

Candidature for holding the

17th European conference on Mobility Management (ECOMM)

in Gävle, Sweden May 22–24, 2013



Candidature for holding the

17th European conference on Mobility Management (ECOMM)

in Gävle, Sweden May 22–24, 2013

The Municipality of Gävle hereby applies to host ECOMM 2013 in Gävle, Sweden.
It would be a great honor for us to have the opportunity to create an inspiring and memorable conference. There is a lot happening within the field of Mobility Management in Gävle and because we have long prioritized these issues, we have much to show.

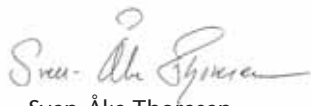
Welcome to Gävle and ECOMM in May 2013!



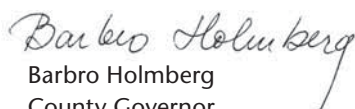
Carina Blank
Municipality Chairman



Göran Arnell
Municipality Director



Sven-Åke Thoresen
Chairman,
Gävleborg Region Executive Board



Barbro Holmberg
County Governor



THEME for ECOMM in Gävle 2013

Smart choices require easy access – the challenge of making mobility management a part of every day life

The entire trip, from door to door is an important issue for Gävle, our region and all of Sweden. The ability to travel comfortably and quickly, yet in an environmentally friendly way is important to travelers. In the Gävle area, this is an especially important issue because many of the inhabitants live in rural areas and/or commute long distances to cities in the region. City buses, commuter parking, bikes on the train, and other transportation solutions are essential to a well functioning weekday.

Work will be conducted according to steps 1 and 2 in the Swedish Transport Administration's four-stage principle:

- 1) Measures that can affect the demand for transportation and choice of transport type
- 2) Measures that provide more efficient use of the existing road networks and vehicles

The other two steps are:

- 3) Limited measures for rerouting
- 4) New investments and larger measure for rerouting

The six focus areas we have chosen for the main theme of ECOMM 2013 reflects the areas that we think Gävle accomplishes particularly well. We would like to highlight these areas of focus to inspire others, as well as to gain new ideas for the development of our city.

In 2009, Gävle was awarded a prize for the Best Mobility Week in Europe

Among 2,181 European cities, Gävle was selected the winner of the "European Mobility Week Award" on March 23rd, 2010 in Brussels and was the first town in Sweden to win the title. The award was presented by Environment Commissioner Janez Potočnik. "Climate-Smart City" was the year's theme and alternative sustainable modes of transportation were highlighted. In

both 2008 and 2010, Gävle was also listed in the top 10 among towns that have most successfully carried out the European Mobility Week.

Films from European Mobility Week:

European Mobility Week Award Ceremony 2010 - Gävle

http://www.youtube.com/watch?v=W9_IQHT1cDw&feature=related

European Mobility Week in Gävle 2009

<http://www.youtube.com/watch?v=Yflb0Zbxo0A&feature=related>

European Mobility Week in Gävle 2010

<http://www.vimeo.com/24864240>

Cooperation was one of the main reasons for the win. Over 30 organizations and associations participated in the planning and implementation of Mobility Week. Winning Mobility Week was a fantastic success for Gävle in Europe, but the biggest benefits are the opportunities for development that have been created as a result, and the work towards planning these campaigns at home in Gävle.

As part of the award for the winner of the 2010 European Mobility Week Award, a video has been made about Gävle to promote its achievements as a champion of sustainable urban transport in Europe:

Gävle, Sweden, Winner of the European Mobility Week Award in 2010

<http://mobilityweek.eu/Video-clip-for-Gavle-Sweden.html>

During 2011, Gävle has also been named the year's "challenger municipality" in the traffic and environmental organization Gröna Bilister category 'best improvement among Swedish municipalities within the area of environmental travel and transportation'. Gävle also came in second place in the competition for the year's Electric Car Municipality 2011.



Focus Areas



A. Influencing attitude and behavioral change

How do we work to change attitudes? How do we motivate people to change their habits? What are the success stories?

There are many opportunities for sustainable development within society. In terms of

mobility management, we are successfully working with both small and large projects that affect public attitudes and motivate changes in behavior. The project called Hållbar VarDag, (Sustainable Everyday Living) gives 70 Gävle families the chance to change their behavior and habits in an environmentally friendly direction over the course of twelve months. The third round of this program has already begun. Focus areas include energy, food, travel and recycling. Throughout the year, the families meet in both small and large groups where they are given the chance to develop within these areas. When it comes to travelling, they have daily opportunities to try out public transportation, take part in the Bike Challenge, receive training in Eco Driving and the opportunity to test the ISA, Intelligent Speed Adaption system, in their private cars. The project is carried out in cooperation with a number of activities within the municipality.

