

Candidature for holding the

24th European conference on Mobility Management (ECOMM)

in Turku, Finland June 8–10, 2021

Herewith, the city of Turku announces its sincere interest in hosting ECOMM 2021 in Turku, Finland. Hosting such an important event as the 24th European Conference on Mobility Management would be a great honor for the city of Turku and our partners.

Turku is the oldest city in Finland and an excellent choice for an international congress: Turku has the soul of an international culture capital in the approachable setting of a small city of 193 000 inhabitants. The compact size and versatile venues in the city create a functional, pleasant environment and our green philosophy offers a sustainable and a cost-effective way to go. Here everything is close: 80% of Turku residents live less than 5km from the centre, where the river Aura flows through the city.

Turku's Climate Plan is on the global forefront as we have the ambitious goal of becoming carbon neutral by 2029 – just in Time for Turku's 800 anniversary. This important challenge makes us work hard with mobility management from different perspectives, together with our partners. Turku and the whole Southwest Finland are the most competitive regions of Finland. To remain competitive and sustainable while growing, the city and the regional partners have installed several mobility management policies and action plans that also support our climate goals.

Last but not least, Turku will make a lasting impression as it is a veritable treasure chest for the visitor: Here you will find the world's largest and most eye-pleasing archipelago landscapes, modern city life, the peacefulness of the countryside and high-quality services.

We look forward to showing you the best we have. Welcome to Turku and ECOMM in May 2021!



Minna Arve
Mayor of Turku

Turku – Urban legends since 1229

Located in the region of Southwest Finland, Turku is one of Finland's biggest cities. The versatile business structure, top class selection of education, culture and services as well as the beautiful archipelago, form a magnetic combination. In Turku there is everything, but still it is small enough a city that you can go almost everywhere by foot or bike.

Turku in numbers:

- founded in 1229, oldest city in Finland
- **193 000** inhabitants
- over **310 000** inhabitants in the entire region
- **20 000** enterprises with a total of **130 000** jobs
- more than **100** nationalities in the area.
- **40 000** higher education students
- over **4000** international degree students or exchange students every year.

Seven hills, seven reasons to choose Turku

1. Sustainable Turku

Turku aims to be carbon neutral by 2029, just in time for the city's 800-year anniversary. This globally renowned objective is one of the highest in the world and will be reached with ambitious measures. The vitality and the growth of the city must be built on an ecologically, socially and economically durable basis. Turku carries out the resource wisdom principles related to zero emission, zero waste and sustainable use of natural resources by the year 2029.

Turku's emissions are aimed to be halved from the current state by 2029. In order to reach this, the conditions for cycling and walking are being strongly developed, as well as a culture of sustainable mobility. Public transport will be turned into a completely carbon neutral service. By 2030 Turku aims to increase the modal share of the sustainable means of transport to more than 66% from the 51% measured in 2016.

2. Easy to get here

Turku is easily accessible, both domestically and internationally by plane and by the sea. And once in Turku, everything is close!

Turku is a fantastic city for cycling, and the distances from place to place are short and traffic design favors bikes. Most people who live in less than ten kilometers from the city center cycle daily to work and school. In addition, getting around is easy thanks to a comprehensive local transport system.

One of the unique features of Turku is its location by the sea. Not just the wonders of the world's most beautiful archipelago, but all nature is near, it is clean and magnificent – and it can be reached easily.

3. The World's most beautiful archipelago

Turku archipelago is the largest in the world in terms of the number of islands. About 40 000 islands and islets form this natural wonder starting at the edge of Turku and continuing all the way out to Åland.

Inhabited islands in the Turku Archipelago can be reached by inter-island ferries and many islands are even accessible by bicycle, just to name a few of the mobility possibilities. Many stretches between islands are served by ferries, of which there are dozens throughout the archipelago region. Dozens of atmospheric natural and service providing harbours enrich the archipelago culture.

4. Lively city culture

The city holds multicoloured events: big and small, also international – round the year. The European Capital of Culture 2011 is filled with joy, successes and achievements.

