Candidature for holding the

22th European conference on Mobility Management (ECOMM)

in Uppsala, Sweden May 30–June 1, 2018

Uppsala KOMMUN

UPPSALA KLIMATPROTOKOLL

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Herewith, the Municipality of Uppsala announces its sincere interest in hosting ECOMM 2018 in Uppsala, Sweden.

Hosting such a respectable and important event as the 22nd European Conference on Mobility Management would be a great honour for us, the municipality of Uppsala together with our partner, Uppsala Klimatprotokoll. The municipality of Uppsala is working with mobility management from different perspectives. Just to mention two examples, we are implementing mobility management when developing new areas and we have a strong focus on cycling since our aim is to become the best biking city in Sweden in 2018. Hopefully, we can celebrate this achievement at the ECOMM 2018 in Uppsala!

Welcome to Uppsala and ECOMM in May 2018! We look forward to showing you all the best!

Marlene Burwick,
Chairman of the Municipal board

Joachim Danielsson,
Mayor of Uppsala Municipality

Johan Lundqvist,
Chairman of the Street
and Public Environmental Committee

Michael Eriksson,
Head of Division Street, parks
and nature in Uppsala Municipality

Why Uppsala?

Sweden is the country in Europe that has the fastest growth in urban regions and Uppsala is one of Sweden's leading regions when it comes to growth. Given the current population growth rate, Uppsala may have between 245 000 and 260 000 inhabitants by 2030. That means 2500-3500 new residents per year over the next 15 years.

Together with Stockholm, Uppsala is the country's largest labour market region, with over a quarter of the population and about one third of the country's employment. At the same time, Uppsala is Sweden's largest rural municipality with an extensive need to facilitate and enhance sustainable transport within the countryside and to and from the larger cities.

Uppsala is also one of the most knowledge-intensive regions in Sweden. Two universities, a university hospital and a strong job market with a range of knowledge-intensive industries attract people to our municipality.

However, Uppsala is also a divided municipality, with neighbourhoods and towns that are not quite as involved in the positive development. Societal structures and norms precludes, in many people's everyday lives. Inequality between women and men persists and, further, the climate crisis demands our municipality to continue to prevent and combat these issues.

Uppsala will grow with quality. A growing and sustainable city requires increased capacity, space and coordination by many aspects; public service, land available, extensive investments in municipal infrastructure such as schools, retirement homes, water and sewage systems, transport infrastructure and places for socializing and exercise. Security and transparency in the political process is crucial. Uppsala will also strengthen its role as a cultural and democratic venue. We want to become a pioneer in gender equality to fundamentally tackle the injustice of life conditions of women and men.

Creating the conditions for reduced car dependency, strengthening biodiversity and reduced soil pollution creates not only environmental benefits, but also positive social and economic effects. Through an active environmental policy and collaboration with industry and universities, Uppsala should be a national and European beacon in creating a climate-friendly and energy-efficient society.

A sustainable future

To stop the degradation of the environment, reducing climate emissions and developing new green technologies are some of our greatest challenges. Investing in a better environment creates jobs and future opportunities. Successful sustainability work requires all municipal departments to work together systematically with these questions. We must take into account the environment and promote sustainable urban development where pedestrians, cyclists and public transport are a priority. This is how we create a better and more humane society.

We truly believe that we can offer valuable experience and inspiration regarding our current efforts and future plans to create a socially and environmentally sustainable, egalitarian and dynamic society when hosting ECOMM 2018.

Uppsala: Facts and history

Uppsala is one of Sweden’s oldest cities. It was known as Östra Aros up until the 13th century, when the name Uppsala took over. Today, Uppsala is one of Sweden’s four major cities and is world-renowned for its universities, its magnificent cathedral and the legacy of Carl Linnaeus, among other things. Uppsala is the historical and religious centre of Sweden. Its ancient cathedral and university contracts with the modernity of its conference and hotel facilities.

The municipality has 208 000 residents, where 140 000 are living in the city of Uppsala. The number of students is approximately 40 000. The area of Uppsala is 2,234.44 km^2 and hosts approximately 19 000 companies in the region. Popular attractions in the municipality are Uppsala Cathedral, Uppsala Konsert & Kongress, Gamla Uppsala ancient monument site and The Botanical Garden.

Visitors to Uppsala spend time in a dynamic setting that hosts a wide range of interesting activities. Although located very close to Stockholm and Arlanda Airport, Uppsala has managed to retain its small town charm, all the while offering a big city’s selection of shops, restaurants, and things to do. Unique cultural treasures and an exciting history are literally right around every corner. Visit an environment stepped in both tradition and the latest research.

