

European Platform on Mobility Management



EPOMM

MANAGING MOBILITY FOR A BETTER FUTURE



Modal split data from 400 cities



MaxEva evaluation tool



Training



Best practice and best policy transfer



National Focal Points

EPOMM-PLUS

Final Publishable Report

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Project and report coordinated by EPOMM

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Glossary of abbreviations

AET	Association for European Transport
ECOMM	European Conference on Mobility Management (organised yearly by EPOMM)
EPOMM	European Platform on Mobility Management
ERDF	European Regional Development Fund
IEE	Intelligent Energy Europe
ITS	Intelligent Transport Systems (not necessarily intelligent, but meaning technology is involved)
MaxEva	The EPOMM Evaluation tool
MC	Management Committee
MM	Mobility Management
NFP	National Focal Point
SUM	Sustainable Urban Mobility
SUMP	Sustainable Urban Mobility Plan
TEMS	The EPOMM Modal Split Database
UITP	International Association of Public Transport (Union Internationale des Transports Publiques)

1. Executive Summary

EPOMM-PLUS was an Intelligent Energy Europe – supported project with 22 partners from 20 countries – coordinated by EPOMM – the European Platform on Mobility Management.

EPOMM-PLUS' overall objective was: to achieve a quantum leap in the implementation of Mobility Management in Europe, by establishing EPOMM as *the* authority and *the* networking instrument for the promotion of Mobility Management across the EU.

This broke down into the following sub-objectives:

- Specific objectives
 - to develop an EU network (including a strongly increased EPOMM membership)
 - to develop national networks in all EPOMM-PLUS countries
 - to exchange and transfer good practice
- Strategic objectives (= long term impacts)
 - to institutionalise mobility management into national and EU policies
 - to implement a large number of mobility management projects

EPOMM-PLUS had a very complex project structure and was in fact several projects at the same time:

- Building up national networks on MM in 20 countries and building up contacts that would lead to an eventual EPOMM membership in 14 countries (in 6 of them this was successful),
- Building up a system that could help to channel and organise high quality training on MM in the future,
- Systematic reporting and analysis on the status of MM in 27 European countries
- Building up and further developing tools to support the development of MM: these were mainly the tools TEMS (The EPOMM Modal Split tool) and MaxEva (evaluation tool for MM projects), the Policy Transfer, the EPOMM training quality label and trainer and training database and an interactive event Calendar,
- Bases on all this development, the building up of the networking between EU-projects and national networks via the organisation and carrying out of meetings and workshops:
 - of EPOMM-PLUS with EU-projects,
 - between EU-projects and national networks,
 - between national networks,
- All this was disseminated through the created networking but also through a monthly multilingual newsletter, the EPOMM-website that had to be completely adapted to incorporate the new developments and a whole range of dissemination materials.

These 6 parallel projects were all heavily intertwined through the 22 quite different partners and 8 different workpackages and thus required a very high level of efficient management.

The specific objectives were all reached, except for the membership. Due to the financial and economic crisis and the political instability this caused in many countries, membership could only be achieved for 6 new countries.

For the strategic objectives a good groundwork has been laid through the development of many tools, many national networks and a growth of EPOMM towards 11 members representing two thirds of the European population.

Basic Project data

Coordinator:	EPOMM, the European Platform on Mobility Management, epomm.eu
Consortium:	22 partners from 20 European Countries
Duration:	36 Months, from June 2009 to May 2012
Volume:	1.983.000 Euro, of which 75% was financed by the EACI
Continuity:	Most project tools and results are taken up and maintained by EPOMM and its currently 11 member states, the recommendations are also taken up and disseminated by EPOMM.

2. Introduction to the project

This part provides a general overview over the project. It starts with describing the aims proceeds with the partnership and ends with describing the organisational structure.

The aims of EPOMM-PLUS

The ambitious EPOMM-PLUS overall objective was: to achieve a quantum leap in the implementation of Mobility Management in Europe, by establishing EPOMM as *the* authority and *the* networking instrument for the promotion of Mobility Management across the EU.

This broke down into the following sub-objectives

Specific objectives

1. to develop an EU network (including a strongly increased EPOMM membership)
2. to develop national networks in all EPOMM-PLUS countries
3. to exchange and transfer good practice

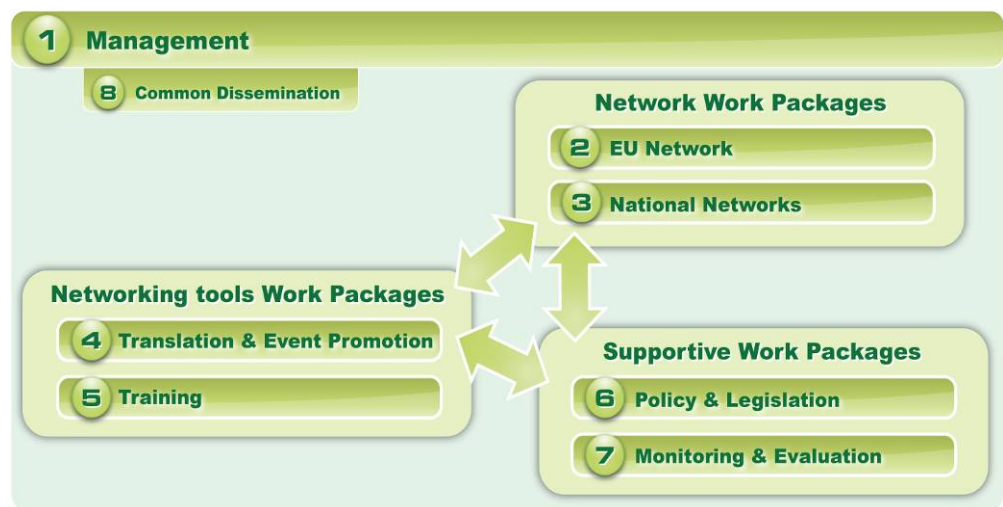
Strategic objectives (= long term impacts)

4. to institutionalise mobility management into national and EU policies
5. to implement a large number of mobility management projects

Work Package Structure

The above aims were to be achieved with 8 workpackages.

- Two WPs to develop networks:
WP2 with EU-projects, WP3 on national level
- Two WPs to provide the networking tools:
W4 translation and extending dissemination, WP5 training programmes and training support
- Two WPs to support integration:
WP6 by analysing and transferring Policy & Legislation, WP7 by providing Evaluation & Monitoring – in itself and as tools.



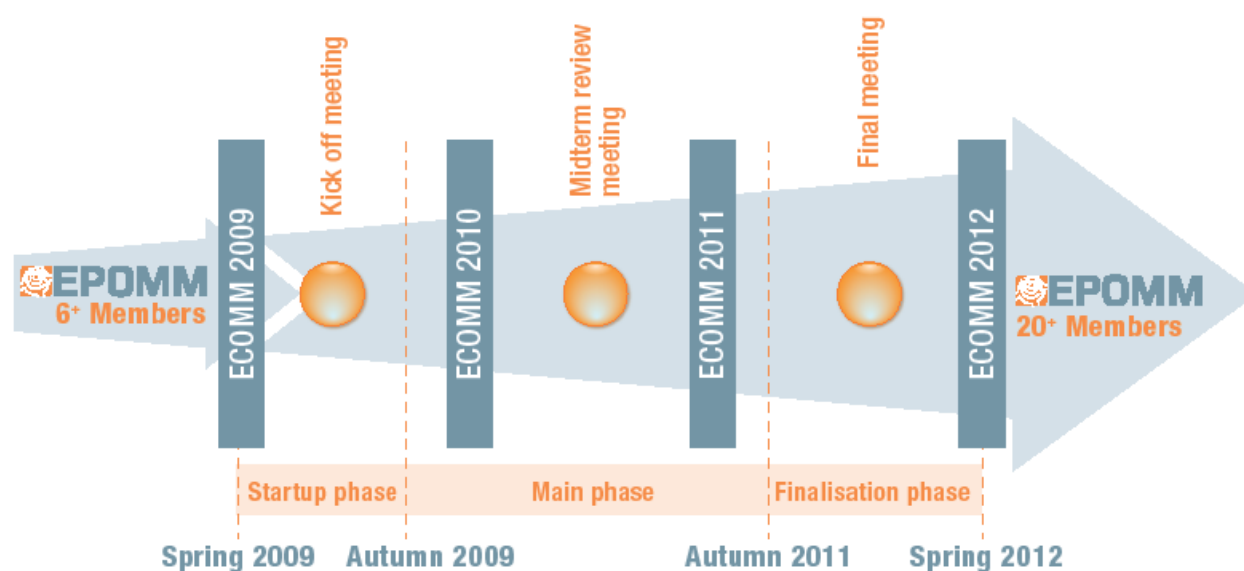
The boundaries between the WPs were flexible, as some support got the character of a tool and as the tools in general are supportive.

- WP1 Project Management provided for the management of the project and the link to the EACI (also WP8 common dissemination).
- WP2 EU Network coordinated networking, dissemination and knowledge transfer between ongoing EU-funded mobility management projects and EPOMM-PLUS and its networks
- WP3 National Networks was responsible for the development of national MM-networks in the

EPOMM-PLUS countries and the networking between the countries.

- WP4 Translation and National Event Promotion produced regular newsletters, improved the website and extended the dissemination base of EPOMM-PLUS.
- WP5 Training organised a range of trainings and developed a training and trainer database and organised three EPOMM network meetings.
- WP6 Policy and Legislation each year analysed the situation in each country, which formed a basis for the development of the policy transfer method now promoted by EPOMM. It also organised awareness events on EPOMM and MM in Brussels.
- WP7 Monitoring and Evaluation developed the EPOMM modal split tool (TEMS) and the MaxEva tool for MM project evaluation, and organised the quality meetings to monitor EPOMM-PLUS and improve its quality.

EPOMM-PLUS was structured into 3 phases and set itself the concrete target of convincing all countries in which EPOMM-PLUS has partners to become member.



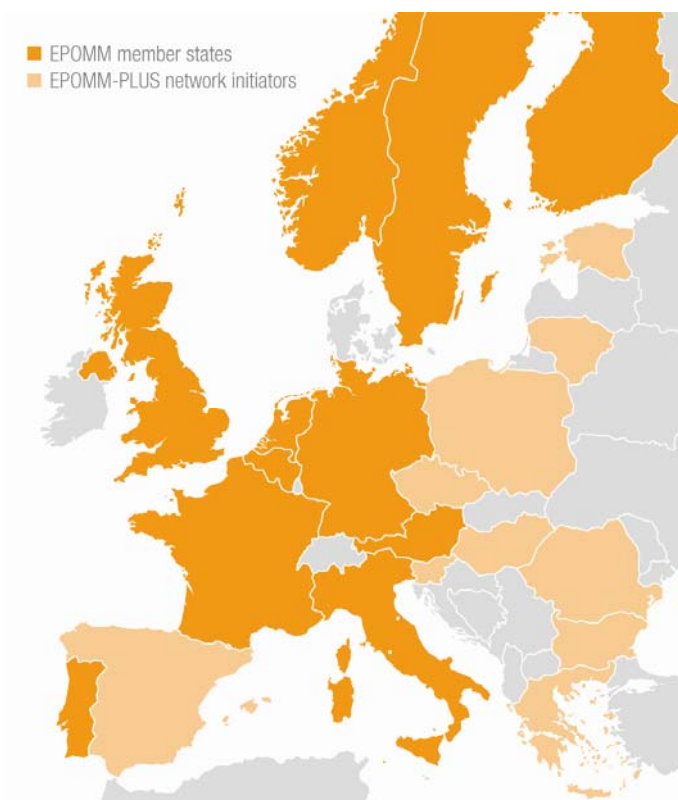
The partners of EPOMM PLUS

EPOMM-PLUS was a large consortium with 22 partners from 20 countries. Furthermore, EPOMM-PLUS cooperated with several more countries, getting mobility management monitoring reports from Denmark, Ireland, Latvia, Malta, Norway, Switzerland and Slovakia. During the project lifetime, 1 country left EPOMM (Spain), and 6 countries joined EPOMM (Belgium, Finland, Germany, Italy, Norway, Portugal) – bringing the membership of EPOMM to 11.

The partners in EPOMM-PLUS countries that were not member were called Network Initiators. 10 countries did not achieve membership (although several came close), thus the organisations are still network initiators, while in the other countries several of the participating organisations are now the National Focal Points of EPOMM.

It can clearly be distinguished that EPOMM-membership is still largely something for the “Western European” countries, whereas none of the former communist countries has so far joined.

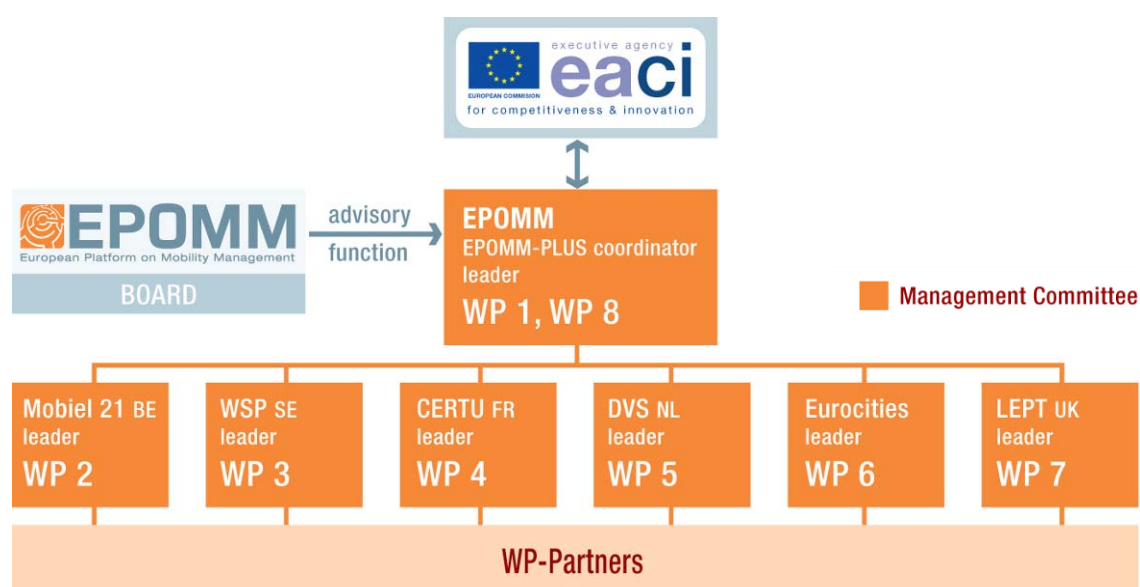
The list below shows the 7 WP-leaders first ordered by WP, and then all the other partners listed alphabetically by country. As can be seen, most WP-leaders were also responsible for their national network.



Participant name	Short name	Country code	Profile of the organisation	Main role in the Consortium
European Platform on Mobility Management	EPOMM	EU	European network of national MM networks	Coordinator, Leader of WP1 and WP8
Mobiel 21	M21	BE	Sustainable mobility consultant active nationwide and EU-wide	Leader WP2, National network Belgium
WSP Sweden AB	WSP	SE	International Consultancy	Leader WP3, National network Sweden
Centre for studies on urban planning, transportation, and public facilities	CERTU	FR	National knowledge centre with a focus on cities	Leader WP4, National network France
Knowledge Centre for Transport and Traffic	KPVV	NL	National knowledge centre with a focus on cities	Leader WP5, National network Netherlands
EUROCITIES (E)	EUROCITIES	EU	City network of 140 major European cities	Leader WP6
London European Partnership on Transport (E)	LEPT	UK	Routine European networker, hub of national network on MM	Leader WP7, National network UK
Austrian Energy Agency	AEA	A	Hub of national network on MM	National network Austria
Sustainable Development Civil Society Assoc.	CSDCS	BG	Consultant with a broad range of national contacts	National network Bulgaria

Participant name	Short name	Country code	Profile of the organisation	Main role in the Consortium
Transport research centre	CDV	CZ	Represented nationwide, active in several European projects	National network Czechia
Research Institute - Regional and Urban Development	ILS	DE	Research Institute for Regional and Urban Development	National network Germany
Estonian Institute for Sustainable Development	SEIT	EE	National network for sustainable development	National network Estonia
Group for Studies and Alternatives	GEA 21	ES	Consultant with a broad range of national contacts	National network Spain
Motiva	Motiva	FI	Hub of national network on MM	National network Finland
Aristoteles University of Thessaloniki	AUTH	GR	University, transport institute	National network Greece
Centre for Environmental Studies	CES	HU	Consultant with a broad range of national contacts	National network Hungary
Euromobility	Euromobility	IT	Hub of national network on MM	National network Italy
UAB "Statybos Strategija"	Strategija	LT	Consultant with a broad range of national contacts	National network Lithuania
Polish Environmental Partnership Foundation	PEPF	PL	Consultant with a broad range of national contacts	National network Poland
Perform Energia	PEN	PT	Consultant with a broad range of national contacts	National network Portugal
Regional Environmental Centre	REC	RO	Consultant with a broad range of national contacts	National network Romania
Development Agency Sinergija Ltd.	Sinergija	SI	Consultant with a broad range of national contacts	National network Slovenia

The organisational structure of EPOMM-PLUS



All WP-leaders were part of the Management Committee (MC) and met in monthly phone conferences. All the organisations responsible for their national networks, be it as existing National Focal Point or as Network Initiator, were connected through the WP-leaders – mainly through WP3. There were in sum 8 meetings of the full consortium:

- the kick-off meeting and the final meeting (organised by WP1)
- 3 EPOMM network meetings (organised by WP1 and WP5)
- 3 NI/NFP-workshops (organised by WP1 and WP3)

Furthermore., there were bimonthly phone conferences between network initiators and WP3 and 6.

And, as described in detail by the WPs, there were over a 100 meetings on national level, with EU-projects, trainings and policy transfers. Parallel but connected to EPOMM-PLUS there were also 3 European Conferences on Mobility Management (ECOMM) and 10 EPOMM-board meetings and NFP-workshops.

This structure led to an enormous amount of exchange and mutual learning. It also led to innovations in the meeting structure, with more and more interactive elements introduced to ensure stronger participation of the partners.

In the following chapters

3. The Results per Work Package

Narrative – A little story about EPOMM-PLUS success

Spring 2013 - Jim is sitting in a café in his hometown Vilnius, playing around with his new toy, an iPad4. Suddenly Kristina – a former colleague – enters, she had been in London for two years.