There are many students who are driven to school in Gävle. This phenomenon creates major problems for the traffic environment around the schools, as well as great uncertainty for the students who walk and bike. By making a school-commuting plan, schools in the municipality can improve road safety and encourage more walking and biking to school. Gävle also offers, on its website, all primary maps of schools and surrounding areas that highlight cycle routes, pedestrian crossings, etc. The idea is that schools should actively work with the map and add locations for safe drop-offs, bicycle racks, etc.

Together with our partners, Gävle has also developed a Web-based climate account where the citizens of Gävle can find out what effect they are having on the environment and get tips on how to reduce the impact. By filling in consumption fields in areas such as travel, lodging, food, recycling and shopping we will be able to determine how much greenhouse gas we emit per year and what we can do to reduce our environmental impact.

<http://www.gavle.klimatkontot.se>

B. Urban planning and the role of politicians in mobility management

How does one get the idea of “mobility management” into planning at an early stage? How do we awake the political interest in mobility management, so that it allows us to invest financially, modernly and in the long term?

Community planning includes guidelines for the development of housing, utilities, communications, infrastructure and the environment. General plans, county transportation plans and municipal transport plans lay the foundation for the direction in which society develops. Politicians in the municipality are largely in control of the direction in which businesses operate and the investments that are to be made. This process leaves room for officials to be creative.

Sustainable procurement is an important tool in the municipality's environmental activities related to community planning. Since large quantities of goods and services are purchased, it is important that these impacts are small and lead to sustainable growth. One of the key areas to place environmental requirements is with the procurement of transportation and travel, as they have significant impacts on climate and the environment.

Over the next few years, the municipally owned housing company Gavlegårdarna will implement a comprehensive neighborhood renewal of environmental housing in the area of East Sättra. In this initiative called, “Sköna Gröna Sättra” (Nice Green Sättra) there will be a commitment to cycling use public transports, as well as opportunities for residents to rent electric cars through an electric carpool.



C. The importance of collaboration in mobility management

How do we create a successful and long-term cooperation? What are the challenges and opportunities for collaboration across municipal, county and country boundaries?

Collaboration with other actors is important for successful work within mobility management. Even organizations and associations that do not have mobility management as their primary concern can help with attractive events that lead to a more sustainable society. European Mobility Week takes place

in Gävle as one large joint project. It aims to create long term, sustainable transportation by attracting people to ride their bike, take public transportation, car pool, Eco Driving or car-sharing instead of traditionally using a car. During 2011, Gävle participated for the fifth year in a row and the theme was "Alternative Mobility". A content-rich program for a diverse audience was offered to the citizens of Gävle thanks to the efforts of many associations and organizations.

Through collaboration between the Swedish Transport Administration, The County Administrative Board, the Gävleborg Association of Regions and the Regional Development Council of Gävleborg, there has been a focus on mobility management for many years. These efforts started as planned projects for nearly a decade and have now become a reoccurring activity within the Gävle region. Efforts are being made to change attitudes that will lead to a more effective use of transportation systems. Emphasis is placed on cooperation with the county's municipalities and the motivation to connect with other municipalities. The number of inhabitants in each municipality varies, therefore, cooperation between officials is extremely important in order to obtain the space and energy to work with sustainable travel.



D. Biking – the perfect method of transportation

How do we make the bike the first choice of transportation for shorter trips? What is the future and how should we market the biking infrastructure that already exists? What are the benefits of investments in biking?

Biking as a method of transportation provides fast economic, environmental and health benefits. Gävle has long been known as a bike friendly city and in 1997 it received the award the Year's Biking City. Today, we have over 200 km of bike paths and work continuously to make it even easier to travel by bicycle. A new bicycle plan for the entire municipality has been developed and each year a Bike Day is held in May together with businesses, organizations and associations. Other annual efforts to increase the interest in biking include Bicycle campaigns, competitions like the Gävle City Challenge, bike races, bicycle orienteering, bicycle pools, bike lanes and good facilities for dirt biking.

Smart City Cycling in Gävle is a three-year development project that is aimed at raising interest in cycling in Gävle. Gävle along with Future Position X is using modern technology and geographic information to help create innovative and creative activities with the bicycle as a starting point. Things that help us through our experiences related to strategically selected venues create added value for a more competitive region.

The point is for people to choose the bicycle as a natural alternative, and by creating opportunities for enjoyment and new experiences it may also motivate people to increase their use of bikes in other contexts.