THEME for ECOMM in Uppsala 2018
Mobility in transformation: Moving towards smart and sustainable societies

In 2013, the WWF announced Uppsala to be Sweden's climate city as an acknowledgment of having succeeded in improving the environment and raising environmental awareness. Today, Uppsala municipality finds itself in an intensive process of transformation with strong growth in numbers of inhabitants, residential areas and businesses. However, the aim of creating a social, economic and ecological municipality is set higher than ever. The growth is handled by a strong partnership, as there is a unique link between academia and industry which intersects the university with companies in creative and knowledge-intensive industries such as life science, clean tech and smart information- and communication technology. The collaboration of 33 organizations within the Uppsala Climate Protocol is a good example for this.

Ahead of this exceptionally positive background, Uppsala is planning for a city where the need for a private car is reduced as much as possible. We see ourselves as a forerunner in planning for a city where the car is no longer the primary mode of transport and want to share our methods with you. At the same time, we are wide-open for new input and solutions which help us to manoeuvre into a future where, amongst others, new technologies and business models allow for new possibilities and challenges regarding mobility management (MM).

Subtopics

Moving towards a more sustainable society

Key-words: Social sustainability - (Gender) equality – Integration – Sustainable Environment - Health

MM is used to mitigate climate change and the impacts on the natural environments. This is and will be a cornerstone for MM. However, the concept can also be used to create more socially sustainable societies and cities. Increasing the use of sustainable modes of transport can improve the health and accessibility for many people despite age, gender, functional disability, nationality or ethnicity. How can MM contribute?

Technologies for a smart society

Key-words: Transformative technologies – Seamless mobility - Smart cities - Sharing economy - MaaS

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 does new technology do for "traditional" MM, can we upscale this way? Here we want to see business cases and permanent services rather than temporary projects. What barriers do we need to overcome? Can we fix missing connections between the public and the private?

Modes and tools for sustainable cities

Key-words: Nudging - Parking management - Promoting sustainable modes of transport – Intermodality – Car-free cities - Autonomous vehicles

Technology alone will not resolve all our problems: We want to see the best examples for design and infrastructure. Are there smart ways of improving infrastructure and of connecting infrastructure with MM? Where can we nudge, where do we need to add MM? The introduction of autonomous vehicles might lead to increased car-traffic, how can MM contribute to preventing such a scenario?

Mobility management on regular basis

Key-words: SUMP/MM within physical planning - MM for workplaces and schools – MM during road construction – policy´s for sustainable transport

Even if the institutionalization of MM has come a long way, there are still too many pilots and temporary projects done. All the good examples must be shown where MM has become business as usual. What more needs to be done? Are there ways of creating and sustaining platforms where infrastructure planners/operators are connected with MaaS and/or sharing economy?

Research and methods on behavioural change

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?

Mobility Management Projects in Uppsala: Summary

Uppsala municipality is determined to increase the number of trips with sustainable transport. The proportion of journeys made by bicycle are among the highest in the country, matching the deep-rooted cycling culture in the municipality. However, we are working hard in order to enhance cycling and public transport even more.

We would like to share our experiences with planning and implementation of mobility management measures as well as get new ideas and perspectives to improve the possibilities for sustainable transport in our municipality.

Aim: To become Sweden´s best cycling city

Our aim is to become Sweden's best cycling city by 2018 and we have identified 57 measures that are needed in order to achieve our goal. These measures include both physical and mobility management measures. One example is an initiative for bicycle-friendly workplaces where the municipality together with employers are striving to enhance commuting and business trips by bike. Read more on: www.uppsala.se/cykelvanlig-arbetsplats

In order to encourage biking all year round, for the third year in a row, about 160 cyclists get the opportunity to be in a municipal investment called the winter cyclist. Participants receive winter gear for themselves and their bikes, and they are obliged to bike three kilometres at least three times a week. Results from previous years show that several participants continue to bike long after the campaign is over. For more information, visit: www.uppsala.se/vintercyklisten

We have also introduced so-called "bicycle hosts" in the city. These refer cyclists to available parking lots and inform about why you should not park outside a bicycle stand. Efforts are also being made to create more bicycle parking spaces in the city centre and to take care of abandoned bicycles occupying the bike racks.

Cycling without age is another biking project that aims to facilitate for the elderly and people with disabilities to get out on bike tours and get to feel the wind in their hair. The electric bikes have seating for two people and they are cycled by volunteers. Read more at: www.uppsala.se/cyklingutanalder

Uppsala is organising a bicycle week every year. Bicycle week is a campaign which aims to motivate people to cycle, walk and use public transport as much as possible. During the week, several of the projects explained in this chapter were introduced.

