

**ECOMM 2012 Frankfurt**  
**Robert Thaler**  
**Opening Statement**  
**Managing mobility for a better future**



## Mobility and transport pose major challenges

- 25% EU GHG caused by transport, 71% road related, +27% increase 1990-2009
- 96% EU dependence on fossil fuels, 84% imported, costs 210 billion € (in 2010)
- high burden of health risks due to air pollution and noise
- 30.900 killed humans in EU transport fatalities (2010) -44% since 2001
- big economic and social importance 6% GDP, 6% employment
- high environmental and health costs, as well as congestion losses
- 750 millions cars globally, (240 millions in EU), may triple globally by 2050
- 60-85% cars with only 1 person (UK), 50% of trips less than 5km (AT)
- EU freight transport + 80%, passenger transport +51% 2005-2050
- decrease of free choice of mobility, increase in car dependency



## Important Objectives

### **EU climate and energy package targets 2020:**

- + 20% renewable energy, + 20% energy efficiency, -20% Non ETS GHG emissions
- 10% share renewable energy in transport

### **EU Low Carbon Economy road map 2050:**

- -80 % GHG reduction by 2050

### **EU White Paper Transport:**

- -60% GHG emissions of transport by 2050



## **Needed for achieving the objectives: strategies for sustainable mobility and transport**

### **Major 5 pillars**

- ❖ **Cleaner technology: alternative cars and fuels, e-mobility**
- ❖ **Infrastructure: rail and public transport, networks for human powered mobility**
- ❖ **Mobility Management: reduce and manage transport demand, increase of efficiency and better logistics, promote modal shift/eco-driving, stimulate multimodal mobility**
- ❖ **Getting prices right: internalization and incentives**
- ❖ **Reorientation of land use: housing and industrial location policies countering sprawl**



## **Change of approaches in transport strategies needed**

**Technology**

**Infrastructure**

**Mobility Management**

**Getting prices right**

**Reorientation of land use**

**Technology**

**Infrastructure**

**Mobility Management**

**Getting prices right**

**Reorientation of land use**



## **Mobility Management – ok, but why ?**

- ❖ **For achieving consistency in the package of measures and instruments**
- ❖ **For avoiding isolated approaches and counter productive effects**
- ❖ **For making full use of potentials of new technologies and services**
- ❖ **For making better use of infrastructure capacities and mobility services**
- ❖ **For changing user behaviour, stimulating and facilitating mobility actors**