E. Technical development and research for mobility management

What are the responsibilities of businesses when working with mobility management? How should we interact with businesses in the daily work of mobility management? How do we work in the same direction towards common goals? What types of new business investments exist?

Industry continually creates new creative solutions and contributes to enabling changes in society. In Gävle there is an electric car battery manufacturer and the future need for additional charging stations for electric vehicles is being investigated. Gävle also has its own production of biogas and a filling station for biogas has opened, which among other supplies, biogas to buses, taxis and private cars.

There is also an energy company located in Gävle that has placed the climate and the environment on the top of their agenda. Gävle Energi makes sure the infrastructure surrounding transportation is as sustainable as possible and is already trying to solve the future demand for electric vehicle charging stations.

Gävle Energi has implemented an electric car project called "Shopping Circle", which between 2008–2010 had four electric cars leased to test families in Gävle. It was not a project exclusively for electric cars, however, rather more for the infrastructure and how to develop charging stations in the future. Researchers in environmental psychology at the University of Gävle have been researching the project and, based on interviews, questionnaires and travel diaries have regularly analyzed the mileage, time, errand, number of passengers, and the frequency that the electric car was charged. Changes in attitudes towards the use of



electric cars have also been investigated. Gävle Energy's investment in the project "Shopping Circle" has aroused considerable international interest, and they now operate on the development of electric vehicle segment by launching a pilot study called Electric Car Region (ECR). The project aims to encourage electric car use and to develop recharging infrastructure in a region that already is at the forefront of electric vehicle ventures.

F. IT within mobility management

How do we make sustainable transportation attractive for travelers using these solutions?

How can those working with transportation issues and community planning use technical functions in their daily work?

Technical solutions provides increased accessibility and allow for smarter decision-making. IT functions such as transportation schedules for cell phones, sms-ticket purchasing and route optimization will deliver greater flexibility. The organization, Future Position X (FPX) is located in Gävle and is building Europe's leading cluster environment for the innovative use of geographic information technology, with a focus on developing user-friendly products and services for safer decision making. They have also formed the Future Position X cluster for innovation in the field of GIS. FPX has grown to become Europe's leading cluster within GIS and out of many competitors the cluster manager was recently awarded the prize "Cluster Manager of the Year in Europe".

Thanks to the county's unique concentration of skills, there are many examples of GIS applications that promote sustainable transportation. Some examples include:

- Environmental sensor technology that tracks and shows results on transportation paths.
- Information signs which are controlled by traffic in the city and that can be customized to show advertising based on the passing traffic. For example, a certain message when a bus passes.
- An open network of experiences for Gävle residents like applications that can be downloaded on mobile phones, depending where you are.

In connection with ECOMM in Gävle 2013, FPX can create applications for conference planning including information about the location of each conference activities and how participants can plan their routes during the conference. Other experiences could be in the form of visualizations and digital experiences that make participants feel interactive and that provide a unique conference experience.

Another important effort in Gävle, where technology plays a big role is the introduction of the ISA system (intelligent speed adaptation system). Work is under way to ensure that ISA is a standard instrument in all of the municipality's vehicles and we also will set requirements that it be used for paid transport methods, as well as public transportation. All city buses in Gävle have ISA, as well as in the cars of one the largest taxi companies in the region. The use of ISA in these types of vehicles means that the speeds on our streets will be reduced for other motorists and that road safety will increase, while emissions are reduced. ISA is also now required for all city-funded trips that the regional transportation company X-Trafik embarks on.



Summary of Sustainable Transportation in Gävle

In the Municipality of Gävle, we are focused on reducing local and global environmental impact from travel. The interest in this topic among politicians and senior officials is large and gives the issues weight. There are many in Gävle that think mobility management issues are important including, businesses, organizations, associations and educational associations, and they cooperate with the municipality. Collaboration is highly valued in the various projects that are under way, as the relationships that are created help to facilitate the long-term efforts for achieving the development of sustainable transportation in Gävle. The work will not only reduce impact on the climate, but will also provide improved health, increased safety, better air quality, noise reduction and more money in the end.

It also has to do with streamlining the use of transportation and infrastructure. The purpose is to influence travel or transportation before it begins. Sustainable travel is a complement that allows new or existing technological solutions to be more effective. It can be seen as the software (knowledge, attitude and behavioral effects) that gives us a better use of hardware (physical action).