Developing new city districts

We are currently developing several new city districts, altogether known as "the South city" where we are finding ways to reduce the number of parking spaces and encourage sustainable transport, for instance by arranging parking spaces for cars in the outskirts of the developments. One new area is called Ulleråker, located just south of Uppsala city centre. Ulleråker is one of the largest development projects in Sweden. We are planning a dense and climate-friendly neighbourhood with 7,000 new residences and services. In the comprehensive strategy for the area, sustainable transport has been identified as a focus area and therefore, a mobility strategy has been developed. The mobility strategy contains mobility management measures as well as "hard" measures to facilitate sustainable transport. For more information, visit: http://bygg.uppsala.se/planerade-omraden/ulleraker/

Another new area is Östra Sala backe, which will be a housing area with high environmental sustainability. Östra Sala backe will contribute to climate neutrality in Uppsala and counteract the greenhouse effect. The area will be the most climate-friendly region in Uppsala and will serve as a pilot project in sustainable construction with robust materials, good indoor climate and healthy buildings. Read more at: http://ostrasalabacke.uppsala.se/sv/miljo--hallbarhet/

Rosendal is another development which is close to all activities: Uppsala city centre, work, training and service. Rosendal encourages the use of bicycles over cars. Good conditions for bicycling is one of the cornerstones of Uppsala's general goals for sustainable transport and reduced environmental impact and is in focus also in Rosendal. More information at: http://bygg.uppsala.se/planerade-omraden/rosendal/hallbarhet/

Parking

Uppsala is regulating parking for new constructions. This regulation recently changed and is now more flexible regarding the amount of required parking spaces when building new developments. Construction companies that offer mobility services and other functions like carpools, bike rental and public transport cards or facilitate bicycle parking will be in dialogue with the municipality to build fewer parking spaces. For more information, visit: www.svt.se/nyheter/lokalt/uppsala/minskar-kravet-pa-parkeringsplatser

Public transport

UL, the public transport administration, is working for a more sustainable society in different ways. In their vision, they express that:

Our efforts to involve partners such as transit companies, owners, etc., in the development of customer relationships have helped us free up and harness the power that contributes towards UL's ever-increasing number of passengers. In the industry-wide public transit survey, UL is among the highest rated transit services in the country.

UL has carried out a project called Test traveller, which offers car users to use public transport free for one month. One of the most important parts to changing behaviour

and travel patterns is the opportunity to try. Once you have tested and noticed that it works much better than one might have thought, it gets easy to continue. The result of the project was positive; more than 80 percent of the test travellers felt that it worked well to travel by public transport. 87 percent of them plan to continue to use public transport by charging on his card after the test period.

We are encouraging public transport in different ways. For instance, when visiting our venue for ECOMM 2018, Uppsala Konsert och Kongress, for concerts or other events, visitors receive a discount on their public transport ticket. Visitors can buy discounted public transport tickets when purchasing their concert tickets.

Uppsala Klimatprotokoll

Uppsala Klimatprotokoll, Uppsala Climate Protocol, is a network of private and public companies, universities and associations that work together and inspire each other to reach Uppsala's climate goals and to contribute to a sustainable world. In total, Uppsala Klimatprotokoll has 33 local actors with about 38 000 employees. Currently, the network has two overarching themes: Sustainable social development and Climate-driven business development.

Uppsala Klimatprotokoll is working to find local solutions that help everyone live and work in a climate-conscious way. The work of the network has contributed to Uppsala being named Sweden's Climate city in 2013 by the World Wide Fund for Nature.

Between 2014 and 2015, 15 member organizations completed tangible efforts to get more people to choose sustainable modes regarding both commute trips and business trips. Among initiated projects are the winter cyclist project and bicycle-friendly workplaces (described above), trial periods where public transport cards are offered and trial periods where bicycles are offered.

Working with schools and children

Uppsala is working with schools to a large extent in order to decrease car travel to our schools and to enhance transport safety in proximity to schools. Pre-schools in Uppsala are able to register their children to ride in a mobile bike path where they practice balance and motor skills while getting a chance to show what they have learned about road signs and traffic rules. Further, we are working with safe school routes and have inventoried the roads around all our schools (39 units) with children from zero to 11 years old. We are also supporting and guiding schools in their mobility management projects/campaigns.

Vandrande skolbuss startas till Uppsala Enskilda skola!