**Mobility Management implemented broadly can make a difference:  
e.g. Austrian national program klima:aktiv mobil**

**Mobility Management is environmentally friendly, economically beneficial, socially fair**

**Promotion of implementation of MM is needed – in EU policies, nationally and locally**

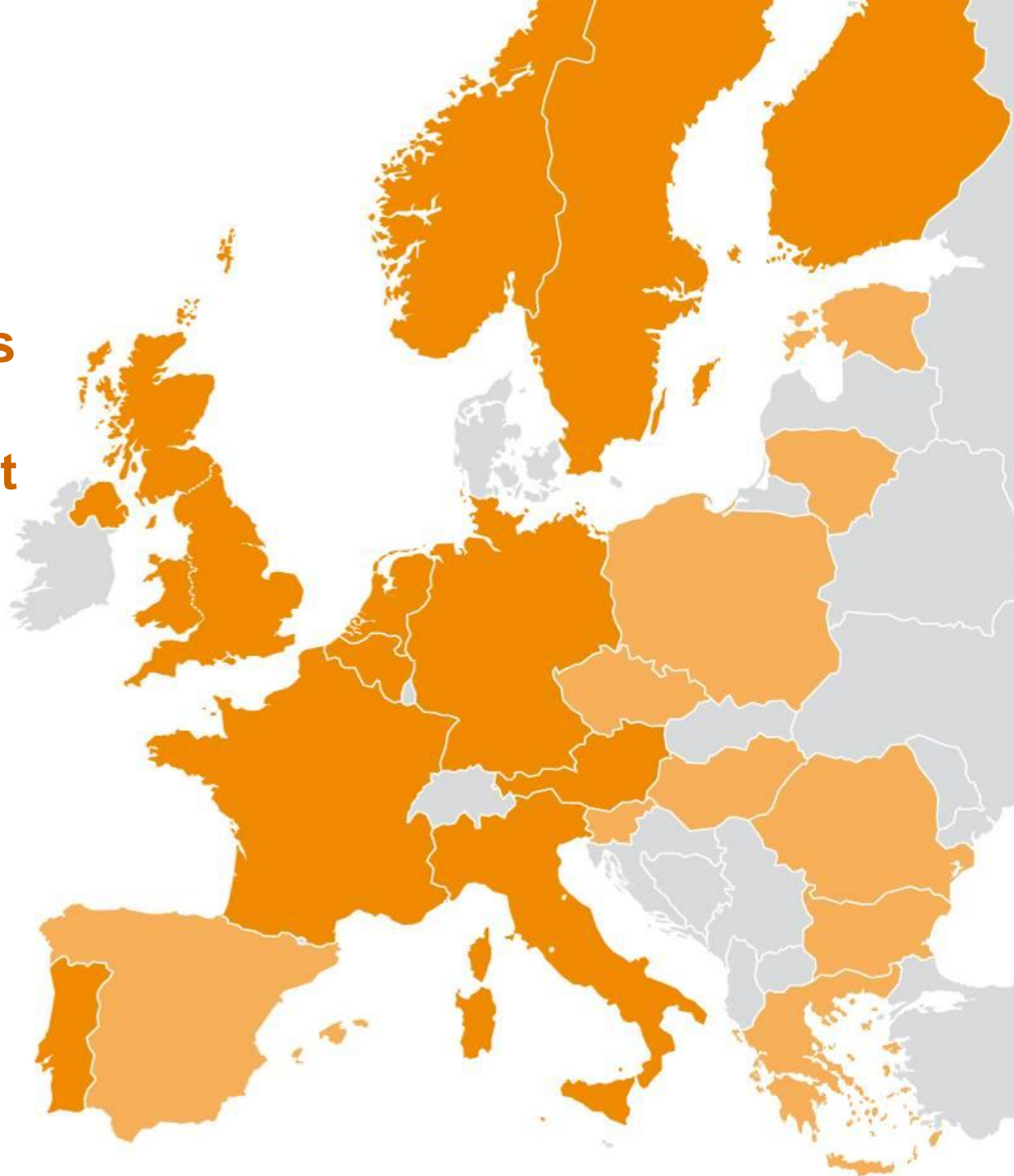
## Managing mobility for a better future



# **Network of Countries to promote Mobility Management**

**EPOMM Member  
states May 2012**

**EPOMM-PLUS  
partners**







## The main Objectives of EPOMM

- ❖ To promote Mobility Management MM as a tool to make mobility environmental friendly, socially just and economical beneficial
- ❖ To promote and further develop MM in Europe as linking bridge in transport strategies and mobility plans
- ❖ To support implementation of MM in countries, regions and cities through active information, sharing good practice, training and practical policy tools
- ❖ To bring MM on the European agenda and become the prime partner for European Institutions, national, local, regional governments

## The main EPOMM tools

- **Information tools:** [epomm.eu](http://epomm.eu) and a **e-update** newsletter containing the most up-to-date information, handbooks and evaluation tools on MM available
- **TEMS** – the EPOMM Modal Split Tool and **Max Eva** MM Evaluation tool
- **Trainings and Workshops** for capacity building, information exchange, policy transfer
- **National networks** for example ACT/Travelwise in the UK, SWEPOMM in Sweden, BEPOMM in Belgium, klima:aktiv mobil in AT ...
- **EU-Networking:** with EU institutions and NGOs like Eurocities, UITP, ... European programmes like THE PEP and European projects, like CIVITAS, ELTIS,
- The yearly **European Conference on Mobility Management (ECOMM)**, taking place every year in a city in an EPOMM member state:

**2012 Frankfurt**

**2013 Gävle Sweden**

**2014 ?? application is possible till 10-2012**

# TEMS

## Modal Split of cities

## Good indicator

## Easy Comparison of cities:

- Same size
  - Same country
  - Timelines
- ## Easy Access

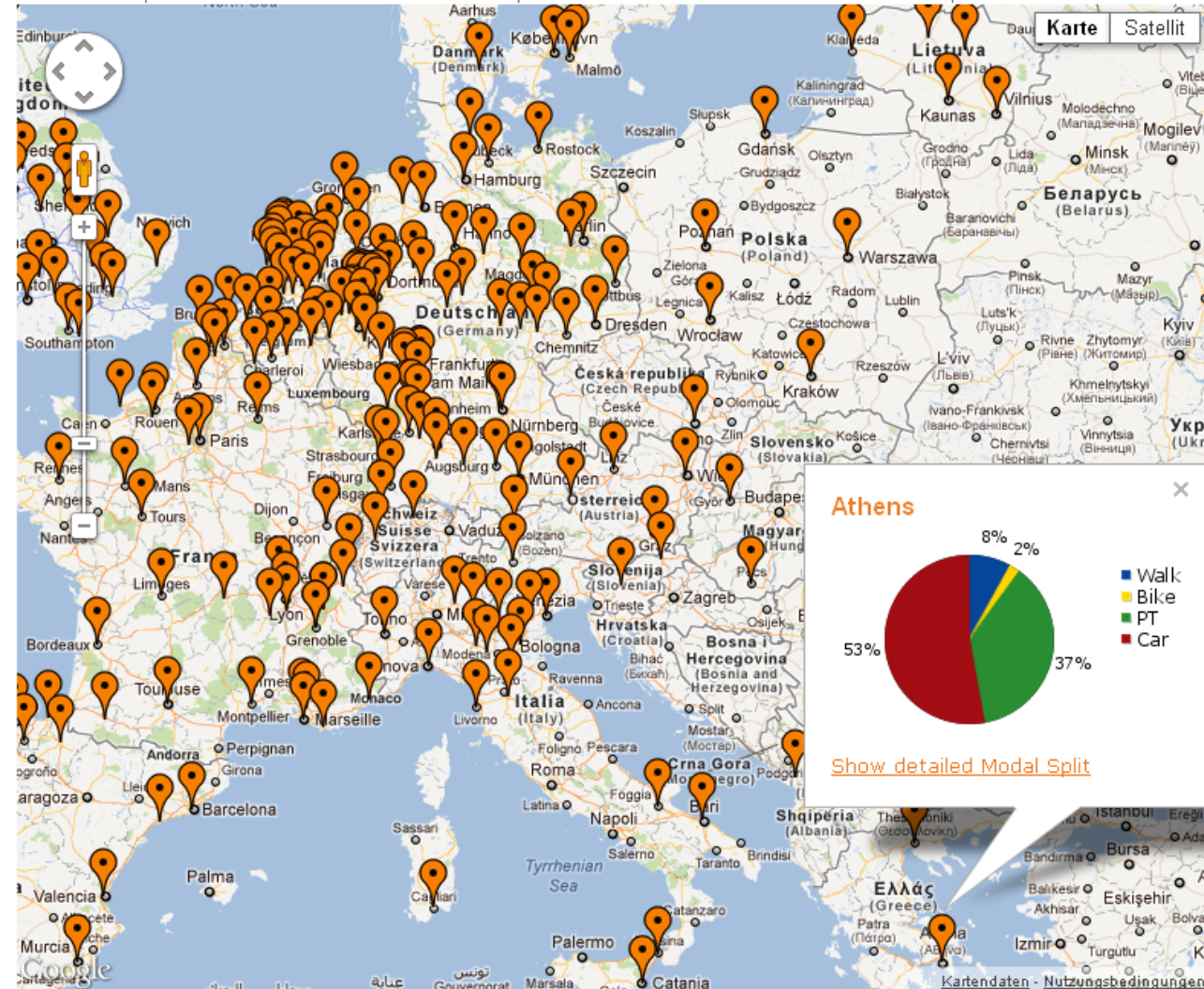
### Welcome to the City modal split database

This database was made with the support of [Intelligent Energy Europe](#) in the project [EPOMM-PLUS](#). Official start was in October 2011, with data from 150 cities going online.