A flourishing city culture and scores of jubilant people! As the oldest city and first capital of Finland, Turku has functioned as a spring board for many cultural phenomena.

Turku is gaining a reputation for its fantastic restaurant scene – to the point of referring to the city as “the Food Capital of Finland”.

5. Smart City

A great portion of Turku residents are students: every fourth person is either student or professional in higher education institute. All campuses are located near city center. In Turku you can study in English as a degree student or an exchange student.

Digitalization widely touches the city's development work on the whole. The safety and the smooth running of daily life of the residents are constantly improved by utilizing proactive data and researched information. One of the main focus areas on data development is on mobility and transport. In the Spring 2020 the city of Turku will launch a new real time data platform that offers an overview on all the transport modes in the city.

6. Turku is good for you

Our slogan “Turku is good for you” means all the ways the city promotes the well-being of citizens of different ages and backgrounds. Our goals include reducing long-term and youth unemployment and encouraging healthy lifestyles.

As an active lifestyle has a clear link to better health, good life experiences and long life, we want to make the Turku people active by offering a wide range of sports, cultural and social services as well as life-long learning. Cultural exercise routes located around the

Aura river are a refreshing combination of culture and exercise.

7. Turku on fire – always something new

During its history Turku has burnt down at least 31 times but has always gotten back on its feet.

Today's Turku is boldly renewing itself. Growing Turku's key goals are to sustainably promote its residents' well-being and activeness as well as competitive business life. At the same time, Turku wants to bear its responsibility for the competitiveness and success of the whole city region.

One of the city's spearhead projects aims to strengthen the attractiveness of the city centre as well as provide a concrete roadmap that will permanently improve the vitality, liveliness and comfort of the growing centre. Turku city centre is being developed as the heart of urban culture, a comfortable communal environment for the citizens, and a magnetic cluster of business life, trade, culture, and tourism. The other two spearhead projects are Turku Science Park and Smart and Wise Turku.

Current Mobility activities carried out in the city of Turku

In cooperation with companies and other stakeholders Turku coordinates several mobility projects. Here are some of them:

CIVITAS ECCENTRIC

In CIVITAS ECCENTRIC, an international EU's Horizon project (2016-2020), Turku cooperates with cities of Madrid, Ruse, Stockholm and Munich. The work being carried out in the five European cities and in their Living Laboratories spans a broad range of areas, such as walking and cycling, mobility management, urban freight, e-mobility, shared use of vehicles, public transport, and transport telematics. The City of Turku plays a key role in CIVITAS ECCENTRIC, as it leads the development of MaaS concept in Europe. Through the project city has gained insights on mobility management with workplaces.

6Aika (The Six City Strategy of Finland)

The six largest cities in Finland share the same challenges of urbanization and therefore try to tackle them together. Projects are the engine of the strategy and many of them have been focused on traffic and mobility. The city of Turku currently runs projects on City logistics and on Low Carbon Transport in Mobility Hubs. The already concluded Open Data and Interfaces project opened up cities' public transport data resulting in significant increase in collaboration between cities and companies.

Smart and Wise Turku

Smart and Wise Turku is one of the city's spearhead projects that combines the strategic goal of regional carbon neutrality in 2029 with the Smart City concept. As part of the project, we develop and promote electric transport such as autonomous ferry, smart parking, shared use of cars and bicycles as well as the Mobility as a Service model. Digitalisation and use of data are essential enablers of the new services for the people and increase the productivity of the city's own operations.

New projects starting

USER-CHI (2020-2024) The project will boost an e-mobility market take up in Europe by demonstrating new solutions in the cities of Barcelona, Rome, Berlin, Budapest and Turku. During the project, the city of Turku and its local partners will make an EV Charging Master Plan and test new charging solutions for all electric vehicles integrated with RES production, innovative energy storage systems and smart grid technologies.

URBACT Space4People (2019-2021) project improves quantity and quality of attractive public spaces in urban areas focusing on 3 aspects related to transportation: improving user experience and adding space to pedestrian networks and (semi-) pedestrianised places, upscaling intermodal hubs as well as reducing and optimizing parking in public space. In Turku, the focus will be on developing conditions for walking and quality of public space.

Mobility management on regional level

VALONIA, the service centre for sustainable development and energy of SouthWest Finland, is an impartial advisory organization that offers sustainability services to municipalities, third sector actors and residents. Valonia executes and coordinates regional mobility management in Southwest Finland in close co-operation with the city of Turku.

Over the years Valonia has done several mobility surveys for different organizations, has helped municipalities to develop their sustainable mobility, has carried out several pilots enabling travel chains, carried out a regional cycling review (2019), new mobility pages(kulje.fi), carried out a regional park and ride plan (2018) and carried out a regional transport surveys (2017, 2019). Valonia is a partner in several mobility, which develop and enhance region's mobility management, such as GreenSAM - Green Silver Age Mobility (CB Interreg), HEAT Participatory Urban Planning for Healthier Urban Communities (CB Interreg) and CIVITAS ECCENTRIC.

Turku is active in city networks

The old hanseatic city of Turku has a long history of international cooperation as it has always been Finland's gateway to Europe and beyond. The city of Turku hosts the UBC Sustainable Cities Commission (UBC SCC), that is one of the 7 commissions of the Union of the Baltic Cities. UBC SCC has long and extensive experience in European urban mobility projects, with a special emphasis on Sustainable Urban Mobility Plans. The projects include BUSTRIP, Eltisplus, QUEST, CHALLENGE, CIVITAS DYN@MO, CIVITAS ECCENTRIC, CIVITAS SUMP-UP and cities.multimodal. Through the projects UBC SCC has excellent connections with the European Urban Mobility community.

Turku cooperates actively also in other city networks such as World Health Organisation's (WHO) Healthy Cities network, ICLEI and Eurocities, to mention a few. Turku also cherishes an extensive network of thirteen twin cities all over Europe.

THEME for ECOMM in Turku 2021

Be inspired by Sustainable Mobility!

Background

Mobility Management has been on the transport policy agenda in Finland for the last ten years. Since then there has been a government subsidy programme targeted to municipalities, regions and NGOs for their Mobility Management actions. The local initiatives have included e.g. sustainable mobility strategies, walking and cycling strategies, public transport branding and marketing, pilot schemes for new modes like pedelecs, development of new mobility services and workplace mobility management. In addition, Finland's national Mobility Management network has now more than 700 members.

In Finland, Mobility Management actions have mainly been driven by climate and environmental targets. Right now, these issues are well represented on the national political agenda. In November 2019 the Minister of Transport and Communications appointed a working group to prepare Finland's roadmap for fossil-free transport. Our government is committed to halving transport emissions by 2030. In addition, one goal for Finland's current EU Presidency is to continue the work on defining the key elements for the EU's long-term climate strategy for 2050 in the European Council.

Finland is also known as a country where innovative technologies and digital solutions are actively pioneered, Mobility as a Service (MaaS) being one of them. In 2018 the Ministry of Economic Affairs and Employment published The National Growth Programme for the Transport Sector. The programme's emphasis is on developing business-driven ecosystems and customer-oriented services. MaaS and other new services can help in reaching climate goals – if used wisely.

Often the best results in sustainable mobility promotion are achieved by combining various measures – both the “soft” and the “hard” ones. The soft Mobility Management measures often enhance the effectiveness of harder measures like improvements on sustainable infrastructure or transport services. Thus, the Finnish understanding on Mobility Management sees it as one essential measure among others in achieving climate policy targets for the transport sector. One can say that the goal of Mobility Management is to create a new mobility culture – the missing piece in the puzzle of sustainable mobility.

The city of Turku is a forerunner in advancing mobility management in close cooperation with regional, national and international partners. In ECOMM21 we want to showcase the fruits of this wide co-operation on mobility management and inspire and motivate participants for the future actions.

Therefore, the theme of the ECOMM21 is

Be inspired by Sustainable Mobility!

