

CALL FOR PRESENTATIONS ECOMM 2022

This information is for politicians, policy makers, companies, associations and institutions, as well as for citizens who would like to contribute to the twenty-fifth European Conference on Mobility Management this year taking place from 31 May – 2 June 2022 in Turku, Finland. When preparing your paper, 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;
- the **session format** you prefer to present.

Presentation proposals can be submitted until

Friday, 3rd of December 2021, 23:59 CET here:

<https://ecomm2022.epomm.eu/>

The main theme of ECOMM 2022 is

“BE INSPIRED by... sustainable mobility”

ECOMM 2022 in Turku offers an excellent opportunity for you to recharge your batteries and be inspired by Sustainable Mobility! The conference will be an unforgettable experience for everyone. We want the participants to be further motivated on their work for sustainable mobility as pursuing a change that can be sometimes very challenging. The conference welcomes inspiring presentations that focus on reaching the ambitious climate goals and enable the sustainable modal shift in practice.

Often the best results in sustainable mobility promotion are achieved by combining various measures – both the “soft” and the “hard” ones. The soft Mobility Management measures often enhance the effectiveness of harder measures like improvements on sustainable infrastructure or transport services. One can say that the goal of Mobility Management is to create a new mobility culture – the missing piece in the puzzle of sustainable mobility.

The ECOMM 2022 conference has selected five crosscutting themes

Be Inspired by...

- [Modal Share Growth of Public Transport](#)
- [Mobility Management & Economic Instruments](#)
- [The New Use of Urban Space](#)
- [Life as a Service: Connecting People and Services](#)
- [The Use of Data in Mobility Management](#)

TOPICS FOCUS SESSIONS – ECOMM 2022

Presentations at ECOMM 2022 should refer to one of the following topics, all related to the main theme of the conference, BE INSPIRED by... sustainable mobility!

- **Be Inspired by... Modal Share Growth of Public Transport**

Keywords: *Marketing campaign – Communication & branding – Electric buses – Payment systems – Bus rapid transport – Mobility management – Intramodality – Integrated transport – Multimodality – Multimodal solutions for mobility – Awareness – Citizen participation*

Public transport – in its various forms – forms the backbone of sustainable travel chains. Promoting public transport is an essential part of many Mobility Management strategies and actions. However, in many regions and cities there is still much to be done to increase the use of public transport, especially so that it does not decrease the share of cycling or walking.

Under this subtopic we'd like to hear presentations on measurable successes in increasing the modal share of public transport as well as successful practices, especially using actions like strategic communication, marketing campaigns and branding. Also presentations with combining public transportation with other modes are welcomed. What has proved to be most effective?

2. Be inspired by... Mobility Management & Economic Instruments

Keywords: *Economic incentive – Equity – Taxation – Neuropsychology – Marketing – New business models – Regulation or deregulation of the market – Innovative city logistics – Major events – Commuting*

Mobility Management is most efficient when combined with economic incentives – or is it? How can mobility management enable equity and increase the acceptance of the tough decisions – e.g. Are economic incentives - like taxation - needed in order to tackle climate change? What kind of neuropsychological approaches are needed to tackle the challenges?

The subtopic focuses on the current developments in combining soft measures like marketing with economic incentives. The topic can be examined on a national, regional, city, workplace or individual level, or the level of communication between all the different levels working together. Also presentation addressing economic incentives for logistics are welcomed.

3. BE INSPIRED by... The New Use of Urban Space

Keywords: *Re-designing public space – Low dense areas – Pedestrian mobility – Squares – Streets – Parking management – Charging infrastructure – Electro mobility – Dedicated bike lines – Dedicated bus lines – Mobility hubs – Multimodality – Park and Ride – V2V and V2I (vehicle to infrastructure) and V2X (all connected) – Micromobility – Bike, E-Scooter, and E-motorbike Sharing – Carsharing – Ridesharing – Urban and regional planning; public space – SUMP – Low-carbon*

The use of urban space is a hot topic when developing sustainable mobility. It is often surrounded by physical and mental barriers that mobility management experts are very familiar with. When talking about urban space, one cannot avoid the discussion around parking places, charging infrastructure or dedicated bike or bus lines.