Please select a city in the map below or compare a group of cities using the menu on the left.

Show:

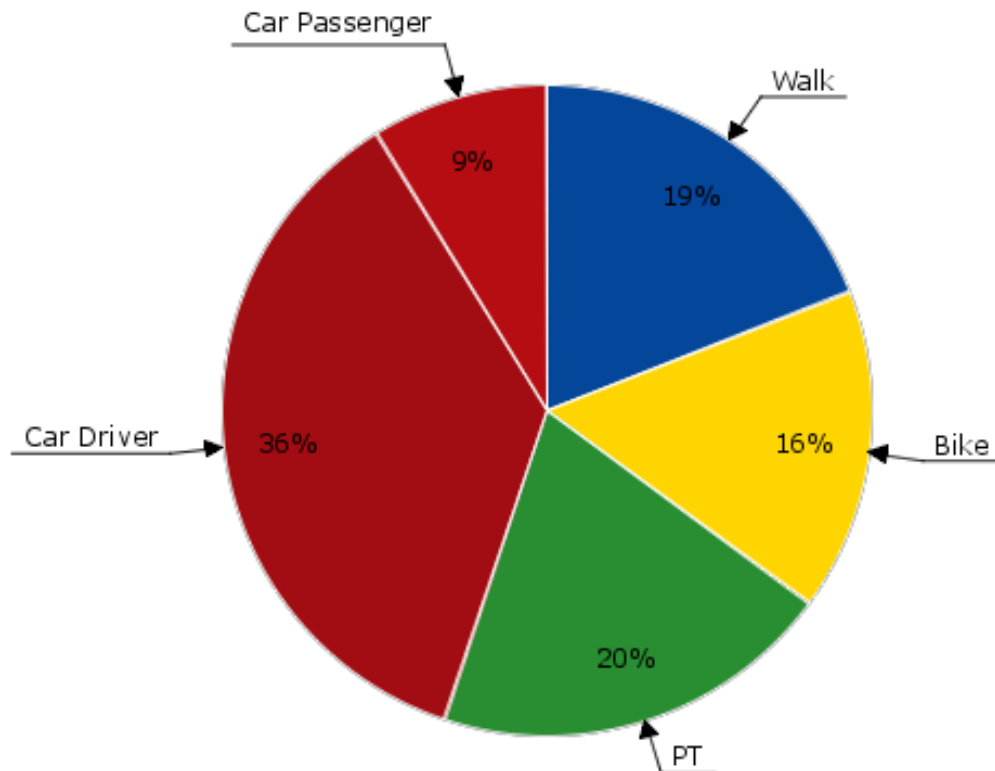
☒ 270 European cities over 100.000 ☐ 42 European cities under 100.000 ☐ 12 Non-European cities



# TEMS - The EPOMM Modal Split Tool

[TEMS Home](#)[Compare cities](#)[Search city](#)[About TEMS](#)[Upload](#)[✓ Gefällt mir](#) 113[+1](#) 28[Tweet](#) 52[Share](#) 24