Technology, policy and changing habits

In order to achieve our strategic transportation goals, intensive work in three major areas is needed, namely technology, policy and the changing of habits. A combination of measures will be necessary, however, creating sustainable traffic development in Gävle will require that we change our travel and transportation behavior. Over the next two years, we will work together across municipal boundaries to increase the cost effectiveness of initiatives, as well as participate in regional networks to achieve an increase in sustainable travel. Our work on sustainable travel is a good example for other municipalities, as well as national and international organizations.

Participants at ECOMM 2013 in Gävle will be transported to the various activities in buses that run on biogas. Each bus will also have an 'ECO system' that shows fuel consumption, speed, location, etc.

Read more about our work at:

www.gavle.se/trafikantveckan

www.gavle.se/cykel

www.gavle.se/hallbarvardag



The 2011 European Mobility Week in Gävle began by clearly showing just how much space different means of transportation take up in the city's physical environment. If more people choose to carpool or choose smart alternatives like the bus or bicycle, both our environment, our health and our wallets will benefit.

Welcome to Gävle



Description of the venue – Gävle Concert Hall

The conference will be located in the Gävle Concert Hall, which is located in central Gävle.

The building was inaugurated in January 1998 and was designed by architect Bo Karlberg. The beautiful and central location, next to the roaring rapids of the Gävle River and the Gävle City Park makes for a fantastic venue.

The facade is clad in shiny, deep blue tiles. The interior walls and floors appear the same, but in reality, the floor is finely sawed white limestone from Greece, while the walls consist of colored concrete. The white color and beautiful materials are the foundation to the concert hall's austere interior elegance. The spacious foyer with panoramic windows facing the river stretches out into a hallway with a music library, box office, cloakroom, toilets, bar and the smaller concert hall, Bo Linde Hall. At the front of the building lie the main concert hall, called the Gevalia Hall, and a restaurant. Other conference rooms are situated on the floor level, also with panoramic windows towards the Gävle River. The building is well equipped for the disabled.

The Gevalia Hall is not only an excellent venue for music, it also works perfectly for all types of meetings and events.

The Concert Hall is designed specifically for acoustic sound sources and is extremely well suited for speeches, as presenters can be seen and heard well from anywhere in the auditorium.

Sound and light installations are especially suited for Gevalia Hall's two-balcony design. Naturally, the hall is equipped with hearing loops and the seats each have writing tablets.

The concert hall has 819 seats including 536 in the stalls. Technical specifications and diagrams of the Gävle Concert Hall are attached separately.

See more about Gävle:

<http://vimeo.com/19482251>



Gävle – close for everyone

By train

To travel from Europe to Sweden by train is both fast and convenient, especially since the Öresundsbron Bridge between Sweden and Denmark opened. SJ trains travel most of the long-distance routes from Oslo, Copenhagen and Berlin as well as within Sweden. When travelling with the high-speed train X2000 from Malmö in southern Sweden, it takes about 4.5 hours to Stockholm. Trains between Stockholm and Gävle leave approximately once every hour and the journey takes 90 minutes. The railway station in Gävle is centrally located and there are also bus stops for city, rural and regional buses. More information and timetables can be found at: <http://www.sj.se>

By air

Stockholm Arlanda International Airport is Gävle's nearest airport and is located 140 km south of Gävle and 40 km north of Stockholm. From the airport there are trains to Gävle every hour and the journey takes 60 minutes. For more information visit: <http://www.arlanda.se/en/>

In Gävle

In Gävle, it is most convenient to travel by foot, as most everything is centrally located. Walking from the Central Station to the Gävle Concert Hall takes about 10–12 minutes and in between lies the main town square with shopping malls, markets and hotels.

To the extent that transport is required during the conference, participants will be transported to the various activities in buses running on biogas. The buses will also have an ECO system that shows fuel consumption, speed, location, etc.

Hotels

The Gävle hotel is centrally located and within easy walking distance from Central Station as well as the Gävle Concert Hall. Single room rates for ECOMM participants will be in the range of 75–160 EUR per night and double rooms ranging from around 85–170 EUR per night.

Facts and history about Gävle

Gävle has not always been called Gävle. The earliest documents from the early 1400s refer to the town as Gäfle or Gaeflla. Gävle was first mentioned as the town name in 1413 but its first known charter dates back to 1446. Today, almost 95,000 people reside in Gävle.

Today's visitors may not see so many traces of the Middle Ages, rather from the town's heyday in the late 1800s. Back then shipping and shipbuilding made Gävle one of the nation's most prominent cities. The town hall, municipal theater, the unique fire station and the great stone palaces bear witness to a city with a strong self-confidence and a lot of capital. At the beginning of the last century some of Sweden's largest brands

emerged in the town. Gevalia, which will always be "the coffee for unexpected visits" and Läkerol – the pastille that "makes people talk".

