

Rethinking Public Transport!

*Future and Financing of Sustainable
Mobility after the COVID-19 Pandemic*

—

Press Kit

16. March 2021

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“ÖffiCON* — Rethinking public transport!” — Advancing the transport transformation in Bremen!

Einfach Einsteigen organises panel discussion on 20 March

Bremen. On Saturday, 20 March, Einfach Einsteigen invites all Bremen residents to a panel discussion on the future of local transport in Bremen as part of ÖffiCON*.

“ÖffiCON* links the international discourse on public transport and transport transformation with current issues on the ground. Through the campaign ‘Mehr Straßenbahn wagen’ (Dare more trams), Einfach Einsteigen has just shown that the expansion of local public transport in Bremen is feasible and necessary. We would now like to use the panel discussion to advance the debate on transport transformation in Bremen,” says Annika Fuchs, organiser of ÖffiCON*.

As a Bremen-based initiative, it is particularly important for Einfach Einsteigen to put the local transport transformation in Bremen and the surrounding area on the agenda in addition to an international perspective on the future of mobility. Under the question “What’s next for local transport & the transport transformation in Bremen?”, cross-factional local politicians from the Bremen parliament will discuss a sustainable design of local transport. The panel will take place on Saturday, 20 March from 17:15 to 18:45.

“A comprehensive transport transformation can only be successful if it is prepared internationally, but the concrete implementation takes place at local level through regionally adapted concepts. That is why

we are very keen to focus on the future of Bremen’s public transport system,” says Wolfgang Geißler, who will take part in the panel as a representative of Einfach Einsteigen.

For several years now, the initiative has been committed to expanding local public transport services in Bremen and the VBN region. To this end, the initiative demands, among other things, an expansion of the tram network beyond the inner city districts and the construction of new stops in the Regio-S-Bahn network.

“The expansion of local transport not only promises to solve traffic problems. It is also in the spirit of sustainable urban development and is urgently needed from an ecological, social and economic point of view,” explains Mark Wege, one of the spokespersons for Einfach Einsteigen.

If you are interested, you can find all further information about the conference and the organisers at www.oefficon.eu. The main sponsor of ÖffiCON* is the Federal Environment Agency. In addition to grants, the conference is also financed by participation fees. In order to do justice to the different target groups and possibilities of the participants, the contributions can be freely chosen.

With kind regards

Annika Fuchs

Please do not hesitate to contact us for interviews and press enquiries!

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“ÖffiCON* — Rethinking public transport!” achieves international attention

**Bremen’s transport transformation initiative Einfach Einsteigen is
organising an online event from 18-21 March 2021**

4. March 2021

Bremen. The Einfach Einsteigen initiative invites you to its first international public transport conference from 18th to 21st March 2021. The event will focus on the question of how public transport can become a central building block of a comprehensive transport transformation and what new possibilities for funding are conceivable after the cuts caused by the COVID-19 pandemic. The registration phase is open and will be open to all interested parties until mid-March.

In addition to numerous German representatives from politics, initiatives and science, international actors will also be represented at the conference. Among others, the CEO of the Los Angeles Metro Phil Washington and the Minister of Transport of Luxembourg François Bausch will discuss the future of public transport and sustainable mobility after the pandemic.

“ÖffiCON* aims to stimulate a change in mobility beyond national borders. The international character offers the potential to unite different ideas and perspectives to jointly advance a real transport transformation and strengthen the role of public transport,” explains Mark Wege, one of the spokespersons of Einfach Einsteigen.

Public transport is only conceivable in a new way if many people who use it every day participate in its future design. Einfach Einsteigen therefore explicitly invites not only experts, but all people who are interested in a sustainable change in transport and the future of public transport.

“We are looking forward to a diverse conference with exciting presentations and numerous opportunities to talk to the speakers,” says Annika Fuchs, Head of Event Management at Einfach Einsteigen. There will be various roundtables and lectures that, in addition to financing and implementing a transport transformation, will deal with topics such as public transport in rural areas, the expansion of electromobility and the reactivation of routes.

