



**ECOMM** 2014  
European Conference on Mobility Management  
FLORENCE

# PROGRAM

*creating the bridge to a green, fair and prosperous mobility future*

# 18<sup>th</sup> European Conference on Mobility Management

**Florence**  
Palazzo dei Congressi

May 7 - 9  
2014



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# WELCOME TO FLORENCE AND THE ECOMM 2014 CONFERENCE

The city of Florence is honored to host the ECOMM European Conference on Mobility Management from 7 to 9 May 2014. A magical city graced with world-celebrated artwork, mesmerizing panoramas, unique charm and character. Blessed with breathtaking landscapes and famed masterpieces, the so-called “Cradle of the Renaissance” is an open-air museum, a genuine lifestyle experience, a real, yet dreamlike, treasure chest, filled with innumerable inspiring discoveries. Florence will be proud to share its historical heritage, art and architecture as well as its hospitality with the participants of ECOMM 2014.

*See you in Florence!*

# CHAIRS

**Aurore Asorey**

*TISSEO (FR)*

**Maria Berrini**

*Agenzia Mobilità Ambiente Territorio - Comune Milano (IT)*

**Massimo Boscherini**

*Firenzeinbici (IT)*

**Simone Bosetti**

*TRT (IT)*

**Anna Clark**

*Trivector (SE)*

**Paul Curtis**

*LEPT London European Partnership for Transport (UK)*

**Roberto De Tommasi**

*Synergo (CH)*

**Anette Enemark**

*Tetraplan (DK)*

**Gilles Farge**

*Nantes Metropole (FR)*

**Robin Krutak**

*AEA Austrian Energy Agency (AT)*

**Sarah Martens**

*Mobiel21 (BE)*

**Fiona McLean**

*LEPT London European Partnership for Transport (UK)*

**Willy Raimund**

*AEA Austrian Energy Agency (AT)*

**Mari Svolsbru**

*Oslo Komune (NO)*

**Robert Stüssi**

*Perform Energia (PT)*

**Maurizio Tomassini**

*ISIS Istituto di Studi per l'Integrazione dei Sistemi (IT)*

**Sophie Tyler**

*The Means (UK)*

**Karen Vancluysen**

*Polis (BE)*

**Pascal Van Den Noort**

*Velo Mondial (NL)*

**Wim Van Tilburg**

*CROW, KpVV (NL)*

**Tytti Viinikainen**

*Liikennevirasto (FI)*

**Marianne Weinreich**

*VEKSØ (DK)*

**Eivin Winsvold**

*Vegvesen (NO)*



## WHERE ARE GOING? WHAT IS MOBILITY MANAGEMENT IN THE FUTURE?

### João Bernardino

TIS - Consultants in Transport, Innovation and Systems (PT)

### Lorenzo Bertuccio

Euromobility (IT)

### Luca Buzzoni

Emilia-Romagna Region (IT)

### Felicia Falk

Trafikverket - Swedish Road Administration (SE)

### Friso Metz

KpVV (NL)

### Robert Pressl

Austrian Mobility Research - FGM-AMOR (AT)

### Minze Walvius

Advier (NL)

## SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 1

### Susanne Boehler-Baedeker

Rupprecht Consult (DE)

### Nathalie Granes

Region Ile de France (FR)

### Nick Ramfos

Metropolitan Washington Council (US)

## SECRETS OF OUR BEHAVIOUR 1 PSYCHOLOGICAL

### Sarah Martens

Mobiel21 (BE)

### John Porter

Interactions (IE)

### Willy Raimund

AEA Austrian Energy Agency (AT)

## THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 1

### Ruth Furrer Brühlmann

Tiefbauamt Stadt Zürich - City of Zurich, Civil Engineering Department (CH)

### Markus Robèrt

Royal Institute of Technology (SE)

### Valérie Vincent

Tisséo-SMTC (FR)

## CYCLING AND MOBILITY MANAGEMENT

### Katrien Backx

Traject (BE)

### Hadrien Bedok

Nantes Metropole (FR)

### Etienne Doyen

Traject (BE)

### Victor Furundarena

Emaús Movilidad Sostenible (ES)

### Kalle Vaismaa

Tampere University of Technology (FI)

### Johannes Theissen

Team Red Germany (DE)

## SUSTAINABLE URBAN MOBILITY PLANS and MOBILITY MANAGEMENT 2

### Colin Black

Contemporary Transport - Contemporary Transport (UK)

### Nicolas Merle

CERTU (FR)

### Aljaž Plevnik

Urban Planning Institute of the Republic of Slovenia (SI)

## SECRETS OF OUR BEHAVIOUR 2 – PUTTING INTO PRACTICE

### Victoria Dekker

Ministry of Infrastructure and the Environment (NL)

### Christina Granér

Sweco TransportSystem AB (SE)

### Veselin Grozdanov

CSDCS (BG)

### Camilla Pärlbäck

Sweco TransportSystem AB (SE)

### Odette Van De Riet

Ministry of Infrastructure and the Environment (NL)

## THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 2

### Aurore Asorey

TISSEO (FR)

### Giorgio Giovannini

Mobilidée sàrl (CH)

### Pernilla Hyllenius Mattisson

Trivector AB (SE)

### Valérie Vincent

TISSEO (FR)

### Tove Zellman

Region Skåne (SE)

# SPEAKERS

## WALKING – BEYOND THE CITY CENTRES

### Salvatore Capri

University of Catania – MOMACT (IT)

### Miguel Anxo Fernández

Pontevedra Council (ES)

### Annemieke Molster

Molster Stedenbouw (NL)

## CITIZENS PARTICIPATION

### Mario Bellinzona

Associazione LAQUP (IT)

### Fariba Daryani

Traffic Office, Stockholm City (SE)

### Hervé Lambert

Département du Nord (FR)

### Rick Lindeman

Rijkswaterstaat (NL)

### Vincent Meerschaert

Traject (BE)

### Tom Murray Willis

Contemporary Transport (UK)

### Jorrit Nijhuis

Rijkswaterstaat (NL)

### Els Van Den Broeck

Mobiel21 (BE)

## SUSTAINABLE URBAN MOBILITY PLANS NATIONAL

### Mark Degenkamp

City of Utrecht (NL)

### Juan Carlos Escudero

Environmental Studies Centre - Vitoria-Gasteiz City Council (ES)

### Conny Louen

ISB - RWTH Aachen University (DE)

## CYCLE LOGISTICS

### Robin Krutak

Austrian Energy Agency (AT)