Graz



**Source:**

City of Graz

**Survey method:**

Representative household survey

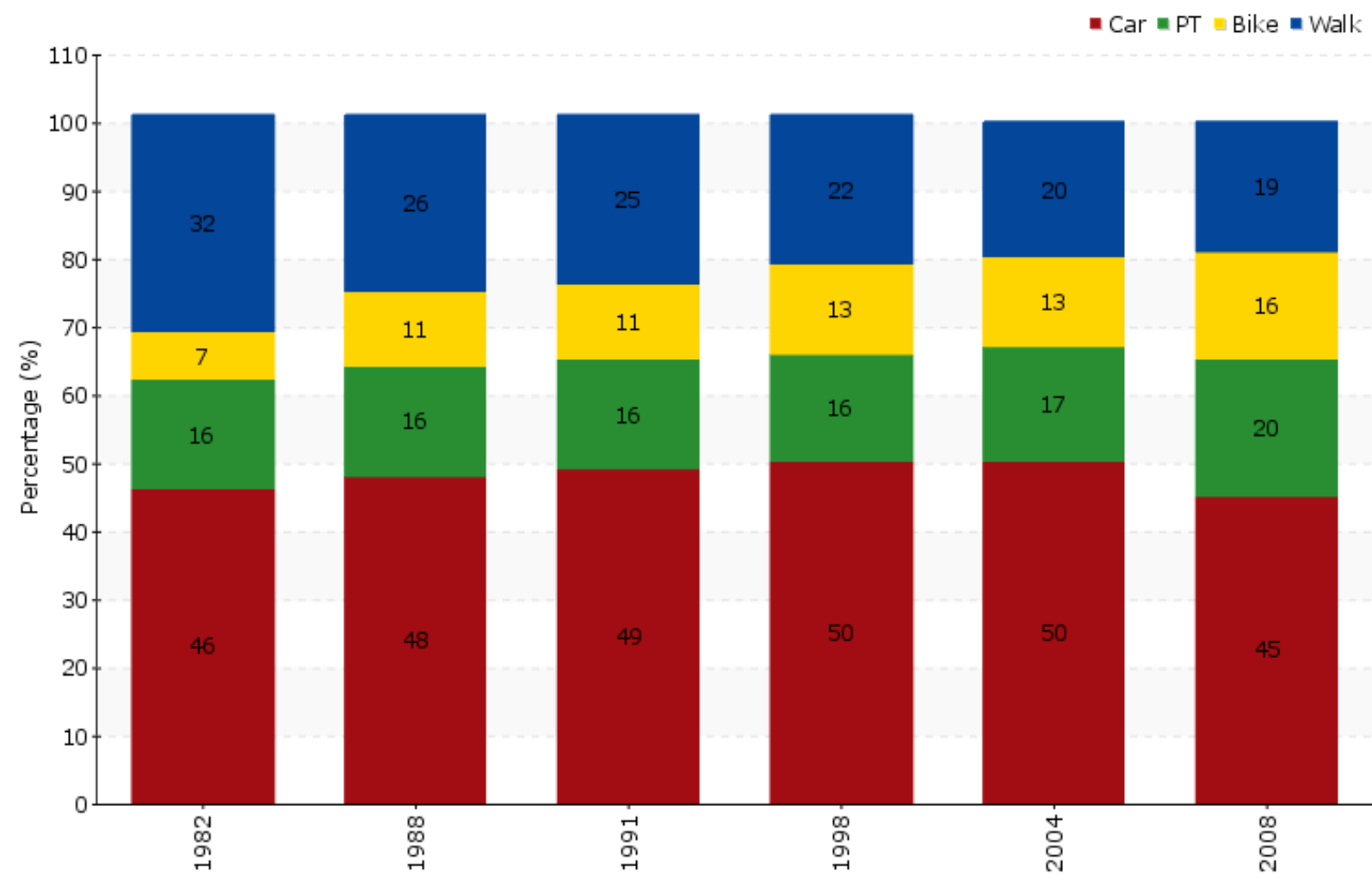
**Year:**

2008

**Population:**

257.328

Timeline



[New search](#) [Export as PDF](#)



