’s desire to travel and the way they do so and, if so, to what extent?

Examples:
• Different mobility solutions should have different target groups
• Different messages trigger different people
• Different people are more or less open to making changes leading to a more sustainable lifestyle
• How to incorporate behavioural insights into physical planning
• Statistics on changes in travelling (in modes of transportation or the extent)
• Research on how terrorism threats affect people’s desire to travel and their preferred means of transport
• Research on how violence in public areas affects people’s desire to travel and their preferred means of transport
SESSION FORMATS
Our aim is to make this conference a fruitful experience for all participants. In order to enable a well-tailored knowledge exchange, we have developed three different session formats. All the different formats are aimed to trigger interaction within the audience and encourage further cooperation.

The authors of rejected presentations might be invited to present their topics as posters. This provides additional opportunities and further networking options.

At the ECOMM 2018 conference we will use the following three types of formats:

PRESENTATION SESSIONS (PPT)
In a standard presentation session three or four speakers are expected to deliver a PowerPoint/Prezi presentation lasting about 15–20 minutes each, followed by a discussion. In order to improve the interaction with the audience we highly recommend you to use slides with lots of pictures, illustrations and even videos. Presenters are also (if suitable for the topic) encouraged to include one or some questions of their own to ask the audience during the presentation, to maintain interaction and interest throughout the whole presentation.

20/20 SESSIONS PECHA KUCHA STYLE (K)
A 20/20 presentation Pecha Kucha style consists of exactly 20 images, each shown for 20 seconds and the presentation 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 each presentation there will be room for questions. After all the presentations, the audience gets the opportunity to discuss the topic with the presenters on a personal-one-to-one basis. It is very important to follow the concept precisely in order to get the benefits of this session format. Please look at the link for instructions: http://www.youtube.com/watch?v=wGaCLWaZLI4. To make the 20/20 sessions even more inspiring and attractive, the atmosphere where this type of session is held will be very relaxed. Following the good example of ECOMM 2017, additional training will be offered and the organisers retain the right to reject a presentation if the preparation guidelines are not accepted.

CHALLENGE SESSIONS (C)
The attendees of the ECOMM conferences are well informed and experienced in MM. This provides a unique opportunity to gather ideas, share visions and exchange knowledge on the different mobility challenges that are submitted. Challenge sessions are those including 2–4 challenge holders who present their challenge to the audience using a 5 minute PowerPoint presentation. These sessions are led by a moderator who then poses the main points and the questions to the participants in the session. The challenges are discussed in small groups. Participants are invited to give feedback, come up with solutions, recommendations and share their thoughts on the topic for about 35 minutes. Groups rotate between challenges and continue their discussion where the previous group ended, based on notes that the previous group has written. The moderator summarises the discussion at the end of the session. EPOMM and the hosts of ECOMM 2018 want to encourage you as a presenter to think a little extra about the ways you could contribute to this particular session format when preparing your presentations. It is the most interactive session format and therefore provides very useful help and inspiration in your continuing work.
**TIMETABLE ECOMM 2018 CONFERENCE**

Please note that the timetable might change slightly.

### WEDNESDAY, 30 MAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08.00–13.30</td>
<td>Registration open</td>
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<tr>
<td>08.00–12.00</td>
<td>Set up stands &amp; demonstrations</td>
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<tr>
<td>09.00–12.00</td>
<td>Excursions &amp; side meetings</td>
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<tr>
<td>12.00–13.30</td>
<td>Lunch + visit exhibition</td>
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<tr>
<td>12.00–18.00</td>
<td>Exhibition open</td>
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<tr>
<td>13.30–15.00</td>
<td>Opening Session</td>
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<td>15.00–15.30</td>
<td>Coffee break</td>
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<tr>
<td>15.30–17.00</td>
<td>Focus Sessions 1</td>
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<tr>
<td>18.30–20.00</td>
<td>Welcome reception</td>
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### THURSDAY, 31 MAY