Interested parties can find information about the conference and the organisers at www.oefficon.eu. The main sponsor of ÖffiCON* is the Federal Environment Agency. In addition to grants, the conference is also financed by participation fees. In order to do justice to the different target groups and possibilities of the participants, the contributions can be freely chosen.

With kind regards

Annika Fuchs

fuchs@oefficon.eu

The online conference “ÖffiCON* — Rethinking public transport!” takes form

Bremen’s transport transformation initiative Einfach Einsteigen is organising an online event from 18-21 March 2021

1. February 2021

Bremen. From the 18th to 21st March 2021, the Einfach Einsteigen initiative from Bremen invites you to its first international public transport conference. The thematic focus is on the future and financing of public transport after COVID-19. Until the end of January, it is possible to participate in the conference planning yourself:

“We are looking forward to a diverse programme. That is why we have issued a Call for Participation and invite experts and interested parties to contribute their topics within the framework of ÖffiCON*. The COVID-19 pandemic has changed a lot in the field of local transport. Therefore, in addition to the implementation of the transport transformation and new ways of financing local transport, we would like to set another focus: The future of public transport after COVID-19,” says Annika Fuchs, Head of Event Management at Einfach Einsteigen and organiser of ÖffiCON*.

The pandemic almost meant the end for ÖffiCON*. It was planned for Spring 2020 but had to be postponed. The planning is now taking shape again:

“We are happy and delighted that we can finally hold the ÖffiCON*. Our planning was characterised by a high degree of uncertainty. But

everyone knows we need a change in transport in our cities and we need it as soon as possible. Public transport is an important element in this. That is why Einfach Einsteigen has long been campaigning for better financing and the expansion of local transport in Bremen. Now we want to engage in an exchange with interested parties from all over Europe on precisely these topics and learn from each other,” says Mark Wege, founder and spokesperson of Einfach Einsteigen and organiser of ÖffiCON*.

The main sponsor of ÖffiCON* is the Federal Environment Agency. Interested parties can find information about the conference and the organisers at www.oefficon.eu The conference is financed not only by grants but also by donations. We therefore welcome contributions that support our idea, whether financially or in kind. Registration for ÖffiCON* will open at the beginning of February.

With kind regards

Annika Fuchs

fuchs@oefficon.eu

At a Glance

| | | | |
|-------------------------|--|--------------------|--|
| Organiser | Einfach Einsteigen e.V. Jakobikirchhof 9 28195 Bremen Germany | Lead Theme | The future and financing of sustainable mobility with a focus on local public transport |
| Contact | Website: www.oefficon.eu E-Mail: team@oefficon.eu Tel.: +49 (0)421 56 50 54 76 | Topic Areas | New Sources of Financing; Public Transport Policy and Implementation; Environmental Impact; Diversity and Participation; and Culture, Philosophy and Art |
| Social Media | Facebook @oefficon Twitter @oefficon Instagram @oefficon YouTube @oefficon | Partner | Sponsored by German Environment Agency (Umweltbundesamt) Federal Ministry for the Environment, Nature Conservation and Nuclear Safety GLS Bank GLS Treuhand EWS Schöna |
| Opening times | Thursday 18. March 2021 - 16:00 – 21:30 Friday 19. March 2021 - 9:30 – 22:00 Saturday 20. March 2021 - 9:30 – 22:00 Sunday 21. March 2021 - 10:30 – 14:00 | | In cooperation with Sustainability Research Center (artec) |
| Admission prices | Reduced Contribution: 0–100 € Normal Contribution: 100–200 € Support Contribution: 200–400 € Ticket Sales at www.oefficon.eu | | Media Partnerships Internationales Verkehrswesen FUTURZWEI. Stiftung Zukunftsfähigkeit Taz Nord Der Tagesspiegel |



About the Conference

Save the Date

18.–21. March 2021 Online Event

From 18 to 21 March 2021, the conference “ÖffiCON* - Rethinking public transport!” will take place for the first time

Under the motto “Future & Financing Sustainable Mobility to Corona”, the initiative Einfach Einsteigen from Bremen invites you to shape public transport as the backbone of a comprehensive transport turnaround. The event takes place online and offers workshops, panels and “round tables” as well as the opportunity for strategic networking. In terms of content, we will open up a broad spectrum through various topics: one focus will be on new financing options for public transport; another on participatory approaches for the transport policy of the future.

