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By [News Editor](#) / Updated: 16 Oct 2014

## **[ECOMM 2013](#)**

Wednesday 29 May 2013 at 01:01 Friday 31 May 2013 at 01:01

Past event

### **Information / Description:**

The ECOMM 2013 will be on May 29-31 2013 in Gävle (Sweden).

Smart choices require easy access - the challenge of making mobility management a part of every day life is the topic of this conference. The ability to travel comfortably and quickly, yet in an environmentally friendly way is important to travelers. In the Gävle area, this is an especially important issue because many of the inhabitants live in rural areas and/or commute long distances to cities in the region. City buses, commuter parking, bikes on the train, and other transportation solutions are essential to a well functioning weekday.

Focus Areas:

- Influencing attitude and behavioral change
- Urban planning and the role of politicians in Mobility Management
- The importance of collaboration in Mobility Management
- Biking - the perfect method of transportation
- Technical development and research for Mobility Management
- IT within Mobility Management

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