



Call for Presentations – ECOMM 2016

The Municipality of Athens jointly with the Laboratory of Transport Engineering of the Aristotle University of Thessaloniki, the Transport Systems Laboratory of the University of Piraeus together with EPOMM organise the 20th European Conference on Mobility Management (ECOMM 2016) which will take place at Technopolis – GAZI in Athens, Greece, on 1, 2 and 3 June 2016 and invites all those interested to submit an extended abstract falling in one or more of the conference topics.

ECOMM is addressed to a wide range of potential participants comprising representatives from professional and scientific communities in the Public and Private sectors as well as associations and individuals, enterprises and suppliers, involved in the mobility of people. Mobility Management is one of the core subjects in the transport sector enjoying highest priority by Transport Policy makers, Public Transport Authorities and Operators, non-motorized traffic enablers and promoters, high tech and innovative solutions designers and developers and social marketing firms and experts.

Conference theme

The main theme of ECOMM 2016 is ‘**Smart Solutions for People and Cities**’ and it is about all those solutions, either classical or innovative ones, which make the everyday life of trip-makers easier and the cities function smarter. The conference motto is “**Think Green, Travel Smart**” but also “**Think Smart, Travel Green**”.

ECOMM 2016 focuses primarily on the mobility needs of persons and consequently on all policies, actions and applications which satisfy these needs. Solutions offered either by the public or the private sector that facilitate the users help them make choices in favour of Public Transport or

other environmentally friendly modes and at the same time leave their private car at home, are in the core of ECOMM 2016 interests. Furthermore, it encompasses all these practices and applications that exploit the technology innovations and give a “smart” character in our every-day life. At the end, the attained goals should be achieved with the least possible cost taking into account the various political social and cultural changes that we all experience. The future is here and the ECOMM 2016 event will attempt to provide a taste of what is coming and will influence our lives and our Mobility choices.

This 20th ECOMM will be a unique chance to look at the progress achieved during the past 20 years in Mobility Management and the role ECOMM and ECOMM have played as well as to look into the future challenges and help shape it in a better way.

Topics

The topics and sub-topics in ECOMM 2016 are the following:

Topic 1: Smart solutions for Cities

Topic 2: Mobility Management in a sharing Economy

Topic 3: Mobility as a Service (Smart Applications)

Topic 4: Policy transfer in Sustainable Mobility Planning

Topic 5: New ways in changing People’s Attitudes and Behaviour

Topic 6: Mobility campaigns: Design aspects and Implementation issues

Topic 7: Mobility Management with limited Budgets: From Problem to Solution

Topic 8: Mobility Management affecting Land Use Planning

Topic 9: Current and Future Challenges in Mobility: From policy to implementation

A short description of each topic is given below.

Topic 1: Smart solutions for Cities

Keywords: smart cities, multimodal services, public transport services, electric vehicles, autonomous vehicles, smart applications, congestion charging

The “smart cities” concept has recently become a priority issue in the European Union and worldwide. Smart mobility, smart economy, smart environment, smart governance are elements of a smart city. This topic welcomes presentations about “smart” solutions: this can include adoption of electric or autonomous vehicles (offering many advantages but also raising several questions), public transport related applications, new governance approaches, partnerships among the public and private sector to tackle mobility issues and other collaborative initiatives which are necessary to implement mobility solutions in urban areas. Both conventional and modern approaches which may be transferrable to other areas are welcome.

Topic 2: Mobility Management in a sharing Economy

Keywords: bike share, car share, carpooling, resource sharing, data sharing, sharing experience, “Share” concepts and applications

Mobility management happens in a modern and at the same time complex world. We live in a shared economy where individuals but also public authorities, and private businesses often share resources, leading in this way to a different reality. Traditional ownership of goods and services is shrinking and new forms appear which change business and personal habits. ECOMM 2016 welcomes practice examples, applications and business-oriented initiatives on the sharing economy that relate to Mobility Management.