Registration for ÖffiCON* is open!

You can now secure your ticket for ÖffiCON* and mark the date in your calendar!

Programm Overview

Varied programme — Different formats

Several different formats await you at ÖffiCON*, guaranteeing a diverse and varied program. Here is a brief overview of the different formats:

- Exhibitions** ÖffiCON* will offer virtual exhibition spaces where initiatives, associations and institutions can show thematically appropriate exhibitions and get in touch with visitors.
- Excursions** We would like to try out whether the format of the excursion can be transferred to virtual space. Do you have an idea how to implement this? Always come up with your ideas. Pre-recorded excursions are possible and welcome.
- Welcome Address** We open the ÖffiCON* with greetings that introduce the event.
- Keynote** Keynotes provide a thematic introduction to the central contents of ÖffiCON*.
- Cultural Events** In the evenings, there will be a cultural event to match the ÖffiCON*: Whether it will be a public transport slam, a concert or a play will be decided soon. All conference participants are invited!

Networking Time for exchange and getting to know each other – the heart of every conference!

Panel Each day there will be up to three central, moderated panels on the central topics of ÖffiCON* with 4 to 5 panellists.

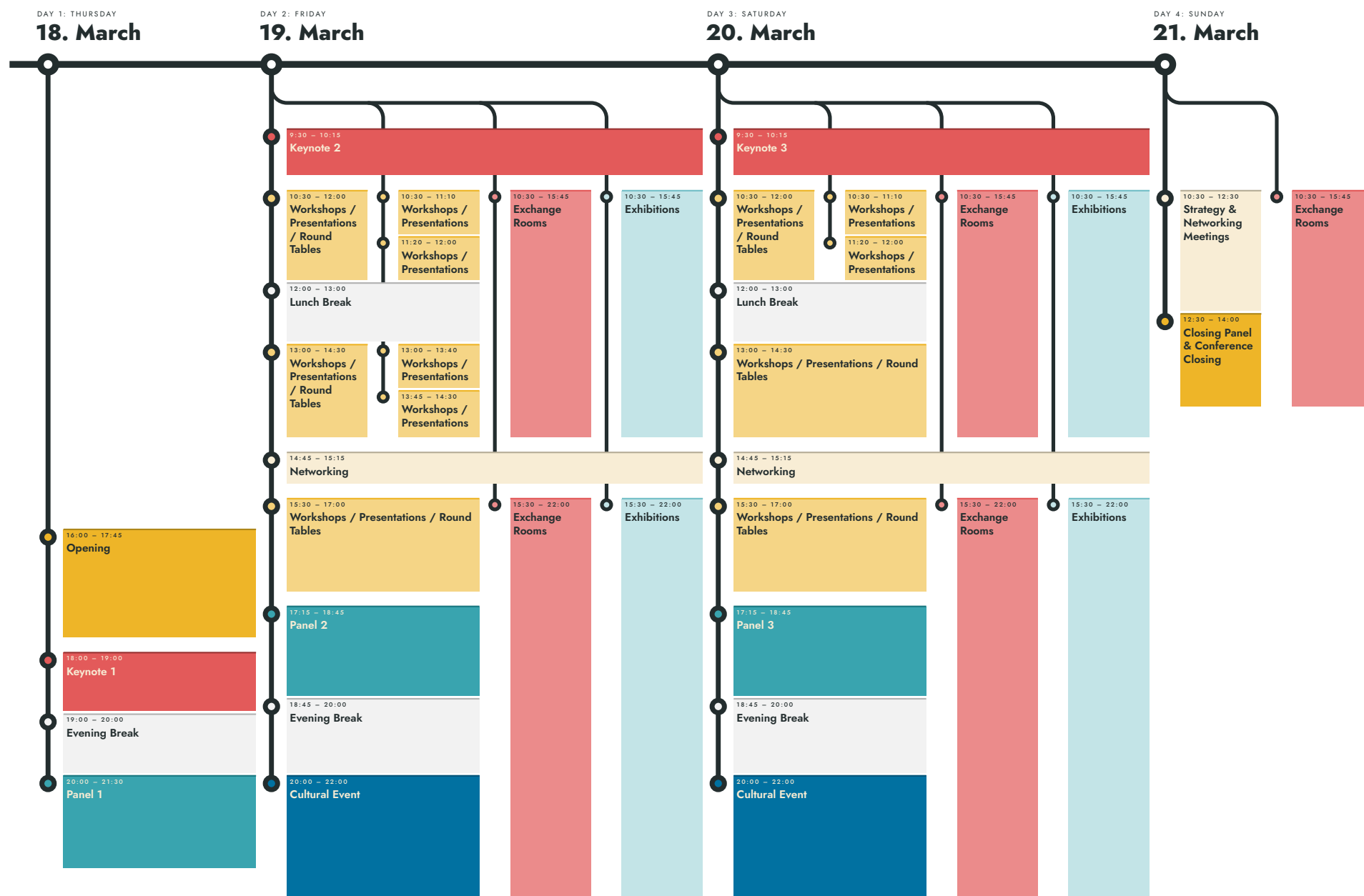
Rooms We make rooms available for specific target groups. These are places for networking where a get together or an event can take place. These spaces are designed by the organisers themselves.

