

European Conference on Mobility Management 2019

1. Introduction

- 1.1 SEStran, in partnership with Napier University TRI, has made a successful bid to host a major European conference in Edinburgh in 2019; the 23rd European Conference on Mobility Management. This report seeks to inform the Board of the benefits and budget implications.

2. Background

- 2.1 EPOMM, the European Platform on Mobility Management, was founded by several EU Member States. EPOMM's aim is to function as the knowledge hub for mobility management and to disseminate the concept in order that it becomes integrated in Sustainable Urban Mobility Plans (SUMP), as well as in national and European mobility strategies. More information can be found here <http://www.epomm.eu>
- 2.2 Mobility management (MM), often called 'smart mobility' is a cost-effective instrument for bringing mobility and transport more in line with sustainability, often involving soft measures to encourage behaviour change.
- 2.3 Examples of approaches used in Scotland include Travel Plans, Smarter Choices, Smarter Places plus the SEStran Thistle Assistance and Tripshare schemes.
- 2.4 MM should be complementary to technology and infrastructure measures that are employed and it is the additional key needed to achieve long term sustainable mobility on the local, national and European levels.
- 2.5 Working in partnership there is much that cities, regions and countries can learn from each other and EPOMM's hope is that this learning process, which builds on best available practice, will accelerate the widespread implementation of mobility management.
- 2.6 This is very much in line with SEStran's strategy and way of partnership working. Being part of the programme is a great opportunity to highlight what is being done in the region and more broadly in Scotland.

3. European Conference on Mobility Management 2019

- 3.1 ECOMM is the annual conference, which will take place in Edinburgh in May 2019. The conference attracts 350 to 400 attendees each year and runs over 3 days.
- 3.2 The overall theme of the 2019 conference developed by SEStran & Napier TRI will be **Mobility Management: Improving Lives and Communities.**

This emphasises the strong link between MM and quality of life, but also ties into Scottish Government priorities and the RTS on using transport and mobility policy to enhance access to opportunities and to increase social inclusion, as well as to improve local environments by; helping to grow economies, promote equality, improve health & wellbeing whilst at the same time taking climate action.

3.3 In the bid SEStran and Napier TRI suggested potential sub topics, outlined below, but these may potentially evolve over the next year in discussion with the EPOMM board and other stakeholders but form a good guide as to some potential conference subject areas:

- MM measures to improve quality of life, promoting healthier choices, making communities great places to live.
- Mobility management in isolated rural communities – fair access to the transport network.
- Using mobility management to improve accessibility. Developing a system that is easy to use and provides access to high quality seamless travel.
- How to provide fair, affordable access to the transport services we need. Focus on MM for vulnerable and socially marginalised groups.
- MM and air quality management; reducing emissions and promoting greener choices.
- MM in freight and logistics
- Smart mobility management – new modes and business models, promoting innovation.

4 ECOMM Budget & Organisation

4.1 SEStran and Napier TRI will be working with Edinburgh Marketing to develop and manage ECOMM 2019 and further stakeholder engagement will form part of the ongoing planning and working group process.

4.2 The funding for the conference primarily comes from attendance fees. SEStran expect to cover overall conference costs from these and sponsorship. In the event that attendance fees and sponsorship do not cover all costs it is anticipated that the shortfall would be contained within the 2019/20 SEStran budget.

4.3 EPOMM have a consistent record of getting people to attend (historically 50% of attendees have been to more than one ECOMM). Edinburgh as a location will be a significant draw card, securing attendee numbers and making sure the conference is a financial success.

4.4 SEStran will be working to secure further sponsorship of ECOMM 2019 with potential partners and exhibitors.

5 Membership EPOMM Budget & Organisation

- 5.1 SEStran together with Napier University Transport Research Institute will be the key institutional contacts for Scottish membership of EPOMM, helping to disseminate information and share best practice as well as contributing to EPOMM discussion topics and forums.
- 5.2 The cost for membership of the program is 15,000 Euro per year but SEStran has negotiated a discounted rate for 2018/19 of 7,500 Euro.
- 5.3 The costs will be shared between SEStran and Napier TRI. Broader engagement in the program across Scotland would be a key aim.

6 Recommendations

- 6.1 The Board is asked to note the contents of the report, and approve the membership costs of EPOMM.

Keith Fiskien
Business Partner
 10th June 2018

Policy Implications	None
Financial Implications	Budget spend in 2018/19 of 7,500 Euro covered within existing sustainable transport budget and shared with Napier University.
Equalities Implications	None
Climate Change Implications	None