



Be inspired by... Sustainable mobility!

Tuesday, May 31, 2022

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|------------------|--|---|---|--|---|--|
| 10.00–12.00 | Site visits | | | | | |
| 12.30–13.30 | Lunch | | | | | |
| Room: Main stage | | | | | | |
| 13.30–15.30 | Opening session Moderated by Karl-Heinz Posch, IVP | | | | | |
| | Welcome to ECOMM 2022 | | Minna Arve, Mayor of Turku Robert Thaler, EPOMM president Timo Harakka, Minister of Transport, Finland (pre-recorded) Henrik Hololei, Director-General for Mobility and Transport in the European Commission (pre-recorded) | | | |
| | Panel discussion: Inspiring Mobility Management | | David Belliard, Deputy Mayor of the City of Paris (pre-recorded) Minna Arve, Mayor of Turku Robert Thaler, EPOMM president Piotr Rapacz, Coordinator for urban mobility at European Commission, DG MOVE Marijke De Roeck, Programme manager Smart Ways to Antwerp | | | |
| 15.30–16.00 | Coffee break | | | | | |
| Room: Main stage | | | | | | |
| 16.00–17.30 | Focus sessions A | | | | | |
| | Room: Main stage | | Room: Small stage | | Room: Sopukka | |
| | A1: Innovations in public transport Chaired by Karl-Heinz Posch, IVP | | A2: Rediscover walking and cycling in urban environment (after COVID) Chaired by Lucia Ilieva, CSDCS | | A3: The use of data in mobility management Chaired by Irina Rotaru, Municipality of Saint Germain-en-Laye | |
| | Gisela Gräfin von Schlieffen, Rhein-Main-Verkehrsverbund | Modern IT-solution helps communicating professionally to the customer | Mette Granberg, Helsinki Regional Transport Authority | How to improve walking and cycling environment – quickly and efficiently | Stefan Synek, City of Munich | Implementation of Munich's new mobility data strategy: Evaluation of the mobility management programme |
| | Johanna Taskinen, Matkahuolto | Demand responsive transport service as part of seamless public transport travel chains – experiences from Porvoo and Uusikaupunki | Raphael Gluck, komobile & Mastry Eva, BMK | Strengthening mobility on foot through holistic concepts | Anna Vilhula, city of Tampere | Utilization of mobility carbon footprint calculator data in traffic planning and in influencing people's mobility behavior |
| | Riikka Saikonen, Nysse | Participating customers to create better customer experience in public transportation – Case Contactless payment and NysseLab | Melanie Schade, BBSR - German Federal Institute for Research on Building, Urban Affairs and Spatial Development | Transforming city neighbourhoods through active mobility | Juha Pulmuranta, city of Turku & Teemu Peltonen, city of Turku | Smart Parking in the City of Turku – The data driven future |
| | Stian Bayer, NORCE and UIS Stavanger | Price and cross-price elasticities of commuting trips after price shocks – a panel data analysis of revealed preferences | | | Bernd Buthe, Federal Institute for Research on Building, Urban Affairs and Spatial Development | Business Intelligence Software, new technology, new opportunities? Regional transport analysis through data mining with the Traffic Flow-Visualisation-Model (TraViMo) |
| | Sergio Fernandez Balaguer, Empresa Municipal de Transportes Madrid | EMT Madrid initiatives on electrification and Mobility as a Service | | | Anna Huttunen, city of Lahti | Our school is walking and cycling - promoting sustainable mobility in schools utilising data and engagement |
| 19.45–... | Welcome Reception: Road Ferry Elektra, Varvintori, Läntinen Rankatu 65 | | | | | |