### Daniel-Sebastian Muehlbach

Österreichische Post AG – Austrian Post (AT)

### Karl Reiter

Austrian Mobility Research - FGM-AMOR (AT)

### Joana Ribeiro

IST - University of Lisbon (PT)

## INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 1

### Jesper Johansson

Tyréns AB (SE)

### Rick Lindeman

Rijkswaterstraat (NL)

### Jorrit Nijhuis

Rijkswaterstaat (NL)

### Hannah White

Transport for London (UK)

### Sarah Wixey

WYG (UK)

## HOW TO ENSURE FREE ACCESS TO MULTIMODAL TRAVEL INFORMATION

### Marcel Meeuwissen

City of Enschede (NL)

### Marco Menichetti

Fondazione Legambiente Innovazione (IT)

### Leonardo Naldini

Municipality of Perugia (IT)

### Stefania Papa

Municipality of Perugia (IT)

## SUSTAINABLE AND SMART MOBILITY – BEYOND CITY CENTRES

### Maria Coulianos

SWECO (SE)

### Juan Carlos Escudero

Vitoria Gasteiz (ES)

### Ulrika Franzén

SWECO (SE)

### Ida Harildstad

Norwegian Public Roads Administration (NO)

### Helmut Koch

Komobile Gmunden GmbH (AT)

### Alessandro Meggiato

Municipality of Reggio Emilia (IT)

### Benoît Minet

Walloon Business Federation (BE)

### Joerg Thiemann-Linden

Difu (DE)

## SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 3 – NATIONAL 2

### Troels Andersen

City of Odense (DK)

### Mohamed Jama Mohamed

Abu Dhabi DOT (UAE)

### Alicja Pawlowska

Zarząd Drog i Zieleni w Gdyni (PL)

## CITY LOGISTICS

### Giorgio Ambrosino

MemEx srl (IT)



**Luis N. Filipe**

*IST – University of Lisboa (PT)*

**Ann Zunder**

*NewRail, Centre for Railway Research at Newcastle University (UK)*

**Thomas Zunder**

*NewRail, Centre for Railway Research at Newcastle University (UK)*

**ELECTRIC MOBILITY AS A CHANCE FOR A NEW  
MULTIMODAL MOBILITY SYSTEM 1  
E-BIKES, PEDELECS**

**Anna Clark**

*Trivector Traffic (SE)*

**Fermin Echarte**

*Donostia / San Sebastian Munic (ES)*

**Thomas Keltsch**

*MRK GmbH (DE)*

**MOBILITY MANAGEMENT AND TOURISM 1**

**David Knapp**

*Komobile w7 GmbH (AT)*

**Günther Lichtblau**

*Environment Agency Austria (AT)*

**Maarten Van Bemmelen**

*CINESI (ES)*

**Doris Wiederwald**

*Austrian Mobility Research - FGM-AMOR (AT)*

**CAPITALISATION**

**Raf Canters**

*Mobiel21 (BE)*

**Ivo Cré**

*POLIS (DE)*

**Maxime Jean**

*Cerema (FR)*

**Charlotta Palmlund**

*Swedish Transport Association (SE)*

**Tom Rye**

*Lund University (SE)*

**Eric Schreffler**

*ESTC (US)*

**ELECTRIC MOBILITY AS A CHANCE FOR A NEW  
MULTIMODAL MOBILITY SYSTEM 2 – SYSTEM TYPE  
SESSION**

**Bas Hilckmann**

*Duurzaaminnovatie (NL)*

**Conny Louen**

*ISB, RWTH Aachen University (DE)*

**Doris Wiederwald**

*Austrian Mobility Research - FGM-AMOR (AT)*

**INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 2**

**Iris Ehnleitner**

*Ministry of Environment (AT)*

**Pelle Envall**

*TUB (SE)*

**Fredrik Johansson**

*WSP (SE)*

**Josefin Larking**

*Trafikverket - Swedish Road Administration (SE)*

**MOBILITY MANAGEMENT AND TOURISM 2**

**Kirsten De Mulder**

*Flemish Foundation for Traffic (BE)*

**Frank Eggen**

*Arnhem Nijmegen City Region*

**Lucia Ilieva**

*CSDCS (BG)*

**Minze Walvius**

*Advier (NL)*



## EPOMM-MEMBER STATES

Iris Ehrnleitner	Austria
Willy Raimund	Austria
Christian van de Velde	Belgium
Jeannine Lees	Belgium
Tytti Viinikainen	Finland
Anders Jansson	Finland
Elsa Alexandre	France
Thomas Vidal	France
Heike Mühlhans	Germany
Matthias Knobloch	Germany
Lorenzo Bertuccio	Italy
Maurizio Tommasini	Italy
Michele Basta	Italy
Massimo Boscherini	Italy
Friso Metz	Netherlands
Jorrit Nijhuis	Netherlands
Eivín Winsvold	Norway
Björn Sandelien	Norway
Catarina Marcelino	Portugal
Robert Stüssi	Portugal
Bert Svensson	Sweden
Jesper Johansson	Sweden
Fiona McLean	UK
Sophie Tyler	UK

## OTHER STATES

Nektar Duma	Albania
Lucia Ilieva	Bulgaria
Radomíra Jordová	Czechia
Anette Enemark	Denmark
Mari Jüssi	Estonia
John Porter	Ireland
Kristina Gauce	Lithuania
Marzena Trojanowska	Poland
Dana Sitányiová	Slovakia
Aljaž Plevnik	Slovenia
Miguel Mateos	Spain
Roberto De Tommasi	Switzerland







# SCHEDULE OVERVIEW

WEDNESDAY	08.30	Registration				
	09.30	Excursions				
	12.30	Lunch				
	13.30	Opening Session				
	15.00	Coffee break				
	15.30-17.00	Focus Session				
		A:1	A:2	A:3	A:4	
17.00	Welcome Cocktail at the Palazzo dei Congressi					
THURSDAY	09.00	Focus Session				
		B:1	B:2	B:3	B:4	B:5
	10.30	Coffee break				
	11.00	Focus Session				
		C:1	C:2	C:3	C:4	C:5
	12.30	Lunch				
	13.30	Meet the Italians				
	15.00-16.30	Focus Session				
D:1		D:2	D:3	D:4	D:5	
19.30	Dinner at Palazzo Borghese					
FRIDAY	09.00	Focus Session				
		E:1	E:2	E:3	E:4	
	10.30	Coffee break				
	10.50	Closing Session				
	12.40	Lunch				
13.30-16.00	Excursions					
SATURDAY	09.30-13.00	Excursions				