Topic 3: Mobility as a Service

Keywords: Smart Mobility and Applications, Social Media, Customised information, Mixing information from different sources, user oriented services, integrated ecosystems, service provider

In the last years there is a revolution in the way mobility related needs are satisfied. Technological developments are often the drivers for problem solutions people face in their every day trips and also the drivers for new approaches and partnerships for the provision of mobility services.

[Mobility as a service](#) (MaaS) is a mobility distribution model in which a customer's major needs and queries are met over one common interface and are offered by a service provider (either already existing and well known or new). The whole concept behind MaaS is to see the transport sector as an

integrated ecosystem reflecting the needs of the customers. In this topic, real cases or planned applications highlighting the new concept of MaaS are welcome. In addition, presentations about barrier issues such as the reliability of the given information, the personal data transparency and the opportunities opened are also part of this topic.

Topic 4: Policy transfer in Sustainable Mobility Planning

Keywords: SUMP, policy transfer, good and bad examples, Stakeholder Involvement- How smart they need to be, Governance issues, sharing experience

The concept of Sustainable Urban Mobility Plans plays a very important role in the EU and elsewhere with respect to the achievement of the Sustainable Mobility goals. There are several good examples of successful plans in European cities and regions. SUMPS along with Mobility Management are often influenced by national or regional transport policies. Transfers of successful policies are strongly encouraged by the European Commission and this is the central focus of this topic. Other related issues that are welcome are governance issues and the way they affect policies and plans, stakeholder involvement, policy related problem solutions and problem mitigation.

Topic 5: New ways in changing People's Attitudes and Behaviour

Keywords: endogenous and exogenous characteristics, behaviour change models, human behaviour, habits and environment, innovative solutions and impact on people's behaviour, physical activity and traveller typology, travel with social media

Changing people's attitude and behaviour is a long lasting procedure. The challenge on this procedure is that peoples' environment, habits, needs and intentions differ among each other and as a result a successful policy or intervention in one place may be a complete failure to another place. In order to overcome this paradox, a deep analysis of individuals' endogenous and exogenous characteristics is essential. Presentations about all these issues as well as innovative approaches on monitoring, interpretation and evaluation of peoples' attitude and behaviour are welcome in this topic Both theoretical as well as applied contributions are invited.

Topic 6: Mobility campaigns: Design aspects and Implementation issues

Keywords: target audience, individualized campaigns, central messages, campaign objectives, focus and impacts, campaign celebrities and slogan, strategic and operational partnerships, stakeholder involvement

In all cases, a campaign has a unique objective: to deliver the campaign message(s) in the most appropriate and successful way to the audience. In order to succeed in that, various alternative approaches are being used; from recruiting a famous celebrity as a key message provider to a “shocking” approach of presenting a sad story or showing disaster images. In this topic we invite innovative campaigns dealing with the various aspects of mobility; from changing an undesired attitude to promote a new service; from promoting alternative modes to last mile services and for making people aware of new services and their impacts. Emphasis will be given to both design aspects (what was the target audience, preparatory activities etc) and implementation issues (central message, actors recruited, mode of campaign, stakeholder involvement and partnerships, etc). Ex post evaluation of the campaigns’ impact is of high interest.

Topic 7: Mobility Management with tight Budgets: From Problem to Solution

Keywords: low cost solutions, new and funding schemes, structural funds, cost effective interventions, Mobility Management as a catalyst for employment and sustainable development

The economic crisis in Europe has affected the way authorities at all levels approach mobility related issues and look for solutions. Human creativity is an important factor in finding ways to overcome obstacles and shortcomings related to tight budgets. ECOMM 2016 welcomes submissions on cases that have been planned and/or implemented under tight budgets; submissions which focus on new and alternative funding schemes and on cost effective interventions; submissions focusing on Mobility Management as a motor for new economic development, employment, and new types of jobs; and submissions focusing on changes in mobility priorities as a result of shortage of funds.

