

Mobility management – activating stakeholders for mobility transition

Typically, regional or urban master plans define how a future city should look and how to plan and organise the city's transport system. These master plans must continuously adapt to the evolving needs and aspirations of the population. In addition, mobility management practices and structures should align the actual implementation of the plans by different stakeholders towards mobility transition goals.

Following the 1973 oil crisis, **Transportation Demand Management** (TDM) has been discussed in the USA as a strategy to reduce energy consumption and peak period congestion. The demand-oriented perspective was later developed in the context of *mobility management*. The [European Platform on Mobility Management \(EPOMM\)](#) defines mobility management as an approach "to promote sustainable transport and manage the demand for car use" by particularly focusing on the individual's mobility attitude and behaviour. Mobility management measures include information or stakeholder engagement which accompany infrastructure measures such as converting road lanes to bike lanes.

Over the last decade, the European and MENA regions have significantly aligned policy agendas toward **sustainability and decarbonisation of transport** - a direction closely intertwined with mobility management principles. This paradigm shift calls for dynamic partnerships extending beyond conventional frameworks, bringing together government authorities, urban planners, innovative private sector players and community groups to actively shape the mobility ecosystem.

In Europe, mobility transitions are often anchored in established governance structures and regulatory frameworks for a sustainable transport sector, which may differ from one country to another. Some countries have made significant progress towards their [sustainable transport goals](#) (SDGs), while others are only taking the first steps on this path. In Europe, Dornier has supported governments on this journey by developing, for example, **Sustainable Urban Mobility Plans** (SUMP) for various Ukrainian cities.



Temporary closure of Berlin's Friedrichstrasse for car traffic, own picture

Due to the fast growth of metropolises in the MENA region, local authorities have the unique opportunity to **create new regulatory environments** which address mobility innovations and green technologies right from the onset, allowing new benchmarks to be set based on learnings from effective policies from other countries. For example, Dornier has developed an innovative operating model for holistic, multimodal mobility management for a new development in Jeddah and was also involved in establishing major transport authorities and institutions in the Kingdom of Saudi Arabia and the United Arab Emirates.