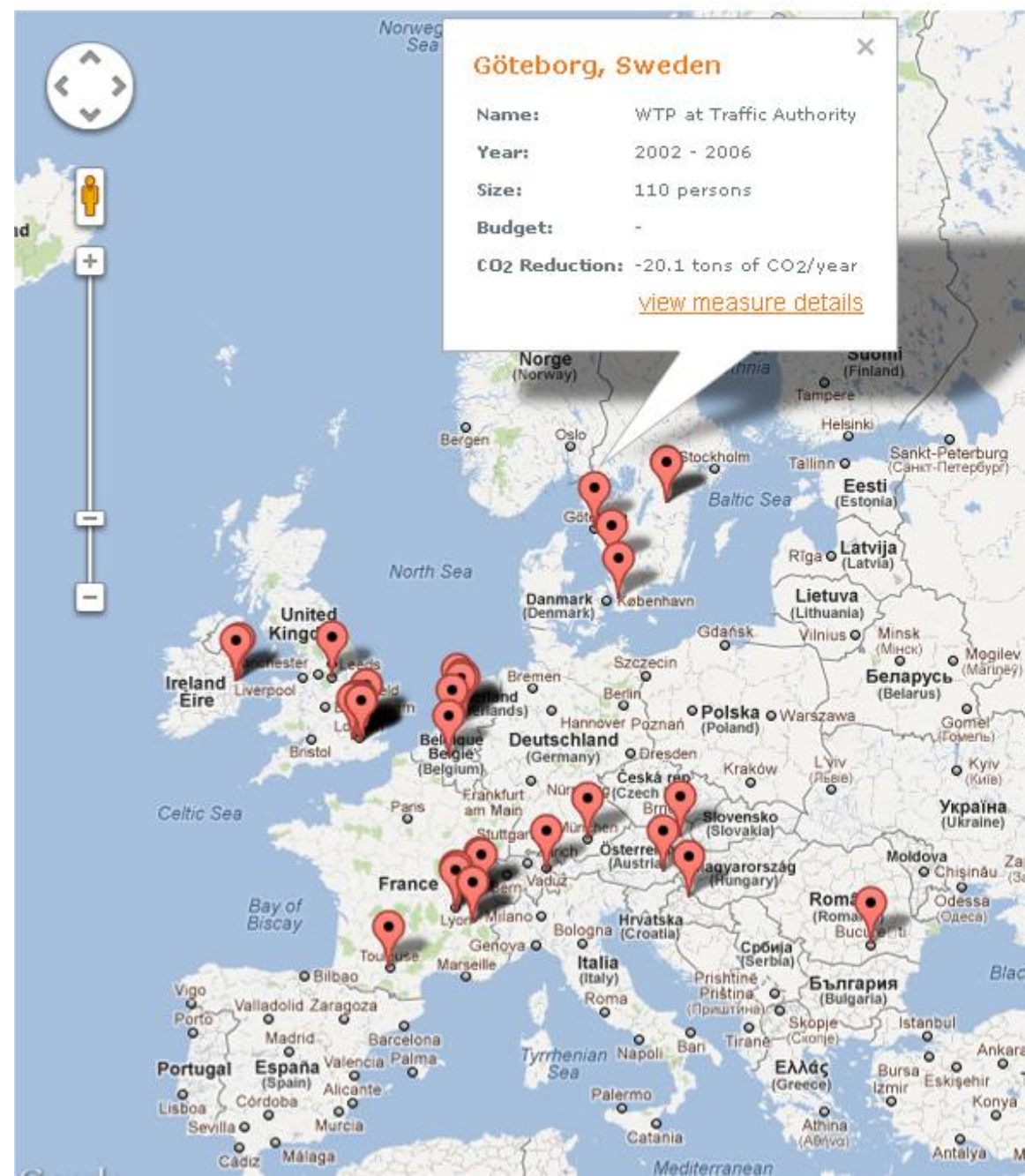
# MaxEva

## Evaluation of MM-projects

### Quick overview

### Easy Comparison of projects:

- Same size
- Same country
- By emissions reduction



## EPOMM supports policy transfer: „export/import“ of new and successful policies



**QUALIFIED**  
**training 2011**  
 **EPOMM**

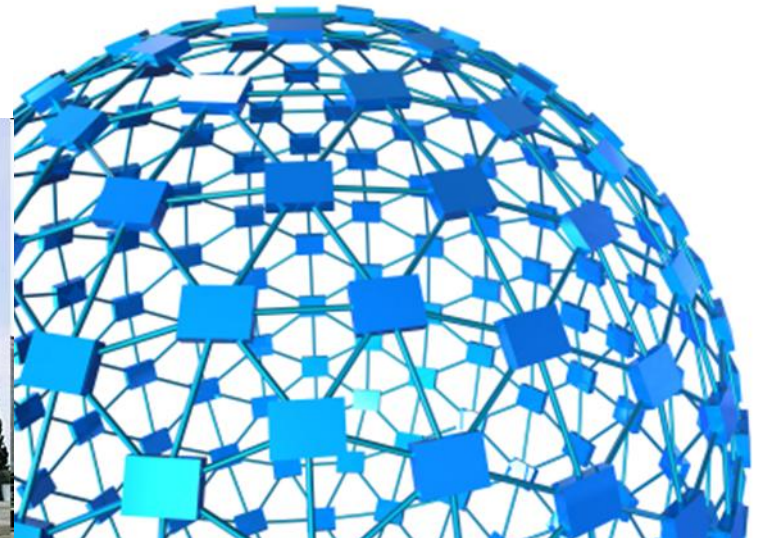
**QUALIFIED**  
**training 2012**  
 **EPOMM**



## **EPOMM builds on networking: the European level**

### **EPOMM helps to bring MM on the European Agenda**

- **EPOMM has regular contacts with European Institutions**
- **EPOMM is invited to comment European legislation, white and green papers**
- **EPOMM organises information events in Brussels**
- **Cooperations with EUROCITIES, POLIS, UITP, THE PEP**
- **Participation in European projects e.g. EPOMM PLUS**
