

EPOMM Declaration of Utrecht

For a promotion of Mobility Management in Europe

The Declaration of Utrecht is the collaborative outcome of the ECOMM2015 European Conference on Mobility Management *Moving People; user orientation as a key to success* in Utrecht, Netherlands. At the ECOMM2015 - the outstanding annual conference on mobility management in Europe - more than 300 policy makers, stakeholders and professionals of around 20 European Countries were inspired by good practice in the Netherlands and in the EPOMM Member States. In a special VIP workshop representatives from EPOMM and EU Member States, senior officials of the European Commission and experts of the Dutch Ministry of Infrastructure and Environment collaborated to highlight the need for a more prominent role of Mobility Management in national and European policies.

The Declaration of Utrecht calls for a broad promotion of Mobility Management in Europe giving **5 strong policy messages** to national and EU policy makers and the forthcoming Netherlands EU Presidency:

1. *The world is changing more rapidly than ever and policies have to anticipate and adapt to these changes.*
Mobility Management has to be taken into account in policy preparation efforts like forecasts, vision development and back casting.
2. *Mobility Management affects many other policy areas and vice versa.*
We need a European Strategy on Mobility Management as a holistic approach that brings it all together; and that includes shared views and common actions.
3. *Evidence on the effects of Mobility Management is needed to support the implementation and further development of Mobility Management.*
We need to collect the evidence on the impacts of Mobility Management policies including showcases. Furthermore, data collection has to be improved.
4. *Mobility Management enables a balanced approach in transport planning.*
We need a shared understanding and awareness of how Mobility Management can help to meet EU objectives.
5. *To implement Mobility Management, the cooperation of all relevant actors on all institutional levels is needed – for instance – Sustainable Urban Mobility Plans (SUMP's) are an important first step tool for realising cooperation on urban level.*
The development of a European Master Plan on Mobility Management will be an important stepping stone towards sustainable mobility by providing and facilitating Mobility Management on local, regional, national and European level.

EPOMM kindly invites the European Commission, the European Parliament and the EU Presidencies to take these conclusions and messages into account while developing and implementing policies, strategies and actions. EPOMM commits to facilitating these mentioned efforts, in particular the further elaboration of an EU Master Plan to promote Mobility Management. For achieving the EU objectives 2020 and 2030 of the climate and energy package as well as of the EC White Paper on Transport and the Urban Mobility Package, a comprehensive European strategy beyond more infrastructure and technology is needed. EPOMM with its Declaration of Utrecht is therefore calling for a broad implementation of Mobility Management in national and EU policies to make mobility and transport more user oriented, environmentally friendly, energy saving and more efficient.

EPOMM is the European Platform on Mobility Management and comprises a growing number of committed Member States that support the development and spread of Mobility Management in Europe. For further information on EPOMM, the EPOMM manifesto and the outcomes of the ECOMM please visit www.epomm.eu.