ECOMM 2021 in Turku offers an excellent opportunity for you to recharge your batteries and be inspired by Sustainable Mobility! The conference will be an unforgettable experience for everyone. We want the participants to be further motivated on their work for sustainable mobility as pursuing a change that can be sometimes very challenging. The conference welcomes inspiring presentations that focus on reaching the ambitious climate mitigation goals and enable the sustainable modal shift in practice.

Subtopics of the conference

We suggest the following sub-themes for ECOMM2021.

Be inspired... by Life as a Service: Connecting people and services

Mobility as a Service has been a concept discussed actively for several years. Finland is a forerunner in the topic and Turku has been one of the leading cities to develop the concept further. MaaS readiness level indicators, developed by the city of Turku are one of the key frameworks used in several cities in Europe. One of the issues highlighted in the framework are transport modes combined with services. As an example, in Turku a theater ticket is at the same time a ticket for public transportation 3 hours before the show and 2 hours after.

In ECOMM2021 the subtopic would focus in a wider concept and focus on Life as a Service and showcase practical cases where mobility is combined with services. These are connected with wider service orientation in the society and with sharing economy issues.

Be inspired.. by modal share growth of public transport

Public transport - in its various forms - forms the backbone of sustainable travel chains, and promoting public transport is an essential part of many Mobility Management strategies and actions. However, in many regions and cities there is still much to be done to increase the use of public transport, especially so that it does not decrease the share of cycling or walking.

Under this subtopic we'd like to hear presentations on measurable successes in increasing the modal share of public transport, especially using measures like marketing, campaigns and branding. What has proved to be most effective?

Be inspired.. by Mobility Management & economic instruments

Mobility Management is most efficient when combined with economic incentives - or is it? How can mobility management enable equity and increase the acceptance of the tough decisions – e.g. economic incentives like taxation - needed in order to tackle climate change?

The subtopic focuses on the current developments in combining soft measures like marketing with economic incentives. The topic can be understood on a national, regional, city, workplace or individual level.

Be inspired... by the new use of urban space

The use of urban space is a hot topic when developing sustainable mobility. It is often surrounded by physical and mental barriers that mobility management experts are very familiar with. When talking about urban space, one cannot avoid the discussion around parking places, charging infrastructure nor dedicated bike or bus lines.

In this subtopic presentations enabling larger use of urban space for sustainable modes of transport are welcomed. Especially presentations focusing on the use of shared spaces, mobility/ multimodal hubs, new usage of urban streets (temporary or permanent), parking policies and new parking solutions, park and ride, charging infrastructure for e-vehicles or dedicated lanes. We would particularly like to hear how these measures are connected with strategic city-level or regional approaches, e.g. climate goals, SUMP or other such strategies.

Be inspired... by the use of data in Mobility Management

Wide use of different data sets can open new avenues for mobility management. Several cities have been focusing on opening data so that it can be easily combined with other datasets and used to encourage the mobility change in their cities. Especially it is hoped that the increased possibility to use data can improve for example the planning processes and increase the impact of measures.

This subtopic welcomes presentations on the use of different data sets, use of apps and gamification, use of real time data, lessons learnt from history data, algorithms and AI that enable and encourage sustainable mobility usage and variety of incentives that benefit or create data for further use.

Other parts of the programme

Meet the Finns

We propose a session where different mobility management actors could present their findings for the conference participants. Finland has a very large and active wise mobility network that is composed of over 700 professionals. For a long time, national funding instruments have been targeted on mobility management projects and the different companies have focused on enabling sustainable mobility (ITS Finland). Also Finns have been active in a variety of EU-funded projects and are eagerly sharing their experiences.

Pre-conference workshop on 7.6.

We suggest a pre-conference workshop on a ferry between Stockholm and Turku. This workshop brings out the best of the Baltic Sea archipelago and can act as part of the travel to Turku. This workshop will be organized together with the city of Stockholm, with whom the city of Turku has been actively co-operating on mobility topics. The focus of the workshop is:

- to enlarge the professional mobility network of the participants
- to find hands on mobility measures that each one can replicate in their own cities
- cross pollination of different EU-projects

Site visits

Travel with the famous F's

Turku is known for calling its transport means with the beginning of letter F. Hop on board to Föli, Föli bikes, Föri, Funi and discover Turku!