## Wednesday MAY 7

08.30 - 13.00	Registration until Opening Session
09.30 - 12.00	Excursions
12.00 - 13.00	Lunch
13.00 - 15.00	Opening Session
15.00 - 15.30	Coffee break
<b>BLOCK</b> <b>A</b> <b>15.30 - 17.00</b>	<p><b>A:1 Chair: Paul Curtis (UK)</b> <span style="float: right;"><b>PK</b></span></p> <p><b>WHERE ARE GOING? WHAT IS MOBILITY MANAGEMENT IN THE FUTURE?</b></p> <p><b>Robert Pressl (AT)</b> _____ Push &amp; Pull</p> <p><b>Friso Metz (NL)</b> _____ The future of mobility management starts with good data</p> <p><b>João Bernardino (PT)</b> _____ Four future pathways on mobility needs. Think about implications for mobility management</p> <p><b>Lorenzo Bertuccio (IT)</b> _____ A mobility for new citizens. The project “Mobilità di classe” introduces the School Mobility Office</p> <p><b>Felicia Falk (SE)</b> _____ The future is set now all there is left is the work to get there</p> <p><b>Minze Walvius (NL)</b> _____ The most valuable lessons are most probably the most expensive lessons learnt!</p> <p><b>Luca Buzzoni (IT)</b> _____ Environmental Management and Sustainable Mobility of Health Care Companies in Emilia-Romagna Region</p>
	<p><b>A:2 Chair: Maurizio Tomassini (IT)</b> <span style="float: right;"><b>P</b></span></p> <p><b>SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 1</b></p> <p><b>Nick Ramfos (US)</b> _____ Transportation Demand Management Institute - Global Perspective on Mobility Management Present and Future</p> <p><b>Nathalie Granes (FR)</b> _____ How Mobility Management has been integrated in the Sustainable Urban Mobility Plans of Ile-de-France Region</p> <p><b>Susanne Böhler-Baedeker (DE)</b> Involving local stakeholders and citizens in mobility planning processes</p>
	<p><b>A:3 Chair: Sophie Tyler (UK)</b> <span style="float: right;"><b>P</b></span></p> <p><b>SECRETS OF OUR BEHAVIOUR 1 – PSYCHOLOGICAL</b></p> <p><b>Willy Raimund (AT)</b> _____ Types trends values Is mobility behaviour changeable and how?</p> <p><b>John Porter (IE)</b> _____ Adverters - When will Mobility Managers Catch Up?</p> <p><b>Sarah Martens (BE)</b> _____ Low-cost ways to organise a high-impact campaign</p>
	<p><b>A:4 Chair: Wim Van Tilburg (NL)</b> <span style="float: right;"><b>P</b></span></p> <p><b>THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 1</b></p> <p><b>Ruth Furrer Brühlmann (CH)</b> Catch the big players to be partners! Zurich’s big employers’ forum</p> <p><b>Valérie Vincent (FR)</b> _____ How to associate companies and business areas into the co-building of a quality label to reward local Workplace Mobility Plans</p> <p><b>Markus Robért (SE)</b> _____ The interactive toolbox of the CERO-process shows results</p>

**PK** Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation



BLOCK

**B**

09.00 - 10.30

**B:1 Chair: Massimo Boscherini (IT)**

**PK**

**CYCLING AND MOBILITY MANAGEMENT**

**Etienne Doyen (BE)** \_\_\_\_\_ Using Mobility Management to push cycling forward from scratch: the city of La Louviere (BE)

**Katrien Backx (BE)** \_\_\_\_\_ Mobility management as a tool for facilitating cycling in the sector of home care (cleaning services and family care)

**Hadrien Bedok (FR)** \_\_\_\_\_ Cyclotan: when folding bikes team up with public transport

**Kalle Vaismaa (FI)** \_\_\_\_\_ Does "Safety in numbers" hypothesis really come true in cycling?

**Victor Furundarena (ES)** \_\_\_\_\_ Aparka: an integral solution for public and private urban cycling

**Johannes Theissen (DE)** \_\_\_\_\_ The Berlin pedelec corridor a new way to enforce workplace cycling in big cities

**B:2 Chair: Simone Bosetti (IT)**

**P**

**SUSTAINABLE URBAN MOBILITY PLANS and MOBILITY MANAGEMENT 2**

**Aljaz Plevnik (SI)** \_\_\_\_\_ Sustainable Urban Mobility Plans works well on different scales experiences from Slovenia

**Colin Black (UK)** \_\_\_\_\_ EVIDENCE understanding the proven economic benefits of sustainable transport

**Nicolas Merle (FR)** \_\_\_\_\_ 30 years of sustainable urban mobility plans (PDUs) in France

**B:3 Chair: Robert Stüssi (PT)**

**P**

**SECRETS OF OUR BEHAVIOUR 2 – PUTTING INTO PRACTICE**

**Camilla Pärlbäck &**

**Cristina Graner (SE)** \_\_\_\_\_ Never mind the attitudes!

**Victoria Dekker &**

**Odette Van De Riet (NL)** \_\_\_\_\_ In order to change travel behaviour you have to understand people

**Veselin Grozdanov (BG)** \_\_\_\_\_ Axiological interpretation of the elements affecting citizens' choice of transport mode in Eastern Europe countries

**B:4 Chair: Gilles Farge (FR)**

**P**

**THE MOST INNOVATIVE SUPPORT TOOLS FOR COMPANY MOBILITY MANAGEMENT 2**

**Pernilla Hyllenius Mattisson &**

**Tove Zellmann (SE)** \_\_\_\_\_ Climate compensation model - a successful and innovative way to finance the mobility plan of Region Skåne

**Giorgio Giovannini (CH)** \_\_\_\_\_ "FairPark, smart mobility manager": an innovative tool to improve sustainable mobility for enterprises

**Aurore Asorey**

**Valérie Vincent (FR)** \_\_\_\_\_ Mobility study per sector in Toulouse

**B:5 Chair: Eivin Winsvold (NO)**

**P**

**WALKING – BEYOND THE CITY CENTRES**

**Salvatore Capri (IT)** \_\_\_\_\_ A new green walking path for adapting pedestrian network to climate change in the University of Catania Campus