- Hey Kristina, how are you? Good to see you! Please sit down!
- Jim! Wow. The new iPad, no? What are you doing?
- Well, I'm working with this network, called EPOMM, and was just checking whether its website also works on the new iPad
- EPOMM – what's that?.
- It is a network supporting the introduction of sustainable urban mobility in Europe, and Lithuania just joined.
- Interesting. I would like to introduce things I saw in London and am looking for opportunities. But be honest - it won't work here in Lithuania, or will it?
- Well Kristina, I was skeptical when I first heard of it, but, you know, I participated in the first workshop and got quite interested, and the workshops that followed were even more interesting. The Ministry also got interested and now Lithuania has joined! I'm quite enthusiastic.
- I'd like to do something in my home-town, Klaipeda.
- Klaipeda? OK let's check. We go to the Lithuania country page. There we see whether they're active in any EU-projects. A company is active in this one from the IEE on ITS-systems, and the municipality is engaged in a DG Regio programme with schools. They also have two projects in the MaxEva evaluation tool and on Eltis.org. Here are all the contact persons. Look, we're lucky, they even have the modal split data of the city.
- What, you have that online?
- Yeah, even with graphs! Look here. We've the modal split of all major cities and can easily compare with other cities. See? Some cities have timelines – we want to establish that in Lithuania too. I'm searching for similar cities to initiate a so-called policy exchange. But the data for Klaipeda are old. Maybe you could approach the municipality and ask them about their objectives, their progress and to approach them with ideas about cycling – there are several cities of similar size that have recently had quite some success.
- I've heard of it, but, well, maybe I need some more info or something to offer them
- Sure, but EPOMM also offers trainings – let's check the event calendar... see, there's an ADVANCE training in six weeks here in Vilnius – that's on cycling policy for starter cities.
- Starter cities?
- Yeah, as EPOMM-member Lithuania asked for a very specific training for cities that start from a low level of cycling. EPOMM organises trainings in cooperation with EU-projects and has a pool of experts. You can all find it in their trainer and training database. You can register for both right here on the EPOMM-website. They also have the training materials – in English and ... well not yet in Lithuanian. But that might come as people from the national network might translate them. Look, here on the country page for Lithuania you can find all documents on sustainable mobility available in Lithuanian – from over 12 projects. Neatly arranged, no? I'll download and forward them to you right away.
- Wow, that's practical. But people in Klaipeda are sceptical about cycling. I don't want to show them examples from western Europe, like, say, Amsterdam, you know what I mean, that's way beyond, that does not fit the situation here – people are very car oriented here – well you know it!
- True, but in EPOMM they've thought of that. You need to show them success stories that are practical for them. Best to bring those together who know about the practicalities. In our national meeting we invited persons from Ljubljana now from Brasov in Rumania – they can really explain about what they did – for example with schools or on the University Campus. We're looking for actions with a low threshold to start with. If you manage to get your people from Klaipeda to the national meeting, I'm sure they'll be convinced of the benefits of taking further steps.
- You know about bike sharing?
- Yeah, large scale success in London, but difficult for us here. But in our next NFP-meeting, I will ask to be an "importer" for bike sharing, as several cities have asked for that.
- Importer, NFP?
- I'll explain. We have this thing called policy transfer – we can select a topic we would like to transfer to our country, and then EPOMM sets up a whole process, finds an "exporter" country that has all the knowhow and can bring us in contact with the right experts to really transfer this. The process has been developed over years, originally in a project called EPOMM-PLUS and it is very successful. Ah, and yes, an NFP is a so-called national focal point. We're the NFP for Lithuania – so we're sort of the connection between you and the cities here, but also the connection to the other countries.

Kristina becomes more and more interested and they proceed to make plans for Klaipeda and the next NFP-workshop...



WP2 EU-network

Duration in months:

36

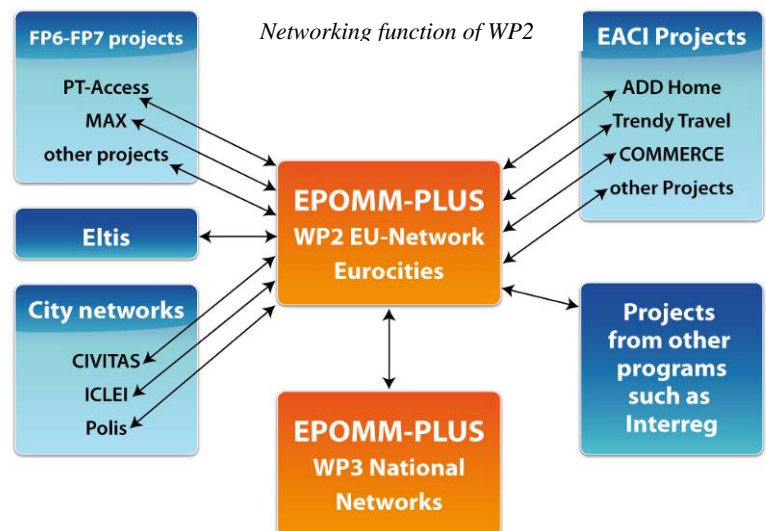
Leader:

MOBIEL 21

WP2 aimed to coordinate networking, dissemination and knowledge transfer between ongoing EU funded mobility management projects making them more “networked” and extending their quality, reach and audience in many ways. At any time, there are 20-30 EU-projects active in MM or closely related fields. All of them end after a few years – many of their products are then lost. Therefore EPOMM-PLUS also aimed to conserve and integrate the most useful of their products and tools beyond the end of their project.

The WP had the following specific aims:

- To develop a network of all ongoing European funded Mobility Management projects, fostering information exchange, mutual learning, finding and utilizing synergies, integration with national, regional and local projects and policies.
- Increasing the impact of the EU-projects by ensuring that key policy / procedural recommendations that result from them are recorded and disseminated even after the EU-project has finished.



To achieve this EU networking , the main WP2 partners – Mobiel 21 and EPOMM – established and maintained regular contacts with the EU-project leaders and key project partners of these EU projects. Wherever possible, WP2 partners took part in related EU-project meetings (e.g. kick-off meetings, workshops, trainings or final conferences).

EU-projects were encouraged to contribute to, participate in and profit from the existing tools offered by EPOMM: the website, e-news, ECOMM, EPOMM contacts and databases (including the MaxEva and TEMS tools from 2011 on), and the workshops organised either by (other) projects, EPOMM-PLUS national networks or jointly between projects and EPOMM-PLUS.

Inventory of EU-projects

An inventory was drawn up of existing and upcoming EU-projects and related contacts that support networking and Mobility Management implementation on a project level. This inventory formed the basis of the WP and included 20 MM-related projects funded through the IEE, FP7, LIFE and INTERREG programmes as well as contacts from the primary European transport networks EUROCITIES, POLIS, UITP and AET. From this original list, **20 key projects were selected**. As other projects started in the course of EPOMM-PLUS, another 23 projects were included in the inventory and, as a final update, another 25 EU projects where MM is only (small) part were included. In the following the various lists:

Projects at the start of the main phase of EPOMM-PLUS

Project/Acronym	Programme	Short Description, Main Topic
Active Access	EACI	Walking and biking for everyday trips in local areas
AENEAS	EACI	Target Group campaign : elderly for sustainable mobility
BAMBINI	EACI	Socialisation and education
BENEFIT	EACI	Advances measures for companies to increase PT use of their employees
CIVITAS Plus	FP 7 DG TREN	Clean Urban Transport – different projects: VANGUARD, MODERN, CATALIST
CO2 Neutralp	Interreg	Transport measures to reduce CO2
COMMERCE	EACI	Company Travel Plans
DELTA	FP 7 DG TREN	Promotion of multimodal interfaces to improve seasonal transport
ELTIS-Plus	FP 7 DG TREN	European Local Transport Information Service
FLEAT	EACI	Energy Efficient fleet management
Life Cycle	EAHL Public Health Programme	Mobility behaviour throughout the entire life time using a life long approach on cycling
MOMO	EACI	More options for car sharing
NICHES +	FP 7 DG TREN	New mobility concepts for passengers
PIMMS TRANSFER	Interreg IVc	Introducing soft transport policy measures rewarding government, individual travellers and businesses
PRESTO	EACI	Sharing of bike knowledge
Pro.Motion	EACI	Training for lowering transport consumption
SEE MMS	SEE Transnational Programme	South East European Mobility management Scheme - Support multi-modality and alternative transport
Travel Plan Plus	EACI	Local travel planning networks
Trendy Travel	EACI	Soft marketing to promote sustainable transport

Projects added in the course of EPOMM-PLUS

Project/Acronym	Programme	Short Description, Main Topic
ADVANCE	EACI	Develop, test and apply an Audit Scheme to help cities set up and improve the quality of sustainable urban mobility plans (SUMP)
Bicy	Central Europe	BICY-Cities and Regions of Bicycle – aims to achieve a strongly increased use of the bicycle as a daily means of transport
CARMA	EACI	Better cooperation between communication and infrastructure initiatives on cycling.
CATCH	FP7	Online knowledge platform with good practice, information and awareness tools, including personalised travel-related CO2 reduction
CHAMP	EACI	Champion cities in the field of cycling policy join in order to further maximise the use of cycling.
Cyclelogistics	EACI	Reduction in energy used for urban freight transport through intra-urban final delivery of goods and private shopping by bicycle
EcoMobility SHIFT	EACI	Quality label for sustainability of cities' transport policies, services and infrastructure
ECOSTARS	IEE	Promotes more efficient and cleaner freight and passenger transport, through reward systems, guidance and advice for fleet operators.
EMPIRIC	Central Europe	Support for investments in new multimodal services by investment preparation and the definition of common tools for multimodality
ENERQI	EACI	Eight public transport operators implement common monitoring systems to measure and improve the quality of public transport.
ISEMOA	EACI	Accessibility of door-to-door mobility chains; enabling all citizens and visitors to adopt a less car-dependent lifestyle
MMove	Interreg	Transfer of best practices on sustainable mobility policies between small and medium-sized cities
MOBILE2020	EACI	Enable stakeholders in small and medium cities in the CEE countries

Projects added in the course of EPOMM-PLUS

Project/Acronym	Programme	Short Description, Main Topic
MoMa.Biz	EACI	to increase their share of biking as a mode of everyday transport. An innovative mobility management methodology and mobility labelling at 6 Business and Industrial Zones (BIZ)
Naviki	EACI	Promoting cycling by rolling out a European internet platform for navigation, communication and planning in the field of cycling.
QUEST	EACI	Quality management tool for Urban Energy efficient Sustainable Transport (SUMP)
SAFECYCLE	DG MOVE	Identify, create knowledge and awareness and speed up the adoption of e-safety applications in cycling.
SEGMENT	EACI	Segmented marketing for energy efficient transport
SOL – Save our lives	Central Europe	Road safety – accident prevention
SUNSET	FP7	ICT - cooperation by information sharing and provision of positive incentives between travellers, road authorities and other parties
TOGETHER on the move		Training, teaching and training materials for migrants for walking, cycling, public transport and greener car use.
TRANSPORT LEARNING	EACI (STEER)	Create knowledge and capacity on sustainable transport policies in municipalities and energy agencies of Europe's convergence regions.
TROLLEY	CENTRAL Europe	E-learning and promotion of trolleybuses for cities and regions in Central Europe and Europe-wide Trolleybus Promotion Campaign

Briefly followed projects included at end of EPOMM-PLUS

Project/Acronym	Programme	Short Description, Main Topic
ACCES2ALL	FP7	Encourage PT operators to adopt innovative technological concepts and mobility schemes
Ad Personam	EACI	A Direct Marketing Programme for Public Transport. The project promotes Local Public Transport in medium-sized cities
Amobilife/ICMA	Interreg IVB	Improving Connectivity and Mobility Access (ICMA), focus on PT: missing links, information, scheduling, training, booking
BALTIC Climate BAPTS	Interreg INTERREG IV B	PT, Cycling and land use planning to mitigate climate change Boosting Advanced Public Transport: Multimodality, Integrated Mobility Planning, Marketing & Awareness, ITS
Biomaster	EACI	BIOMASTER - biomethane for transport
CEMOBIL	LIFE	CEMOBIL will demonstrate for Klagenfurt, that e-mobility works and leads to sustainable improvement of the environment
COST action 358	COST	Pedestrian quality needs
Euro Region – Healthy Region	Interreg	Healthy motion for children and parents
GUTS	CENTRAL Europe	Green Urban Transport Systems
MEDIATE	FP7	Creation of inclusive transport systems providing better and easier access for all citizens
OBIS	EACI	Optimising Bike sharing (developing schemes)
PRIMUS	FP 7 DG Tren	Policies and research for an integrated management of urban sustainability
REZIPE	Central Europe	REZIPE shows methods for reducing the emissions by introducing zero emission vehicles (ZEV) in urban environments.
SHANTI (COST TU804)	COST	Survey harmonisation with new Technologies improvement
Sintropher	INTERREG IVB	To develop solutions to improve accessibility to, from and within peripheral regions in North-West Europe
SMOOTH		Safety and accompanying measures, on-demand transport, car-sharing, car-pooling, flexible bus, awareness, training and incentives

Briefly followed projects included at end of EPOMM-PLUS		
Project/Acronym	Programme	Short Description, Main Topic
STADIUM	FP 7	Smart transport applications designed for large events with impacts on urban mobility
START	Transnational Cooperation Program for the Atlantic Area	Seamless Travel across the Atlantic area Regions using sustainable Transport - greater interconnectivity between transport systems and clearer information to be provided within regional gateways, such as airport hubs, ports and rail interchanges www.integra-travel.eu
SUGAR	Interreg IVc	Sustainable Urban Goods Logistics achieved by regional and local policies
Synaptic	Interreg IVB	Cluster project for BAPTS, ICMA, Sintropher and RoCK Enhance the framework conditions for intermodality
U4IA (Euphoria)	FP 7 DG Tren	Research, analysis and modelling of impact of innovative policies on behaviour change in dynamic activity-travel patterns
URBACT – Active Travel Network	ERDF	European exchange and learning programme promoting sustainable urban development. URBACT is 300 cities, 29 countries and 5,000 active participants.
VIAJEO	FP 7	Dynamic Travel Information services (Platform)
WISETRIP	FP7	Develop and validate an innovative mobility service platform, which provides multi-modal travel information

Contacts were made with all relevant EU-projects of the inventory. This was done by phone / e-mail contact with – in most cases - the project leaders of the key Mobility Management EU-projects.

Most of the selected projects have been visited, either by a representative from a National Focal Point from EPOMM-PLUS or by WP2 partners Mobiel 21 and EPOMM. In a few cases there were visits by NIs. This led to a good and regular coordination between the networking activities of the WP3 partners and the work in WP2. During the visits, EPOMM and its services have been marketed in many ways (e.g. by the distribution of leaflets, by promotion during breakout sessions, face-to-face conversations & facilitating talks).

In total there were 78 project visits, 45 by WP2 main partners Mobiel 21 and EPOMM, 33 by national network partners.

The numerous contacts and visits (of which all 78 are registered and reported) resulted in:

- a better understanding of the merits of EPOMM and its services offered.
- a more transparent and less self-protecting attitude towards cooperation and seeking synergies.
- a multiplication of valuable transfers in many ways:
 - best practices and policy transfers (see WP6),
 - staff exchange, for example with the SEGMENT project,
 - cooperation for the EPOMM network meetings (for example with AENEAS, SEE-MMS, DELTA, PIMMS TRANSFER (see WP5)
 - specific thematic contributions for trainings (e.g. SUMP) ,
 - information exchange – for example at many national meetings (e.g. FLEAT at SWEPOMM), (see WP3),
- stronger and prolonging dissemination of the main content, measures and results of the followed projects (for example via the ECOMM and via the e-update and EPOMM-website) (see WP4).

Outcomes: 18 successful workshop events

Through the contacts, EPOMM-PLUS could organise a series of workshops to facilitate information exchange and added value between ongoing Mobility Management projects. This included in general three different types of workshop events:

- Project-to-project: workshops between related projects (PP – see table)
- Thematic workshops: any theme of special interest to projects could be organised (T)
- Project-to-national initiatives: in cooperation with WP3 (National Networks), synergies were sought with the national level. (PN)

EPOMM-PLUS WP2 lead partner Mobiel 21 – assisted by cross interest WP's leaders and later also by the stewards¹ – sought for opportunities, brought them together, worked with the projects, assisted in the organisation and the definition of the appropriate content (e.g. also providing experts or contact to experts and ensuring that key actors get invited).

In the starting phase of the project 4 pilot workshops were selected to observe how the defined formats and draft materials were functioning – for example the EPOMM benefit leaflet/flyer, report templates, road maps). Thus we could determine what materials we had the best impact for EPOMM-PLUS.

Date / Place	EU Project	Content	Type workshop	EPOMM_Plus Partner(s)
29-03-2012, Prague (CZ)	ELTIS-Plus	SUMP & MM	PN	EPOMM + NI Czech Republic CDV
2012 Munich (GE)	SEGMENT	Marketing & MM	PP	EPOMM + NFP Netherlands KpVV
23/24-03-2012 Genk (BE)	Synaptic + ICMA	Seamless door-to-door travelling	PP	Mobiel 21
7-02-2012 Athens (GR)	CIVITAS Elan	Mobility Management	PP	EPOMM + NI Greece AUTH
18-10-2011 Funchal (PT)	CIVITAS Forum	MM, ICT & Travel Information	T	Mobiel 21 + NFP Portugal PE
5-10-2011 London (UK)	PIMMS Transfer	MM Transfer	PP	EPOMM + NFP UK Lept
29-09-2011 Darmstadt (DE)	BAPTS	Future ready Public Transport	T	NFP Netherlands KpVV
15/16-09-2011 Ljubljana (SI)	SEE MMs	Mobility Centers	PN	EPOMM + NI Slovenia Sinergija
17/18-05-2011 Toulouse (FR)	CIVITAS-Vanguard	Social Marketing	PP	Mobiel 21
10-5-2011 Almada, PT	SEGMENT	MaxSumo, MaxEva	PP	EPOMM
17/19-11-2010 Szentendre (HU)	CIVITAS Vanguard	MM + Company Travel Plans	PP	Mobiel 21 + Eurocities
13/15-10-2010 Stockholm (SE)	PIMMS Transfer	MM Master class	T	NFP Sweden WSP
5-10-2010 Athens (GR)	DELTA	MM for recreational areas	PP	Mobiel 21 + EPOMM
22-09-2010 Murska Sobota (SI)	PRO.MOTION	MM and housing/landuse	PN	EPOMM + NI Slovenia Sinergija
17-06-2010 Berlin	CIVITAS Mimosa+Catalist	MM and land use planning	PN	NI Germany ILS
5-5-2010 Graz (AT)	DELTA	MM for recreational areas	PP	Mobiel 21
9-03-2010 Örebro (SE)	FLEAT	Company Fleets & Mobility Budget	PN	NFP Sweden WSP + NFP Netherlands KpVV
28/29-10-2009 San Sebastian (SP)	Aeneas	MM in ageing society	PP	Mobiel 21 + NFP Spain CEDEX

¹ See WP3 – members of the MC became stewards - to take care of a limited number of countries – introduced in the course of the project to improve communication

Outcomes: Dissemination of project results

WP2 ensured that the main content, measures and results of the EU-projects are disseminated and preserved after the projects end – via the e-news, the website and the different tools (e.g. MaxEva, Project links, the multilingual materials database, country pages information, ECOMM, the EPOMM Network Meetings in WP5, and through the numerous workshops and policy transfers (for the latter, see WP6).