Uppsala is also a part of Klimatmatchen, a contest for youth teams and associations in the municipality. The contest is to walk, bike, carpool or take public transport to and from leisure activities. For more information, visit: www.uppsala.se/klimatmatchen/

Other initiatives

During 2016 and 2018, Uppsala is participating in a project funded by Tillväxtverket, The Swedish Agency for Economical and Regional Growth. The project aims to test how to combine nudging with mobility management. The project is a collaboration with several municipalities in central Sweden.

Uppsala participates every year in the European Mobility Week, which is a campaign to raise awareness regarding sustainable mobility and takes place September 16-22 each year across Europe. In 2016, 83 of the 186 Swedish municipalities participated. In 2016 Uppsala committed to:

New or improved bicycle facilities

- Improve bicycle network infrastructure (creation of new lanes, extension, renovation, signposting etc.)
- Develop public bicycle hiring and sharing systems
- Improve bicycle facilities (parking, locks etc.)

Pedestrianisation

- Improve infrastructure (new foot bridges, pavements, road crossings, zebra crossings etc.)

Traffic calming and access control scheme

- Elaborate in new residential areas

Mobility management

- Adopt workplace travel plans
- Create systems for buses and walking trains
- Other: Implement bike-friendly workplaces

Read more at:
https://www.uppsala.se/kampanjsidor/europeiska-trafikantveckan/

http://www.mobilityweek.eu/2016-participants

The Venue: Uppsala Konsert & Kongress

Uppsala Konsert & Kongress is located in the city centre of Uppsala. Opened in September 2007, it now is a cultural venue hosting a wide range of different musical genres performed by local, national and international artists.

For ECOMM 2018, we have the opportunity to book all of Uppsala Konsert & Kongress exclusively, but it is also possible to book parts of the venue.

This magnificent building was created by the world famous Danish architect firm Henning Larsen Tegnestue. It stands 8 floors high, and is 37 metres tall (121 feet). In total, the building consists of 14,600 square metres (157,153 square feet) of function space.

The unusual and expressive architectural structure of the building, as well as the capacity of its functional space, will offer visitors a landmark to admire and a unique place to hold their events. The building is a first-class establishment and offers a spectacular view of the city. Some of the landmarks of the city of Uppsala that can be viewed from the building include the Cathedral and the Castle.

Uppsala Konsert & Kongress is situated in the centre of Uppsala, with close walking distance to Uppsala train station and only 18 minutes from Arlanda airport and 40 minutes from Stockholm by train.

Food and beverage

Guests are welcome to enjoy the café that is open Monday to Saturday. Uppsala Konsert & Kongress serve lunch as well as offers a café menu and drinks. During the summer months an outside terrace is available.

The restaurant/café also offers a rich buffet, dinners and a café menu during concerts and other events. Excellent food is of high importance for a successful event. Uppsala Konsert & Kongress offers an extensive and exciting selection of food and beverage for all occasions.

Bars

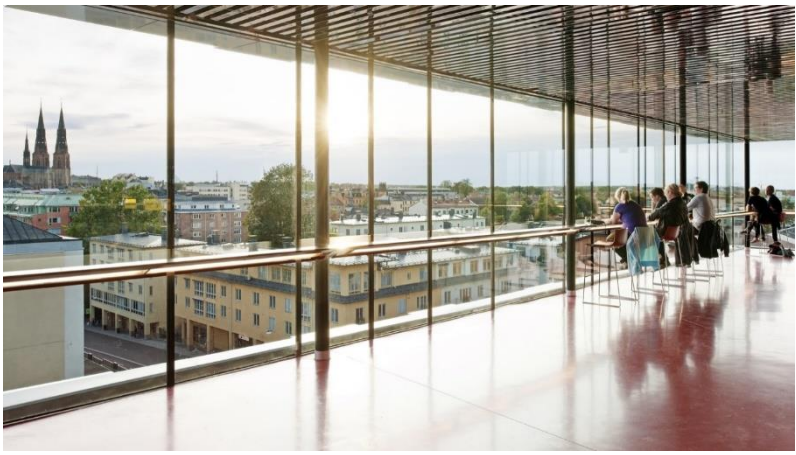
The service bars are open for guests during concerts and events. Here guests can have a cup of coffee or a glass of wine during the breaks. The bar on the sixth floor offers a magnificent panoramic view of the city of Uppsala.

Banquets

Hall D on the entry floor level can accommodate 850 guests for a plated lunch or dinner event and 1 500 guests for a mingling reception. This hall can also be set-up with light and sound and utilized for presentations and entertainment purposes.

In-house kitchen

The venue's in-house kitchen provides high-quality and eco-labelled products, creative presentations, and has the ability to cater to all types of events. The kitchen has the capacity to cater smaller functions of a few people up to as large functions as 1 500 people.



A meeting venue in the centre of Uppsala

Uppsala Konsert & Kongress is a congress and conference centre whose geographic position offers excellent communication links with the world outside.

Uppsala Konsert & Kongress can have multiple meetings and events occurring simultaneously or can be booked for one event exclusively. Flexibility and a well thought-out togetherness within the building is one of the main goals for the venue.

The venue has several halls and areas also suitable for exhibits and events. The total exhibit space in the building is approximately 2 000 square metres.

Gala Dinner: Uppsala Castle

We have pre-booked Uppsala Castle for the exclusive Gala Dinner.

The castle of Uppsala 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.

The Hall itself can accommodate 550 guests, who later could have coffee on the floor above while we rearrange for the dancefloor.

Uppsala: Easy to reach

By train

It is easy and suitable to travel to Uppsala by train. There are several international connections by train from Europe to Malmö, and the trip from Malmö to Stockholm takes approximately 4.5 hours. The trip from Stockholm to Uppsala takes about 40 minutes and SJ trains leave for Uppsala twice per hour. There are also regional trains running on the route between Stockholm and Uppsala twice per hour, with a travelling time of about an hour. Read more at: www.sj.se/en/home.html#/

By air

Stockholm Arlanda Airport offers Sweden's strongest route network with a total of 167 different national and international destinations. The journey to and from Arlanda takes just 18 minutes by train. It is also possible to travel from Arlanda to Uppsala by bus, car or taxi. The proximity to Arlanda makes Uppsala an easily-accessible destination for travellers from around the world. For more information, visit: www.swedavia.com/arlanda/

Within Uppsala

Uppsala's compact city centre makes it easy to get around on foot. Uppsala is also very bicycle-friendly. In our city there are more bicycles than inhabitants and the short distances within the city centre make it possible to get around easily. It is easy and convenient to rent a bike and head out on the manicured bike paths. There is a bike map available for download and at Uppsala Tourist Centre.

Uppland's regional buses (Upplands Lokaltrafik) have a customized range of travel options so that travellers can choose to travel by public transport wherever possible and appropriate. A journey by bus shall be perceived as simple, reliable and secure at the same time that it will improve the accessibility throughout the region. Upplands Lokaltrafik aims to run the majority of their buses on biogas. It is also possible to travel in Uppsala by taxi. The majority of the city's taxis are environmentally-friendly cars and taxi companies not only take into account the city's environment but also work actively to improve it. For more information, visit: www.ul.se/en/

Hotels in Uppsala

From the venue Uppsala Konsert & Kongress, there are over 1200 hotel rooms within walking distance (total of 1 500 rooms with 2 600 beds in Uppsala). It is also close to over 120 restaurants, shops and historic parts of the city and wonderful sightseeing opportunities. About 80% of the hotel rooms in Uppsala are environmentally certified. We will offer attractive discounts at hotels with high standards when planning for ECOMM 2018.

Notable people from Uppsala

- Alva Myrdal, diplomat, cabinet minister and Nobel Peace Prize winner
- Anders Celsius, scientist and astronomer best known for the Celsius temperature scale used in thermometers throughout the world
- Carl Linnaeus, botanist who created a system for biological classification and naming, the basis of which is still used today throughout the scientific world
- Dag Hammarskjöld, Secretary-General of the UN and Nobel Peace Prize winner
- Ingmar Bergman, film and theatre director, scriptwriter, theatre manager, playwright, author
- Karin Boye, poet and author
- Magdalena Andersson, Minister for Finance and cabinet minister
- Nathan Söderblom, archbishop and Nobel Peace Prize winner

Budget estimate

The budget for hosting ECOMM 2018 in Uppsala is based on an estimate of 300 delegates. A detailed budget is added as an appendix to this application. Uppsala municipality has reserved a further 100 000 € for hosting ECOMM 2018, which means that there are enough funds for covering a greater number of delegates or other expenditures which might be necessary for securing a successful outcome of the conference.

Revenue estimate	
Revenue from fees	91 113 €
Revenue from support	141 500 €
Total Revenue	232 613 €

Expenditure estimate	
Venue	51 220 €
Marketing and administration	35 977 €
Food and beverages	81 378 €
Manpower and external services	52 328 €
Programme	11 710 €
Total Expenditures	232 613 €

Organizers for ECOMM 2018 in Uppsala is Uppsala municipality

In cooperation with: Uppsala Klimatprotokoll