In this subtopic presentations enabling larger use of urban space for sustainable modes of transport are welcomed. Especially presentations focusing on the use of shared spaces, mobility/multimodal hubs, new usage of urban streets (temporary or permanent), parking policies and new parking solutions, park and ride, charging infrastructure for e-vehicles, LEVs, V2V, V2I or dedicated lanes. We would particularly like to hear how these measures are connected with strategic city-level or regional approaches, e.g. climate goals, SUMP or other such strategies.

4. Be Inspired by... Life as a Service: Connecting People and Services

Keywords: *Life as a service – Shared economy – Service design – Social inclusion – Accessibility – Citizen participation – Logistics – Housing – Mobility as a Service – Tourism – Sustainable travelling – Digital mobility platforms – Guidance – Ticket combinations*

This subtopic focuses on a wider concept and Life as a Service showcasing practical cases where mobility is combined with services. These relate to wider service orientation in the society and with sharing economy issues. The presentations showcasing service design, social inclusion, accessibility, citizen participation, logistics, housing issues etc. are welcomed.

Presentations focusing on combining sustainable mobility with tourism are of big interest in this subtopic. Especially presentations that highlight how the physical and digital sides of the services support the sustainable mobility are highlighted, these can cover for example topics of guidance and ticketing.

5. BE INSPIRED by... The Use of Data in Mobility Management

Keywords: *Real time traffic information – Traffic simulation – Internet of Things – Big Data – Gamification – Mobility apps – Algorithms – AI – Road safety – Parking – Air quality – Emissions – Noise – Health*

Wide use of different data sets can open new avenues for mobility management. Several cities have been focusing on opening data so that it can be easily combined with other datasets and used to encourage the mobility change in their cities. Especially it is hoped that the increased possibility to use data can improve for example the planning processes and increase the impact of measures.

This subtopic welcomes presentations on the use of different datasets, use of apps and gamification, use of real time data, models of data use between different sides (operators, cities, national level), lessons learnt from history data, algorithms and AI that enable and encourage sustainable mobility usage and variety of incentives that benefit or create data for further use. The topics data is covering can vary from road safety, parking to air quality and health.

Session formats

Our aim is to make this conference a fruitful experience for all participants, whether they are from a public or private sector. In order to enable a well-tailored knowledge exchange, we distinguish three different session formats, of which one is new to ECOMM. All different formats are aimed to trigger interaction within the audience and encourage further cooperation.

Presentation sessions (ppt)

In a standard presentation session three or four speakers are expected to deliver a power point/Prezi presentation of about 15-20 minutes each, followed by a discussion. In order to improve the interaction with the audience we highly recommend you use slides with lots of pictures, illustrations and even videos.

Presenters are also (if suitable to 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.

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 sent in. Challenge sessions are those including two or three challenge holders who present their challenge to the audience using a 5-minute power point.

These sessions are led by a moderator who then poses the main points and questions to the addressed 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 35 minutes. Groups rotate between challenges and continue their discussion where the previous group ended based on notes on a tablecloth.

The moderator makes a closing end of the session. ECOMM and the hosts of ECOMM 2022 want to encourage you to think a little extra about the ways you could contribute to

this session format when preparing your papers. It is the most interactive session format and therefore makes for very useful help and inspiration in your continuing work.

New: invited session (iv)

An invited session is organized by its host, who will be responsible for calling and looking for presenters. Each invited session should include 4-5 presentations with different speakers, coming from at least three different institutions or countries and not representing only one project. The applicant of an invited session is assumed to organize and chair it and signs fully responsible for a high-quality session.

A proposal should include a title, the session outline and full description, the names of the proposed chairperson and speakers (their affiliations and titles of the presentations / talks) and a short justification, why this session should take place at ECOMM 2022.

The submission of a proposal for an invited session has to be done per e-mail and is not possible via the online system. Please download the application form for an invited session here [invited session submission form](#) and send it to the EPOMM coordinator [Ingrid Briesner](#) **Friday, 3rd of December 2021, 23:59**

Template for Paper Abstracts

Authors:

Main topic:

Short Description:

50 words

Main part:

400 words

What is new?:

50 words

What is transferable to other cities and regions?:

50 words

What are outcomes and conclusions?:

50 words

Who are the main target groups?:

50 words

Pease supply a link to the project if available: