

London is delighted to host the 12th annual ECOMM event on 4-6th June 2008. The European Conference on Mobility Management is the biggest European conference dedicated to sustainable transport, examining leading edge best practice, policy and projects in this field.

Keynote speakers at ECOMM 2008 include:

- The Mayor of London (invited)
- Mr Jacques Barrot, Vice-President of the European Commission, responsible for Transport (invited)
- Mr. Klaus Bondam, Vice-Mayor of Copenhagen,
- Mr Zoran Jankovic, Mayor of Ljubljana (invited)
- Representative from the EU French Presidency

Moderator: Krishnan Guru-Murthy, Presenter, Channel 4 news

Over 100 speakers have been allocated across 35 parallel sessions and interactive workshops to share practical experiences on all aspects of sustainable transport, including:

- Mobility Management Policy
- International Best Practice
- School Travel Plans
- Workplace, Residential and Destination based Travel Plans
- Travel Awareness, Marketing and Promotion
- European Projects – successes, failures and funding sources



# INVITATION

## Conference Fees

- EPOMM Member Rate - Early Registration (before 15 April): 310 Euros
- EPOMM Member Rate - Late Registration: 390 Euros
- Non-Member Rate - Early Registration (before 15 April): 410 Euros
- Non-Member Rate - Late Registration: 490 Euros
- Speakers' Rate: 95 Euros

Conference details and on-line registration:  
<http://ecomm2008.eu>

### Contacts:

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to the 12th European  
Conference on Mobility  
Management ECOMM 2008

Travel Demand Management -  
Tackling Climate Change  
**June 4 - 6**  
at Chelsea Football Club, London

Designed by the Design  
Studio, Civic Centre, Bromley  
BR1 3UH • 568.07



# ECOMM 2008 - Programme at a glance

## WEDNESDAY 4TH JUNE

ARRIVAL 09.00am

Meet outside Chelsea Football Club,  
Stamford Bridge  
**Coaches depart 09.15**

**Optional Site Visits: 09.15-12.00**

Workplace travel  
School visit  
Walking tour  
Multi-modal interchange hub  
Area-based travel plan

**Registration: 12.30-14.00**

Lunch 12.30-14.00

**Welcome Session and Key Note speakers:  
14.00-15.30**

Coffee break 15.30-16.00

**Panel Discussion: 16.00-17.30**

## THURSDAY 5TH JUNE

Coffee Break 09.00-09.30

**Parallel Sessions 1: 09.30-11.00**

1 Can MM have a serious impact on climate change?

- 2 Targeting travel behaviour: engaging the community
- 3 Implementing sustainable transport
- 4 Travel plans
- 5 Changing behaviour
- 6 Managing recreational travel
- 7 MM training: lessons to be learnt
- 8 How transport can be integrated more effectively across national policy
- 9 An introduction to EU funding by LEPT

Coffee Break 11.00-11.30

**Parallel Sessions 2: 11.30-13.00**

- 10 School travel: creative approaches to engage young people
- 11 Designing a walking campaign
- 12 Implementing sustainable transport
- 13 Travel Plans
- 14 Changing behaviour
- 15 Managing recreational travel
- 16 Engaging business
- 17 Opportunities and new approaches
- 18 Cultural perspectives

Lunch 13.00-14.00

**A Changing Climate for Mobility Management:  
14.00-15.00**

Coffee Break 15.00-15.30

**Parallel Sessions 3: 15.30-17.00**

- 19 Engaging schools and teachers
- 20 How to increase walking and cycling

- 21 Travel plans at new developments
- 22 European projects – experiences and impacts
- 23 Managing recreational travel
- 24 State of the Art mobility management in Europe
- 25 Policy
- 26 Mobility management in the New Member States

**Drinks reception and dinner 19.00**

## FRIDAY 6TH JUNE

Coffee break 09.30-10.00

**Parallel Sessions 4: 10.00-11.30**

- 27 Managing Change through Jazz
- 28 Engaging schools
- 29 Intelligent Energy Europe
- 30 Travel Plans
- 31 Changing behaviour
- 32 Scenario Workshop
- 33 International Perspective
- 34 Progressing MM by learning from our mistakes
- 35 Sustainable Urban Transport Plans

Coffee break 11.30-12.00

**Closing speeches and ECOMM 2009: 12.30-14.30**

Lunch 13.30-14.30

**Optional London Site Visits: 14.30**

Tour of Chelsea FC  
Shop and walking tour  
Historic London  
Cycling tour