- **Connections and invitations to new EU-projects**

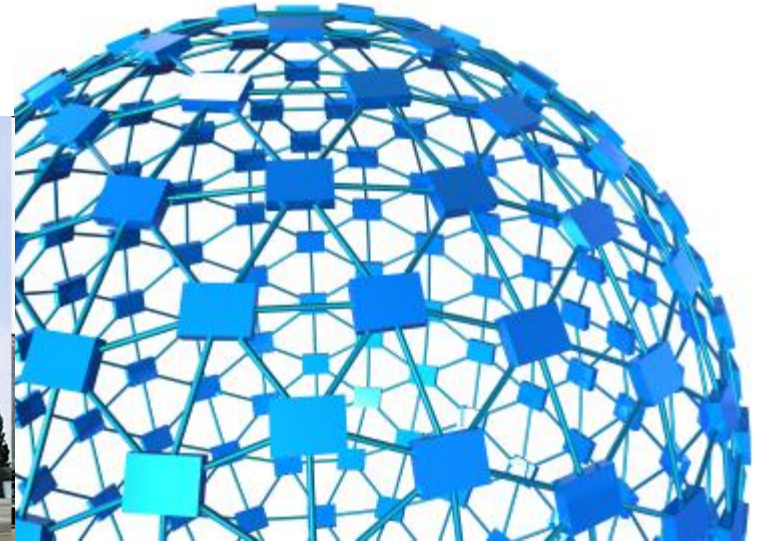


## EPOMM builds on networking: the national level

EPOMM helps to bring MM on the national, level

Support for national networks on MM – with National Focal Point NFP

- NFP-workshop for exchanging ideas
- sharing good practices between networks in other countries
- policy transfer and capacity building trainings
- national meetings with EPOMM-experts
- connections to EU-projects



European Conference on Mobility Management



European Conference on Mobility Management





**Welcome to the ECOMM 2012 in Frankfurt!**

**Looking forward to gain new impetus and cooperations to boost Mobility Management!**

**EPOMM is wishing good discussions and inspiring days to you !**

