



## 18<sup>th</sup> EUROPEAN CONFERENCE ON MOBILITY MANAGEMENT IN FLORENCE

**May 7 - 9 2014**

The 18th edition of the *European Conference on Mobility Management - ECOMM* will be held in Florence from Wednesday, May 7th until Friday, May 9th. The annual meeting is organized by *EPOMM*, the *European Platform on Mobility Management*; the non-profit institution with base in Bruxelles is made up of 23 European countries involved in promotion and development of sustainable mobility and Mobility Management.

This year, **ECOMM 2014 Creating a bridge to a green, fair and prosperous mobility management** aims at reflecting the possibility for Mobility Management to be a bridge towards new themes. Namely, it will focus on the possible answers to the following questions:

new mobility concepts can pave the way for a broad introduction of e-mobility?

creating a new awareness about options to reduce car dependent mobility amongst both developers and tenants can lead to better land usage and more people friendly public spaces and streets?

considerations on an integration of Mobility Management in general transport policy can be major steps leading to a Sustainable Urban Mobility Plan?

Furthermore, the ECOMM 2014 will be the chance to discuss the challenges stemming from the revision of the Sustainable Urban Mobility Plans announced by the European Commission in its latest Communication. ECOMM 2014 also aims at stressing the role of the local authorities and the interaction between the different levels of governance, in light of this latest Communication.

Every year, the objective of ECOMM is to disseminate, increase and exchange the knowledge about mobility management in Europe and beyond and to enhance the networking within the mobility management community.

The city of Florence, promoter of the event, will use this occasion to present all the main actions and investments carried out to reinforce the Transportation Network and to discourage private vehicle use.

There will be also an exhibition area with the presence of important companies connected with the mobility sector.

For any further information please visit [www.ecomm2014.eu](http://www.ecomm2014.eu) - [ww.mcrconference.it](http://ww.mcrconference.it).