**Annemieke Molster (NL)** \_\_\_\_\_ Pedestrians around train stations

**Miguel Anxo Fernández (ES)** \_\_\_\_\_ The cities we want. The cities we make.

<p>BLOCK</p> <p>C</p> <p>11.00 - 12.30</p>	<p><b>C:1 Chair: Sarah Martens (BE)</b> <span style="float: right;"><b>PK</b></span></p> <p><b>CITIZENS PARTICIPATION</b></p> <p>Vincent Meerschaert (BE) _ The Bike of Troy power to the people</p> <p>Els Van Den Broeck (BE) _ Mind the gap - fair mobility for all</p> <p>Hervé Lambert (FR) _ Citizen participation: a new way to build and manage mobility policies</p> <p>Mario Bellinzona (IT) _ MICS Mobility Integration for Community Solutions</p> <p>Fariba Daryani (SE) _ Young thinking on future Smart Transport</p> <p>Tom Murray Willis (UK) _ Personalised travel planning with a twist - using rewards to get citizens involved...</p> <p>Rick Lindeman &amp; Jorrit Nijhuis (NL) _ Innovation of the Travel Chain; lessons from 2 years of investing in the first and last urban mile</p>
	<p><b>C:2 Chair: Aurore Asorey (FR)</b> <span style="float: right;"><b>P</b></span></p> <p><b>SUSTAINABLE URBAN MOBILITY PLANS NATIONAL</b></p> <p>Juan Carlos Escudero (ES) _ Vitoria-Gasteiz. The commitment of a city towards active and sustainable mobility</p> <p>Conny Louen (DE) _ Development of future mobility scenarios in a Sustainable Urban Mobility Plans process using a simulation game</p> <p>Mark Degenkamp (NL) _ Utrecht Attractive and Accessible: focus on the user</p>
	<p><b>C:3 Chair: Anette Enemark (DK)</b> <span style="float: right;"><b>P</b></span></p> <p><b>CYCLE LOGISTICS</b></p> <p>Daniel Sebastian Mühlbach &amp; Robin Krutak (AT) _ CO2 neutral delivery by the Austrian Post</p> <p>Karl Reiter (AT) _ Cycle Logistics - moving goods by bike</p> <p>Joana Ribeiro (PT) _ Success factors for the implementation of E-bike logistic services</p>
	<p><b>C:4 Chair: Tytti Vinikainen (FI)</b> <span style="float: right;"><b>P</b></span></p> <p><b>INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 1</b></p> <p>Rick Lindeman &amp; Jorrit Nijhuis (NL) _ Sustainability Effects of Better Utilization</p> <p>Jesper Johansson (SE) _ A new way of planning Mobility Management - Case Study Kista Science City</p> <p>Sarah Wixey &amp; Hannah White (UK) _ Managing Work-Related Road Risk to improve road user safety and support mobility management</p>
	<p><b>C:5 Chair: Willy Raimund (AT)</b> <span style="float: right;"><b>P</b></span></p> <p><b>HOW TO ENSURE FREE ACCESS TO MULTIMODAL TRAVEL INFORMATION</b></p> <p>Leonardo Naldini &amp; Stefania Papa (IT) _ Virtual Variable Message Panels for Public Transport stops in Perugia within a smartphone app</p> <p>Marcel Meeuwissen (NL) _ S.M.A.R.T. Self Motivated and Rewarded Travelling</p> <p>Marco Menichetti (IT) _ SUPERHUB project: a user centric approach to improve multimodal mobility</p>

**PK** Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation

<p>BLOCK <b>D</b> 15.00 - 16.30</p>	<p><b>D:1 Chair: Pascal Van Den Noort (NL)</b> <span style="float: right;"><b>PK</b></span>  <b>SUSTAINABLE AND SMART MOBILITY – BEYOND CITY CENTRES</b>                  Ida Harildstad (NO) _____ Participation and architecture to affect children’s travel habits                  Jörg Thiemann-Linden (DE) _____ A Pedelec-Based Post-Fossile Scenario for 2030                  Helmut Koch (AT) _____ Community and flexible transport services in Austria - Best-Practice examples                  Benoît Minet (BE) _____ Challenge of accessibility to areas of economic activities in the Walloon Region                  Ulrika Franzn &amp; Maria Coulianos (SE) _____ Getting on, getting through prioritizing public transport in the construction process                  Alessandro Meggiato (IT) _____ From Chaos to Order: Reggio Emilia experience in school mobility management                  Juan Carlos Escudero (ES) _____ ICT services for Electric Vehicle User</p>
	<p><b>D:2 Chair: Mari Svolsbru (NO)</b> <span style="float: right;"><b>P</b></span>  <b>SUSTAINABLE URBAN MOBILITY PLANS AND MOBILITY MANAGEMENT 3 – NATIONAL 2</b>                  Troels Andersen (DK) _____ Mobility Initiatives Transforms Odense to a City for Healthy Citizens                  Alicja Pawlowska (PL) _____ Advancing towards a dynamic Sustainable Urban Mobility Plans in Gdynia                  Mohamed Jama Mohamed (UAE) _____ Implementing mobility management in Abu Dhabi, UAE</p>
	<p><b>D:3 Chair: Karen Vancluysen (BE)</b> <span style="float: right;"><b>P</b></span>  <b>CITY LOGISTICS</b>                  Thomas Zunder (UK) &amp; Ann Zunder (UK) _____ Stakeholders engagement in urban freight projects: The Design and Monitoring Framework                  Luis N. Filipe (PT) _____ Managing freight operations inside cities an inventory of measures                  Giorgio Ambrosino (IT) _____ Definition of Sustainable Urban Logistics Plan in 9 European Towns under ENCLOSE Project and the evaluation of the impacts of the implemented measures</p>
	<p><b>D:4 Chair: Maria Berrini (IT)</b> <span style="float: right;"><b>P</b></span>  <b>ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 1 – E-BIKES, PEDELECS</b>                  Anna Clark (SE) _____ Pedelec use in Sweden: new research about target groups and traffic safety consequences of increased use of pedelecs                  Fermin Echarte (ES) _____ Public e-bike sharing system Donostia / San Sebastian 2013-2023                  Thomas Keltzsch (DE) _____ Stuttgart Services, a new approach to support multimodal mobility management</p>
	<p><b>D:5 Chair: Marianne Weinreich (DK)</b> <span style="float: right;"><b>P</b></span>  <b>MOBILITY MANAGEMENT AND TOURISM 1</b>                  David Knapp (AT) _____ “Where is the carsharing station, please?” Urban Guests provoke rural tourism destinations                  Maarten Van Bemmelen (ES) &amp; Doris Wiederwald (AT) _____ Impacts of mobility management measures for tourists in 8 European coastal regions                  Günther Lichtblau (AT) _____ Sustainable mobility to and within touristic regions a transnational experience in two different European landscapes</p>