Wednesday, June 1, 2022

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| 9.00–10.30 | Focus sessions B | | | | | |
| | Room: Main stage | | Room: Small stage | | Room: Sopukka | |
| | B1: Mobility hubs for intermodality Chaired by Aki Koponen, University of Turku | | B2: Citizen-centric solutions in mobility Chaired by Kristina Gauce, JSC "Gaucé Ir Ko" | | B3: Digital shift in mobility: How can we get everyone on board? Chaired by Imre Keseru, Vrije Universiteit Brussel MOBI Research Centre & Silvia Gaggi, Issinova | |
| | Andres Monzon, TRANSYT-Universidad Politecnica Madrid | Evolution of Madrid bike-sharing system BicIMAD and impact on mobility patterns | Kathrin Raunig, AustriaTech GmbH | Engaging citizens and promoting sustainable mobility within the Austrian mobility labs initiative | Mike Bradley, Inclusive Design Group, University of Cambridge | Accessibility and inclusive design in public transport in practice |
| | Anna Huttunen, city of Lahti & Mikko Raninen, Sweco | Challenge: What will be the role of city owned bike share systems in the coming years? | Janne Rinne, Forum Virtum Helsinki | Citizen-centric innovations enabling better mobility services and transition towards sustainability – case examples from Helsinki, Finland | Abdi Shila, Flemish Ministry of Mobility and Public Works, Belgium | Ensuring inclusivity and accessibility in mobility systems – challenges of elderly people and people with disability |
| | Mimmi Grybb, Tyréns Sweden & Marcus Finbom, Tyréns Sweden | How do mobility services affect car dependence in new housing developments? | Sven Rosenberg, Ridango | The world, where no one is left behind: How integrated demand-responsive transport solution will change the way we think about public transport | Pieter-Jan Vandenbergh, imec, Mobility and Logistics Cluster, Belgium | Designing and developing inclusive and accessible mobility solutions for people with a visual impairment: lessons learned from the INDIMO-project |
| | Heike Bunte, Free and Hanseatic City of Hamburg | 100 Climate-neutral Micro Hubs | | | | |
| | Michael Kaufmann, University of Wuppertal & Thorsten Koska, Wuppertal Institut | Urban mobility hubs in neighborhoods | Hana Brůhová Foltýňová, University of Ústí nad Labem | Long-term effects of COVID-19 epidemic and challenges for mobility management | Tally Hatzakis, Triateral Research Ltd | The European Accessibility Observatory – Transparent auditing of urban transport based on a user-centric, mobility divide index (MDI) |

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| 10.30–11.00 | Coffee break | | | | | |
| | Room: Main stage | | | | | |
| 11.00–12.30 | Plenary session | | | | | |
| | Moderated by Karl-Heinz Posch, IVP | | | | | |
| | Ulf Wikström, Małgorzata Skolmowska, Rebecca Grossberg & Ivo Volt | | | Interreg makes a difference in mobility | | |
| | Key note: Tatyana Aromaa, Senior Service Designer at Digitalist Group | | | Co-creating mobility services and strategies | | |
| | Key note: Karl-Heinz Posch, Independent Consultant | | | Inspiration and City Transformation | | |
| 12.30–14.00 | Lunch and sponsors' speeches | | | | | |
| 14.00–15.30 | Focus sessions C | | | | | |
| | Room: Main stage | | Room: Small stage | | Room: Sopukka | |
| | C1: Flexibility in transforming mobility patterns Chaired by Nighat Akhtar, Transport of Malta | | C2: Modeling new mobility culture – Priceless mobility? Chaired by Iris Ehrleitner, Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology | | C3: Benefits of sustainable mobility as an integral part of sustainable tourism development Chaired by Andreas Friedwagner, Verracon | |
| | Tomohide Azami, City of Oyama | Effect of low-cost policy measures to promote public transport use: A case study of Oyama city, Japan | Kay Gade, DLR Institute of Transport Research | Broadening cycling culture with the bicycle library | Robert Thaler, EPOMM Austrian Ministry for Climate Action Environment Energy Mobility Innovation and Technology | THE PEP Partnership on sustainable tourism mobility |
| | Milla Talja, Sitowise, Miro Mujunen, Sitowise & Tiina Leinonen, city of Tampere | Flexible benefit plans for commuting case city of Tampere | | | Alexandra Dürfler, Austrian Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK) | 8 years of successfully bringing mobility and tourism together in Austria |
| | Vincenzo Trevisani & Sebastian Renner, City of Rüsselsheim am Main | Challenging mobility transformation: Remodelling a car-manufacturers city, the case of Rüsselsheim | Carl Henrik Døltung, Green mobility Norway | Service design thinking – Developing attractive services for cyclists in our cities. Example: The extended Bike kitchen concept | Andreas Friedwagner, Verracon | How to promote sustainable mobility in tourism – Learning from the Transdanube Travel Stories project |
| | Anu Tuominen, VTT Technical Research Centre of Finland | Building transformative capacity towards active sustainable transport in urban areas – Experiences from local actions in Finland | Lisa Spellman, VRU Safety Consortium (VRUSC) | INSPIRED by safe and sustainable mobility innovation | Marta Orihuel, European Cyclists' Federation | Cycle tourism as a booster for regional economic development in Europe and what is needed from the national level |
| 15.30–16.00 | Coffee break | | | | | |
| 16.00–17.30 | Focus sessions D | | | | | |
| | Room: Main stage | | Room: Small stage | | Room: Sopukka | |
| | D1: Governance innovation for decarbonising urban mobility and logistics Chaired by Lucian Zagan, Eurocities | | D2: Incentives for sustainable transport Chaired by Katarina Kiviluoto, University of Turku/ Turku University of Applied Sciences | | D3: Greener footprint in tourism Chaired by Reinhard Jellinek, Austrian Energy Agency | |
| | Tina Ruohonen, city of Oslo | A new look at collaboration: What is needed in cities and innovation projects to reach 2030 climate-neutrality targets? | Matti Koistinen, Finnish Cyclists' Federation | Finns to ride – promoting cycling with media communications | Caroline Mattsson, Trivector Traffic AB | Climate friendly tourism trips to rural destinations |
| | María Eugenia López-Lambas, Universidad Politécnica de Madrid, Andrés Monzón, TRANSYT- Universidad Politécnica Madrid | Mapping the potential for implementing a MaaS service in Madrid metropolitan area | Massimiliano Rossetti, University of Milano-Bicocca | Rethinking Mobility within University: the BASE Approach to Sustainable Behaviours. | Radomira Jordová, University of Usti nad Labem | Sustainable travelling as a necessity for environmentally protected areas suffering from over-tourism |
| | Marjke De Roeck, city of Antwerp & Stijn Vernailen, city of Antwerp | Data-driven mobility: How to use data for behavioural change towards clean and smart mobility | | | Dietlinde Oberkammer, komobile GmbH | Tourism mobility in Carinthia |
| | Annika Kunnasvirta, Turku University of Applied Sciences & Stella Aaltonen, city of Turku | Mobility Hubs – The battle for urban space: lessons from Turku | Saana Lehtinen | Föli friends peer support to encourage seniors to take the bus | Helmi Tuori, Forum Virium Helsinki Oy | A maritime MaaS ticket sales API for more dynamic ticket sales and accessible archipelago services |
| | Jesús López Baeza, HafenCity University Hamburg | Urban vitality and public space usage through the strategic placement of street-scale logistic hubs in Altona, Hamburg | | | | |
| 19.00–... | Conference Dinner: EduCity, Joukahaisenkatu 7 | | | | | |

