

## European Platform on Mobility Management EPOMM: Messages to Informal EU Council Transport and Environment October 2018

The Paris Agreement and its commitments to ambitious climate objectives require equally ambitious efforts for achieving them, especially in the transport and mobility sector to enable the transformation towards a de-carbonized and clean mobility and transport system.

The implementation efforts for these objectives, the de-carbonization of transport and the transformation to renewable energy based mobility, the challenge to make our cities and their hinterland more resilient and liveable make the need for mobility management approaches in addition to technology and infrastructure policies even more urgent.

The European Platform on Mobility Management EPOMM is therefore calling for a holistic policy and planning approach by applying Mobility Management, which is the smart management of mobility needs and transport demand and packaging it with infrastructure, public transport and active mobility, transport and urban planning as well as digitalization, sharing and mobility-as-a-service, e-mobility and zero-emission vehicle and transport technologies.

Based on the experiences in its Member States EPOMM submits the following messages for consideration at the Informal EU Council on Transport and Environment and in initiatives of the European Commission:

### **Mobility management is essential for:**

#### **1. Decarbonisation**

The long-term replacement of fossil fuels with clean and renewable energy together, is key to reach the goals of the Paris Agreement on climate change. Decarbonisation needs the synergistic combination of alternative fuels, clean vehicles and electrification of transport based on renewable energy as well as the extension of rail and public transport, promotion of active mobility and multimodal mobility management. Mobility Management therefore is essential for a smooth phasing in of zero-emission transport alternatives and for combining properly all kinds of environmentally sound low carbon transport modes.

#### **2. Digitalisation**

Driverless vehicles may change mobility patterns, consumer behaviour and urban spatial structures totally. Digitalization provides continuous access to people, goods, and services. Mobility Management is needed to smartly embed these concepts in the transport system and connect it together with behavioural aspects, infrastructural issues and an inclusive mobility approach to also include people without digital access.

#### **3. Mobility as a Service MaaS and Shared Mobility**

Due to the rise of the sharing economy, sharing in transport has huge potential enabling new transport concepts, such as "Mobility as a Service". Mobility Management helps to get the best out of MaaS and shared mobility in order to reduce traffic and increase the efficiency of vehicle and infrastructure use.



#### **4. Urban/rural: Connected cities and the hinterland**

A transfer from a functional separated city to a connected city and a connected hinterland is imperative. Transformation from car dependency to multimodal choices requires integration of regional, urban and local land use planning with MOBILITY MANAGEMENT. Successful Mobility Management integrates health, social, environment, energy and mobility objectives into land use planning and urban development.

#### **5. Good practices exchange, strategies development and implementation enhancement**

Creating conditions for borderless collaboration, taking away of barriers, facilitating exchange of knowledge and sharing good practices are needed as well as stimulation of Public Private Partnerships. Developing strong national and European policies on Mobility Management embracing best practices and lessons learned from countries with successful mobility management programs is essential.

#### **6. Cooperation and Partnerships**

Working together is essential. Collaboration on all institutional levels is needed. This includes all levels of government (EU, national, regional and local level) and also public and private partners. Working together means combining strengths, accepting the variety of stakeholder goals and trusting each other. Mobility Management involves all actors and put the citizens in the focus.

#### **7. Putting Mobility Management on the European Agenda**

Mobility Management is not just a local issue. To use the high potential of Mobility Management as a cost-effective integrative policy approach, supportive frameworks to promote Mobility Management in all Member States and on EU level need to be established. To this end the development of a European Master Plan Mobility Management will be an important steppingstone promoting and facilitating the integration of Mobility Management also in European strategies, policies and programmes. This will help also Member States to develop and promote initiatives for mobility management to support cities and regions, businesses and citizens to enable a smooth transformation to clean mobility, to stimulate new business and job opportunities, as well as ensuring inclusive mobility for all citizens

EPOMM is calling for a broad implementation of Mobility Management in national and EU policies and comprehensive strategies for adding mobility management to infrastructure and technology measures to make mobility and transport more user oriented, environmentally friendly, energy saving and more efficient.

EPOMM is facilitating these strategies and implementation efforts with its “EPOMM strategy book - Intelligent strategies for clean mobility towards a sustainable and a prosperous Europe” providing the strategies, initiatives and good practices of EPOMM Member States for successfully implementing mobility management for getting closer to clean and sustainable mobility in Europe.

EPOMM invites the European institutions to consider these messages, which are based on the good practice of EPOMM Members – compiled in the EPOMM strategy book as well as the EPOMM declarations and resolutions, and to take them into account while developing policies, strategies and actions for clean sustainable mobility and transport in Europe.

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