Turku's regional public transport company **Föli** is a success story: in 2018 over 26,6 million bus trips were made. Secrets behind the success are fluency, the low cost of a bus ticket regardless of journey length and the two hour's bus change interval, and of course the fact that Föli serves both the residents of Turku and its' five neighboring municipalities.

As a part of the public transport system, the bike-sharing system called **Föli-fillarit** provide a quick and easy way of getting around the city. The bikes are available all year round and in winter they are equipped with winter tires.

Föri is Turku's own little electric city ferry, which travels across the River Aura and compliments the many bridges. Föri's name comes from the Swedish word "färja", or in English "ferry". The treasured little ferry has become one of the symbols of Turku. Ferry has been transporting Turku residents since 1904.

The newest member of the F-family, the funicular, complements the means of urban transport. Turku's funicular is the first outdoor inclined elevator in a Finnish city that offers unimpeded access to the historical Kakolanmäki hill between the harbour and city centre.

Maritime Turku

Turku is a city of shipbuilders, and this tour offers an introduction to the intricate and impressive history and contemporary state of shipbuilding and maritime industry in Turku

Smart Turku

This site visit welcomes you to explore the world's 5G-capital, logistics and innovative parking solutions.

Regional mobility management

In this site visit you get to know what has been done on regional mobility management and how the actors in the South-West Finland co-operate together for sustainable region.

Walking tour in Turku

This site visit introduces you to several of the different hills in Turku and at the same time you get to know insight of the history of the city of Turku.

Practicalities

Arrangements

The ECOMM21 in Turku will be implemented entirely respecting sustainable and green values. This means among other things following arrangements:

- Free public transport during the conference
- Access to the bike-sharing system Föli-fillarit
- Application for easy navigation in ECOMM 2021
- Locally produced and vegetarian food for the enjoyment of coffee breaks, lunch and dinner
- Unique location in the arms of the World's greatest archipelago
- All conference give-aways are locally hand made.

Turku is easy to reach

By land

Travelling to Turku by land is easy and sustainable. Once you get to Stockholm, there are four ferry connections in a day to Turku, which means that the Baltic Sea can be crossed in 11 hours – overnight! Turku's beautiful archipelago can be seen during the journey.

Several ferry companies are operating between Helsinki and Tallinn. The journey takes just 2-3 hours and it can be continued to Turku with train or bus connections. Short travel time makes Turku attractive to arrive via Baltic countries, too

There is a rail connection between Turku and St. Petersburg that takes just 6 hours at its shortest and operates daily.

For more information on trains, visit: www.vr.fi/en

For more information on buses, visit: www.matkahuolto.fi/en

By air

Turku is well-connected by plane as well. Turku Airport is one of the busiest airports in Finland. Nearly 400 000 passengers traveled via Turku Airport in 2018 which is 11 % more than year before. There are direct flights to Turku from Stockholm, Gdansk, Kaunas, Riga and many other European cities. Routes to Warsaw and Kutaisi (Georgia) will be opened in 2020. Turku Airport is located 9km from the Turku city centre. The journey to and from Turku airport takes less than 20min by bus. Read more at: www.finavia.fi/turku

Finland's biggest international airport Helsinki-Vantaa Airport is located 170 km from Turku and bus and train connections operate an hourly basis. Therefore, Turku is easily-accessible destination for visitors all over the world.

Within Turku

Turku is a lively city where everything in the city centre is easy to reach by foot. Because of short distances, our city is great for cycling: 90 % of Turku citizens live within 30 min bicycle ride from Market Square and almost 25 % of citizens cycle all-year-round.