Thursday, June 2, 2022

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| 9.30–11.00 | Focus sessions E | | | | | |
| | Room: Main stage | | Room: Small stage | | Room: Sopukka | |
| | E1: A strategic look on modal share growth of sustainable transport after the pandemic Chaired by Melanie Schade, BBSR - German Federal Institute for Research on Building, Urban Affairs and Spatial Development | | E2: Collecting smart mobility data Chaired by Olivera Rozi, EIRA-EuroRAP | | E3: From strategy to implementation – Recreating urban spaces in Finland Chaired by Mikko Raninen, Sweco | |
| | Majju Lintusaari, Sitowise Oy | Improving the level of service of sustainable travel chains | Petteri Nisula, Sweco & Antti Takkunen, city of Helsinki | Using weather observation data for designing proactive communication about winter maintenance of cycle paths | Kalle Vaismaa, Tampere University | Infrastructure is a prerequisite for vitality and competitiveness. Europe needs a vision for infrastructure development |
| | Katariina Kiviluoto, University of Turku / Turku University of Applied Sciences | Scenarios of sustainable mobility up to 2034: A Disaggregative Delphi study | Lucia Ilieva, CSDCS | SABRINA use of data for improving the cycling infrastructure in Danube area | Matti Hirvonen, Network of Finnish Cycling Municipalities | 21st century city – Best practices from Finnish Cycling Municipalities |
| | Tauri Tuvikene, Tallinn University | Public transport: between infrastructure and public space | Teemu Sihvola, Ramboll | Simulated bicycle flows from mobile network data | Teppo Pasanen, city of Helsinki | The Helsinki cycling traffic development program 2020–2025 |
| | Heijä Aamikko & Tina Leinonen, city of Tampere | Tampere SUMP – Sustainable mobility's links to urban space, well-being, and equality | Cedric Versluys, Maplix | Giving citizens a voice in mobility planning: an innovative mapping tool to enable spatial co-creation | Henna Hovi, city of Helsinki | Don't forget about public space |
| | | | Janne Rinne, Forum Virium Helsinki | Digital twins enabling smarter mobility management | Martti Tulenheimo, Finnish Cyclists' Federation | Cities are books that you read with your feet |
| 11.00–11.30 | Coffee break | | | | | |
| | Room: Main stage | | | | | |
| 11.30–13.00 | Closing session Moderated by Karl-Heinz Posch, IVP | | | | | |
| | Key note: Samuel Piha, Docent in Consumer Research | | | Mobility as consumer behaviour: How can consumer research guide mobility management? | | |
| | Key note: Irina Rotaru, Head of European projects, sustainable development and innovation, Saint Germain-en-Laye | | | Green is the New Black: The management of urban mobility in the context of climate challenges | | |
| | Sirpa Korte, Public Transport Director of Turku Regional Public Transport | | | Closing Words | | |
| | Robert Thaler, EPOMM president | | | EPOMM: Thank you speech | | |
| 13.00–14.00 | Lunch | | | | | |
| 14.15–... | Site visits | | | | | |



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Regional Council of Southwest Finland