Information was gathered through the regular project contacts, through the visits and in the workshops or from their reports. Some of the results:

- Promotion through the EPOMM-e-update, that reaches over 30.000 subscribers. Used for example by COMMERCE, SEE-MMS, Mmove,
- Project training promotion via the EPOMM-website (calendar, country pages, training and trainer databases) and the NFPs. Currently ongoing by TRANSPORT LEARNING and ELTIS,
- Placing of national language materials on the country pages of EPOMM (done by dozens of projects),
- Usage of the MaxEva evaluation tool (done in the projects BENEFIT and SEGMENT),
- Advertising and presenting the project at the ECOMM (done by dozens of projects),
- Organising a joint interactive final conference with EPOMM (2009 with MAX, 2010 with DELTA, 2011 with PIMMS TRANSFER) or a joint workshop with a national network meeting of an EPOMM-member (as for example FLEAT did with SWEPOMM).

Some success stories

- The MOMO project on car sharing cooperated with EPOMM-PLUS in several ways. In March 2011, an e-update was devoted to the topic of car sharing.
 - The coordinator of MOMO was highly engaged and wrote a large part of the content.
 - The experience of the Finnish MOMO partner was shared with The Netherlands/Austria in an EPOMM-Plus transfer session on 7 April 2011 in Frankfurt during the NI/NFP meeting.
 - The most interesting MOMO publications have been made available on the EPOMM website.
- The results of liaising with ELTIS are of good quality and reached above expectations.
 - In many NI countries the merits of SUMP have been explored with high interest.
 - There was a high participation in ELTISplus training sessions and awareness raising seminars from EPOMM-PLUS partners.
 - SUMP best practice transfers and technical seminars on SUMP methodology have been part of many NI-workshops, e.g. Lithuania, Romania, Slovenia and Czech Republic.
- EPOMM-PLUS organised successful policy transfer sessions in cooperation with the projects CONNECT (Traffic Snake Game export to Slovenian schools) and SEGMENT (new resident programme being exported to the Netherlands).
- Several e-updates have been used by EU-projects for a strong dissemination in a close cooperation with EPOMM-PLUS: SEE-MMS, TRANSPORT LEARNING, COMMERCE. This will lead to further such cooperations in the future, such as for ADVANCE and SEGMENT.

Lessons learned and future perspectives

Barriers to cooperation

Not all of the projects were open to cooperate. With some of them there were only superficial contacts, many times in one direction (“EPOMM-PLUS is asking...”) The gate to information was quite often not as open as hoped for.

The main reasons were that projects perceived this as extra work as it was not in their contract, were focused on their own plans for newsletters, websites, evaluation tools, policy transfer systems and were worried about eligibility of extra activities.

Other important reasons:

- many of the services of EPOMM-PLUS only developed over time and were not ready at the beginning (such as MaxEva, TEMS, policy transfer, trainer database, project database, country pages), some projects already ended when these services were ready.
- Most EU-projects do not have any realistic plans on how to continue with their tools, communities, newsletters and websites after the project ends, as there is no funding available.
- There is a general tendency to rather “reinvent the wheel” than of looking what is already there – this is especially true for evaluation and policy transfer.
- While policy officers for EU-projects that were present at some of the joint meetings were generally supportive of cooperation, there was no systematic support from any of the involved EU-programmes nor from any of the General Directorates.

Lessons learned

- The WP2 networking activities have clearly contributed to a stronger mutual cooperation between different EU-projects, between EU projects and (new) national MM platforms and directly between EPOMM and EU projects.
- Different EU-programmes could foster cross-cooperation and encourage their projects to use EPOMM’s services (e.g. Max-Eva as project management tool) and earlier detect areas of commonality (e.g. quality management systems)
- Special attention should be focused on encouraging EU MM projects to collate more evaluation data in order to prove their real worth in energy efficiency terms and cost benefit ratio.
- Not all EU-projects are willing to cooperate. This can be determined at an early stage. The focus should be on the projects that really are willing to cooperate.
- Cooperation with so many EU-projects is a very time intensive business and cannot be sustained at the level as it was in EPOMM-PLUS

Future outlook

EPOMM has now a large choice of available tools and dissemination channels: the e-update with 30.000 subscribers, the trainer and training database, the project database for the country pages, a common calendar and country calendar for events, MaxEva, TEMS, the policy transfer, the ECOMM, the EPOMM network meeting, 11 national networks as member (and contacts to 10 more national platforms). All is presented in a brand-new, well navigable website.

EPOMM has already fixed further cooperation with several ongoing projects, such as ADVANCE, CYCLELOGISTICS, ISEMOA, SEGMENT, TOGETHER and the platforms CIVITAS, ELTIS and URBACT.

EPOMM plans to continue in the following way:

- Maintain contact and cooperation with a limited number of projects, as more is not sustainable with the current number of EPOMM-members
- Address newly starting projects at an early stage.
- Offer the service to all EU projects that are active in MM or related fields
- Organise talks with EU-programmes and the belonging directorate generals to discuss possible support from their side for a more integrative approach that is also oriented toward projects cooperating with EPOMM so that projects can have a far greater impact than they have now.
- There will also be talks with SEE-MMS whether EPOMM will host its newly created international online network of Mobility Centres.

*Mobility centre network of
SEE-MMS, possibly to be
hosted by EPOMM*



WP3 National Networks

Duration in months:

36

Leader:

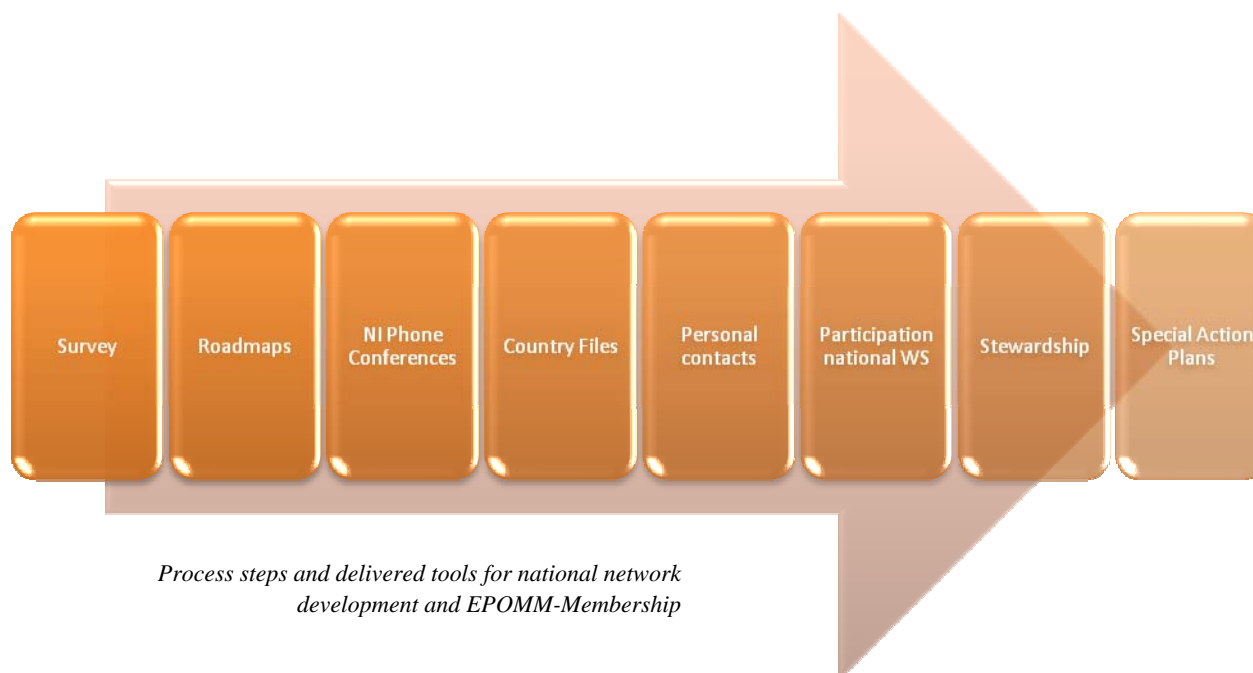
WSP

WP3 was responsible for the development of national MM-networks in the EPOMM-PLUS countries and the networking between the countries. Another aim was to achieve EPOMM-membership in order to make the network creation enduring. Each country partner had the task of building up such a national network and the WP3 leader had to support and coordinate these efforts. The coordinator had to coordinate this central activity of EPOMM-PLUS with the activities in all the other WPs. Without a doubt WP3 was the most challenging and difficult WP.

Preparative work

In the initialising phase an inventory of the situation in the countries was made in cooperation with WP1, WP2 and WP6, to describe national, regional and local existing networks as well as the services (including know-how) that can be utilised for these networks.

Steps towards national networks and EPOMM-membership



After the survey every country did a Road Map for their development of networks and memberships. The draft format for the Road Map was delivered by the WP-leader. A special format for contacts between the WP and the NIs was established in the form of bimonthly phone conferences where development and problems could be discussed. After some time it was clear that the Road Maps were not enough so the Country Files were developed. In the Country Files the NIs were supposed to describe the development in their countries, interesting authorities, contacts of importance, ie everything that could be of use becoming a EPOMM member.

After one year of the project the WP had personal contacts with all NIS to map the development in relation to the their Road Maps. It was clear after that reporting that most of the NIS probably wouldn't become members of EPOMM during the project due to three reasons.

- The first reason was that all of the NIs felt that the offering and services from EPOMM was not clear enough.
- The second reason was that the country partners could not find Ministries or other national

organisations ready to pay 15 000 € in membership fee (reasons given were mostly the economic and fiscal crisis).

- The third reason was that some of the NI organisations were the wrong kind of organisation for this kind of work, for example a small unrecognised environmental NGO.

In order to overcome the first problem WP3 clarified the offers, services and tools of EPOMM. This was done in general but also for specific countries later in the project. In order to overcome the second problem WP3 did a survey on several different solutions on membership fees to all NIs and raised the issue and the results to the EPOMM Board. The decision of the EPOMM Board was to keep the old system of 15 000 € per year for membership².

WP3 also compiled information on municipal groupings in every country and information over existing and potential funds for funding and delivered to the NIs. In order to overcome the third problem WP3 had face to face meetings with the NIs with the least development and developed special action plans together with them.

One of the services offered from the WP was to deliver EPOMM participation on national workshops if needed to support knowledge on EPOMM, EPOMM membership or Mobility Management. This could be a member from the EPOMM Board, EPOMM Secretariat or the EPOMM-PLUS Management Committee. This service was used in several national workshops.

Change of strategy – stewards and less reporting

Country distribution among stewards

After half of the project was delivered it was clear that many partners were writing road maps and country files etc., but that this did not result into action in many countries. Therefore there was a reorientation towards more action, less reporting and a closer relationship and monitoring of the networking activities, in order to better support them in their work to get their countries to become a member in EPOMM. Therefore the coordinator and WP3 created the Stewardship system. The idea was to divide the responsibility of the NIs between some of the Management Committee members. The WP delivered guidelines for the stewards. Every steward was responsible for specific countries as stated in the list on the right..

With one year remaining of the project and the development of EPOMM memberships still was progressing very slowly the Management Committee decided to focus on 8 of the NIs:

Bulgaria	Lithuania
Czech Republic	Poland
Estonia	Romania
Greece	Slovenia

These NIs had not yet become members but were rated

BG (Bulgaria)		EUROCITIES
CES (Hungary)		EUROCITIES
CERTU (France) - NFP		EUROCITIES
	Slovakia	EUROCITIES
AUTh (Greece)		FGM - Amor
CDV (Czech Republic)		FGM - Amor
Euromobility (Italy)		FGM - Amor
ILS (Germany)		FGM - Amor
IVM-Hessen - NFP		FGM - Amor
Motiva (Finland)		FGM - Amor
AEA (Austria) - NFP		FGM - Amor
KpVV (Netherlands) - NFP		FGM - Amor
	Switzerland	FGM - Amor
REC (Romania)		LEPT
PEPF (Poland)		LEPT
Strategija (Lithuania)		LEPT
TravelWise/LEPT (UK) - NFP		LEPT
	Ireland	LEPT
Mobiel 21 (Belgium)		Mobiel 21
Sinergija (Slovenia)		Mobiel 21
IMTT (Portugal) - NFP		Mobiel 21
Gea21 (Spain)		Mobiel 21
SEI (Estonia)		WSP
WSP (Sweden) - NFP		WSP
	Denmark	WSP
	Latvia	WSP
	Norway	WSP

² There were several good reasons for keeping the system, according to the EPOMM board:

- with a lower fee it would not be possible to sustain the EPOMM services and the new EPOMM-PLUS services
- the fee had already been halved in 2006 (from an original annual 30.000) and not increased since then – it was deemed reasonable
- organisations like EUROCITIES ask a fee of 15.000 per city
- the reason is not the money, as in relation to other investments like highway construction or car company bailouts it is insignificant

as “hopefuls” by the stewards. The stewards responsible for these countries tried to develop special actions plans together with the NIs, and these countries were also in focus on the last NFP/NI workshop in Prague (see below).

All these efforts greatly enhanced the national network activities and awareness, but unfortunately did not lead to the desired number of new EPOMM memberships.

The main reasons were government changes and austerity programmes. In many countries government changes destroyed the governmental contacts that had slowly been build up – and these government changes often also led to severe austerity programmes that made new expenses for new memberships very difficult. This happened in Bulgaria, Estonia, Greece, Hungary, Romania, Slovenia and in Spain. In Poland the partner did not deliver what was promised, communicated badly and did not participate in most meetings, so for Poland the problem was primarily with the project partner PEPF.

Implemented NFP/NI-Workshops

There were 3 NFP/NI-Workshops during the project. Almost all project partners participated in each of them. They served as general experience exchange between the national networks.

- Utrecht, 23-24 of February 2010, focused on:
 - How to develop a national network, information on existing networks
 - How to deliver a membership with the help of a Road Map and why this was necessary, information on three Road Maps
- Frankfurt, 6-7 of April 2011, focused on
 - Progress of national networks and national workshops
 - Progress of memberships, financing solutions, differentiated membership fees
 - Training on MaxLupo
 - Policy Transfers
- Prague, 13-15 of February 2012, focused on
 - Development of EPOMM Features and Tools
 - Focus groups regarding development of national networks and memberships in 8 countries, Bulgaria, Czech Republic, Estonia, Greece, Lithuania, Poland, Rumania and Slovenia
 - Training on MaxSumo and MaxEva
 - Policy Transfers
 - Feedback from the Quality Assurance Focus Group, that actually participated.

National networks development

All NIs and the NFPs with not existing national networks were supposed to deliver 3 national workshops in their countries.

There were 3 NFPs that declared they had not existing national networks (Sweden, Spain and Austria) and 14 NIs. All of these partners were supposed to deliver 3 national workshops each, which counts for a total of 51 national workshops. However, the other country partners delivered further national meetings. The project delivered 65 national workshops and events in which EPOMM and EPOMM-PLUS were featured, as listed below:

National Workshops details			
Country	Nr. of W-shops	Partici-pants	Remarks
Austria	6	460	In Austria they had 2 national workshops and in four of Austria's nine “provinces“ (Bundesländer) one-day conferences were set up to deal with different aspects of MM, mainly for target groups like enterprises, municipalities, regions and fleet operators.
Belgium	3	237	The workshops in Belgium were bi-lingual, Dutch and French, in order to bring the three regions together into a national network.

National Workshops details			
Country	Nr. of W-shops	Participants	Remarks
Bulgaria	3	204	The national network is active and encompasses 220 members from ministries, municipalities, state agencies, EA, transport operators, scientists, experts, transport associations, transport organisations, NGOs, Chambers of commerce, syndicates and media.
Czech Republic	3	165	Focused on the roles of different organisations in Mobility Management and SUMP.
Estonia	3	125	Focused on Mobility Management Policy, Land-Use Planning and SUMP
France	2	240	The workshops focused on Mobility Plans and Mobility Management in Land-Use Planning. The third workshop is planned for October 2012.
Finland	3	211	Developed a National Mobility Management Program for 2012-2013
Germany	3	310	Focused on Mobility Management and Land-Use Planning and institutional integration of Mobility Management.
Greece	3	250	Focused on Mobility Management and Seasonal Traffic Flows and Mobility Management in Urban Centres
Hungary	3	128	Focused on Public Bike Sharing Systems, Workplace Travel Plans and SUMP.
Italy	3	465	Focused on Mobility Management in commercial areas and SUMP.
Lithuania	3	184	Focused on SUMP and Mobility Management on local levels.
Netherlands	7	460	KpVV organised these meetings in 2009 and 2010 but has ceased with holding large conference-style meetings. Instead they do now even more small workshops and meetings on demand on special topics
Poland	4	410	Focused on Bicycle Policy, Urban Planning and Mobility Planning.
Portugal	4	1165	The national workshops focused on developing a national Mobility Package for Mobility Management. They also contained trainings and dissemination on specific projects.
Romania	3	80	Focused on SUMP and basic Mobility Management training.
Slovenia	3	214	Focused on mobility management in the cities and urban areas. The ministry decided to finance 1/3 of the EPOMM membership before the national elections. The final decision will be taken after the elections
Spain	0	0	EPOMM membership was cancelled, new partner had to start from scratch and could not organise a national meeting
Sweden	3	185	Focused on Mobility Management during Road Constructions, Travel Plans and Mobility Management and Land-Use Planning.
United Kingdom	3	240	ACT TravelWise annual conferences focusing on mobility planning, cycling and behavioural change best practice
Sum:	65	5733	

There were almost 6000 participants in the delivered workshops. The participants include national, regional and local politicians, representatives from national ministries, regional and local government and NGOs, technicians and planners.

These national workshops were in general a very big success and resulted in the following:

- There was a general rise of awareness on MM, on sustainable urban mobility planning and on the opportunities of information and know-how exchange in Europe in all countries.
- In some countries, new national platforms were founded as associations: notably SWEPOMM,

BEPOMM, GREPOMM, DEPOMM, the Italian Platform on MM and Mobile cities in Portugal.

- All countries now have existing national networks that will continue after the project. Of course, the quality, depth and functions of the networks greatly differs between the partners.

New EPOMM memberships

The project has delivered 6 new members in total. These were:

Portugal (joined in the year 2009)	Norway (2011)
Germany (2010)	Italy (2011)
Finland (2010)	Belgium (2012)

In Spain, after a governmental change and new austerity measures, the department responsible for Mobility Management and EPOMM-PLUS in the Ministry was dissolved and the partner CEDEX left EPOMM and EPOMM-PLUS. A new Spanish EPOMM-PLUS partner (GEA21) was found half a year later but had to start from scratch.

Success Stories

- The greatest achievement of EPOMM is the creation of 21 functional national networks on Mobility Management in Europe. These networks are different to the format, number of participants and services offered but still they can be considered as functional networks. They will all, in some way, continue after the project. .
- The development of Finland and Belgium. Finland and Belgium did what all countries were supposed to do during the project. They started with no national network and no membership in EPOMM in 2009. Through the use of the different actions and services in the project they established a solid network with a yearly reoccurring national conference on Mobility Management. Mobility Management has become part of the Finnish national policy and in Belgium the national network manages to get three regions with different languages and culture to work together.
- There are several examples where, due to EPOMM-PLUS activities, Mobility Management has been implemented in National Policies or Guidelines. This can be seen as a great achievement that is well beyond the original objectives of EPOMM-PLUS.
 - In Hungary National Policy on Air Quality now has included Workplace Travel Plans as one measure that should be used to reach the PM10 levels that EU policy requires.
 - In Estonia Mobility Management is part of the National Transport Strategy
 - In Bulgaria Mobility Management is a part of the National Transport Strategy 2011
 - In Sweden EPOMM-PLUS helped in developing new national guidelines on how to work with Mobility Management during road and rail constructions.
 - In Finland the national government states that there should be Mobility Managers on regional level.
- The Policy Transfer chain between Netherlands-Sweden-Finland-Estonia on Mobility Management during road and rail constructions. Sweden imported the policy and experience on Mobility Management during road and rail construction from the Netherlands and has now implemented national guidelines for this. Finland and Estonia imported the national guidelines from Sweden.