Topic 8: Mobility Management affecting Land Use Planning

Keywords: land use and transport interaction, legal issues, large traffic generators, seasonal demand, Changing the paradigm: Mixing the land uses

The interaction of land use and mobility is the core element of this topic. Emphasis will be given to both legal issues and real world applications. A special priority will be given to real cases that examine large traffic generators such as stadiums, sport centres etc. as well as to cases with seasonal demand (such as touristic attractions, sightseeing etc.). The birth of the Athens Charter in 1933 – promoting the separation of functions in city planning – had a huge impact on city planning after World War II. Today, this paradigm has changed, as the negative effects on mobility and city life have become evident. Redefining this charter of urban areas will also be priority issue.

Topic 9: Current and Future Challenges in Mobility: From policy to implementation

Keywords: big data, cooperative systems, planning policies, electric vehicles

In this topic, current and future challenges in mobility are examined. Contributions on new concepts such as big data and their role on transport planning and mobility management are welcome. Other future challenges are cooperative systems (Machine to Machine and Machine to Infrastructure), ICT applications, automatic fare collection systems, other Public Transport related developments in MM, e-mobility and MM. Presentations should show how these new challenges can be introduced to future transport planning policies on regional, national or even European level.

Session Formats

ECOMM 2016 will include different session formats with the aim to offer the appropriate way for presenting good practice examples, mobility applications, transport policy examples and scientific work findings. It will also give the chance to the conference audience to actively participate in discussions and challenging dialogues and thus make it a valuable experience for all.

The following session formats will be provided in ECOMM 2016

- a. Traditional Power Point Presentation followed by discussion (ca. 15–20 minutes)
- b. Pecha Kucha (20 slides à 20 seconds) plus poster presentation
- c. Challenge sessions

Session Formats and Topics correspondence

In the table below a description of the different sessions formats of the ECOMM 2016 is given along with the topics that can be accommodated in each format.

	Format	Suitable topics
a.	Presentation sessions	
	Standard presentation sessions normally include three to four Power Point presentations of about 20 minutes each, followed by discussion.	All topics
b.	Pecha Kucha Sessions	
	<p>A Pecha Kucha presentation consists of exactly 20 images, each shown for 20 seconds. Hence, a Pecha Kucha lasts for precisely 6 minutes and 40 seconds. This format has outstanding qualities in ensuring that presentations remain short, clear and appealing, and forces the speaker to focus on the main message.</p> <p>After each Pecha Kucha presentation there will be room for short questions. After all six presentations there is an open space poster session in the same room. Each speaker stands beside a poster and the audience has the opportunity to discuss the topic on a personal-one-to-one basis.</p> <p>We recommend that authors look at the following link for a Pecha Kucha</p>	<p>2. Mobility Management in a sharing Economy (Businesses)</p> <p>3. Mobility as a Service (Smart Applications, best practice)</p> <p>6. Mobility campaigns: Design aspects and Implementation issues</p> <p>9. Electric vehicles</p>

	<p>instruction: http://www.youtube.com/watch?v=wGaCLWaZLI4 Pecha Kucha presentations from past ECOMM events can be found at: http://epomm.eu/ecomm2013/</p>	
c.	Challenge Sessions	
	<p>The attendees of the ECOMM conferences are well informed and experienced in mobility management. This provides a unique opportunity to gather idea's, share visions and exchange knowledge on the challenges that are brought in.</p> <p>Challenge sessions are those including 3 challenge holders who present their challenge to the audience using a 5 min PPT. These sessions are managed by a moderator who then poses the main points and questions to be addressed to the participants in the session. The challenges are discussed in small groups. Participants are invited to give feedback, come up with solutions, recommendations and share their thoughts on the topic for 20 minutes. Groups rotate between challenges and continue their discussion where the previous group ended based on notes on a tablecloth. The moderator makes a closing at the end of the session</p>	All topics

Abstract Submission

Submission of abstracts to ECOMM 2016 must be made via the website [ECOMM 2016](#).

Or go to the [submission site](#) to enter the submission system directly. All submissions should follow the template provided in this website.