Just west of Gävle, Mackmyra Swedish Whisky is manufactured from local Swedish ingredients. The whiskey has already obtained the highest international standard and has supporters in several countries throughout the world. In only ten years, they have managed to create unique products and an attraction that has now grown further with the Mackmyra Whisky village. Located just to the south is the classic Furuviksparken, a zoo with a large center for chimpanzees and orangutans. There is also an amusement park and Water Park here. The animals of the world have suffered greatly from the impacts of fossil fuel emissions and the park is Scandinavia's first and only primate research center. In Gävle, the Swedish Railway Museum can also be found with one of the world's finest collections of trains and carriages. The Gävle Concert Hall is also a beautiful venue for diverse musical experiences – from Mongolian throat singing to the Gävle Symphony Orchestra, as well as rock bands.

Art also has a special place in Gävle, both at the County Museum with one of Sweden's finest collections of Swedish art from the 1600s onwards, as well as on the streets, squares, parks and on facades through a large number of donated sculptures.

In present day Gävle, new and old trade routes meet with strong industrial traditions and growth industries. We combine our experience with regional and national innovation. Gävle has an industry-oriented focus on renewable energy and logistics, GIS technology, hospitality/trade, as well as energy/climate. This is done in collaboration with industry segments and clusters.

Some large and important employers in Gävle today are Korsnäs (paper), Gevalia (coffee), Leaf (Läkerol and candy), Syntronic (electronics). The University has about 45 training programs and about 800 courses in humanities, social sciences, health sciences, education, sociology, science and technology. There are approximately 13,500 students attending the university. As an old shipping town Gävle, has turned its face once again to the open sea, as the new residential area called Gävle Strand grows.



Other facts

- Gävle is the capital city of Gävleborg county
- The municipality's official flower is the lily, the official animal is the Grouse and the official fish is the herring
- H.K.H. Princess Madeleine is the Duchess of Gästrikland and Hälsingland. She has her own scholarship that is awarded in the sport of equestrian and is an honorary member of the Gefle Student Choir
- In 1869 the entire northern part of Gävle burned to the ground and 8000 of the 13000 residents were left homeless
- The Gävle archipelago consists of 446 islands and has a coastline of 280 km
- The bike friendly City of Gävle has over 200km of separated bike lanes (compare with 400km for cars!)
- You can fish for salmon and sea trout for free – right in the city
- Gävle's Brynäs IF is one of Sweden's best hockey teams (twelve-time Swedish champions)
- The football club Gefle IF competes in the highest league in Sweden
- Furuviksparken in Gävle has Scandinavia's first Primate Research Center – the fourth in the world
- The world's largest straw goat is built every year in Gävle (inaugurated on the first Sunday of Advent)
- One of the Sweden's seven symphony orchestras comes from Gävle
- Gävle is building a new city by the sea, Gävle Strand
- The Port of Gävle is an important element for the industries in the region
- Gävle Central Station is a train hub in the region

Organizers for ECOMM 2013 will be the municipality of Gävle (<http://www.gavle.se>)

Contact Helena Werre, *Transportation Planner*,
The Municipality of Gävle, Kyrkogatan 22, 801 84 Gävle, Sweden. Telephone: +46 26 17 82 56 E-mail: helena.werre@gavle.se

In cooperation with:

The Regional Development Council of Gävleborg (<http://www.regiongavleborg.se>)

The Regional Development Council of Gävleborg works with regional development and creates an attractive county with "Opportunities Near You." They develop various programs for the county's development then coordinate and interact with other actors for their implementation. The Regional Development Council of Gävleborg also decides on the use of government funds for regional development projects. In the area of infrastructure and sustainable travel, they develop and adopted a county plan for regional infrastructure in collaboration with the county's municipalities.

The County Administrative Board of Gävleborg (<http://www.lansstyrelsen.se/gavleborg>)

The County Administrative Board of Gävleborg is a regional office that works to ensure that parliamentary and governmental decisions are implemented in the county. They work with the coordination of the county's interests and for residents' need for healthy development in areas such as employment, service and the environment. One of their missions is to lead and coordinate the regional efforts for energy and climate change mitigation, by supporting municipalities, counties and businesses in their work with energy transition through different strategies and action plans.

In case of acceptance of the candidacy a delegation from Gävle would like to attend the ECOMM 2012 in Frankfurt, Germany.

The first draft of the budget is enclosed separately.



Organizers for ECOMM 2013



Other partners include



SMART CITY ARENA