Lessons learn and future outlook

Difficulties with new memberships

- The impact of the *economic crisis* that started in 2009 affected all partner countries. It led to economic and political instability and to austerity programmes. To give a few examples:
 - Bulgaria constituted a new law that stated that national ministries weren't allowed to become members in international networks.
 - In Greece politicians on national level and in the major cities Athens and Thessaloniki changed up to four times during the project.

- Government changes in Estonia and Slovenia nullified agreements already concluded
- In several partner countries Mobility Management is not a formal discipline of knowledge on the national level. The result of this is that there is *no single public body that is responsible for Mobility Management*.
- There was quite some interest to join EPOMM without payment, but this was unacceptable for the EPOMM Board.
- During EPOMM-PLUS, all countries involved received in principle the same benefits as the EPOMM members. For many countries, it was therefore unclear, what the benefit of an EPOMM-membership would be, as the services were available anyway. This will change when EPOMM-PLUS ends – for the joining new members this was clear, however, for the ministries in some other partner countries membership wasn't interesting.
- Some of the partners were not the right organisations for parts of this project. Some of the partners were environmental NGO's and private consultants. These organisations are suitable for starting and running a national network but has no natural or formal contact with the national ministries who usually are the organisations that will be the future EPOMM member, or at least be the ones that pays for the membership.

Future outlook per country

All EPOMM-PLUS country partners delivered detailed reports on the status of their networks and the future outlook. These will form a valuable resource for the future contacts and a future strategy to grow EPOMM towards encompassing all European countries.

Below a table that summarised these outlooks very briefly.

Future outlook per country – for EPOMM and non-EPOMM members		
EPOMM-member	Nr.	Network and membership status
Austria	1	The klima-aktiv network will continue to support EPOMM
Belgium	2	National platform BEPOMM will seek to integrate and coordinate activities of the three Belgian regions and the federal level
France	3	Interest for MM has been rekindled and France will in the future make better use of the EPOMM services
Finland	4	Developed a National Mobility Management Program for 2012-2013
Germany	5	National platform DEPOMM founded and membership of the federal level promised for 2013 (after 15 years of efforts!)
Italy	6	Italian platform on MM founded that extended and intensified the already very active network of Euromobility.
Netherlands	7	KpVV will stay one of the most active NFPs and now the more direct involvement of the Ministerial level has been achieved
Norway	8	Norway joined, although not an EPOMM-PLUS nor an EU-member, and it will continue its membership
Portugal	9	National network "Mobile Cities" created that will be maintained. IMTT will continue to be the EPOMM member.
Sweden	10	SWEPOMM founded and developed as strong network. ECOMM2013 in Sweden – in the arguably most active MM country.
United Kingdom	11	Although there is a strong national network - ACT TravelWise – and there are very many activities throughout the country, EPOMM membership for 2013 is not assured. Efforts to conclude an agreement with the Transport Ministry will be continued.
Country	Nr.	Future outlook for network and EPOMM-membership
Bulgaria	1	The national network is active and encompasses 220 members. Due to the lack of any national authority responsible for MM, membership is unlikely.
Czech Republic	2	Active national network that will continue. Bilateral Ministerial contacts between Austria and Czechia have led to a positive outlook. Membership

Future outlook per country – for EPOMM and non-EPOMM members		
EPOMM-member	Nr.	Network and membership status
		2013 possible.
Estonia	3	Strong national network on MM (LiLi) created that will be maintained. Additionally, a Ministerial Mobility working group for national transport strategy has been created, for the first time bringing MM into national policy. Interest for membership is there, but focus is on creating a national body to the NFP. After that membership is likely.
Greece	4	Active national network GREPOMM founded that will be maintained. The two main cities and their transport authorities were close to conclude a membership. The extremely instable economic and political situation (transport minister changed 4 times!) halted any decision. No realistic prediction can be made.
Hungary	5	Existing networks on cycling, car free day and environmental NGOs are better connected. Membership before 2014 very unlikely.
Lithuania	6	Network as enthusiastic initiative that will be supported by the Transport Ministry. Membership 2013 is a realistic possibility.
Poland	7	Polish partner wrote very positive report and says that Krakow will probably join EPOMM in 2013. EPOMM-PLUS MC is skeptical, whether this will materialise.
Romania	8	Network feeble, continuity unclear. Interest from Ministry of Regional Development and Tourism in EPOMM-membership is there, but membership is unlikely.
Slovenia	9	Very active national network created. Membership 2013 of Transport Ministry jointly with a city consortium is likely.
Spain	10	Network activity will be continued. Many organisations are interested in membership. Due to the severe economic situation no realistic prediction can be made

Lessons learned

- In a few countries another partner needs to be found, as the current partners do not have the right contacts.
- Membership benefits had to be clarified and were difficult to show during the project. This had to be improved and has been done through the new website and the final brochure
- The creation of national networks with website, workshops, yearly meetings, distribution lists has proven to be very effective and popular. EPOMM should further support these networks
- One person cannot keep track on developments in a dozen countries. The newly created stewardship system in which a person is responsible for just a few countries, is more effective. It should be continued in EPOMM.

WP4 Translation and Event Promotion

Duration in months:

36

Leader:

CERTU

The main task of this WP was to significantly increase the dissemination of EPOMM services and mobility management through the newly built networks, tools and partnerships. It's like building a bridge between EPOMM and the national MM actors to ease the use of EPOMM materials. To achieve that, WP4 is responsible for the main dissemination channels: the website and the monthly newsletter.

e-update

The e-update is the electronic newsletter produced by EPOMM. Up till the start of EPOMM-PLUS it was produced monolingually in English and in a rhythm of about every 2 months. It was distributed to about 3000 subscribers. The WP enacted the following improvements:

Systematic growth of the subscriber-base

- a monitoring system was developed that enabled exact monitoring of the subscriber base according to the domain-ending of the e-mail addresses. This can now be automatically analysed at any time for any e-update.
- All country partners were provided with this data and could thus monitor their own achievements in increasing the subscriberbase. The countries were repeatedly asked to deliver more subscribers.
- Forwarding:
many countries took to automatically forwarding the e-update to their national subscriber-base – for example in the Netherlands to over 1400 additional subscribers, or in Italy to over 3000 subscribers

Routine translation of the e-update into 4-5 languages

The e-update was further developed to be multilingual. The programming is relatively easy, however, the logistics of producing it multilingually on a monthly basis is quite a challenge. It needs a careful production planning (of the various topics) as well as editing and translation planning. This was difficult at first but towards the midterm of EPOMM-PLUS developed into a well-oiled machine producing one e-update after the other, editing each issue, performing an English language check, having it translated by the partners into French, German, Italian, Hungarian and incidentally also Portuguese and Spanish.

Monthly production

The e-update production was sped up from bimonthly to monthly production, in spite of the fact that it has to go through the complicated translation routine. During the time of EPOMM-PLUS, 32 e-updates were produced.

Date	Publication on the topic	Translation languages	Nr.
May.12	Mobility centres (with SEE-MMS)	DE FR HU IT	32
Apr.12	Our new website and Mobility Management Training (with TRANSPORT LEARNING)	DE FR HU IT	31
Mar.12	Mobility Budget	DE FR HU IT	30
Feb.12	Successful national MM-programmes and MM-status reports	DE FR HU IT	29
Jan.12	Economic benefits of Mobility Management	DE FR HU IT	28

Nov.11	Best policy transfer	DE FR HU IT	27
Oct.11	New Challenges for our cities	DE ES	26
Oct.11	The new EPOMM members	DE FR IT HU	25
Sep.11	Workplace Mobility Plans: COMMERCE results	DE FR IT HU	24
Aug.11	EPOMM network meeting with PIMMS Transfer		23
Jul.11	Intermodality	DE FR IT HU	22
Jun.11	Highlights of the 15th ECOMM in Toulouse	DE FR IT	21
May11	The new way of working	DE FR IT	20
Apr.11	Intelligent Transport Systems (ITS)	DE FR IT	19
Mar.11	Carsharing (with MOMO)	DE FR IT	18
Mar.11	ECOMM 2011	DE FR	17
Feb.11	Parking Management	DE FR HU	16
Jan.11	Innovative Mobility Management Solutions	DE FR HU	15
Dec.10	Mobility Management and Road Safety	DE FR	14
Nov.10	ECOMM 2011 - A New Dawn for Mobility Management	DE FR	13
Oct.10	Legal and fiscal frameworks for Mobility Management	DE FR	12
Sep.10	Cycling and Mobility Management	DE FR ES	11
Jun.10	Mobility Management for events and recreation	DE FR ES PT	10
May10	Highlights of the 14th ECOMM in Graz	DE FR ES	9
Apr.10	Each country has a Mobility Management Monitor	DE FR ES PT	8
Mar.10	ECOMM2010 Programme online	DE FR	7
Jan.10	The Action Plan on Urban Mobility		6
Dec.09	EPOMM-PLUS		5
Nov.09	MAX : the results		4
Oct.09	Integrating mobility management with land use planning		3
Jul.09	Quality Management in Mobility Management		2
Jun.09	The highlights of ECOMM 2009		1

Result

The e-update today has a base of 30.700 subscribers. The goal was to have 8000 subscribers, the goal has thus been exceeded by far.

Website

EPOMM-PLUS is a very complex project that produced many innovations. It also had to react to demands and feedback from partners on the needs of potential new EPOMM-members, on the usability of tools. The already complex website of EPOMM had to adapt to incorporate new things like country pages for each country, a calendar for each country, for training and as a general overview, new online tools like TEMS, MaxEva, a trainer and training database, a project database. Already before the start of EPOMM-PLUS, the EPOMM website had been quite complex. This increased during EPOMM-PLUS, it became more and more difficult to indeed find anything on the EPOMM-website.

For this reason, it was decided that the EPOMM website should be completely overhauled with the specific aim of providing better access to the EPOMM-PLUS-tools, better usability and a better navigation.

New menu navigation

Navigation

The navigation system of epomm.eu had become very complicated and was not practical anymore. It has been replaced by a much clearer hierarchical top-menu. Only in cases where it is needed, there is an additional side menu. Additionally, for all major EPOMM-PLUS tools, access via buttons (in App-style) were put onto the homepage, that directly provide condensed information as well as direct one-click access to the tools.



New „App-style“ navigation



Country pages, NFP

Every country got an own page, in which information on the country is available. Over the duration of EPOMM-PLUS; this has been extended step by step:

- Each country page also has a page in the own language, that describes the NFP
- Next are the MM-links relevant for this country, as determined by the local NFP
- Direct Access to the countries' case studies on the ELTIS database
- The Mobility Management Monitors of all countries are directly accessible
- A document section contains relevant documents in the country's languages (mostly from the EU-projects)
- A project database shows at a glance and a few clicks, which EU-projects are active in that country, including the contacts of the projects and the national partners of these projects.
- There is an individual calendar that can be filled with local events, but at a click can also include EPOMM-events



Trainer database

The website now offers the best access to European MM training in Europe. Training is listed according to topics, to content, and to date (on a calendar), and can thus easily be found.

The list is open for any training, but especially for those that get the EPOMM training quality label.

EPOMM is thus building up a list of trainers that can be contracted for trainings in Europe. The list is neatly arranged in alphabetic order, with contact details, qualification and trainings offered. Currently there are 25 trainers in the database, and this number is swiftly growing.

B



Prof. Dr.-Ing. Udo Becker
TU Dresden
Dresden, GERMANY

Offers: Mobility management measures for families, kindergartens and schools

E-mail: becker@verkehrsoekologie.de
Phone: +49 351 4633 6566

Qualification: Researcher, Consultant, Lecturer, Professur für Verkehrswissenschaften (Chair for transportation ecology) at Dresden University of Technology.
[read more](#)

C



Ursula Caser
Mediatedomain
Munich, GERMANY

Offers: Communication training

Qualification: Graduation in Geography with a European Master in Mediation. Certified trainer and Executive Director of MEDIATEDOMAIN, Ltd.
[read more](#)

K



Ioannis Koliouisis
University of Piraeus Research Center
Piraeus, GREECE

Offers: Public transport models

E-mail: igk@e-koliouisis.gr
Qualification: Expert in the fields of transport planning, cargo logistics, public transport, parking space management and mobility management.
[read more](#)

Project database

As special service for both EU-projects and the EPOMM-members, EPOMM-PLUS has built up a project database that for every country show the active projects and the partners active in these countries. Thus it is easy to find active EU-projects in your own country, the belonging partners and their function in the project. On the screenshot for example the partners from the project ADVANCE.

Projects overview

ADVANCE

Auditing and Certification Scheme to increase the quality of sustainable urban mobility plans in cities

Baltic Climate

Identify how the climate change phenomenon will also present opportunities and chances and not only obstacles for the development of municipalities and regions when they are accounting for climate change information in their long term strategies and planning.

<http://www.balticclimate.org/en>

Eltis

The urban mobility portal : Eltis facilitates the exchange of information, knowledge and experiences in the field of urban mobility in Europe.

<http://eltis.org>

EPOMM-PLUS

Partners Learning Urban Sustainability

<http://epomm.eu>

Safecycle

The SAFECYCLE project will investigate how ICT can be used to increase the safety of cyclists.

<http://www.safecycle.eu>

Screenshot of the project database

ADVANCE partners

The Association for Urban Transition

, ROMANIA

Project Co-ordinator:

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Certu

Lyon, FRANCE

Project Co-ordinator:

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Tel: +33 (0)4 72 74 58 08

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City of Malmö

Malmö, SWEDEN

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Tel: +46-709-341279

City of Szczecin

Szczecin, POLAND

Jakub Kujath
jkujath@um.szczecin.pl
Tel: +4891 424 54 59

Energy Agency of Maribor

Maribor, SLOVENIA

Project Co-ordinator:

Vlasta Krmelj
vlasta.krmelj@energapi.si
Tel: +386 (0)2 2342 360

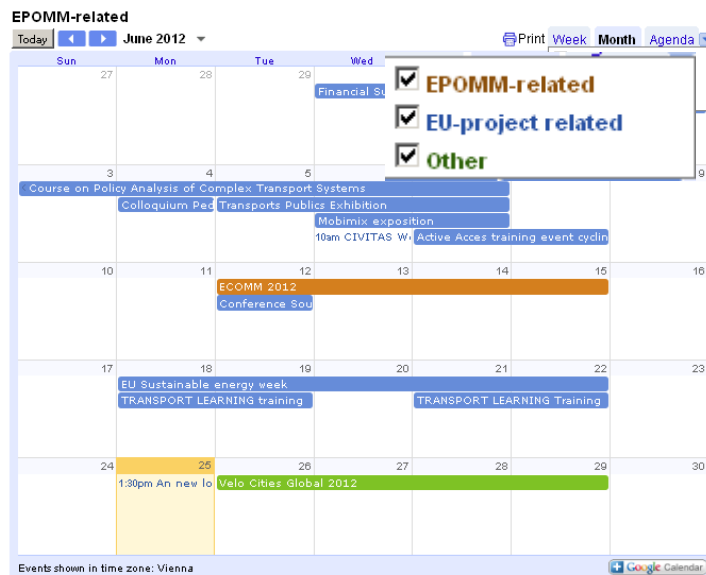
Calendar

The website uses a convenient free Google Calendar to incorporate:

- EPOMM events
- EU-Project related events
- Training events
- National events from each country

The calendar can thus be customised to suit the individual demand of the webvisitor, as well as of the various users that want to enter their data.

Events can even be directly imported into personal agendas!



Integration of TEMS and MaxEva

The tools TEMS and MaxEva were originally programmed as separate entities but can now easily be accessed via the EPOMM-startpage, on which also the statistics of the tools are displayed.



TEMS

Modal split data from 350 cities



MaxEva

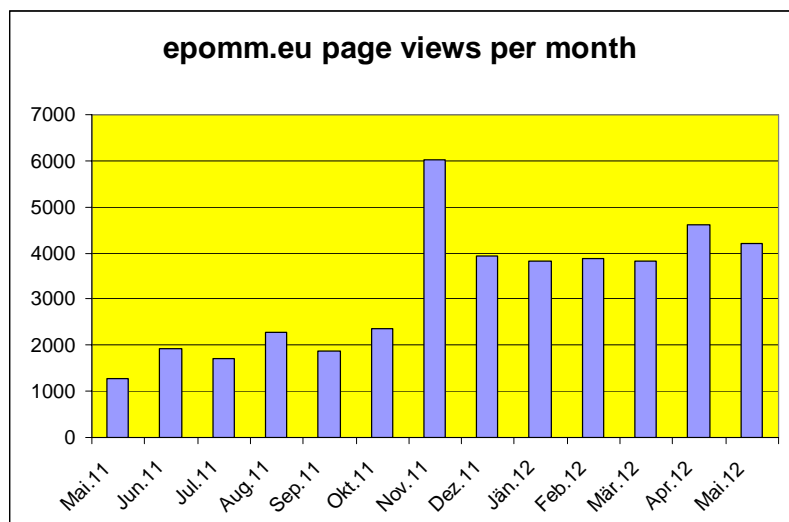
102 users, 64 projects online.

Access Statistics

To determine the access statistics of the website, several programmes had to be tested, as it was necessary to be able to filter out search engine traffic as well as own usage. The “Analog” programme that had been used until mid-2011 was no longer adequate. The developments since mid-2011 are encouraging. There is a clear trend upwards, and especially the introduction of TEMS in November 2011 gave the website traffic a big boost.

The website compares positive with the access to the usual EU-project website traffic, which is about 10-20% of the epomm.eu website traffic.

Website-traffic on sites like civitas.org and eltis.org is about 2-3 times higher (but these sites also have much higher budgets to take care about website design and webtraffic), so there is still ample room for further growth.



Translations

One pillar of the “dissemination” bridge between EPOMM and the mobility management national networks is having documents and website parts in the mother tongue of each country. This eases the communication with the local and national stakeholders, especially the targeted ministry representatives.

Each country now has an own country section in which there is a description of the NFP or NI both in English and in the national language.

Further it was determined that the countries could decide autonomously what would be important for them to have in their own language and that the EPOMM-PLUS-MC and their work package leaders would only issue recommendations. As the multilinguality of the EPOMM e-update proved to be difficult and time consuming, it was only issued in a few major languages. The exception was Hungary, that decided to use the translation of the e-update as dissemination tool.

Usage of the translation budget varied, for example:

- for some Network Initiators the first step was to translate the official EPOMM invitation letter to join EPOMM.
- A special leaflet for presenting the platform has been designed during EPOMM-PLUS and it was strongly suggested to be translated.
- Also, making known the mobility management principles and best practices to all the interested people in the countries of EPOMM-PLUS was supported by having key documents translated, such as the Max MM definition (for those not participating in MAX project), the EPOMM brochure, Max tools presentations.
- Others, like KpVV, translated documents they deemed important for their local community.



Document translated by KpVV

Website multilinguality

Some parts of the website can be made multilingual. This has for example happened with MaxEva, where some countries aim to join in a European effort to standardise evaluation. These countries demand a translation into their own language. Therefore, the MaxEva tool is now available in Dutch, Swedish and French and is open for further versions.

TEMS is also available in Spanish.

The country pages have a section with documents from EU-projects that are in the national language. This section is also open for documents that are translated by the country partners themselves.

On the next page there is an overview of all the translated materials per partner.

The results

EPOMM-PLUS

	Within EPOMM-PLUS, you translated:	country page	enews	ECOMM linked	EPOMM presentation (brochure, leaflet, etc.)	EPOMM-PLUS resume or ppt	EU brief & parliament event	MM MAX definition	policy transfer brochure	MaxEva	Documents	ppt	training quality label
P2	French + Dutch	x			x	x		in MAX			All national workshop documents in Fr/Dutch		
P5	French	x	since March 2010	almost always	x	some parts	x	in MAX		x		MaxLupo ppt	x
P6	Spanish	x	sometimes	occured	x			in MAX	x			MaxSumo&MaxEva	x
P7	Dutch	x						in MAX, corrections done in EPOMM-PLUS		x	"how to start cooperation in MM" to EN and corrections to the already translated materials on MaxSumo, MaxLupo, MaxTag	Max tools+CIVITAS training on the social marketing	x
P8	Swedish	x						in MAX		x			x
P9	German	x	since March 2011 every 2nd month		some parts			in MAX			In EN! For the klima:aktiv pgr presentation&materials	MaxSumo&MaxEva	x
P10	Finish	x		x							MaxSumo templates		
P11	Bulgarian	x	few, some parts when it's linked to EU policies	invitations for ECOMM 2010, 2011, 2012	some parts	& invitation letter for joining EPOMM	x				SUMP main brochure	SUMP, SWEPOMM, congestion charge in Norway	x
P12	Slovenian	x		almost always	x	x	x	in MAX				MaxSumo&MaxEva	x
P13	Polish	x	4?		x			in MAX			Mobility manual? & MMMs & in EN some Polish articles		
P14	Hungarian	x	since January 2011		x	x		in MAX, corrections done in EPOMM-PLUS					x
P15	Estonian	x			some parts			in MAX			SUMP brochure	Swedish MM experiences examples + SUMP and MM training + MM and urban transport policy training	
P16	German	x	since March 2011 every 2nd month	occured	x			in MAX			MMMs	MaxSumo&MaxEva	
P17	Italian	x	since March 2011				x	in MAX?				MaxSumo&MaxEva	
P18	Lithuanian	x	parts of e-updates included in Strategija newsletter		some parts			in MAX			"sustainable urban mobility plans-planning for people" brochure + SUMP documents		x
P19	Czech	x						in MAX					
P20	Greek	x						in MAX			promotion materials of the DELTA EPOMM event in Athens + leaflet with key actions of introducing a MM scheme		x
P21	Romanian	x			x	x		x					x
P22	Portuguese	x	sometimes		some parts			x			Max brochure + MAX documents + MMMs		x

Other dissemination activities of WP4

Promotion of EPOMM, EPOMM-PLUS and its services

The partners disseminated the project, the platform and its portal, and thus, mobility management knowledge, through a variety of channels:

- Translated materials like the EPOMM brochure and the EPOMM-PLUS leaflet
- Locally made flyers or powerpoint-presentations showing the benefits of EPOMM and mobility management.
- Articles and press releases on the new tools (i.e. TEMS)
- Twitter (i.e. the Netherlands and Sweden), Facebook (Estonia), Allinx (many countries)
- Own websites (most countries have organized at least 5 ingoing links to EPOMM)

ELTIS case studies

All national partners of EPOMM-PLUS were encouraged to submit case studies to the ELTIS case study database. For most partners, this proved to be a too challenging task – for various reasons. It was difficult to find case studies, it was difficult to meet the quality criteria, and it was again an additional task that was not expected by many partners. What can be counted as success is that still, a number of case studies were added and that there is a better awareness about this tool in the 20 EPOMM-PLUS countries. Future contributions from the countries can be expected. The case studies are also much more visible on the EPOMM-website.

Promotion strategy

The WP-leader developed a promotion strategy plan focused around the e-update as a test run for all other countries. Due to work overload and to work-intensive technical solutions, this was never carried out in full, only certain components. It involved:

- Creation of an e-update and subscriber-page in the national language (done partly)
- Targeted e-mail to well-known networking websites (done partly)
- Ask other institutions to forward the monthly e-update (done with success)
- Use promotion via Twitter or Facebook (not realised)
- Make the e-update interactive (enable blog-style comments) – (follow-up much to labour-intensive)
- Monitor subscription data (done)

This promotion strategy can be put to use for future marketing of the e-update.

Dissemination materials

The following materials were produced:

- Several updated editions of the EPOMM-leaflet
- A rollup to present EPOMM-PLUS on meetings and conferences
- A 12-page brochure on EPOMM-PLUS and EPOMM to market its services after the end of EPOMM-PLUS (as easy-to-read and easy to update alternative to the final publishable report)
- A three dimensional modal split folder to raise awareness on the modal split standardisation theme



3-D-modal split Folder

Successes, Failures, Lessons learned

Successes

The e-update concept has turned out to be a success.

- In spite of a non-systematic marketing, the subscriber-base could be expanded dramatically.
- The translated versions of the main languages are quite popular

- The concept of having a main theme per e-update lets the e-update stick out as a different newsletter from all the others.
- The national networks have fully embraced the e-update

The website is transformed and accesses are growing

- It was possible to include many new services
- The new navigation increased the website's usability and popularity

Flexible translation budgets have been put to good use

- Unnecessary translations (as the e-update to Swedish or Dutch) were avoided
- Countries could select the best usage, resulting in widely varying, creative approaches – national versions of the EPOMM-brochure, TEMS in Spanish, editing of older translations, additional SUMP dissemination, new training materials etc.

Not so successful issues

- It was not possible to launch a systematic marketing campaign for the e-update
- Less case studies than planned were submitted to ELTIS
- The establishment of more than 5 language editions of the e-update proved to be too difficult

Lessons learned

- Translation needs differ from country to country
- A systematic marketing approach can be too demanding for a national network
- A multilingual newsletter production has to be very well managed
- When a complex website evolves, it is necessary to make the navigation easy and to provide access from the homepage (start page)
- New tools like TEMS can provide a strong boost for website accesses
- In some cases, Twitter and Facebook can support dissemination, however, follow-up can be too labour intensive.

Future outlook

The complete redesign of the website was only possible at the end of EPOMM-PLUS. The accesses will now be closely monitored.

The continuation of the French, German, Italian and – new – a Czech version of the e-update is assured for 2012, the publication rhythm will be maintained at about 10 per year, cooperation with European projects for the e-update is assured as well.

EPOMM will continue to ask national partners to submit case studies towards the ELTIS case study database.

WP5 Training

Duration in months:

36

Leader:

KPVV (CROW)

One of the main aims of EPOMM is to spread the knowledge about mobility management, and one main way to do this is to provide training. However, EPOMM is not a training institute and had only very limited means to provide training by itself. The aim of WP-5 was to develop a solid base for training and education in mobility management, that can run alongside the many meetings planned in EPOMM-PLUS and that can be sustained after EPOMM-PLUS ends.

The main objectives of this WP were:

- Provide training and presentation materials (also existing materials) and access to training via convenient download zones to be installed at the EPOMM website
- Provide training for the partners of EPOMM-PLUS
- To help organise trainings alongside national trainings sessions alongside national meetings
- To take up the OPTIMUM2 network
- To make use of the knowledge of the EPOMM-award winners as potential trainers

Preparatory work

Desk research:

- Setting up, taking care and analyse a inventory of training, workshop and education about mobility management
- Make an overview of the training(material)
- Prepare a trainers meeting to qualify the material and get input for WP5

Trainer meeting, Utrecht the Netherlands

The 22nd of February 2010 trainers and teachers of EPOMM-PLUS countries met, mostly from EPOMM member states. The conclusions after the meeting:

- Agreement on the definitions of training, workshop and education;
- Agreement on classification;
- There is a need for training on all topics of mobility management;
- EPOMM-PLUS should develop an EPOMM Quality label for training events, that should guarantee a minimum quality and minimum standards
- There was also the recommendation to provide a trainer and training database that could serve as permanent home and hub for mobility management training, especially for such training that passed the quality label.

Teacher and Trainer Network meeting, Graz Austria (ECOMM 2010)

During ECOMM2010 another Trainer Network meeting was organised that mainly served as exchange and information platform. It was attended by 21 persons.

The EPOMM Quality Label

After the exchange and input from the meetings, WP5 developed the EPOMM Quality Label.

With the Quality Label, EPOMM aims to ensure a minimum standard for trainings. Any training about MM or related to MM can ask for this label.



To get the label, the following is required:

- Provide basic data about the training
- Provide the learning objectives of the training
- Take part in a standardised evaluation of the training according to the rules and forms provided by EPOMM
- Use the EPOMM label in your training materials

The application form for the label can be downloaded from epomm.eu/training

Getting the label provides access to EPOMMs' trainer and training database and makes it easy both to find and to market the training. EPOMM lists trainings on epomm.eu/training in its Calendar, by training topic and by trainer name, and on request can market it via its e-update newsletter. EU-projects thus have the advantage of a very broad and professional dissemination.

The benefits of Quality Label EPOMM are:

- It helps to increase the dissemination of EPOMM and the branding of EPOMM;
- It is an additional benefit for new EPOMM members;
- Certification/quality label with cooperation by national EPOMM members are important for national training event.

The EPOMM board had to approve the EPOMM Quality Label and, with some minor changes, did so.

Training and trainer database

The first requirements for the a Training and trainer database were completed end 2010, unfortunately, the trainer database, which was originally not planned (only a "convenient download zone") could only be made towards the end of EPOMM-PLUS.

The website now offers the best access to European MM training in Europe. Training is listed according to topics, to content, and to date (on a calendar), and can thus easily be found.

The list is open for any training, but especially for those that get the EPOMM training quality label.

EPOMM is thus building up a list of trainers that can be contracted for trainings in Europe. The list is neatly arranged in alphabetic order, with contact details, qualification and trainings offered. Currently there are 25 trainers in the database, and this number is swiftly growing.

WP5 also developed a business plan for maintaining the training database after EPOMM-PLUS.



Dr Tom Rye
Edinburgh Napier University
Edinburgh, UNITED KINGDOM

Offers: Parking space management, access restriction and speed control

S



Veronica Schemien
TU Dresden
Dresden, GERMANY

Offers: Mobility management measures for families, kindergartens and schools



Octavia Stepan
The Association for Urban Transition - ATU
Bucharest, ROMANIA

Offers: Street design, streetscape and traffic calming

T



Emily Toumpoulidou
University of Piraeus Research Center
Piraeus, GREECE

Offers: Public transport models

Overview of trainings and trainer materials

The following table shows an overview of trainings that were in some way related to EPOMM-PLUS. The original aim was to organize 9 advanced trainings and 10 national trainings along to NFP-meetings and national meetings.

ID	Country	City	Date	Topic	Participants	organised by EPOMM partner	Qualified training	SUMP-event
1	AL	Tirana	17-18/4/2012	MOBALB Seminar Urban Mobility Management in Albania	?	v	v	
2	AT	Graz	2-4/7/2012	BYPAD Beginner's Training	?		v	
3	BE	Brussels	19/10/2010	Max Sumo introduction during first BEPOMM national workshop	77	v		
4	BE	Brussels	7/12/2012	MM and IT during third BEPOMM national workshop	87	v		
5	BE	Brussels	7/6/2011	MM for recreational events during second BEPOMM national workshop	87	v		
6	BG	Sofia	9/3/2012	SUMP awareness raising event	66	v	v	v
7	BG	Sofia	4/5/2012	SUMP training	?	v		v
8	CZ	Prague	1/6/2012	awareness raising workshop on SUMP	?	v		v
9	CZ	Prague	13/2/2012	Train the trainer meeting MaxSumo & MaxEva	30	v	v	
10	CZ	Prague	29/3/2012	Awareness raising workshop on SUMP	85	v	v	v
11	DE	Frankfurt	7/4/2011	Train the trainers meeting MM and Land Use Planning	15	v	v	
12	DE	Dortmund	14-15/6/2011	MM evaluation methods (MaxSumo, effizient mobil), during DECOMM 2011	15	v		
13	DE	Cologne	21-22/11/2011	SUMP train the trainer meeting	25	v		v
14	EE	Tallinn	16/2/2012	SUMP training	58	v	v	v
15	EE	Pärnu	Jan 2011	MM training for city government	?	v		
16	EE	Tartu	March 2012	Urban mobility	?	v		
17	EE	Tartu	May 2012	Urban mobility	?	v		
18	EE	Tallinn	Oct/Nov 2011	Lectures on sustainable transport, MM and environmental impacts of transport, Tallinn University	?	v		
19	ES	Madrid	16/4/2012	Training Session with Spanish Federation of Municipalities and Provinces, "Evaluation of Mobility" (sustainable mobility issues, SUTP approach, MM, MaxSumo, MaxEva TEMS)	30	v	v	
20	FI	Tampere	18/4/2012	MaxSumo and MaxEva	62	v	v	
21	FR	Paris	14/11/2011	mobility plans (IFORE)	?			
22	FR	Paris	21-25/11/2011	training on mobility plans and MM, promobilité	?			
23	FR	Lyon	22/9/2011	MaxLupo, MaxSumo and MaxEVA	?	v		
24	FR	Toulouse	17-18/5/2011	Organising an individualised social marketing campaign for sustainable transport solutions in cities	18	v	v	
25	FR	Paris	24/3/2011	Teleworking (by CERTU)	?	v		
26	FR	Paris	29-30/3/2012	training on mobility plans (by IFORE)	?			
27	GR	Thessaloniki	18/5/2012	Promotion of sustainable mobility in urban centers: Theory and Practice	?	v		
28	GR	Athens	7/2/2012	awareness lectures on SUMP during 2nd national workshop	92	v	v	v
29	HR	Zagreb	8/3/2012	awareness raising event SUMP	55		v	v
30	HU	Szentendre	18-19/11/2010	Mobility Management and Company Travel Planning (by CIVITAS)	48		v	

ID	Country	City	Date	Topic	Participants	organised by EPOMM partner	Qualified training	SUMP-event
31	HU	Szentendr e	31/05-2011-1/6/2011	SUMP train the trainer meeting	25	v		v
32	HU	Budapest	25/8/2011	Workplace travel plans	21	v	v	
33	HU	Szentendr e	29/3/2012	awareness raising event SUMP	50	v	v	v
34	HU	Békés	29/5/2012	Workplace travel plans	?	v	v	
35	HU	Sopron	30/5/2012	Workplace travel plans	?	v	v	
36	IE	Dublin	14/3/2012	awareness raising event SUMP	47		v	v
37	IT	Treviso	1-4/3/2011	PIMMS Transfer Masterclass	51		v	
38	IT	Rome	10-12/5/2011	training course on mobility management	?	v		
39	IT	Rome	17-19/10/2011	training course on mobility management	?	v		
40	IT	Rome	28-30/5/ 2012	innovative tools on MM (MAX)	?	v		
41	IT	Rome	3/12/2010	refreshment course on mobility management	?	v		
42	IT	Rome	4-6/10/2010	training course on mobility management	?	v		
43	LT	Vilnius	18/1/2012	SUMP awareness raising workshop	40	v	v	v
44	LV	Riga	27/1/2012	SUMP awareness raising workshop	50		v	v
45	NL	Rotterdam	28/10 – 16/12/2010	Masterclass Mobiliteitsmanagement	?		v	
46	NL	The Hague	2011	Sustainable Mobility	?		v	
47	NL	Rotterdam	Oct – Dec/2011	Masterclass Mobiliteitsmanagement	11		v	
48	NL	Utrecht	30/5/2012	MaxSumo & MaxEva	19	v	v	
49	NL	Utrecht	Oct 2009	MaxSumo	20	v	v	
50	PL	Gdansk	20/10/211	SUMP awareness raising workshop	40		v	v
51	PT	Braga	Apr 2012	Mobility management training	?	v		
52	PT	Evora	Apr 2012	Mobility management training	?	v		
53	RO	Bucharest	1/3/2012	SUMP Awareness raising workshop	31		v	v
54	RO	Bucharest	26-27/5/2011	CIVITAS High level training workshop on integrated planning	?			v
55	SE; Normally in Lund, Gothenburg and Stockholm, but also on demand in other cities in Sweden and abroad.		2-4 times a year	SUMO – How to plan, monitor and evaluate mobility projects	?	v	v	
56	SE	Möln dal	10-11/11/2011	MaxLupoSe	73	v		
57	SE	Umeå	16-17/11/2010	MaxQ	53	v		
58	SE	Linköping	Jan 2009	MM in early planning stages	40	v		
59	SE	Linköping	Jan 2011	MM during road construction	40	v		
60	SE	Linköping	Jan 2012	MM during road constructions + MaxLupoSe	80	v		
61	SE	Örebro	Nov 2009	MM & private companies	37	v		
62	SL	Ljubljana	6/3/2012	SUMP training	75	v	v	v
63	UK	Online	2011	How to Create and Sustain a Local Travel Plan Network	?		v	
64	UK	London	5/10/2011	double train the trainer meeting: 1 designing MM trainings 2 behaviour change	20	v	v	

ID	Country	City	Date	Topic	Participants	organised by EPOMM partner	Qualified training	SUMP-event
65	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Parking space management, access restriction and speed control	?	v		
66	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Mobility management measures for families, kindergartens and schools	?	v		
67	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Land use and housing in mobility management	?	v		
68	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Public transport models	?	v		
69	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Street design, streetscape and traffic calming	?	v		
70	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Walking and cycling – counselling municipalities	?	v		
71	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Design and implementation of sustainable mobility campaigns	?	v		
72	BG, GR, HU, IT, PL, PO, RO, ES		2012-2013	Transport Learning: Communication training	?	v		
73	PO	Gdansk	20/10/211	SUMP awareness raising workshop	40		v	v
74 - 83	PO	?	?	mobility plans for individual organizations, with a special focus on schools (10 trainings)	?	v		

Summary and explanation:

- 83 training meetings in 24 countries,
 - of which 58 organised by EPOMM / EPOMM-PLUS partners
 - 40 EPOMM qualified trainings
 - and 17 SUMP events.
- 4 trainings were organised alongside NFP meetings (ID's: 9,11, 62 which was a double one)
- 10 trainings were organised alongside national network meetings (ID's: 2,3,4, 12,20,22, 28, 54,55,59)

A successful cooperation with ELTISplus was launched during the project. The national networks which were established during EPOMM-PLUS in many cases were useful for the aims of ELTISplus. Especially in Bulgaria, Czech Republic (and via CZ also Slovakia), Estonia, Lithuania and Hungary these networks contributed to the success of ELTISplus to raise awareness on SUMP and to train technical staff in cities in regions.