The deadline for submissions is:

Wednesday, 16 December 2016, at 23:59 CET

Evaluation criteria

The EPOMM International Programme Committee (IPC) will evaluate all submitted abstracts. Evaluation will be based on the following criteria presented in the following table:

	Criterion	Weight	Comments
1	Innovation and originality	100%	
2	Transferability and problem solution	100%	How transferrable is the policy/ application/ good practice and how effective
3	Proven results / evidence based	150%	Is the presentation based on proven results and evidence supported by data or reports
4	Impact to society	100%	What is the measured or expected impact of the policy/good practice/application on society
5	Overall quality	150%	How clear and valuable is the contribution of the presentation to the conference goals
6	Attractiveness <i>(for challenges only)</i>	100%	How much attractive to people is the subject to be presented in a challenge session
7	Recommendation to include the submission in the ECOMM 2016 programme	-	On - Off criterion.

Submissions marked below the average mark in more than two criteria will be excluded from further consideration. The IPC may choose however to

include such submissions in the programme as challenge presentations if they score high at the remaining criteria and especially the Attractiveness criterion

Submissions will be ranked per topic according to the overall mark. A good balance of abstracts per topic and session as well as among European countries will be secured by the International Programme Committee.

Possible publication in Journal

For the first time, submitted abstracts in ECOMM 2016 will be considered for possible publication in a Special Issue of one or more scientific journals, provided that authors will choose this option when submitting their abstract and are willing to submit a full paper according to the instructions of the journal. The full papers will be evaluated by at least two evaluators according to the evaluation criteria of the journal chosen and should necessarily include literature review, methodological approach, evidence based results, a conclusion/discussion section and appropriate references. The Journal(s) have not been chosen yet, but they will be made known through the ECOMM website. Additional information will be available at the conference website in due time.

Gender mainstreaming

EPOMM aims to ensure that men and women are well represented as speakers, chairs and on panels. For this reason, the evaluation procedure might favour presentation of men or women to ensure such a reasonable representation. EPOMM reserves the right to use a selection criterion in case the share of male or female speakers drops below 40%.

From Evaluation to the conference

In case an abstract is accepted for inclusion in the ECOMM 2016 programme, the author will be contacted early February 2016. Based on the selections by the IPC, the host will develop the conference programme in cooperation with EPOMM.

All authors must be prepared to provide the final draft of their presentation at a date well before the conference. This date is yet to be set, probably in late April 2016. Pecha Kucha (draft) presentations will have to be provided to

the conference organisation in order to check whether the format is adhered to. Other (draft) presentations and poster formats for the challenge sessions will have to be provided in order to enable the session chair to co-ordinate between the presenters and to give adequate focus to the discussion during the session. You might then be asked for more details on the presentation and the format.

By agreeing to participate, your presentation may be selected to be included in the ELTIS database of Mobility Management examples and will be published on the EPOMM website – see for example [ECOMM 2015](#). Questions are welcome at <http://www.ecomm2016.eu/contact>.

Looking forward to receiving your submissions and welcoming you to Athens, Greece.

The ECOMM 2016 organising team,

October 2015.

Annex 1. ECOMM 2016 Programme Overview

Wednesday 1st June 2016	Morning	Excursions
	Noon-13:30	Registration
	13:30-14:30	Opening Session
	14:30-15:30	Keynote speech(es)
	15:30-16:00	Coffee Break
	16:00-17:30	Focus Session A
	Evening	Welcome reception and Celebration of 20 years of ECOMM
Thursday 2nd June 2016	9:15-11:00	Focus Session B
	11:00-11:30	Coffee Break
	11:30-12:30	Plenary Session
	12:30-14:00	Lunch Break
	13:00-15:00	Greet the Greeks
	14:30-16:00	Focus Session C
	16:00-16:30	Coffee Break
	16:30-18:00	Focus Session D
	Evening	ECOMM Dinner
Friday 3rd June 2016	9:30-11:00	Focus Session E
	11:00-11:30	Coffee Break
	11:30-12:30	Keynote speech
	12:30-13:30	Closing Session
	Afternoon	Excursions