

KEY Conclusions of ECOMM 2001 in Rome

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WS 1. Legal framework

Removal of barriers which hinder the dissemination/implementation of MM. Are we going to force enterprises to implement MM-systems or are we going to implement tax systems (incentive oriented) so that enterprises will ask governments to support them building up MM-schemes?

WS 2 Integration of land use and transport planning, involvement of local authorities

Policy **Integration** on **different levels** e.g. political/strategic and design/operational level, particularly between transport and land use planning as well as technical, cultural and social aspects.

Programs should be **long term** and **system oriented** instead of ad hoc

WS 3 Communication

Responsible mobility: everybody should take responsibility of MM and should **be aware of the consequences** of his/her mobility behaviour,

MM should be **community driven** and as at the present technical expert driven → social pact with the community

Taking the media on board (social pact) in order to disseminate the key message of MM to the broad public

WS 4. Organisation and training for MM-plans

Training and preparation is key for the success of enterprise MM-plans.

There is empirical evidence that **employees** generally regard MM as a **personal benefit** whereas **employers** tend to consider MM as an **additional cost burden** without any economic advantages.

WS 5 The role of new partners in realising MM

Employers, unions, site owners, car manufacturers etc...

WS 6 Successful cases of MM

The recipe: **balanced mixture of different players on different levels**
e.g. PPP, private-private, public-public..

problem oriented, offering attractive alternatives to private car use
supplemented by an aggressive PR-campaign

Key success factors: going for **“quick win target”-groups** who are already
convinced about MM,

Creating **stimulating communication platforms** which are good for
consensus building as well as an ideal setting for **win-win** solutions

WS 7 Innovation and improvement of flexible collective transport services

Calling on the EC and MS to **stimulate the innovation process** and development of MM-actions, like **demand responsive transport services, integrated travel information** and partnerships to shape a sustainable transport system

Collect and disseminate the results and effects of MM actions

Work on **general standards of public transport data (benchmarks)** and the integration of technology

WS .8 MOST

Preparation and setting of **international standards, codes and indicators** will ensure the quality of MM in the long run.

Urgent need for **establishing quality standards** which will **facilitate** the **decision making process**

Is standardization an essential prerequisite for legislation?

WS 9 - MM for new target groups to promote healthier and safer mobility

Mobility management is gradually and successfully exploring **new target groups**.

For new target groups **the educational community** has a particular role, If this is developed on a large scale in one country, it could effectively be implemented in the other European countries.

Addressing new target groups means dealing with **new issues**, especially **safety, individual health and urban quality**, and updating tools and strategies to the specific needs.