**PK** Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation



## Friday MAY 9

<p>BLOCK <b>E</b> 09.00 - 10.30</p>	<p><b>E:1 Chair: Fiona McLean (UK)</b> <span style="float: right;"><b>PK</b></span>  <b>CAPITALISATION</b>  <b>Eric Schreffler (US)</b> _____ A new role for Mobility Management in mega-cities around the world: relieving pressure on overcrowded public transport systems  <b>Ivo Cré (DE)</b> _____ TIDE: Transferring Innovation in Europe  <b>Tom Rye (SE)</b> _____ A comparison of policy transfer processes: different transport concepts transferred to and from different countries  <b>Charlotta Palm Lund (SE)</b> _____ Moving on together - Implementation of the PIMMS CAPITAL Regional Action Plan in Stockholm County  <b>Raf Canters (BE)</b> _____ The Traffic Snake Game: moving forward across Europe  <b>Maxime Jean (FR)</b> _____ Carsharing: state-of-the-art and development issues in France regarding the European context</p>
	<p><b>E:2 Chair: Anna Clark (SE)</b> <span style="float: right;"><b>P</b></span>  <b>ELECTRIC MOBILITY AS A CHANCE FOR A NEW MULTIMODAL MOBILITY SYSTEM 2 – SYSTEM TYPE SESSION</b>  <b>Doris Wiederwald (AT)</b> _____ Multi-modal e-mobile in Klagenfurt on Lake Wörthersee  <b>Conny Louen (DE)</b> _____ Electric mobility a topic for Sustainable Urban Mobility Plans? Analysis of electric mobility measures in strategic mobility planning in Germany  <b>Bas Hilckmann (NL)</b> _____ We Share E-mobility</p>
	<p><b>E:3 Chair: Roberto De Tommasi (CH)</b> <span style="float: right;"><b>P</b></span>  <b>INNOVATIONS FOR INSTITUTIONAL FRAMEWORKS 2</b>  <b>Fredrik Johansson &amp; Pelle Envall (SE)</b> _____ Adaptive Parking Requirements and Mobility Management in Urban Development  <b>Iris Ehrnleitner (AT)</b> _____ The Austrian klima: aktiv mobil programme goes 2020! New funding offers and frame conditions  <b>Josefin Larking (SE)</b> _____ The West Swedish Agreement making it possible!</p>
	<p><b>E:4 Chair: Robin Krutak (AT)</b> <span style="float: right;"><b>P</b></span>  <b>MOBILITY MANAGEMENT AND TOURISM 2</b>  <b>Kirsten De Mulder (BE)</b> _____ 'Mobiwijzer': a true aid for a sustainable festival, event (location) and tourist attraction  <b>Lucia Ilieva (IT)</b> _____ Mobility management in tourism regions of car-oriented countries of CEE  <b>Minze Walvius &amp; Frank Eggen (NL)</b> _____ Mobility Management - part of hospitality</p>
10.30 - 10.50	Coffee break
10.50 - 12.40	Closing Session
12.40 - 13.30	Lunch
13.30 - 16.00	Excursions

**PK** Pecha Kucha (presentation with a fixed format of 20 slides, each shown for a fixed time of 20 seconds) **P** Presentation

## ORGANIZING SECRETARIAT



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## CONGRESS VENUE

Palazzo dei Congressi  
Piazza Adua, 1  
50123 Florence - Italy  
Tel: +39 055 49721  
[www.firenzefiera.it](http://www.firenzefiera.it)



*An exclusive area in one of the most beautiful places in the world - this is what the Firenze Fiera Congress & Exhibition Center offers to those who organise exhibitions and congresses, as well as to the event attendees. The over 100,000 square metres available inside our center are actually located in the heart of Florence, between the city historic centre and the boulevards, major traffic arteries built over the lay-out of the ancient city walls.*



### ARRIVING BY PLANE

The international airport 'Amerigo Vespucci', is located in the north-west suburban area of Florence. There are many airlines arriving there and connecting the city to some of the most important European airports. The airport is only 6 km from the city centre, which can be easily reached by taxi or with the Ataf/Sita 'Vola in Bus' shuttle service (around 15/20 minutes), connecting the airport to the main central railway station of Santa Maria Novella. At the airport you can also find the main car rental agencies.

**INFO: Florence Airport Company:**  
**Tel. +39 055 30615 +39 055 30615**



### ARRIVING BY TRAIN

The main central railway station of Santa Maria Novella (one of the most important railway junctions as well as an interchange point of Florence public transportation) is located just a few steps (2 minutes walk) from the main entrance of the congress-exhibition area and from the main reception of Firenze Fiera, located on the ground floor of Palazzo degli Affari.

**INFO: [www.trenitalia.it](http://www.trenitalia.it)**  
**[www.italotreno.it](http://www.italotreno.it)**



### ARRIVING BY CAR

Florence is well connected to the main Italian cities through an efficient motorway network, which allows an easy access to the city centre, where the congress and exhibition centre is located.

It is possible to park at the paying underground car park at Santa Maria Novella railway



## CONFERENCE LANGUAGE

English is the official language

## REGISTRATION

Registration is available on the website [WWW.ECOMM2014.EU](http://WWW.ECOMM2014.EU)

There are special conference fees for speakers, chairman, participant with poster and IPC-members.

In advance registration is preferred in order to facilitate planning of the conference scientific sessions.

On site registration is not recommended.

REGISTRATION FEE		REGISTRATION FEE INCLUDES	
SPEAKER AND CHAIRMAN	€ 160,00	ADMISSION TO SCIENTIFIC SESSIONS	WELCOME COCKTAIL - MAY 7 2014
PARTICIPANT WITH POSTER	€ 290,00	CONGRESS KIT	SOCIAL DINNER - MAY 8 2014
NEW MEMBER	€ 380,00	CERTIFICATE OF ATTENDANCE	BUS TICKETS
MEMBER	€ 450,00	BOX LUNCH	2 TECHNICAL EXCURSIONS
NON MEMBER	€ 500,00	COFFEE BREAK	

### VAT 22% INCLUDED

#### INFORMATION DESK

A conference information desk will be staffed throughout the duration of the conference at the Florence Palazzo dei Congressi. Here you can register for the conference and for eventual inquiry.

#### CONFERENCE PASS

You will receive a personal conference pass on registration. The conference pass is valid for all three days of the conference. Participants are kindly requested to wear their badge during all conference activities and social events.