Taking up the OPTIMUM network

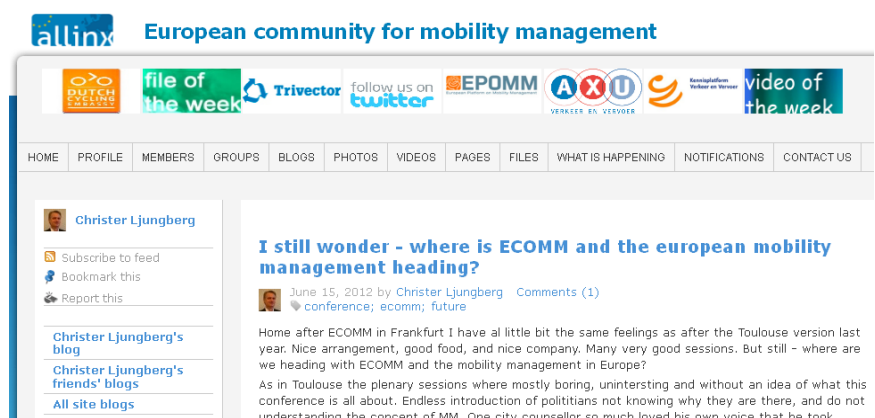
the OPTIMUM network meeting has been rechristened **EPOMM network meeting** in order to have a direct association with EPOMM. Three EPOMM network meetings have been organised in cooperation with European projects – an example of the successful cooperation made possible via the networking of WP2. Cooperation partners were the MAX project, the DELTA project and the PIMMS TRANSFER project.

Date, Place	partner	attendants	evaluation (max10)
15/16 Sep 2009, Krakow, PL	MAX	120	8,9 (day 1), 8,4 (day 2)
4/5 Oct 2010, Athens, GR	DELTA	77	8,1 (day 1), 8,3 (day 2)
4 Oct 2011, London, UK	PIMMS transfer	170	8,5

Allinx.eu

Subcontractor AXU supported KpVV in the organisation and also with the Allinx network. The Allinx network built on the original OPTIMUM network and has now greatly expanded to include 960 members (as of May 2012). This network is extending all the time. Allinx is a private initiative which EPOMM and the EPOMM-PLUS network helped to found. It is used and promoted

by several projects and also by EPOMM, for example via the website, on the ECOMM and at the EPOMM network meetings. It is helpful as a well visited forum where MM issues can be discussed, such as for example the ECOMM – European Conference on Mobility Management (see blogpost right after the end of the most recent ECOMM on the picture).



The future of the EPOMM award

Old best travel plan award was discontinued

It was a task of WP5 to contact the EPOMM-award winners to ask them to develop trainings / training material about their winning subject. The award winners developed training materials and WP5 partner EUROCITIES promoted the NFPs and NIs to invite trainers to national events and training workshops. This formula didn't work well as none of the NFPs/NIs made use of the offer and as the EPOMM awards for MM-success were discontinued with the end of the project COMMERCE in 2009.

Successful new award: Best international policy transfer

As promised to the IEE Project Officer at the midterm meeting in Leuven, LEPT has conceived, organised, promoted and delivered a new award that was presented at the ECOMM 2012. It recognises the best transfer of knowledge from one city or partner to another. As such it highlights the efforts, and the practices, which transfer successfully, and at the same time promotes this best practice exchange principle across the EU. The EPOMM board has approved of this practice and the plan is to continue this best international policy transfer award in the future.

Results

- Network of at least 40-50 mobility management trainers and teachers
- 83 training meetings in 24 countries of which 48 organised by EPOMM/ EPOMM-PLUS partners and 17 SUMP events.
- 32 trainings with an EPOMM Quality Label and 11 serious interested trainers/teacher who are willing applying for a EPOMM Quality Label.
- 12 countries in Europe translated the general information about EPOMM Quality Label.
- Training Database on the EPOMM website
- Cooperations with other European projects, like MAX, DELTA, ELTISplus, TRANSPORT LEARNING
- WP5 dedicated 2 train the trainer sessions to the MAX tools. One on MaxLupo (landuse planning) and One on MaxSumo and MaxEva, with a good follow up in several countries. This success was presented at the ECOMM in 2012.
- Introduction of a new best international policy transfer award.

Not so successful issues

- Discontinuation of Travel Plan Award – see box above
- Trainer and training database had one year delay: two main reasons:
 - need to coordinate with ELTIS – therefore there was a wait until the ELTIS-training part went online
 - capacity problems of IT-department of AMOR: TEMS and MaxEva took priority and developed unexpected problems

As a consequence, the exchange of training materials had to be done by e-mail by WP5 partners; training courses get quickly outdated and so it makes no sense to put them online a year after the event.

Success story: further development and dissemination of the Max tools

One of the successes is the work with the MAX tools. WP5 dedicated two train the trainer sessions to these tools. One on MaxLupo (landuse planning) and one on MaxSumo and MaxEva. Especially the latter one was highly appreciated. This train the trainer meeting was held in Februari 2012 in Prague, just at the moment that WP7 delivered the updated MaxEva tool. The training helped to raise awareness among the EPOMM partners about MaxSumo and MaxEva.

The work with the Max Tools has got a follow up in several countries:

- in the Netherlands, a MaxSumo training was held in Oct 2009. This training formed the kickoff of the work with MaxSumo in the Netherlands. MaxSumo is becoming the national standardised way of evaluating MM projects. Recently the national Beter Benutten Scheme (a large national mobility scheme on traffic management and mobility management) announced to use MaxSumo for evaluating MM projects within this scheme and to use MaxEva for storing the results. May 2012 a new training took place for key persons working on this scheme to increase their knowledge on MaxSumo and MaxEva.
- In France a training took place on MaxLupo, a few months after the train the trainer meeting on this topic. France will use a monitoring system based on MaxSumo.
- Sweden translated the MaxLupo guidelines and transferred this to the Swedish context.
- In Finland a MaxSumo training was held, based on the train the trainer meeting in Prague. Finland will use MaxSumo and MaxEva to evaluate the national MM scheme Kulje Viisaasti.
- Germany, Spain and Slovenia translated the training material about MaxSumo and MaxEva.
- Belgium invited the WP5 leader to give a training in the end of 2012 on MaxSumo (after the end of EPOMM-PLUS).

Especially the interest in the trainings on MaxSumo and MaxEva received was high and supported the spread of the use of this tool throughout European countries.

Lessons learned

- EPOMM does not have the capacity to become a training institute
- Almost all training platforms on the internet get quickly outdated as they are not updated after the project ends
- There weren't any international quality standards for training courses
- EPOMM cannot be an institute that sets standards and controls them, this is far beyond the capacity of EPOMM. However, what was possible, was the introduction of the quality label to at least guarantee a certain minimum standard.
- It was a challenge to create a relatively simple trainer and training database and to integrate it into the website of EPOMM. However, with the usage by several EU-projects and support by EPOMM it looks feasible that it can be maintained in good quality.

Future outlook

- The trainings in WP5 supported the development of MM and SUMP in 24 countries. Though difficult to measure, this definitely will have an impact on the development of MM in Europe.
- The EPOMM board supports the vision developed in WP5 that EPOMM should be a broker in trainings instead of organising trainings. In the future EPOMM has the potential to become the central hub in Mobility Management trainings. The developed tools like the quality label, the trainer database and the trainer network support this work. Training institutes and European projects will cooperate with EPOMM as this benefits their work, while EPOMM benefits from this as EPOMM becomes well known with all those who are being trained in mobility management. The quality of MM training increases as trainers can easily find training materials like e.g. the new study book on MM by Marcus Enoch (see WP6), which is based on the work within EPOMM-PLUS)
- The Allinx network (based on the former Optimum2 network) is viable and continues its work after EPOMM-PLUS finalises. This network enhances the international MM community and supports the dissemination of EU project results.
- The business plan (new version in February 2012) for the maintenance of the trainer and training database and the quality label was discussed by the EPOMM board. If there will be at least two new EPOMM members, the EPOMM board sees opportunities to invest into the full maintenance of these tools. As only one additional member joined, the maintenance will continue on a more reduced level than in the business plan. It will be done in cooperation with EU-projects like TRANSPORT LEARNING.

WP6 Policy and Legislation

Duration in months:

36

Leader:

EUROCITIES

WP6 on policy and legislation had three main tasks:

- 1. Analysing Mobility Management in the European Union through Mobility Management Monitors covering policy, legislation and practice**
- 2. Organising Transfer Roadmaps of Mobility Management between Member States**
- 3. Raising awareness within the EU of the importance of Mobility Management**

Task 1 - Mobility Management Monitors

Up to date information and in depth knowledge is essential to understand the different national contexts and to effectively address barriers preventing mobility management to be developed and implemented. WP6 was an observatory that monitored policy developments related to MM in Europe. This included governance, legislative and regulatory contexts as well as the impact of European policies and European funding programmes. These reports supported EPOMM-PLUS partners in their work and served and serves as valuable source for researchers and policy makers.

The work process

The preparatory and supportive framework for the compilation of the MMMs contained the following steps:

- Preparation of the template for the MMMs in cooperation with other WP leaders
- Development of precise guidelines to complement and explain the template
- Update of the MMM template every year to follow the suggestions for improvement from partners and the Quality Assurance Focus Group

The organisation of the writing and collection of the 2009, 2010 and 2011 MMMs needed:

- Quality control and analysis of all national MMMs
 - in the first year done by EUROCITIES alone (which was too time consuming)
 - in 2010 and 2011 done with the assistance of the newly introduced country stewards (see WP3), which needed the production of guidelines for the stewards. It led to a more in depth review of the MMMs and a higher quality
- Search and motivation and supervision of subcontractors in countries not covered by EPOMM-PLUS. Experts from 7 countries have joined: Denmark, Ireland, Latvia, Malta, Norway, Slovakia and Switzerland.

Three comparative research studies: the EU-MMMs

EUROCITIES researched, compiled and published 3 so-called EU-MMMs that were an analysis of all MMMs of each year. In 2010 there was a focus on land use planning, in 2011 on funding and financing and in 2012 on the benefits of mobility management. The comparative analysis of the national MMMs, which drew the “portrait” of MM at European level, includes latest developments of MM and constitutes a core document of EPOMM-PLUS policy and legislation work. It served as the basis for further thinking in terms of transfers and represented a background document for EPOMM-PLUS partners at their national workshops.

The comparative analysis was disseminated at the following occasions:

- at a meeting of the EUROCITIES working group “Developing a new mobility culture” (Munich, March 2010)
- at a dedicated workshop from the European Conference on Mobility Management, ECOMM (Graz, May 2010)
- at a CIVITAS workshop on Mobility Management (Budapest, November 2010)

Difficulties & weaknesses

- Undoubtedly the major difficulty in this task was to manage the workload represented by the preparation and the collection of the MMMs as well as the important delays from several partners, which impacted the work of the work package leader. This delay in collecting all material delayed the production of the comparative analysis. The workload generated by the production of the three EU MMMs which required each year a detailed, comprehensive and careful reading of more than 20 documents of 20 to 25 pages, each, the additional research required to understand national background, the building up of the analysis but also the writing and the exchanges with EPOMM-PLUS partners to finalise the documents had been largely underestimated.
- The process of monitoring MM Europe-wide was a long and time-consuming task
- The dissemination of national MMMs and EU MMMs has remained too limited despite our efforts to promote them. They have become and remained reference documents but mainly for high-level experts or researchers in the field of mobility. The objective to use them as supportive instruments to approach civil servants or decisions makers from national or local authorities has not been achieved.

Successes

- The involvement as subcontractors of experts of 7 out of the 9 countries not partners in EPOMM-PLUS. Almost all the experts contacted by the work package leader have rapidly shown a strong interest in the work of EPOMM-PLUS and have agreed to be part of the project by writing their national MMM. Some cases are particularly interesting:
 - The Norwegian expert who had been contacted in 2009 was not able to give a positive answer due to internal discussions at Ministerial level and was not able to produce a MMM in 2009. Norway became nevertheless a few months later member of EPOMM, this was undeniably the result not only of long term exchanges with EPOMM but also of the promising work planned under EPOMM-PLUS project
 - The expert from Malta heard about the MMM at the 2010 CIVITAS workshop and immediately expressed an interest in joining the work and in providing a national MMM for the country.
- The production of the MMMs have been recognised by experts from the quality assurance focus group (QAFG) as very good material and a useful source of information. Even if the dissemination work could have been improved, the fact that the MMMs are available online, on the EPOMM website, contributed to the creation of broad online library on mobility management covering current situation and recent developments.
- The MMM has been used by several mobility experts as background information for the development of other studies or background materials:
 - for example in the preparation of several country profiles by the coordinator of the new DG MOVE campaign *Do the right mix*
 - or by Marcus Enoch, from Loughborough University (UK) who has published in May 2012 *Sustainable Transport, Mobility Management and Travel Plans*.



Results:

The numbers of MMMs and EU MMMs produced are completely in line with the figures defined in the WP6 work plans - see table below:

<i>MMMs and EU MMM deliverables</i>	<i>Number fixed in the initial work plan of WP6</i>	<i>Number achieved at the end of the project</i>
MMMs from EPOMM-PLUS countries	60	59*
MMMs from subcontractors	9-15	13**
EU MMM	3	3
TOTAL	72-78	75

* Spain withdrew from the project and no MMM was produced in 2010

** Luxembourg and Cyprus have been approached to submit MMM in 2011 but experts contacted were not able to join as subcontractors

Task 2. Transfer process

The aim of this task was to develop and implement a process in which ‘beginners’ were able to advance and learn from the knowledge of the more advanced partners. The Transfer Framework gave a general overview by identifying countries with similar governance structures and by identifying countries successfully using regulation, taxation or campaigns to promote MM. The Transfer Roadmaps provided advice for mobility management measures and policies.

The work process

- The production of a detailed “Transfer Framework” document helped partners identify their core characteristics
- The original plan was to organise matching sessions between compatible partners and then to develop “Transfer Roadmaps” for each case. However, in the course of the project a detailed transfer process was developed, tested, adapted.
- In the end this process was called a “Policy Transfer” and is now promoted as standardised tool by EPOMM as one of the core benefits of EPOMM.

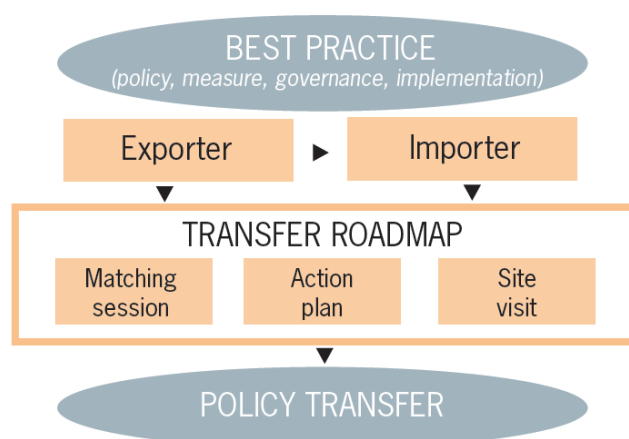
The Policy Transfer

The process brings together representatives of cities, countries, projects or organisations to exchange details on measures and actions that have proven to be successful. The transfer process leads the exchange partners to build a transfer roadmap that leads to a successful transfer of the policy from the “exporting” partner to the “importing” partner.

The WP (and in the future, EPOMM) first helps to identify a theme and to find the right exchange partners: an exporting organisation that has the adequate knowhow about the selected policy, and an importing organisation that has the power and ability to implement such a new policy. Then a matching session is organised that brings together representatives from both importer and exporter.

The matching session is a three-part process with:

1. a detailed presentation of the best practise
2. structured discussions and exchanges based on checklists
3. an action plan for implementation designed together by importer and exporter



In this way, peers are talking to each other: the exporting partner brings the knowledge on a measure while the importing partner seeks to learn about the implementation measure. The action plan can include a site visit if this is relevant for the transfer.

When the transfer process is finished, the complete document called “Transfer roadmap” serves as an aid for the importing partner but also for any other country or city wishing to work on the same measure.

Dissemination

- Information sessions organised for EPOMM-PLUS partners in April 2011 and in February 2012, during the NFP & NI workshops
- Presentations of the policy transfer tool at EPOMM board meeting (October 2010), at EUROCITIES Mobility Forum meeting (Oslo, June 2011 and Helmond, March 2012), at the Portuguese national workshop (Braga, April 2012), at the Finnish national workshop (Tampere, April 2012) and at EUROCITIES Environment Forum meeting (Brussels, April 2012).
- Publication of information on the transfer in the EUROCITIES Newsletter, in the internal Mobility forum and Environment Forum newsletters and on EUROCITIES website
- A leaflet on Policy transfer has been produced and distributed to partners in order to further promote this tool to their contacts and their national networks



Policy transfer leaflet

Difficulties & weaknesses

- In spite of the careful preparation of the transfer framework document and despite the presentation of the transfer tool (April 2011), some EPOMM-PLUS partners did not understand immediately the relevance and the importance for them to work on transfers. Instead of initiating the process by identifying strengths from other countries and comparing them with the weaknesses from their own countries - as this was planned - partners remained rather passive. They also suffered a lack of political support and a lack of time to work efficiently on transfers. The direct consequence was that the WP leader had to launch the process the other way round by approaching partners, proposing them to work on specific topics and by suggesting matching countries. EPOMM-PLUS project partners seem to have realised the potential of this tool only very late in the project, at the third NFP & NI workshop (February 2012). This meeting with small groups discussions and with presentations of the first successes and positive results really gave an impulse for several partners. This was the case for Lithuania, Romania and the Czech Republic, which decided to work on Sustainable Urban Mobility Plans (SUMP) by learning from the good experience of Slovenia and France. The transfer process also gained a second life and was re-launched on a new topic, in Bulgaria with Park & Ride, which has become a priority on the political agenda in the city of Sofia.
- The transfers organised in April 2011 could be considered as a failure since they were stopped a few months after their launch. This failure is due to various reasons:
 - The match Austria/Finland did not achieve any result due to a change of staff: the topic of car-sharing had been identified by a partner who left the organisation a few weeks after and her successor had difficulties in getting into the process and seeing the benefits and possible implementations resulting from this exchange of knowledge.
 - The match Norway/Bulgaria and Hungary which was initially planned Italy/Bulgaria and Hungary did not reach its goals either because the change of partner – the initial Italian partner having cancelled his participation the day before – did not help matching countries (Bulgaria & Hungary) to identify themselves to the Norwegian case. Bulgarian partner succeeded nevertheless to gain some benefits from this work by presenting the Norwegian example of congestion charge to a national meeting gathering transport experts.
 - The transfer on parking management with Germany/Estonia & Greece encountered some difficulties due to a change of staff from the exporting partner and a strong unfavourable

political and economic context in Greece.

- The amount of work needed to prepare the transfer process, to initiate some transfers but above all to support and monitor them, was not sufficient. The WP6 leader consider it a priority to continue the work in this direction even if the amount of hours worked in the WP6 had already exceeded the initial plan. Indeed, the first successes of the transfer have generated more interest and thus more work.