<table>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>09.00–10.30</td>
<td>Plenary Session – Interactive Panel Discussion</td>
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<tr>
<td>09.00–18.00</td>
<td>Exhibition open</td>
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<tr>
<td>10.30–11.00</td>
<td>Coffee break</td>
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<tr>
<td>11.00–12.30</td>
<td>Focus Sessions 2</td>
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<tr>
<td>12.30–13.30</td>
<td>Lunch break</td>
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<td>13.30–15.00</td>
<td>Focus Sessions 3</td>
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<tr>
<td>15.00–15.15</td>
<td>Short coffee break</td>
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<td>15.15–16.45</td>
<td>Focus Sessions 4</td>
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<tr>
<td>16.45–18.00</td>
<td>Meet the Locals</td>
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<td>19.30–….</td>
<td>ECOMM Dinner + party</td>
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### FRIDAY, 1 JUNE

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<th>Time</th>
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<tr>
<td>09.00–10.30</td>
<td>Plenary Session – House of Commons Debate</td>
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<tr>
<td>10.30–11.00</td>
<td>Coffee break</td>
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<tr>
<td>11.00–12.30</td>
<td>Focus Session 5</td>
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<tr>
<td>12.30–13.30</td>
<td>Closing Session</td>
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<tr>
<td>13.30–14.30</td>
<td>Lunch break</td>
</tr>
<tr>
<td>14.30–17.00</td>
<td>Excursions &amp; side meetings</td>
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SUBMISSION VIA THE INTERNET
This year, the submission will be done on-line – providing more security, easy access for even last minute editing and an easier management for the reviewers. Go to http://review.epomm.eu to enter the submission pages.

The deadline for submission is: Sunday, 10 December 2017, at 23:59 CET.

EVALUATION CRITERIA
The EPOMM International Programme Committee (IPC) will evaluate the abstracts. The evaluators will base their decisions on the following criteria:

a. Significance and relevance to Mobility Management. If the presentation does not comply with this criterion it will be removed from further consideration.
b. Linkage to the session topic
c. Innovation and originality
d. Transferability and problem solutions
e. Abstracts relating to completed projects or measures which have proven results will be prioritised over those which have not yet yielded much potential for knowledge transfer.
f. Overall quality of the abstract: Is the content clear, is it a valuable contribution to the conference, does it fit in with the overall theme of the conference?
g. For challenges, in addition the relevance, opportunities and attractiveness for a larger group to interact on the presented case will be included in the evaluation criteria.
h. In a second round, the evaluators will ensure a good balance of abstracts per topic and per session and that there is a reasonable distribution among European countries.

GENDER MAINSTREAMING
EPOMM aims to ensure that both men and women are well represented as speakers, chairs and on panels. For this reason, the evaluation procedure might favour presentation by men or women to ensure such a reasonable representation.

FROM EVALUATION TO THE CONFERENCE
If accepted, the author will be contacted mid-February 2018. Based on the selection by the IPC, the conference host of ECOMM 2018, the Municipality of Uppsala, will develop the conference programme in cooperation with the co-organisers and EPOMM.

All authors must be prepared to provide the final draft of their presentation at a date well before the conference. This date is yet to be set, probably mid-April 2018. Pecha Kucha (draft) presentations will have to be provided to the conference organisation in order to check whether the format is adhered to and in addition presenters will be coached on how to present the slides. Other (draft) presentations and poster formats for the challenge sessions will have to be provided in order to enable the session chair to coordinate between the presenters and to give adequate focus to the discussion during the session. You might then be asked for more details on the presentation and the format.

By agreeing to participate your presentation may be selected to be included in the ELTIS database of Mobility Management examples and will be published on the EPOMM website – see for example www.epomm.eu

For more information on the presentation submission, please contact:

EPOMM
Ingrid Briesner
briesner@fgm.at

Looking forward to receiving your submissions and welcoming you in Uppsala, Sweden, at the end of May.

The ECOMM 2018 Organising Team
November 2017