

Come and join us at the 22nd Conference on Mobility Management "Mobility in disruption – Fast forward to smart and sustainable societies" in Uppsala, from 30 May – 1 June 2018!

This year's ECOMM will take place in the lively city of Uppsala/Sweden, offering the delegates a diverse programme with over 80 presentations, workshops, 20/20 talks and demonstrations. This, and much more, is waiting for you, so do not miss out on the most important European conference on Mobility Management from 30 May - 1 June 2018!

Register now to get the Early bird offer until 16th April!

INSPIRING KEYNOTE SPEAKERS



Anna Fahlkrans

ANNA FAHLKRANS

Anna Fahlkrans is the business developer of the Swedish train operator SJ. She is responsible for developing new concepts such as a hand implant microchip as train ticket – a technology of which SJ is the world's first company in the business to try out. At the same time, Anna is well aware of the importance of the social aspects when bringing out these kinds of solutions. After all, they are made for people to use and therefore need to be user-friendly for everyone despite age, gender, disabilities, nationality etc. SJ constantly works with developing and innovating together with their customers. At ECOMM 2018, Anna will give an inspiring keynote speech about innovations and social sustainability.



Ed Parsons

ED PARSONS

Ed Parsons is the Geospatial Technologist of Google, with responsibility for evangelising Google's mission to organise the world's information using geography. In this role he maintains links with Governments, Universities, Research and Standards Organisations which are involved in the development of Geospatial Technology. At ECOMM 2018, Ed will give an inspirational speech on smart societies and enhanced mobility as a result of informatics.



Ida Lemoine

IDA LEMOINE

Ida Lemoine is a co-founder and CEO of the Swedish company Beteendelabbet and one of Sweden's leading lecturers in nudging. In 2016, Ida was appointed one of the future's 99 most powerful by the The Swedish Confederation of Professional Employees and one of super talents of 2016 by the magazine Veckans Affärer. Ida Lemoine reports briefly on human decision making in practice and what psychology, design and behavioural economics can deliver to sustainable transports and travelling.

EXCITING EXCURSIONS

A number of exciting excursions are waiting for you – by foot, by bike or bus – discover best practice and sustainable solutions in Uppsala and its surrounding. For detailed information please visit: <https://ecomm2018.com/programme/excursions/>.

And **ONLY ON FRIDAY, 1 JUNE:** do not miss it: **SELF-DRIVING BUSES ON THE ROAD IN KISTA: FIRST TEST IN SCANDINAVIA!**

Right in between Uppsala and Stockholm is Kista Science City, the foremost ICT cluster in Northern Europe. In Kista Science City you will find the Ericsson HQ, including Ericsson Research testlab for 5G together with several hundreds of companies and satellites of Stockholm University and the Royal Institute of Technology (KTH). Kista Science City has since 1986 been developed to its world leading position in mobile technologies, in a triple

helix collaboration managed by the Electrum Foundation. During the excursion, you will be presented to the Urban ICT Arena open digital testbed and collaborations arena, today with more than 40 partners and 60+ projects aiming to create solutions for the sustainable and connected city. One of the projects that we will show is "Autopiloten", the first test of autonomous vehicles on public roads in Scandinavia.

EXCLUSIVE GALA DINNER IN THE CASTLE OF UPPSALA



Uppsala Castle

The exclusive Gala Dinner on Thursday evening will take place in the castle of Uppsala. The castle is one of Uppsala's main landmarks. Its location on Kasåsen makes the castle visible from afar. The construction of Uppsala Castle begun in 1549, and was initiated by Gustav Vasa. Several major historical events have taken place inside the castle walls, including the Sture murders in 1567, Queen Kristina's abdication in 1654 and several coronations, the last of which was Ulrika Eleonoras in 1719.

ELTIS Training on land use planning and its connection to SUMP



Karl-Heinz Posch

Land Use Planning has a very strong influence on the mobility behavior of future residents, as land use plans determine density, use mix and space for traffic infrastructure. Building permits can define certain obligations for developers, e.g. co-financing of traffic infrastructure or the amount of parking provided and thus further influence mobility behavior of future users. This ca. 2 hours audience engaging, interactive training session will provide a good overview over the connections between land use planning, managing mobility and SUMP, and show some very useful examples.

Learning objectives:

1. Understand how mobility is defined and what can be changed
2. Get an overview over the factors in land use planning that can influence mobility
3. Understand the viewpoints of different stakeholders in the land use planning process
4. Understand how land use planning can connect to SUMP

Trainer: Karl-Heinz Posch. Austrian Mobility Research FGM-AMOR

Limited seats available, **Registration** necessary, Free of charge



Karl-Heinz Posch

VIBRANT UPPSALA



Uppsala Castle

Older than the country it is part of, Uppsala has been a city of learning for many centuries. Yet at the same time, it is vibrant, innovative and hyper-modern, using modern technology to create a blueprint for the future cities of Sweden

The city is close to Stockholm, the capital of Sweden, yet offers both picturesque countryside and the vibrancy of a big city. Here you can experience both history and modern living. Enjoy a picturesque stroll along the banks of the river Fyrisån. Relax in one of the city's cafés or marvel at the 13th-century cathedral. You can also explore Gamla Uppsala with its traces of the Vikings and their ancestors, the oldest university in the Nordic region, dating from 1477, the home and garden of world-renowned 18th-century botanist Carl Linnaeus, and much more.

Uppsala offers shopping, nature and culture, a lively shopping area with a mix of arcades, shops, restaurants and bars. Outside the city centre you will find a wide range of recreation areas, forests and lakes ideal for bathing, picnics, hiking, cycling or fishing. Uppsala also offers a wealth of events, from largescale concerts and sports events to smaller shows and exhibitions.

For more information about tourist attractions in the city and the surrounding region please visit:

www.destination uppsala.se/en/
www.beyond stockholm.com



Please visit the [ECOMM 2018 webpage](#) or more information on the conference topics and presentations. Do not wait too long in [registering](#) for the conference. Until the 16th of April you can benefit from our Early Bird Fee. The ECOMM 2018 is hosted by the Municipality of Uppsala in Sweden in cooperation with Uppsala County Council, Uppsala University and EPOMM.

We are looking forward seeing you in Uppsala and wish you an excellent conference experience!

Uppsala



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