#### CATERING

All refreshments served during the conference are included in the conference fee.

## HOTEL RESERVATION

Book your hotel room in Florence through [www.ecomm2014.eu](http://www.ecomm2014.eu). The Hotels that are marked on the map offer special discounted prices for ECOMM conference participants. The discounted hotels range from four-star hotels to budget hotels. Be sure to make your reservation ahead of time as rooms will be allocated on a first-come, first-served basis. Hotel payments will be made directly to the hotel with credit card. Simply enter the reservation code when you book your room to receive the discounted price.



**MAY 7**  
WELCOME  
COCKTAIL  
AT PALAZZO  
DEI CONGRESSI

Piazza Adua, 1  
50123 Florence, Italy  
[www.firenzefiera.it](http://www.firenzefiera.it)

*Welcome cocktail at 17.00*

**MAY 8**  
SOCIAL DINNER  
AT PALAZZO  
BORGHESE

Via Ghibellina, 110  
50122 Florence, Italy  
[www.palazzoborghese.it](http://www.palazzoborghese.it)

*Social dinner at 19.30*



*Tickets for accompanying persons may be purchased on site at the organizing secretariat desk.  
On site registration will be accepted according to availability.*

# EXCURSIONS

JOIN US ON INTERESTING EXCURSIONS TO LEARN ABOUT FLORENCE AND ITS SURROUNDINGS, REGARDING ALSO MOBILITY MANAGEMENT

## **TECHNICAL EXCURSIONS**

Excursions A-E are included in the conference fee. There is no extra charge. Participant can choose 2 tours directly on the website [www.ecomm2014.eu](http://www.ecomm2014.eu).

*Participants registered for excursions with too few participants will be offered a place on an alternative excursion.*

*Flat and comfortable shoes are recommended for all excursions.*

## **ADDITIONAL EXCURSIONS**

Excursions F-L are not included in the conference fee.

An attractive choice of guided excursions are available for participants and can be purchased directly on the website [www.ecomm2014.eu](http://www.ecomm2014.eu).

*Flat and comfortable shoes are recommended for all excursions.*



# TECHNICAL EXCURSIONS

Wednesday May 7 and Friday May 9

*Excursions depart from the Palazzo dei Congressi unless otherwise stated*



## A THE FLORENCE TRAMWAY SYSTEM

The beginning of the visit takes place at the terminus of the tramway Alamanni. We will run through the line accessing, with a race dedicated to the depot of Villa Costanza.

There will be a brief illustration of the line, its effects on the mobility of Florence and the expansion projects currently in progress.

The visit will continue with the control station of the entire system with an illustration of the equipment and their use. We will then move into the maintenance area.

The visit will end again at the terminus Alamanni.

## B THE PEDESTRIAN-CYCLE ROUTE ALONG THE RIVER ARNO THE RIVER PARKS

The tour will start in Girone, a small village accessible by public transportation or car, from there ride bikes through the pedestrian and cycle track on the Arno river right bank that allows to reach the city of Florence. Along the way we will pass under the high-speed railway bridge and flank the Arno River floods regulatory system. Gradually, we will enter the city historical center. There is also the chance to choose between the right bank track till San Niccolò bridge or the left bank through the Albereta park to fully appreciate the river route. Then we can continue till Ponte Vecchio and along via Tornabuoni to end the visit in piazza del Duomo (8 km).

## C THE PEDESTRIANIZATION OF FLORENCE

The visit will be preceded by a presentation of the evolution of mobility in the historical center of Florence, with a specific focus on the reorganization of Public Transport as a result of Piazza del Duomo Pedestrianization. Subsequently, the visit will lead the participants in the whole area of "Castrum" Romano with stops to illustrate the evolutionary steps of urban mobility and therefore: Piazza del Duomo, Via Calzaiuoli, Piazza San Firenze, Via Tornabuoni, Piazza Pitti.



Wednesday May 7 and Friday May 9



## **D** JOGGING IN FLORENCE BETWEEN HISTORY AND MOBILITY

The walk will start from Piazza del Duomo and go through the streets of Old Town affected by the recent pedestrianization and then continue along the riverside's in order to appreciate some of the best views of the city . A short climb allows to reach the Piazzale Michelangelo, Florence privileged terrace, then down further through the Old Town to return to the starting point. This tour will have a sporty footprint. The course will highlight the most important monuments of the city, but won't forget to point out the focal points of the urban mobility.



## **E** THE CENTRAL TRAFFIC CONTROL

The visit to the Central Traffic Control is characterized by short duration but it can be considered very interesting by insiders. The Central Traffic Control of Florence is located in the mobility head office and allow, from one single location, to overview traffic control cameras, traffic signals, and the entire tramway system. The visit will take place in the supervisor room where a New Infrastructure and Mobility Management technician will illustrate the potential and the technical characteristics of the instrument.

## ADDITIONAL EXCURSIONS

### Saturday May 10



#### **F** FLORENCE WALKING TOUR WITH UFFIZI GALLERY

With an expert guide you will enjoy a walk through the most fascinating and interesting places of Florence: Repubblica Square, the Cathedral with Brunelleschi's Dome, (exterior) the Baptistery with its famous Gates of Paradise (exterior), Signoria Square with its Palazzo Vecchio (exterior) and Loggia dei Lanzi.

Few minutes to take last pictures and you will meet the guide to enter to the Uffizi Gallery to visit its famous and beautiful collections of Italian Renaissance paintings. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace.

It is possible to remain into the museum until closing time.

**TIME: 13.45 LENGTH: 3,45/h**  
**€ 47,00 VAT included**



#### **G** UFFIZI GALLERY TOUR

Visit with our expert local guide one of the most beautiful museum in the world, the Uffizi Gallery, enjoying the paintings of the Italian Renaissance from the Masters Giotto, Botticelli, Leonardo, Michelangelo, Caravaggio and many others. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace.

It is possible to remain into the museum until closing time.