Successes

- Once the policy transfer process was tested and established, a steady increase in interest could be observed. Several partners expressed an interest in the last months of the project, which resulted in 14 transfers launched while the initial plan was to reach between 6 and 8 – see table below with transfer timeframe
- Partners involved in transfer sessions have expressed a strong support for the process, below the quotations of two partners involved as “importer” and as “exporter”:

“This transfer is one of the most appreciated activities from the local authorities and Sofia municipality is very interested to see the transfer performed in a best way. It is very important for our further activities in mobility management. With our exchange for the first time a leading professional in mobility had the possibility to exchange experience with foreign high level experts in transport.” Lucia Ilieva, CSDCS, Bulgarian Network Initiator in EPOMM-PLUS (importer partner)

“I think the policy transfer is a really interesting concept so I hope there will be some more chances to develop it. It helped us in Ljubljana a lot and I think the participants of the event in Vilnius were satisfied as well. Thank you again for including us!” Luka Mladenovič, Urban Planning Institute of the Republic of Slovenia (exporter partner)

Another proof of the success of the transfer was the decision, after the first transfer session and around the middle of the project, to organise the 1st edition of the best policy transfer award. This award has gathered 8 applications and was for the first time awarded at a ceremony during the ECOMM 2012 in Frankfurt (for more information – see WP5)

Transfer timeframe:

Below an excerpt of the the timetables of the transfers. The buildup of the process started in 2010, and was tested in 2011 and then adapted. Several transfer processes are still ongoing and new policy transfers are planned to start after the end of EPOMM-PLUS

	2010				2011												2012						
	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	
Building Transfer Framework																							
Search for matching countries																							
Thematic transfer No1 Netherlands->Sweden - MOBILITY MANAGEMENT DURING ROAD CONSTRUCTION																							
Matching session																							TRANSFER FINALISED
Expert visit																							
Report and update roadmap/action plan																							
Implementation of action plan																							
Thematic transfer No2 UK->France - BENEFITS OF MOBILITY MANAGEMENT WITH THE USE OF HEAT TOOL																							
Matching session																							TRANSFER FINALISED
Expert visit																							
Report and update roadmap/action plan																							
Implementation of action plan																							
Thematic transfer No13 Netherlands & UK->Belgium - PROMOTION OF PUBLIC TRANSPORT BY EMPLOYERS																							
Matching session																							TRANSFER ONGOING
Report and update roadmap/action plan																							
Implementation of action plan																							
Thematic transfer No14 Sweden->Estonia - MOBILITY MANAGEMENT AND LAND USE PLANNING																							
Matching session																							TRANSFER ONGOING
Report and update roadmap/action plan																							
Implementation of action plan																							

Overview over all policy transfers

The number of transfers initiated and achieved is higher than planned in the initial work plan and the achievements have been diverse and effective– see table on next page:

	COUNTRIES	THEME	ACHIEVEMENTS / OUTCOMES
1	The Netherlands / Sweden	MM & road construction	Production of national guidelines by the National Transport Administration
2	UK / France	Health benefits of cycling (HEAT tool)	Presentation of the HEAT tool and its benefits at a workshop on the topic "Bike in periurban areas" organised by the French Association of Bike Users (<i>13 April, Pau</i>) and in a conference on urban mobility challenges (<i>7 June, Moscow</i>)
3	Austria / Finland	Car-sharing	Abandoned
4	Norway / Bulgaria / Hungary	Congestion charge	Abandoned
5	Germany / Greece / Estonia	Parking management	Abandoned
6	Belgium / Slovenia	Traffic Snake Game	Implementation in 5 schools and incorporation of the TSG into a manual for teachers distributed at national level
7	Slovenia / Lithuania	SUMPs	The Ministry of Transport, which was involved in the transfer, has learned on all aspects to take into account for the preparation and implementation of SUMPs. It will support cities working on SUMPS in this direction.
8	Slovenia / Romania	SUMPS	After the group discussed organised within the transfer session, all participants have seen how to plan a successful SUMP and they will work in this direction at their city level.
9	Germany / Netherlands	Target group approach of MM programmes	Preparation of a project on target group approaches for cities. Series of meetings with the ministry of Infrastructure and Environment (<i>The Hague, 22nd Feb. 2012 and May 2012</i>) to present the results of the transfer meeting and to define possible actions for the national <i>Beter Benutten</i> scheme on Traffic and Mobility Management. Presentations have been given at the Beter Benutten meeting with 8 urban regions (<i>22nd March 2012</i>) and at Verkeersgedragdag (<i>Traffic Behaviour Conference, Soesterberg, 4th April, 2012</i>)
10	Sweden / Finland	MM & road construction	Preparation of a pilot project to implement instruments managing congestion and traffic during road construction
11	France / Czech Republic	SUMPs	The three cities of Brno, Ostrava and Opava have decided to start collecting relevant data needed for the preparation of SUMPs. They will then start the preparation of SUMPs considering the advice given by the city of Nantes and might be involved in a project to support their work..
12	UK / Bulgaria	Park and Ride	The Head of the Mobility Centre in Sofia has very much appreciated the exchange of knowledge on the Park & Ride. He had already some ideas in mind, which he will probably adapt, considering the Scottish example. The implementation of the P&R in Sofia is planned before the end of the year 2012.
13	Netherlands-UK / Belgium	Promotion of public transport by employers	B2B sales dialogue document developed by De Lijn (Flemish public transport company) and partly on the knowledge transfer from EPOMM-PLUS. Clear targets and business case defined Presentation of the experience at meeting with employers (association of employers) (<i>January 2012</i>)
14	Sweden / Estonia	MM and land use planning	Exchange of knowledge in the field of land use planning and focus on the benefits of a good coordination with mobility management. This will be taken into account for the preparation of the next Estonian strategy on transport.

Future developments

The transfer tool developed within EPOMM-PLUS will continue after the end of EPOMM-PLUS: thanks to the publication of leaflets, the increased number of members in EPOMM. Some partners have already expressed their willingness to continue the work in this direction:

- Belgian partner will proceed to a transfer session with Finnish partner on Traffic Snake Game in summer 2012 and might organise a transfer session in the autumn 2012 on the theme of Mobility budget
- The Netherlands have been highly impressed by the benefits of this tool and will go on with the work initiated and might work on other topics
- Spanish partner has decided to translate the policy transfer leaflet in order to disseminate information to local partners
- Several partners who received a presentation on the concept of policy transfer expressed an interest in using this new format of meeting in order to encourage effective exchange of best practice

Task 3 Harnessing EU Policy Support

At European level, political awareness on the importance of enabling policy frameworks for mobility management was increased thanks to the EPOMM-PLUS project. It is important to support Member States in mainstreaming mobility management policies and making sure that European funding instruments are designed in a way that they can be used to fund mobility management initiatives. EPOMM-PLUS aimed at supporting this by presenting the project results and know-how to the European institutions such as the European Parliament, their committees, their officers, parties and MEPs as well as on making mobility management more visible.

Production of information briefs

WP3 produced two kinds of information briefs:

- EU briefs only for EPOMM-PLUS partners on relevant EU policy and activities
- Mobility Management briefs (MM briefs) targeting a wider European audience (European institutions) and highlighting MM benefits and needs for further development at EU level

EU briefs and MM-Brief production

Month	EU-Brief Theme	Nr.
Nov. 2009	Action Plan on Urban Mobility	1
June 2010	White paper on the future of Transport (preparation)	2
Sept 2010	European Road Safety Action Programme 2011-2020	3
Jan 2011	Infringement procedure Air Quality Directive	4
Month	MM-Brief Theme	Nr
June 2010	ECOMM 2010 main themes & highlights (Signed by EPOMM President)	1
Dec 2010	MM and intermodality (Signed by EPOMM Vice-President)	2

The briefs proved not to be very popular and the EPOMM-Board disapproved of their production as they interfered with the EPOMM e-update and risked confusing the audience (suddenly persons were receiving two additional information formats).

Therefore the production of the briefs was terminated in January 2011.

Reorganisation of Task 3

As the briefs were cancelled, it was decided that WP6 should instead:

- contribute to the EPOMM newsletter e-update
- organise awareness and advocacy meetings in Brussels

- shift some hours to the development of the policy transfer process as the need for this was becoming more and more clear

Contributions to the e-update

WP6 contributed to the following e-updates:

- Successful national MM-programmes and MM-status reports, February 2012
- Economic benefits of Mobility Management, January 2012
- Best policy transfer, November 2011

Advocacy meetings

WP6 leader has organised three advocacy events in the European Parliament: December 2009, November 2010 and November 2011– each with participation of the chair of the Parliament's Transport Committee, Brian Simpson, and some Members of the European Parliament from the Transport and from the Environment Committees.

For these meetings, invitations had been sent to: EPOMM-PLUS partners (asking them to forward the invitation to their contacts), EPOMM members, Representations Offices of cities and regions, Permanent representations of EU Member states, MEPs from the TRAN (Transport) and ENVI (Environment) Committees as well as to Members of the Committee of the Regions.

Each year, a specific topic had been defined: in 2009, the European Commission White Paper on the Future of Transport (publication & content), in 2010, the cooperation with other projects -and in particular with LINK, a project focusing on intermodality – and finally in 2011, on implementation and progress of the White Paper on Transport.

Pictures from top to bottom:

- *Neil Scales, EPOMM President interviewed by a journalist at the EPOMM-PLUS event in the European Parliament, November 2010*
- *Brian Simpson, MEP and Chair of the TRAN Committee in the European Parliament, November 2010*
- *Robert Thaler, EPOMM President, speaking at the EPOMM-PLUS event in the European Parliament, November 2011*



Difficulties & weaknesses

- The production of briefs was too ambitious and not adapted to the needs of the partners, which explain why publication of both EU briefs and MM briefs has been stopped, in agreement with EACI project officer. There were indeed several counteracting elements to consider: the competition with other publications -such as the EPOMM e-updates-, the large number of newsletters on sustainable mobility topics already existing and finally a lack of support by the EPOMM board.
- Awareness raising events taking place in the European Parliament represented a huge amount of work in order to organise logistics (booking of the meeting room in the EP, catering, material, preparation and sending of invitations, registrations of participants, contacts with speakers including writing of briefing notes as well as a proper follow up after the event with “Thank you letters”). In spite of all this work, the events had a limited impact and the number of participants was rather disappointing with around 30-50 persons. The limited number of participants can be explained by several elements such as the amount of events organised at this time of the year in Brussels and in 2010 accessibility problems due to blocked trains and public transport.

Successes

- The production and presentation of a position on the White Paper underlining the key role of mobility management called “Roadmap to a single European transport area – towards a competitive and resource efficient transport system”
- As a result from awareness raising activities, EPOMM has been invited by European institutions to the stakeholder consultation on 24th May 2011; followed by the informal discussion on Transport in the Common Strategic framework (CSF) for Research and Innovation, on 16th June 2011. EPOMM also submitted a written answer to a stakeholders’ questionnaire, giving input to the specific transport part of the CSF. EPOMM also received invitation to attend experts events such as: the STTP Stakeholder Workshop on Logistics, urban mobility and intermodality (February 2012), the Carnegie Roundtable on the issue “Low-Carbon Urban Transport: EU and US Shared Challenges” (May 2012), the workshop on the Urban Aspects of Internalisation of External Costs of Mobility (May 2012). Finally, an EPOMM-PLUS representative also attended the Smart Mobility Management Conference in March 2012 ([Smart Mobility Management Forum Article](#)) and took part to the Smart Mobility Management workshop ([Article on Smart Mobility Management Think Tank](#)).

We can thus speak of significantly more awareness about Mobility Management at European level: EPOMM is now recognised as a stakeholder and receives regular invitations to attend events and to present EPOMM view in consultations and working groups.

Lessons learned

- The focus on transfer sessions should have been made earlier in the process and should have been better supported by other WPs and by the coordinator. Indeed the strong –but late- interest from the partners, was real. WP6 leader regrets the fact that most partners realised the usefulness and the assets of this tool much too late in the project, despite the organisation of a session open to all partners in April 2011. All EPOMM-PLUS partners were indeed involved in these transfer sessions, either as “exporter”, “importer” or as “observers”. The idea of having an open session was to show the functioning of a session in “live”; it also aimed to give the opportunity to “observers” to express their views in the process in order to adapt it to their needs. The communication made by the WP6 leader was good –with information session organised as well as mailings- but it could have been better with more time and more support. When this was possible, a dedicated page on EPOMM website has been created and a leaflet published and distributed.
- Transfers are, most of the time, a long-term process not only because decisions take time to be implemented but also because partners involved in a transfer also needed time to contact and convince the key decision-makers of the benefits of this exchange. In some cases, EPOMM-PLUS partners were not the most relevant partners to work on transfers, especially for their

implementation. Additionally, for most EPOMM-PLUS partners, the budget available under the WP6 had been mainly allocated to the work on MMMs, which means the work generated by a transfer could not be covered. Several partners, despite their interest, have not been able to commit to be part of a transfer session due to a lack of resources.

- As explained previously, the transfer process could only be launched due to a strong commitment and a proactive approach of the WP6 leader who came to partners with proposals for topics, proposals for matching countries and proposals for dates for the matching session. This was not the plan initially, indeed the transfer process was planned as follow: EPOMM-PLUS partners would have identified the good practice of other partners thanks to the Transfer Framework as well as the MMMs and they would have expressed their willingness to exchange on a topic. The WP6 leader would have helped and supported them to go through the process. It therefore took much more time from WP6 leader to organise these transfers than originally planned.

Future outlook:

- Within EPOMM, members will be asked to produce and/or update their MMMs. The format might be adapted to follow recommendations from EPOMM-PLUS partners and lessons learned from EPOMM-PLUS. The comparative analysis will probably remain as well but in a different layout to make it more user-friendly and accessible.
- Transfers will go on within EPOMM and outside: countries involved in EPOMM-PLUS have seen the benefits and learned the methodology; some partners have launched the process in the last months of the project and because this is a long term process, outcomes will only appear in the coming months & years. Spain has decided to translate the leaflet to disseminate information and methodology of the transfer at a national level -see also page 6 for other future outlooks.
- More focus will be put on advocacy meetings, especially on a bilateral basis, in order to give more visibility to MM and to provide EPOMM members with more concrete results from European institutions

WP7 Monitoring and Evaluation

Duration in months:

36

Leader:

CB4 LEPT

Introduction

The overall objective of this work package was to deliver market leading monitoring and evaluation tools, transferable and relevant to EU mobility management stakeholders, and to ensure that the overall outputs of the project were quality checked and enhanced.

This has successfully been achieved in the following key areas:

- We have established and expanded a unique and easy to use city modal split database - **TEMS** - which allows stakeholders to benchmark modal shift trends, across different cities, countries and timescales. There are currently 346 cities from 29 countries listed;
- We have set up the mobility management project evaluation database - **MaxEva** - which is the first such tool allowing quick comparisons between MM projects and their impacts on modal shift, behavioural change and Co2 reduction. There are 101 registered users of MaxEva, 72 projects uploaded from 15 different countries;
- We have set up and convened four meetings of the **Quality Assurance Focus Group**, made up of seven MM experts from four leading countries to major on improving the outputs of the project and ensuring their transferability;
- We have conducted numerous English language and technical editing on EPOMM PLUS tools and communication mechanisms ensuring a professional image.

Major Achievements

1.0 TEMS epomm.eu/tems

EPOMM PLUS has learned through the development of the TEMS database on city modal share, that there are currently many different ways that modal data is collected, in some cases with cities in the same country, defining a “journey” differently.

Therefore it was a challenge in drawing together data from 29 countries and making it inter-comparable.

The first step was for the WP Leader to analyse the modal share data from a selection of cities from across the EU, provided by EPOMM PLUS partners, and find areas of commonality and divergence. From these idiosyncrasies, a common framework was developed which allowed the majority of city data to be validated on the TEMS database, with templates then being sent out to numerous potential sources and EPOMM PLUS partners.

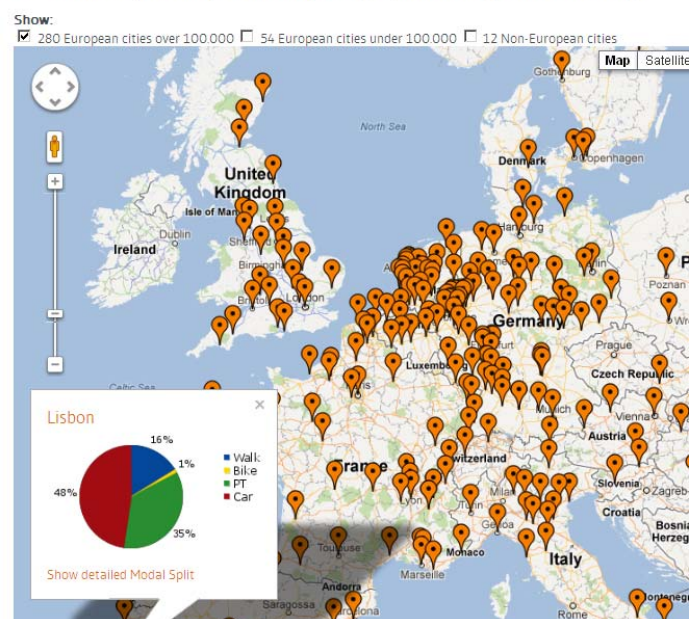
TEMS - The EPOMM Modal Split Tool

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 right.



1.1 Country data idiosyncrasies

Method of capture

- Trip data tends to relate to *average daily* trips in AT, BE, BG, FI and the UK
- Trip data relates to *working day* trips in SE, EE and CZ
- Different countries also consider the mode of journey as only the *main part* of a multiple trip, others include a journey for *each mode* taken no matter how short, others only the part of journey within the *metropolitan area*
- Many Spanish cities combine walking and cycling together in a *single figure*
- Many countries list a *single figure* for public transport, rather than breaking it down into bus, tram, train metro etc.

Source of capture

- Lithuania often collect data via street surveys
- Italy, Slovenia and France collect data by census or equivalent
- Finland conduct telephone surveys, once in the Spring and once in the Autumn
- Romanian data comes from research done as part of transport strategy development
- German and Austrian data are mainly collated via household surveys
- UK data is conducted by manual counts, automated cordons, residential surveys or travel diaries

The lessons we learned have also been fed to the International Association on Public Transport (UITP) to facilitate their research on modal share data comparability across the EU, part of the EC's Action Plan on Urban Mobility.

1.2 Data integrity

It was important that, in order to maintain a high level of data integrity, all sources should be specifically referenced, and that they should be the “primary source”, namely that data should come directly from the body which originally collated it. This has been the case, and each source is individually referenced.

1.3 Benchmarking

There are many ways to identify a city, either by country, modal share range or by using the map function. The benchmarking tool is quick and easy way of finding cities which have comparable modal shares, and therefore potentially, similar urban mobility challenges and successes. **It can therefore be considered as a first step of finding transferable best practice between like-for-like cities.**

It can also be used to track the changes in modal share, such as the increase of cycling in cities over past years. By identifying such cities, it is possible to then explore further the reasons behind the changes, such as the mobility policies implemented in that time, which could demonstrate the need for SUMP.

1.4 Success story

The speed at which new city data has been uploaded on TEMS indicates that, whilst the data may not yet be 100% standardised in terms of sourcing and method, in the majority of countries, modal share data does exist, and fits into the framework we have created. This suggests a bright future for the development of SUMP where such modal target setting and monitoring is a key component.

