



## **First announcement and call for papers**

### **2009 Annual Polis Conference**

#### **Unlocking the economic and environmental potential of innovation in urban and regional mobility**

**Brussels, 10-11 December 2009**

Learn about the innovative transport actions and policies pursued by cities and regions against a backdrop of climate change, the economic downturn and financial crisis

Gain insight to the future direction of urban and regional mobility

Learn about current practice and future plans to:

- Reduce the environmental impact of road transport
- More effectively manage the movement of people and goods
- Deliver safer roads and a more secure transport network
- Finance transport systems and improve accessibility

Gain an understanding of the research needs for sustainable mobility in cities and regions

Network with local and regional transport decision-makers and professionals from around Europe

#### **WHO SHOULD ATTEND THE CONFERENCE?**

Decision makers at local, national and EU level  
Transport professionals from public authorities  
Transport industry players  
Researchers

**[www.polis-online.org](http://www.polis-online.org)**

## **Turning economic and environmental challenges into opportunities for mobility innovation**

At times of crisis, a natural reaction is to scale back on innovation activities when in fact these types of activities should be strengthened. This applies to all sectors not least in local transport, which is a sector that is reaching breaking point in terms of capacity and is unable to meet the predicted rise in demand of passenger and freight transport. The current context offers an opportunity to implement novel transport solutions that can bring about a step change in managing and influencing the demand for mobility, ultimately leading to a new mobility culture. The longer term consequences of climate change add to this pressing need to tackle clearly and decisively the mobility challenges facing Europe's cities and regions.

The above sets the backdrop for the 2009 Polis Conference during which key-note speakers and high-level roundtables will present and debate the major challenges (mainly the economic downturn and financial crisis) and the opportunities that have emerged over the past year, notably, the EU Action Plan on urban mobility, large investment in public transport in some countries, electric vehicle deployment programmes, the UN Climate Change Conference COP 15 and the EU Communication on the future of transport.

In addition to the high-level plenary sessions, the conference will offer parallel sessions organised around the four broad themes of the Polis working groups: environment & health; safety and security; traffic efficiency & mobility; and, the economic & social aspects of local transport.

<b>CALL FOR PAPERS</b>
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Abstracts are sought for presentation in the parallel sessions. They should address one or more of the conference topics listed below:

- a) Innovative policies and tools to manage the movement of people and goods in a more efficient manner
- b) Practical examples of new cost-effective technology to support the management of transport systems and delivery of mobility services
- c) Innovative and holistic policies and measures to manage mobility demand more effectively through parking
- d) Tangible results of actions to mitigate the transport impact on climate change
- e) Innovative measures to influence travel behaviour and promote healthier lifestyles
- f) An integrated approach to road safety education and sustainable mobility policy

The deadline for submission of abstracts is 17 July 2009. Authors will be notified of the outcome of the evaluation process in September.

### **Submission procedure**

A one-page abstract, specifying the topic and providing full contact, should be sent before 17 July 2009 to:

Suzanne Hoadley, Polis,  
Email: [shoadley@polis-online.org](mailto:shoadley@polis-online.org) or by fax: 0032 (0)2 500 56 80

The draft conference programme will be available in September on the Polis website ([www.polis-online.org](http://www.polis-online.org)) along with conference and hotel booking information.