Roundtables Roundtables are composed of three to five short presentations followed by a discussion session.

Lectures There will be short (45 min) and long (90 min) lectures. There will also be room for questions and a subsequent discussion during the presentation time.

Workshops Workshops are formats in which the number of participants is limited. Workshops are based on interaction between the participants; a topic or question is to be worked on together and methodically.

Programme Outline 2021



Topic Areas

The topic areas of ÖffiCON*: A look into the future of public transport

The thematic diversity of ÖffiCON* is reflected in five topic areas: In **Realisation + Politics** we ask for political and planning levers to accelerate the transport turnaround. The **Diversity + Participation** strand is dedicated in particular to gender equality policies and accessibility in the public transport (sector). Climate protection and the interplay of walking, cycling and public transport will be the focus of the **Environmental Impact** strand. What possibilities already exist for financing well-developed public transport, what problems and questions arise in this context?

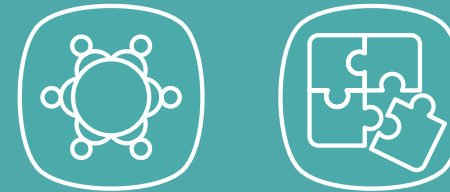
The topic area **New Sources of Financing** is the core topic of the host Einfach Einsteigen. Finally, we look at the role of **Culture + Philosophy + Art** in the thematic area of the same name.

The common framework of all these topics is the guiding question of the conference: How does *the future & financing of sustainable mobility succeed after Corona?*



New Sources of Financing

In 2018, the German Federal Government suggested a model project, aimed at implementing free public transport in five cities. The ensuing discussion has shown that in many German towns, public transport networks have reached the limit of their capacities: the system simply cannot cater to the number of passengers necessary to enable a comprehensive transformation of mobility. The German Federal Government has been closing railway lines, reducing staff, neglecting infrastructure, and delaying investments for too long. Other countries, which had long been dreaming the dream of motorised, individual mobility are facing the same problem. The dream is over. Now we must focus on getting public transport ready for an age of sustainable mobility. The debate about new models of financing has picked up speed, proposing for instance moving away from funding based on ticket revenues towards models of financing based on monthly contributions by citizens and major businesses alike. The Covid-19 crisis has pointed out the deficiencies/weaknesses of financial models based mainly on ticket sales. What are the alternatives? How can other models contribute to a solid financing of the expansion, operation, and maintenance of public transport? How can this make transport the central pillar for the transformation of transportation, and how do we get there? Which additional measures are needed?



