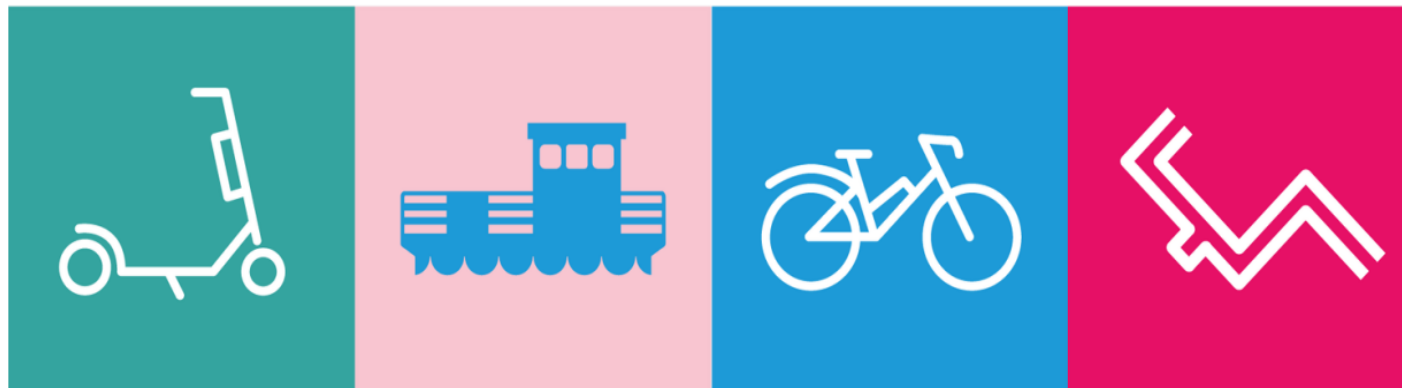


ECOMM 2022

Turku, Finland

May 31 – June 2, 2022

BE INSPIRED by... Sustainable mobility!





**Are you inspired?
... by sustainable mobility**



25th ECOMM was ...

... in Turku, Finland, between 31.5.–2.6.2022. The main venue was the **Turku City Theatre**, where ECOMM travelled to late 1700's Vienna with the set from Peter Schaffer's Amadeus seen on the stage. Amadeus was performed in Turku City Theatre during spring 2022. It was directed by Tuomas Parkkinen with set design by Jani Uljas.

The Welcome reception was in Finland's first hybrid electric ferry **Elektra**, where guests enjoyed the world's most beautiful archipelago and enjoyed Finnish cuisine.

Conference dinner took place in **EduCity**, a Turku UAS building. EduCity is a modern centre for learning, research, development, innovation, and working life. The glass-walled technology labs, flexible facilities, event lobby, and grass-covered outdoor terraces, all create an inspiring environment for staff and students as well as visitors. The building has been awarded the LEED® Platinum environmental certificate.

All the locations are in or near the city centre meaning they can easily be reached by foot or using public transport. The guests were also encouraged to take use of the Föli QR code and visit beautiful locations in and outside Turku, such as Ruissalo or Naantali.