**TIME: 15.30 LENGTH: 3,45/h**  
**€ 35,00 VAT included**

Saturday May 10



## H MY FLORENCE

Our visit will start inside the Academy Gallery, where you will admire some of the most important Michelangelo's sculptures as *The Prisoners*, *Saint Matthew* and obviously the well renowned *David*. Discover also important Gothic works and Renaissance paintings by Botticelli, Ghirlandaio and Perugino and the original plaster of *Rape of Sabine Women* by Giambologna. At the end of the visit you will have free time for lunch (not included) until 13.30 when we'll meet for the second part of the tour in Repubblica Square in front of Hard Rock Café. We'll continue with a pleasant walk through the most fascinating and interesting places of Florence as the Cathedral (exterior) with Brunelleschi's Dome, the Baptistery (exterior) with its famous Gates of Paradise, Signoria Square with its Palazzo Vecchio (exterior) and Loggia dei Lanzi. We will conclude the tour discovering Uffizi Gallery with its famous collections of Italian Renaissance paintings. The tour will finish enjoying a beautiful view of Florence, from Uffizi terrace. It is possible to remain into the museum until closing time.

TIME: 11.15 LENGTH: 4,45/h  
€ 73,00 VAT included

## FULL DAY EXCURSIONS

### Saturday May 10



#### SIENA, SAN GIMIGNANO & CHIANTI

Experience with this tour a wonderful day in the Tuscan countryside, admiring the most suggestive corners of Siena, San Gimignano, the Chianti area and try with us the unique flavor of local wines. Departing from Florence, our tour will start in Monteriggioni, well known worldwide for its wine and its countryside of unrivalled charm, where woods alternate with vineyards and olive groves, in a landscape dotted with Romanesque churches, farmhouses, villas and castles. We'll continue then to Siena, where our local and expert guide will lead you through its steep medieval streets, admiring the splendid palaces until we will reach the Cathedral (interior), Palazzo Comunale (Municipal Building) and Piazza del Campo where the Palio race takes place every year. Then free time for lunch (not included) and shopping. We will continue to San Gimignano, one of the most fascinating examples of medieval towns, declared a World Heritage Site by Unesco.

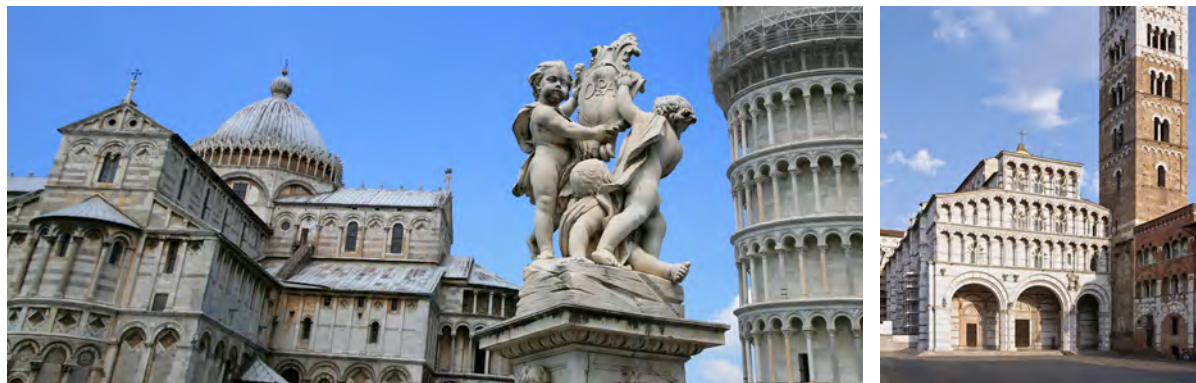
The tour escort will lead you in the heart of the village and you will have free time to discover the beautiful squares, buildings, churches and suggestive alleyways and to shop. Before departing you will taste the best ice cream in the world that won the last two editions of the Ice Cream World Championship.

Finally we'll stop in a farm house, where you'll taste some of the best Tuscan wines with a little snack of sliced cold meats, bruschetta and cheese. Return to Florence in the late afternoon.

**TIME: 8.45 LENGTH: 11/h**  
**€ 55,00 VAT included**



Saturday 10 May 2014



## PISA & LUCCA

Our trip will start from Florence and our first stop will be in Pisa, the city worldwide known for its Leaning Tower and for its architectonic masterpieces. Once arrived in Pisa our guide will lead you to the famous Miracles Square explaining the wonders of this square. You will admire The Leaning Tower (exterior), the Baptistery (exterior) and other beautiful monuments before entering inside the Cathedral (interior).

At the end of the visit you will have free time for photos and for lunch (not included) before departing for Lucca.

In Lucca you will meet the local guide, who will lead you for a pleasant walk into the enchanting historical centre where you will have the chance to admire the Anfiteatro Square, the Guinigi Tower, San Martino Dome and the typical antique dealers street.

The guided visit in Lucca will end in a local pastry shop where you'll taste the Buccellato, typical sweet of Lucca. Return to Florence in the late afternoon.

**TIME: 9.15 LENGTH 8,30/h**  
**€ 60,00 VAT included**





## MAIN SPONSOR



**DUCATI** energia

DUCATI Energia owns its fame to the Ducati brothers who established DUCATI Company in 1926; 22 years later, DUCATI was split in two other companies, DUCATI Elettrotecnica and DUCATI Meccanica (today DUCATI Motor). Founded in 1985, nowadays DUCATI Energia Group is considered one of the most important companies in the Bologna area with a staff list of about 700 employees working in its 7 worldwide plants. The main fields of activities are the following: capacitors, power factor correction and power electronics, alternators and ignition systems, electrical vehicles and charging stations, energy analysers, electric network tele-control systems, railway signaling systems, ticket issuing and transport automation systems. Ducati Energia has been seeking for many years to invest in research and development of high technology and it has developed new types of products matching the seal of quality to the emerging ecologically sustainable needs. All along these years this kind of engagement has made Ducati Energia able to build new solutions for a more sustainable mobility.

## GREEN SPONSOR



**AnsaldoBreda**

A Finmeccanica Company

AnsaldoBreda is the Finmeccanica company specialized in the construction of technologically advanced rolling stock. AnsaldoBreda was born from the merger of Ansaldo Trasporti and Breda Costruzioni Ferroviarie, two companies heirs of the Italian tradition in the field of rail vehicles. The merger has enabled the integration of electrical expertise with the mechanical one, making AnsaldoBreda able to design and build a complete product independently. The company, founded in 2001, has production sites in Pistoia, Napoli, Reggio Calabria and Palermo and is also present in Spain and in the United States. Innovation and versatility are the features of AnsaldoBreda vehicles: Sirio trams, driverless metros, regional trains and high-speed trains are the AB technological answer to the contemporary meaning of a "journey", being it short, medium or long-distance. Reliability and responsibility are the guidelines that every day allow us to conceive, design and produce vehicles that run on tracks and that cross many cities in the world. Sustainability and safety are the values that motivate us in our daily work to meet customers' needs. Building trains and metros offers to approximately 2400 employees, the opportunity to help make the journey a more enjoyable and comfortable experience as well as safe and environmentally friendly: the will to take advantage of this opportunity is right at the base of the AnsaldoBreda technological choices, but also strategic and organizational.