City of Turku and its five neighboring municipalities are easily accessed with the Regional Public Transport system (Föli). Föli has fixed prices which makes traveling in the whole region very affordable: single ticket is only 3 euros! (free for conference participants) Föli has electrified the bus line going between Turku airport and harbor as a part of greater bus electrification plan that aims to sustainable and CO2 neutral public transport. Travel like a local – take a Föli bus, water bus or a citybike. Read more at: www.foli.fi/en

Hotels in Turku

Most hotels in Turku represent the Scandinavian standard 3–4-star category and are situated within walking distance from each other and the River Aura. The hotel capacity in Turku is 20 hotels and 2000 rooms, in Turku region 40 hotels and 3000 rooms. There is also wide variety of hostel and cottage type accommodation available in the archipelago and countryside.

Venues

The venues of the conference will be the Turku City Theatre and Radisson Blu Marina Palace Hotel, located opposite to the City Theatre.

Turku City Theatre

The facilities of Turku City Theatre have gone through extensive renovation while preserving the original architectural spirit of 1962. The building now offers magnificent conditions for meetings, congresses and banquets. All the facilities are accessible by wheelchair, and the building's acoustics and technology are up-to-date.

The theatre building has three stages: The Large Stage, the Small Stage and Sopukka. The Small Stage and Sopukka can be transformed in several ways for various events. The stylish lobbies also make it the perfect venue for fairs and company presentations. The theatre's central location on the river bank means that city center hotels and services are a short distance away.

Radisson Blu Marina Palace Hotel

One of Turku's finest hotels is also one of the most popular congress venues in the city. The scenic windows of the stylish lobby areas and the functional conference-banquet floor display a wall-length view of the Aura River. The stylish Marina Palace is a perfect choice for small groups or an event for up to several hundred people and positively surprises even the most demanding guests.

Welcome Reception: The Swan of Finland

Suomen Joutsen (The Swan of Finland) is a steel-hulled full rigged ship with three square rigged masts. The precious museum ship is part of maritime museum Forum Marinum's collections, rooted at the estuary of River Aura. Built in 1902 in France, the ship served French and German owners before she was acquired by the Government of Finland, refitted to serve as a school ship for the Finnish Navy and given her current name. Suomen Joutsen has a great symbolic importance as it served as the bold figurehead of the young republic of Finland. Today the ship's exclusive facilities offer a unique venue for various celebrations and entertainment as well as an intriguing sight to Finnish shipping history.

Gala Dinner: Ruissalo Island – Old shipyard

The Ruissalo Island's Old Shipyard, Telakka, has been prebooked for the gala dinner. Telakka's newest hall, The Lindblom Hall, is located right next to the sea. Named after Jarl Lindblom, the legendary boat builder at Åbo Båtvärf, it is a perfect place for any event – at any time of the year. It can host a venue for up to 400 guests.

Budget estimate

The budget for hosting ECOMM 2021 in Turku is based on an estimate of 300 delegates and venues proposed in the bid for the proposed dates. The budget excludes the costs of pre-workshop on the boat.

Once the conference is agreed, the city of Turku will approach several companies for the sponsorship of the conference.

Preliminary budget

Expenditure estimate

Venues	44 782
Organization, marketing, design	47 000
Catering services	71 086
Temporary staff and external services	29 632
Expenditure programme	20 000

Total 212 500 eur

Revenue estimate

Delegates registration fees	92 500
Turku allocation, National and Regional level support	100 000
Sponsors	20 000

Total 212 500 eur

Conference planning group

For the conference preparation, a conference planning group has been established. This planning group will be enlarged during the planning process.

City of Turku, Stella Aaltonen
Regional Council of South-West Finland, Noora Mäki-Arvela
Valonia, Marja Tommola
Centre for Economic development, Transport and Environment of Southwest Finland, Piritta Keto
Regional public transport, Sirpa Korte
University of Turku, Milla Wiren
Turku University of Applied Sciences, Annika Kunnasvirta
Finnish Transport and Communication Agency, Tytti Viinikainen

Contact person for the Turku candidature:
Stella Aaltonen, stella.aaltonen@turku.fi, +358 449075983