Photo: Roni Lehti

B1: Mobility hubs for intermodality

9.00-10.30

TRAFFICOM
Transport and Communications Agency

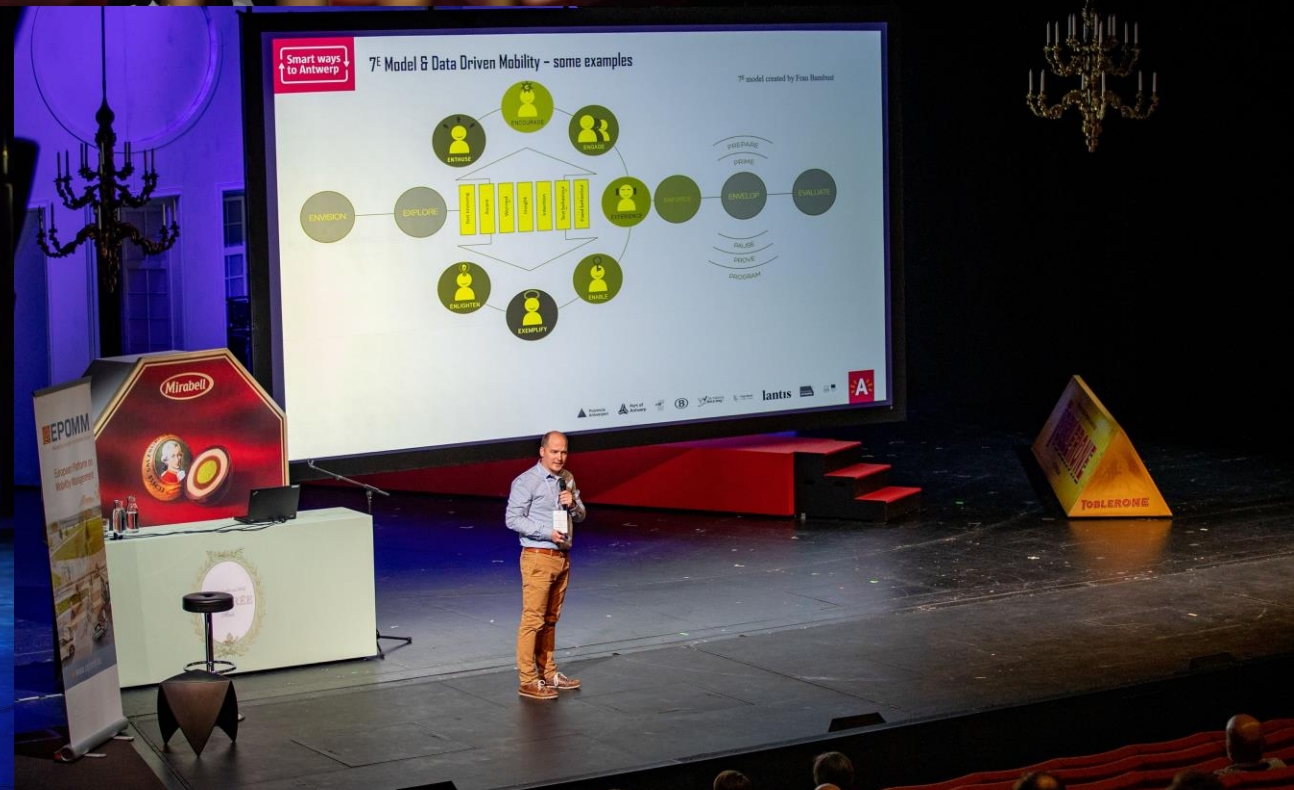
ePark
Smart City Company

SITOWISE
Smart City Company

Regional Council of Southwest Finland

A woman with blonde hair, wearing a black and white patterned blouse, stands on a stage. She is holding a microphone in her right hand and gesturing with her left hand. Behind her is a large red backdrop featuring the 'Mirabell' logo in a gold oval at the top. Below the logo are three circular images: a portrait of a man, a portrait of a woman, and a green textured circle. The scene is lit with warm stage lights.

Photo: Roni Lehti



Sustainability

The conference was carried out following sustainable values. Thanks to our amazing collaboration partners we could make the conference as sustainable as possible.

Operation Food Bag picked up the leftover food for the needy. This way we could reduce the food waste caused and help the inhabitants in need – a win-win situation.

Turku employment services made the conference guest gift bags and badge strings from recycled materials. The strings were made of old collared shirts.

Föli encouraged guests to use the Turku Region Public Transport by providing free access between 30.5.-3.6.2022. A QR code on the badge worked as the ticket.

ECOMM 2022 collaborated with several local businesses and institutions, served fish and vegetable meals and leased most of the equipment causing little waste.



Presentations



Several thought-provoking presentations considering mobility management were offered. Themes such as data usage in mobility management, sustainable travel and mobility, co-creation and citizen comfort were covered. The presentation slides can be found in Tavata.

”Beside clean technology and renewable energy clever mobility management has to be implemented to make climate friendly active mobility and public transport the easy and convenient mobility choice for our citizens.” *Robert Thaler, EPOMM president*

Sponsors and exhibitors

ECOMM 2022 had the pleasure of having a lot of support withing the conference.

Main partners: **City of Turku**, **EPOMM**, **Traficom** and **eParking.fi**.

Silver lever partners: **Regional Council of Southwest Finland** and **Sitowise**.

Exhibitors: **Latauspolku** and **USER-Chi project**.

Other partners: ELY centre, Turku UAS, FinFerries, Föli, Operation Food Bag, Port of Turku and University of Turku.



Photo: Roni Lehti



Photo: Esko Keski-Oja

Site visits

The guests were encouraged to participate in the site visits to get a better picture of the sustainable mobility management decisions taken in Turku. ECOMM 2022 offered five site visits:

1. Fast and Furious
2. Riverside walk
3. Regional Mobility Management
4. Electric Mobility in Turku
5. University of Turku and Sustainable Mobility

Each was offered twice on a first come, first served basis. Tours were co-organized with the University of Turku, Regional Council of Southwest Finland, Föli and USER-CHI project.



