



Information on the call for papers

All this information can be found on the website, for your convenience we have collected the information into this document.

Instructions on content

The main theme of the conference is **Cost-benefit and evaluation of Mobility Management**. Therefore we strongly advise to focus on showing results in terms of cause-and-effect relationships or effects on specific measures. We are looking forward to hear from you about the different level(s) of assessment you've worked on? Did you set indicators to measure provided services, mobility options offered or even system impact?

We are looking forward to hear from you how you monitored and evaluated your project. Please stick to the advised length in the submission form! If you think it absolutely essential, attach additional information - but keep it short.

Good to know! : gender mainstreaming

ECOMM recognises that female participation in mobility management is high and that higher participation in the transport policy decision making and planning is important. Therefore ECOMM aims to have a general participation of 50% females. To support this, **EPOMM aims for 50% of the chairs, of plenary panel participants and of invited keynote speakers to be female.**

Theme of the conference

The main theme of the conference will be **Cost-benefit and evaluation of Mobility Management**.

For anybody carrying out or funding Mobility Management, it is interesting to demonstrate that it has been successful and worth the money invested. However, it is often difficult to get funding for evaluation and there are numerous different evaluation methods. For this reason, a lot of research has been carried out and many standardisation efforts have been made.

This ECOMM aims to focus on the issue: *any paper/proposal that visibly contains evaluation or even cost/benefit data will be treated preferentially.*

There will also be a special training and workshops on evaluation and the cost/benefit of Mobility Management.

Subtopics

Mobility Management and urban planning

The quality and amount of walking as an everyday activity, in any given area, is an established and unique primary indicator of community's quality of life. And yet across the world we are walking less and at our peril we consequently become less healthy, our transport systems more inefficient and therefore our environment is unable to accommodate our increasing demands. Authorities, keen to create healthier and more efficient communities and places, can make significant advancements towards these goals by simply encouraging the citizens to walk more frequently. *Take a look at the State of the art report of [MAX-SUCCESS' Work Package D](#).*



Cost benefit and evaluation of Mobility Management

Mobility Management and local access

Increasingly, daily activities are carried out further away from people's homes. For shopping one takes the car to the shopping centres on the outskirts of the city, for leisure people travel to faraway destinations, but at the same time local activities and facilities are neglected or people are simply not aware of them. This leads to a more and more car dependent lifestyle, while people without cars lose access to ever more facilities and services, making them dependent on people with cars. The negative impacts of this development on local economies, quality of life, health, energy consumption and the environment are obvious.

Mobility Management and health/obesity

The modern sedentary lifestyle and the decrease of everyday movement (along with unhealthy nutritional habits), have led to an obesity epidemic. If people would incorporate exercise more in their everyday mobility, this could change a lot. The challenge is to connect the separate fields of health and mobility. We are looking for innovations and good practise of cooperation between the health and transport sector - what target groups can be reached, how can the health argument be best included into campaigns for biking and walking, how can health advice be modified to also include mobility advice?

Mobility Management and the renaissance of cycling

In many cities there is a renaissance of cycling - renewed priority is being given to cycling policies and infrastructure - e.g. the large scale introduction of city-bikes in Paris and Lyon. We are looking for good practise and innovations where MM successfully contributes to the renaissance of cycling. More information can be found on the [bypad webpage](#).

Mobility Management and winning back public spaces

There is a general trend to transform urban spaces and streets from dominant car use (driving as well as parking) towards a more urbanistic use: mainly pedestrian, but also shared space or roads that give room and priority to public transport and cyclists. To achieve this, awareness campaigns and citizen's participation processes play a large role: e.g. through [car free days](#). We are looking for best practices in this field of how to win back public spaces and for answers to open questions such as: what is the importance of different cultures, what action is required on an institutional, technical and social level? What sort of communication is needed for car users, pedestrians, cyclists, public transport users?

Useful links: [Project for Public Spaces \(PPS\)](#), [car free day](#)

Mobility Management and leisure tourism

Leisure travel is the fastest growing segment of car travel, consisting mostly of everyday leisure trips (e.g. to the cinema, to restaurants, to the fitness centre etc.) as well as of weekly outings. In addition, there is leisure travel of visiting tourists. We are looking for good practise and innovations to find out what MM can contribute to channel this activity towards more sustainable travel modes.



Workshop formats

Presentation workshop

In this kind of workshop 3 papers are presented, with ensuing discussion. The papers are grouped together so that they have a common theme or are related to each other. This has been the traditional dominant workshop format in all ECOMMs. Usually, your paper will be included into one of these workshops. However, we encourage you to sign up for other workshop formats, which possibly require more preparation.

Scenario workshop

As workshop leader, you introduce in a short and clear way an item or specific issue of MM. Then you work out several scenarios for further development. This is an interactive workshop, in which you can put the audience into working groups to work out different scenarios.

Walking Workshop

Working on a challenge

As workshop leader, you introduce in a short and clear way a challenge to the audience, containing a specific issue of MM in the main theme or one of the subtopics. Then you guide the audience through a creative discussion helping you to work out a solution to this challenge. The challenge can be for example solving a specific problem in your city. You should of course be able to provide ample background information.

Workshops initiated by EU-projects

You want to submit a paper on your EU-project – but you think it would be worthwhile to have a whole workshop dedicated to the theme in your project? Fine. This ECOMM opens up this opportunity: please describe in detail what you would like to do in this workshop – it is also possible to combine your EU-project content with external contributions.

“Bad practise” workshop

The last ECOMM for the first time hosted a „bad practise” workshop. It was a great success: the idea is that we learn the most from our mistakes. The problem is, that it is often hard to get any information on it – it is not always nice to talk about failures. We encourage you to tell a doubtless very interested audience about what went wrong, why this happened and what you learned from it.

Trainings

It is possible to offer a training session within the ECOMM. If you are interested, please describe in detail topic and methodology of the training – we expect the training to be an interactive session, not just a frontal presentation.

Planned training session:

The ECOMM in cooperation with the MAX project will offer you a training session on the main theme of this year’s conference: cost/benefit and evaluation. Watch the programme and sign in if you need practical guidance on how to assess and evaluate your mobility management programme with the MAXSumo tool.



Winner's workshop

This year's award winning organisations of the Pan European Workplace Mobility Plan Awards will present their mobility plan implementations in separate workshops. For more information on the award please go to <http://www.epomm.org/index.phtml?id=1593>

Call for papers: Submission details

The abstracts must be written in English or in Spanish. They should follow the format of the submission form.

The submission form can be downloaded [here](#).

Papers are selected by the International Programme Committee, whilst the programme is developed in cooperation with EPOMM. EPOMM takes care that ECOMM maintains its agreeable size, its attractive fee structure and high quality, but also strives for its continuous development.

The structure of your submission follows the ELTIS case study format - if considered suitable, your submission could provide the basis for a publication as a case on the [ELTIS](#) and [EPOMM](#) websites.

Evaluation procedure

The EPOMM International Programme Committee will evaluate the abstracts. If accepted the author will be contacted by the end of February. The abstract should be converted into a PowerPoint presentation or another suitable format for publication and presentation.

The conference languages are English and Spanish. If you present in Spanish, we ask you to provide copies in English for the audience. Your abstract may be selected to be included in [EPOMM's database](#) of mobility management examples or at the ECOMM website. If you do not want your paper to be included, please mention this explicitly.

Send your abstract not later than the **5 th of December 2008** to papers@ecomm2009.eu

Why evaluate

Here are some arguments from the MAX project on why you should evaluate MM projects.

For anybody carrying out or funding Mobility Management, it is interesting to demonstrate that it has been successful and worth the money invested. It is important that we are able to demonstrate the benefits. But there is much more. If we evaluate in the right way, we are able to:



Cost benefit and evaluation of Mobility Management

Know that we are actually working towards our set objectives

Many projects are not evaluated. The reason is that investors as well as practitioners prefer to focus on the implementation of the actual measures rather than on the evaluation. However, this attitude prevents us from demonstrating whether the measures actually produced a result.

Show the benefits and effectiveness of our efforts

The efficiency of projects often benefits if evaluation is carried out both during the planning stages and during the running project to help steer the project and achieve real results. These can be shown to decision makers, but equally important: to the work team and the people affected by this measure. So it is simply a management tool providing feedback and aiding accountability.

Provide an opportunity for comparison with other projects or methods (benchmarking)

Monitoring and evaluation provide a chance to compare results from one project with similar projects. This benchmarking provides for knowledge build-up that would otherwise not be possible.

Provide feedback so that a change in direction is possible, if necessary

Sometimes the direction of a project must be changed. Perhaps the chosen method or parts of the procedure don't work out as expected. By monitoring a project it is possible to see where adjustments might be necessary.

Provide data to help with future decisions and investments

To focus on the most cost-effective measures is often an explicit goal for politicians and other clients. Monitoring and evaluation are important tools in steering towards cost-effective measures. We obviously wish to focus on measures that give the best results. Evaluation of completed projects provides necessary knowledge for making intelligent choices in future planning and policy-making.

Share experiences from the project

Sharing experiences helps others learn. This is a strategy that could be beneficial in the longer term, and includes both good examples as well as spreading information about what did not work out.

Increase the knowledge base in order to produce and understand cause and effect relationships

Better measurement, documentation, monitoring, and evaluation in connection with projects can provide better insight into effects and their impact on behavioural change. In the longer term this offers significantly improved opportunities to produce verified cause and effect relationships, which can be used to calculate the expected results of different measures. In this way projects can be directed and designed more efficiently and effectively with regard to the overall transport policy goals.