**TOYOTA**

## SPONSORS AND EXHIBITORS



**ARVAL**  
BNP PARIBAS GROUP



Founded in 1989 and fully owned by BNP Paribas, Arval specializes in full service vehicle leasing. Arval offers its customers – professionals, SMEs and large international corporates – tailored solutions that optimize their employee's mobility and outsource the risks associated with fleet management. Expert advice and service quality, which are the foundations of Arval's customer promise, are delivered in 25 countries by over 4,000 employees, and in 14 other countries through a network of partners. Arval's total leased fleet adds up to nearly 700,000 vehicles throughout the world. Arval Italy is the leading Italian player in the full service vehicle leasing. Born in 1995, the Italian subsidiary is characterized by a solid and rapid growth that has taken Arval to manage over 135,000 vehicles nationwide. The Corporate Vehicle Observatory is the Arval's research center, created in France in 2002 and operating in Italy since 2005. Its aim is to analyze and promote studies on corporates' mobility, and to study fleet market trends. The CVO, which involves 15 Countries worldwide, is an independent and neutral platform that carries out studies and case histories, for sharing information, figures and best practices in the field of professional use vehicles.



**ABOUT US:** Jojob.it is the first web platform dedicated to corporate carpooling developed by Bringme Srl, a startup incubated at Treatabit of the Polytechnic of Turin, Italy's leading carpooling services. Jojob.it is able to meet the needs of commuters as well as enabling companies to measure their results both in terms of ecological and energy. The service consists in two instruments: the web portal (jojob.it) and mobile application. **WEB PORTAL:** Jojob.it is a highly innovative web portal that gives employees an intuitive and quick tool to respond positively to the demand for mobility and provide also a solution in the event as a strike and unexpected. **MOBILE APPLICATION:** Bringme Srl, after having developed the first application in the world able to certify the carpooling, has provided companies with the skills and created a dedicated solution for enterprise mobility. Thank Jojob Mobile, you can measure and monitor the actual energy savings and reduction of CO2 generated by the implementation of the service.



Italian national agency for new technologies,  
energy and sustainable economic development

ENEA is a public body concerned with research, technology innovation and advanced services in the fields of energy, the environment and sustainable economic development. ENEA's core mission is aimed at Italy's economic, environmental and social sustainability, by searching new technological solutions capable of meeting the complex, economic and environmental global challenges. Thanks to its role as Advisor to public administration for the achievement of national objectives in the fields of energy and the environment, ENEA acts in close collaboration with the Italian Government, Regions, local administrations and with the national production system. In accomplishing its institutional objectives, the Agency has a task of consequence: transferring know-how and technologies from research communities to enterprises, institutions and civil society.



The strategic objective of the Project "GIMS" is to monitor the actions of sustainable mobility carry out in the territory, through a web platform with a reliable and intuitive interface, which allows to digitalize the economic reporting process of the projects co-financed with the Fund Sustainable Mobility and to verify their environmental effectiveness. The "G.I.M.S." web platform – Management of Sustainable Mobility Measures – supports two functions. On one side guarantees the monitoring and technical/economic reporting of the measures which have been admitted to co-funding by the Sustainable Mobility Fund, of which 108 concern metropolitan areas and 90 concern municipalities not considered part of metropolitan areas. On the other side it allows the evaluation of the environmental effectiveness of these measures, on the basis of standardised methodologies of calculation and through the use of a set of 13 indicators suitably applied to each of the 9 types of measures eligible for co-funding. The indicators were designed by analysing the Detailed Operational Plans of the measures proposed by the municipalities and approved by the Ministry of the Environment following the CIVITAS-MAESTRO methodology, developed within Programme Frameworks of the European Union.



# SIEMENS

Siemens AG is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing infrastructure solutions, primarily for cities and metropolitan areas. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is one of the world's largest providers of environmental technologies. Around 43 percent of its total revenue stems from green products and solutions. In fiscal 2013, which ended on September 30, 2013, revenue from continuing operations totaled €75.9 billion and income from continuing operations €4.2 billion. At the end of September 2013, Siemens had around 362,000 employees worldwide on the basis of continuing operations. Siemens Italy ended FY 2013 with revenues of EUR 1.9 billion and orders for EUR 2 billion. Among the major industrial companies operating in Italy, Siemens - with more than 3,800 employees - has factories and global competence centers.

# steer davis gleave

Steer Davies Gleave is the No.1 independent consultancy working worldwide across the transport sector. Our consultants have established an enviable reputation as effective advisors to government, operators, financiers, regulators, developers and other interest groups. The company's aim is to provide clients with the insight needed to make good decisions and progress in what is often a complex planning and operating environment. The company's expertise, embracing all modes of transport, passenger and freight, includes: Policy, Business Strategy & Finance, Planning, Market Research & Insight, Marketing & Communication, Transport Planning, Feasibility & Design, Project Appraisal, Project Delivery, Modelling, Travel Behaviour, Transport Technology.



**SISTeMA**  
Intelligent Transport Systems

The Company Starting its activities in 2004 as a consulting group of Italian researchers with scientific experience in the field of transportation system modelling and traffic. SISTeMA was founded in 2009 as an academic spin-off of the University of Rome and it is today a PTV AG Group Company. SISTeMA operates on the international market of sustainable mobility software.



**swarco**

SWARCO MIZAR S.p.A.

SWARCO MIZAR, world leader in 'adaptive' traffic control systems and mobility management, has a growing market share in the Middle East and South America as well as Europe it is also a major player in the public transport management sector. The positive results and advantages of these systems have been demonstrated in all kinds of network, traffic conditions and development. SWARCO MIZAR S.p.A. began life in 1982 in Turin as MIZAR Automazione S.p.A. In the 30 years of its history, the company has evolved from the period in the 80s when R&D activities were dominant to the first large scale system deployments in the 90s and then full industrial development from 2001 onwards. The applications for traffic management and integrated mobility are among the best known products in this sector. In 2005 the company was taken over by the multinational group SWARCO AG based in Austria, and is the group's ITS (Intelligent Transport Systems) specialist playing a strategic role due not only to its dominance of the Italian market, but also the central importance of the company's technology to SWARCO's projects.

## TECHNICAL SPONSORS



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**URI** Unione dei  
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