Feedback

ECOMM 2022 collected feedback via an inquiry sent to the participants by email. Generally the feedback collected was good and the expectations have been fulfilled.

Special thanks were sent to the conference dinner food, which was a collection of Finnish classics from different parts of the country. The estates were loved and the program was found logical and versatile.

When it comes to the presentations, some wished for more concrete examples and ideas for the countryside. Also the Tavata platform seemed a bit unclear to some participants.

ECOMM has been collecting positive feedback on social media (#ECOMM2022).



Photos: Esko Keski-Oja



Lisa Spellman • 2nd

Director, VRU Safety Consortium™ (VRUSC)

6d • 🌐

+ Follow ...

End of a terrific first day @ECOMM2022 in [#Turku](#) [#micromobility](#) & [#sustainability](#) thought leaders sharing what is & is not working w/new mobility initiatives. Not surprising, as is often the case, success has much less to do w/tech & more [#humanbehavior](#) & the willingness (or not) to embrace change. Cannot force change, work for engagement & if something is lost (e.g,) a parking space, value must be returned in other ways w/safer bike paths, places for kids to play safely & similar.

Ending first day w/a cruise on a working ferry, not glamorous, but wonderfully functional. [#turku](#) [#ECOMM2020](#) [#micromobility](#) [#bicyclelife](#)



Robert Thaler • 2nd

Head of Division Active Mobility and Mobility Management ...

4d • Edited • 🌐

+ Follow ...

The great ECOMM2022 In Turku Finland "Be inspired" has come to an end. Some concluding inspirations:

- * Live is the new Online: What a inspiring opportunity being able to meet in person again to discuss, share talk walk dance enjoy together... made a real difference
 - * Humans and their needs should be in the centre of mobility and transport policies and not the requirements of technology or robots! Mobility Management makes the difference as it builds on the user's perspective!
 - * Make the sustainable climatefriendly healthy mobility the easy choice! Active mobility public transport e-mobility based on renewable must be convenient and easy accessible
 - * Motivate the actors in transport like cities companies tourism schools to develop and realize climate friendly mobility management and provide supportive national frameworks with funding offers for sustainable mobility management solutions
 - * Break the silos learn from sharing ideas good and bad practice and intensify cooperations and promotion of multimodal mobility management locally nationally and on European levels
- Be inspired!



Samuel Piha • 2nd

Consumer Researcher | PhD | Docent

4d • 🌐

...

Consumer research is a pathway to many things that some consider to be... unnatural? No, not unnatural, but if you are a fan of a certain movie series you may recognize this quote (tip: replace "consumer research" with "the dark side of the force").

What I want to say is that as a consumer researcher, I just found myself as a keynote speaker in the wonderful European Conference on Mobility Management ([#ecomm2022](#)). [#Mobility](#) is very much about [#consumer](#) behaviour, and I think that 100, or even 20 years ago, many current mobility solutions could have been considered as, well, unnatural.

But not anymore!

Being the keynote was the top moment of my spring 2022. Thank you to all organizers, among them [Katariina Salokannel](#), [Sirpa Korte](#), thank you all of you.





Anu Tuominen @AnuTuominen · Jun 2

Inspiring [#ECOMM2022](#) is coming to it's end. [@styletutkimus](#) was well presented with two presentations.



Stijn @pomgod · May 31

Day 1 of [#ecom2022](#). Inspired and energized. Looking forward to day 2!



Lasse Schelde @LasseSchelde · Jun 1

Sailing the world's first hybrid ferry in [@cityofturku](#) from 2017. Only 20% emissions compared to the diesel alternate. Impressive and COMPLETELY quiet when running on ⚡ power. [#ECOMM2022](#)



Links and photos

All photos by

Roni Lehti (RL): Elektra May 31 & Seminars June 1

Esko Keski-Oja (EK): Seminars May 31, Site Visits May 31, EduCity June 1 & Seminars June 2

Links

[Turku City Theatre](#), [Elektra](#), [EduCity](#), [Operation Food Bag](#), [Turku Employment Services](#), [Föli](#), [City of Turku](#), [EPOMM](#), [Traficom](#), [eParking.fi](#), [Regional Council of Southwest Finland](#), [Sitowise](#), [Latauspolku](#)