Users can either access TEMS simply to benchmark and help with their best practice and research activities, or they can register in order to upload data themselves. This function ensures that TEMS continues as a live and expanding tool. The warm reaction from mobility blogs also shows it is a leading market tool.

1.5 Future activities

There are however, still some countries where this data is rather absent. The research we have conducted could be harnessed to make recommendations for data collection and standardisation, in support of the EC's Action Plan on Urban Mobility.

With many EU member states having conducted a national Census in 2011, we will be closely monitoring the release of modal share data from respective countries, with the view of uploading the most recent modal shares in cities, allowing more benchmarking and hence mobility policy analysis.

2.0 MaxEva epomm.eu/MaxEva

MaxEva takes the standard best practice database model to a new level of functionality and utility. See screenshot project overview:

MaxEva
The EPOMM Evaluation Tool

Welcome **Karl-Heinz Poschl** [Logout](#)

Home Projects **Benchmark** What is MaxEva Why use MaxEva My Profile [English](#)

Benchmark

[Back to search](#)

Project overview and project results

Project	Smarter Travel Sutton	Duration	2006-09-01 to 2009-09-01
Customer (project initiator)	London Borough of Sutton	Location	London Borough of Sutton
Organisation	London Borough of Sutton	Total Budget	€ 4,000,000
Evaluation Design	One group before/after	Target Group	180,000 people
Type of Project	Urban area mobility plan	Emission effect	-4,334.10 tons of CO ₂ per year
Links	Smarter Travel Sutton Downloads	Downloads	not available

Overall Project Description

A three-year programme of multiple measures in the London Borough of Sutton. The objective was to test whether it was possible to influence the travel habits of a population by using social marketing and travel planning techniques. It was a partnership programme with Transport for London and the London Borough of Sutton. It included the following measures:

- Travel planning for large employers
- Two travel plan networks for geographically distinct business and retail areas.
- Travel planning in every school
- Personal travel information and incentives (direct marketing) offered to every household and through medical professionals to patients and through junior sports leagues
- Targeted direct marketing campaigns
- Borough-wide advertising campaigns, delivered in bursts

And screenshot of the map selection function:

Currently there are **64 projects (of which 47 are public)** and **102 registered users** in MaxEva.

Tower Hamlets, United Kingdom

Name: Give Your Car the Day Off: Isle of Dogs - a cycling initiative
 Duration: 2008-01-01 to 2008-12-31
 Target Group: 2,971 people
 Budget: € 17,244
 CO₂ Reduction: not available

[view measure details](#)

Publicly accessible projects: ● Not finalised ● Finalised **Not published projects:** ● Not finalised ● Finalised

2.1 Benchmarking function

Firstly it allows users to benchmark completed projects uploaded on the database by comparing by the most vital of statistics: What was the cost of investment, to achieve the level of modal shift which resulted in the level of carbon reduction. In one quick click, it is possible to evaluate the inputs, outputs and outcomes of different mobility management projects and schemes, and so help justify future such investment to decision makers.

The more projects uploaded, the greater the power of the benchmarking tool. There are now 102 users, 64 projects from 15 countries, growing all the time with many transferable projects showing significant reductions in Co2 emissions.

Benchmark

Select, search, compare and benchmark projects according to the following criteria.

Country:

City:

Date:

Keywords (separated by semicolons):

Show only recently added projects (< 30 days) ☐

15 projects found:

Projects	Location	Finalised	Budget	Target Group	Evaluation Design	CO ₂ Reduction (tons/year)
Bromley Workplace Travel Plan	United Kingdom, London, Bromley	No	54,000	2,000	One group before/after	-209.80
WTP of Meadowhall Shopping Centre	United Kingdom, Sheffield	Yes	not available	7,000	One group before/after	-1,518.40
Travel Plan Plus - Cambridge	United Kingdom, Cambridge	Yes	345,000	7,500	One group before/after	-2,320.00
Free Your Feet	United Kingdom, England	Yes	200,000	300,000	One group before/after	-2,707.20
Smarter Travel Sutton	United Kingdom, London Borough of Sutton	Yes	4,000,000	180,000	One group before/after	-4,334.10
Sustainable Travel Towns - Worcester	United Kingdom, Worcester	Yes	3,700,000	94,000	Control group	-4,783.80
Sustainable Travel Towns - Peterborough	United Kingdom, Peterborough	Yes	3,700,000	137,000	Control group	-9,205.20

2.2 Project Management function

Secondly, MaxEva embraces the Mobility Management methodology of MaxSumo, and so project managers can use MaxEva as a monitoring and guidance tool during the project lifetime to ensure efficient delivery by a tried and tested approach. For more information on MaxSumo, go to the *Tools* section on the EPOMM website.

2.3 The need for stronger evaluation data

We have spent a significant amount of time on sourcing case studies for the MaxEva database, across all EU countries, including approaching more than 100 EU project managers. From these efforts, it is clear that it is still not commonplace for MM projects to collate adequate monitoring data which allows Co2 reduction calculations to be made. The key data which is often missing is **full modal split** before and after the intervention, and the **average journey length** for each mode concerned. It is disappointing therefore that, at this stage, we have not yet been able to populate MaxEva with even

more case studies.

2.4 Future activities

It is therefore our opinion that, there is still a lot more scope to improve MM project evaluation in general, and that the collation of this data is something EPOMM will continue to encourage whilst disseminating the benefits, so that we can better justify investment in MM and energy efficiency projects in future.

3.0 Quality Assurance Focus Group - QAFG

3.1 Rationale

The Quality Assurance Focus Group was a forum of mobility experts, chaired by WP7 Leader, meeting annually to make recommendations on how the outputs of the project could be improved, and therefore the services of EPOMM as a whole.

The QAFG proved itself as a source of contemporary and innovative ideas, and drew upon individual experiences and collective thinking on Mobility Management. The maximum number of members meeting at any one time was 6, which was a perfect number to allow the smooth transfer of ideas and discussion.

In addition, they offered an extra dimension to the project's communication and dissemination, thanks to their supplementary contacts. Members represented both public and private sector.

3.2 Composition

Quality Assurance Focus Group – Members		
Name	Organisation	Country
Pascal Van de Noort	VeloMondial	NL
Roberto de Tommasi	Synergo	CH
Colin Black	Contemporary Transport	UK
Iain Macbeth	Transport for London	UK
Tom Rye	Napier University	UK
Giuliano Mingardo	Erasmus University Rotterdam	NL
Karen Vancluysen	POLIS	BE

3.3 QAFG recommendations

Due to the extremely fruitful meetings and numerous resultant recommendations, they were ranked in order of importance, and then an action plan drafted to monitor their implementation.

Improvements were made to the Mobility Management reports of EU Members States, to the Modal Split database (TEMS), the Mobility Management project evaluation tool (MaxEva), to training services and to EPOMM's monthly information bulletin (eUpdate).

More broadly, the group also made innovative suggestions on how to engage ministries into the MM debate and how to take the message of MM into the social media dimension.

In total, the group made a total of 79 recommendations, 52 of which were made priority tasks, and through the action plan, 27 were fully implemented. They ranged from strategic measures through to stand alone measures.

QAFG recommendations – a Snap Shot	
TEMS database and eUpdate	<p>RECCOMENDATION</p> <p>In order to substantially raise awareness and gain feedback on the modal split database and eUpdate, QAFG advised that announcements be made via social media and the Blogosphere.</p> <p>ACTION</p> <p>This was trialled with the assistance of the Velomondial blog, which led to a rapid increase in awareness and comments (positive and constructive) from transport professionals across the world. This approach has been repeated for other outputs and activities of the project.</p>
TEMS database	<p>RECCOMENDATION</p> <p>QAFG advised that EPOMM PLUS promotes the greatest benefit of MM by publicising the benefit to cost ratio of Mobility Management</p> <p>ACTION</p> <p>A specific edition of the eUpdate was devoted to benefit to cost ratio of MM and also made the theme of ECOMM 2010</p>
Ministry engagement	<p>RECCOMENDATION</p> <p>QAFG suggested that the most effective way of gaining support from a new Ministry is to introduce them to an already-convinced Ministry.</p> <p>ACTION</p> <p>A VIP meeting was arranged as part of the EPOMM Network event in London, October 2011, at which Ministry representatives from Slovenia, the UK and the Czech Republic were present. This helped push membership discussions forward.</p>
Publicity and Engagement	<p>RECCOMENDATION</p> <p>QAFG suggested that EPOMM engage UITP in order to raise its profile amongst public transport stakeholders.</p> <p>ACTION</p> <p>EPOMM PLUS made contact with UITP and conducted information sharing on differing definitions and collation methods on urban modal share data across the EU. This has been used by UITP in its report to DG MOVE, as part of the Action Plan on Urban Mobility.</p>

4) Lessons learned and recommendations

- Mobility blogs are a useful source of feedback from experts, on newly-developed tools of EU projects, such as the TEMS database, and can give immediate reaction and input to increase their transferability and relevance. In order to tap into the most current mobility marketplace, blogs and social media could therefore be more greatly harnessed by EU projects.
- TEMS can become the first port of call in finding a like-for-like city in a Best Practice exchange. It can also disclose cities which have implemented successful SUMP in view of the modal shift trends, such as increases in cycling and reduction in car use.
- An external expert group such as our QAFG is an invaluable source of insight and recommendations on project outputs, including lines of thinking that could only emerge from a group which can view the project from afar and with a “fresh pair of eyes”. Such were the many recommendations made, future groups might benefit from a slightly more focussed agenda. Five to six experts was the optimal number of people to have leading discussions around the table for efficient exchanges.
- There is still a significant need for local, national and EU MM projects to collate more robust evaluation data (such as average journey length and modal shift), in order to prove their real worth in energy efficiency terms. This would help policy makers better demonstrate the benefit to cost ratio of such investment into Mobility Management schemes, vis-à-vis expensive alternatives such as road building. These case studies, such as those in the MaxEva database, can be used by cities

wanting to raise support for SUMPs, for setting targets to increase urban mobility and to increase measures reduce carbon emissions. EPOMM will continue to spread this message with the objective of mainstreaming evaluation into all MM projects.

- It is recommended that the EC encourage relevant STEER projects and others to use MaxEva as a project management tool and to upload their completed project data, to bolster the benchmarking function, and to clearly demonstrate the justification for MM investment.

Standardisation and expansion of modal split collection

It came as a bit of a surprise that an indicator, that so clearly shows the status and the development of a city's mobility policy, is so far from being standardised. EPOMM-PLUS has the following recommendations:

- Through the TEMS database, it is now for the first time possible to do a detailed analysis of the data collection methodologies – this should be taken up by a European Institution
- Although about 60% of all cities above 100.000 inhabitants in the EU have been covered by TEMS, still many cities are missing
 - All cities participating in EU-projects on mobility should be asked to enter or update their data
 - Cities in EPOMM-member countries should be asked to enter or update their data
 - Cities member of European networks such as POLIS, EUROCITIES, ICLEI should be asked to enter or update their data
- European institutions should start a discussion on the possible future standardisation of the collection of modal split data from cities. This should focus on three issues:
 - Most important is the measuring method: how are data captured, which trips are counted in what way
 - Second is the determination of regular intervals for measuring modal split, such as every 5 years
 - Third is the determination of the boundary of the measurement area – is it the city or the agglomeration or the region?
- Ultimately, the introduction of a European recommendation or even regulation might be considered.

Future outlook

EPOMM guarantees the continuity of the developed tools. It will:

- Maintain and expand the TEMS database
- Work on the inclusion of all cities above 100.000 inhabitants in all EPOMM-member states (there are still many cities missing in the large countries F, DE, IT, UK)
- Maintain and expand the MaxEva database
- Continue the discussion of the issue of evaluation and standardisation
- As take up from the success of the QAFG, EPOMM aims to regularly invite experts to its internal workshops and meetings.

WP8 EACI Dissemination Activities

Duration in months:

36

Leader:

CO1 EPOMM

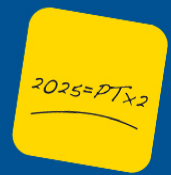
Workpackage content

The work package covered resources to contribute, upon request by the EACI, to common dissemination activities to increase synergies between, and the visibility of IEE-supported actions.

Within this framework, there were four main activities:

- Incidental contacts with persons from the Commission asking for specific information on EPOMM-PLUS
- The visit to the UITP-conference in Göteborg, 6-7 October 2011, where the coordinator delivered a presentation on EPOMM-PLUS and the EPOMM-President led a discussion panel on
- The visit to the STEER Coordinators' workshop meeting in Brussels on 8 November 2011 on invitation from the EACI, which was very fruitful as exchange forum with other projects.
- The preparation and visit to the Concluding Meeting of EPOMM-PLUS 29 June 2012, in which the results of EPOMM-PLUS were presented to the EACI as well as to a few invited guests, e.g. from POLIS and from the EPOMM-board.

International UITP Conference
 Urban Governance: Getting People on Board!
 Innovative governance and demand management
 to achieve sustainable mobility in your city
 6-7 October 2011, Gothenburg, Sweden



4. Recommendations, Lessons Learned, Future Outlook

This chapter is a condensed summary of the main lessons learned, the major recommendations, and the future outlook.

Main Lessons learned

- The creation of the **national networks** was VERY valuable. In a few countries new partners need to be found. The introduction of the steward system was beneficial for a more effective work. The benefit of EPOMM was often difficult to discern during EPOMM-PLUS – as all services came for free. The benefit will be better discernible in the future.
- Many **EU-Projects** have organisational and internal barriers towards a cooperation with EPOMM – on the other hand, many are quasi “reinventing the wheel”, especially for evaluation, policy transfer and dissemination within their projects.
- **Policy transfer** proved to be a very important tool, maybe THE most important tool developed under EPOMM-PLUS. Although very useful, there is still a low demand from importers.
- **TEMS** proved to be very popular and is currently the best effort in such data collection. However there are still astonishing discrepancies between countries, cities, and still 40% of the cities above 100.000 inhabitants have not entered their data.
- **MaxEva** showed that usability is VERY important for tools. In the evaluation of projects, very basic key data often missing. The need to collate robust data like full modal split and average journey length is often unknown.
- It is difficult to sustain very time-intensive tasks, for example the MMMs proved to be very labour intensive and cannot be maintained on that level. Systematic marketing campaigns, regular case study submission are too demanding for some countries. Web 2.0 services like blogs, maintenance of twitter accounts and facebook accounts likewise are too time intensive to maintain. Only a combined effort like allinx has a chance.
- With limited means, EPOMM is still able to manage a quality label and a unique training and trainer database and to organise trainings in cooperation with the national networks and EU-projects

Recommendations

Recommendations for EU-programmes

EPOMM-PLUS made the observation that, EU-projects

- often have barriers for cooperation with other EU-projects or with EPOMM,
- often have a tendency to “reinvent the wheel”
- often do not have realistic plans for continuity after the project ends

Therefore EPOMM-PLUS recommends to all EU-programmes financing projects in fields related to sustainable mobility:

- to encourage EU-projects to cooperate with other EU-projects and with existing platforms like EPOMM and to ease such cooperation when eligibility-problems might arise
- to tell their EU-projects that they should make use of existing tools like MaxEva, TEMS, Policy Transfer, trainer database, ELTIS case study database, e-update – instead of developing new evaluation systems, building up their own policy transfer methodologies, developing their own case study website sections, develop their own entirely new training programme
- to tell their EU-projects to search for cooperation with existing platforms that can continue and disseminate the products that they develop toward the end of their project

Recommendations for EPOMM

EPOMM-PLUS recommends the following for the now 11 member strong EPOMM:

- Continue the cooperation with EU-projects but focus on the few “willing” cooperative projects

and rely on the attractivity of the now well developed tools and national networks. Address the EU-projects at an early stage

- Start and continue talks with EU-programmes on cooperation, dissemination and standardisation
- Focus on the future membership possibilities of Czechia, Denmark, Estonia, Lithuania and Slovenia – these are the most likely countries to join
- Continue the trainer and training database and quality label on a low level but be ready to expand service when more members join
- Advocacy meeting should be more bilateral, as the large meetings have proven not to be that successful
- Engage in more research on modal split and engage national networks and international networks in an improvement of the situation

Future Outlook

At the end of EPOMM-PLUS, EPOMM has 11 members. That is much less than hoped for at the beginning of the project, but it is a good basis. EPOMM now represents two thirds of the EU-population plus Norway.

This ensures that the end of EPOMM-PLUS is not the end point of all the developments – EPOMM can ensure continuity. Almost all things developed under EPOMM-PLUS will be carried on, as EPOMM is indeed THE platform to further support and develop mobility management both on national and European level. A short summary of the main points that will be continued or further developed:

- The steward system has been taken up by the EPOMM consortium to maintain close and efficient contact with its members and with the 5 countries that are classified as “hopefuls”
- The e-updates are now published in 5 languages and joint publications with 3 EU-projects have already been agreed. The subscriber-base has been further expanded (after the ECOMM) and now includes 31.700 subscribers
- The best international policy transfer award was awarded for the first time at the ECOMM 2012 and will be continued in 2013.
- The MMM per country will be continued on a voluntary basis, possibly every 2 years
- EPOMM will search for cooperation with UITP, itf, city networks and the EC Action Plan on Urban Mobility to engage in a better collection of modal split data
- Regular workshops with the NFPs will have regular Policy Transfers as main aim
- NFPs are encouraged to further use MaxEva, TEMS, trainer database, calendar and the ELTIS case study database, and to fill the gaps and continue the good networking

The success of EPOMM-PLUS

EPOMM-PLUS was a three year project from 2009-2012, supported by Intelligent Energy Europe in the framework of their STEER programme. EPOMM-PLUS' main aim was to strengthen and enhance EPOMM and with it mobility management as a tool to save energy in traffic and transport.

Has it achieved these goals?

- At the beginning of EPOMM-PLUS, EPOMM had 6 members, at the end it has grown to 11 members
- In many other countries, the idea of EPOMM-membership is on the agenda, and has only been postponed due to the severe austerity measures imposed by the financial and economic crisis at the time when EPOMM-PLUS as project came to an end.
- EPOMM-PLUS managed to establish national platforms and networks on mobility management in almost all countries in which it had partners.
- In many countries, EPOMM-PLUS managed to put mobility management on the national agenda and in some countries even to make it a part of national policy.
- With TEMS and MaxEva, EPOMM-PLUS has introduced European platforms for benchmarking and evaluation of mobility projects and the mobility policies of cities
- The development and European-wide establishment of the many tools and new networking opportunities described in this brochure, would not have been possible without EPOMM-PLUS

Without any doubt, it can thus be said that the impact of mobility management in Europe has increased. As almost all MM-projects tend to save energy, the aim of reduction of energy usage has also been achieved, although it is not possible to quantify, as most MM-projects are not evaluated and results are not (yet) centrally collected. However, EPOMM-PLUS has provided the tools to enable such quantification.

And: EPOMM-PLUS is not the end point of all these developments. Almost all things developed under EPOMM-PLUS will be carried on, as EPOMM is indeed THE platform to further support and develop mobility management both on national and European level.

Thus EPOMM is looking forward to further "manage mobility for a better future"!



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