Public Transport Policy and Implementation

There is little dispute among politicians about the need for a transformation of transportation. Yet, when it comes to establishing what this means and how it should be implemented, political consensus soon reaches its limits. Decision making processes are long and complicated, yet the final decisions lack consequence and an integrated approach. Bringing projects on the way which make public transit and multimodal mobility more attractive is easier than imposing measures on the automotive sector by limiting the funds invested in road design and cutting the privileges of car traffic. We need more areas in cities where cars have limited or no access, as well as limited parking spaces and parking fees of appropriate height. Planning processes don't take a lot of time for political reasons alone. How can political processes of decision making and their implementation at the planning level be enhanced to make them quicker and more consequent in nature? Which strategies can contribute to accelerating the transformation of transportation? Where can we find successful examples? How could lively, car-free cities or city centers look like? How can climate friendly mobility become easily accessible and successful in rural areas? How can citizens, businesses, politicians and administration collaborate more efficiently? Which role can initiatives and associations play in these processes?



Environmental Impact

In its current form, transportation has significant impacts on our environment. The aim of combating climate crisis, which has become a serious threat to life as we know it, is a major reason for implementing a comprehensive mobility transformation. As of now, the transportation sector is one of the biggest emitters both in Germany and in all of Europe, causing 20% of Germany's CO₂ emissions and nearly 30% of the EU's CO₂ emissions. Since 1990, there has been no reduction of emissions in the transportation sector, on the contrary: at times, emissions have even increased. Motorized transport is responsible for 94% of these emissions. In order to reduce the CO₂ emissions and further greenhouse gases caused by the transportation sector, vehicle drivers must switch to modes of green transportation, namely a combination of walking, cycling and using public transport. How can we design public transport in a fashion that makes the most of its environmental benefits and ensures it forms an effective synergy with cycling and walking? Which previous experiences can we draw on? What can new drive technologies for buses contribute? How can transforming transportation change our cityscapes, assigning spaces previously taken up by streets and parking lots new functions and thereby making our cities more liveable? Which further effects on the environment does the transportation transformation need to take into account?



Diversity and Participation

Being mobile is more than simply getting from one place to another. We spend a large part of our lives on the go. Yet, the experiences individuals make are vastly different. Depending on which mode of transport we choose, but also depending on our age, origin, gender, or potential limitations of physical or financial capacities, we experience mobility in very different ways. Car owners are privileged in their mode of transportation, which goes on the backs of other transport users, who are limited in their mobility and subjected to potential dangers. Cities are designed for car mobility. Accordingly, city space is unequally distributed, with parking spaces being offered for free, or at very low fees, in many cities. Public transport, bikers and pedestrians have to share the remaining space, which is frequently not protected sufficiently from car traffic. Certain groups of society are particularly affected by this: children, women, families, people with disabilities or individuals lacking financial resources are restricted in their mobility and hampered in their access to social life. Luckily, many places are in the process of correcting these mistakes of the past, and the pandemic has reinforced this trend. How can groups who have been put at a disadvantage in the past be considered in and made part of new processes of planning and designing mobility, so that their needs and concerns are taken into account from the very beginning?



Culture, Philosophy and Art

Mobility as we know it has been centered around the automobile and its requirements for decades. Even though it is getting clearer by the day that motorized personal mobility will fail in the long run, as both natural resources and physical space are limited, cars have become deeply entrenched in our imaginations as symbols of freedom, individuality, progress and status. They are part of our day to day life and of our culture, and imagining a world without them seems impossible to most of us. Although there is an increasing number of positive examples for successful transformation processes, we know we will face many challenges and confrontations on our way there. How can we initiate a change in our culture and implement the transformation of transportation in the heads of people, as well as their hearts? How can we proceed when the resistance and prejudices against the transportation transformation are not rational at all? How can we make public transport a part of a lively mobility culture? Could it help to frame well-functioning, well developed public transport as a general service, to which all members of society have access? What can we learn by looking at cycling, which has gained ground in many areas?

Registration

Registration for the ÖffiCON* is now open!

On this page the registration for the ÖffiCON* will be released on February 10th. Registration will be open until mid-March, but of course — the earlier the better! Your early registration makes it easier for us to plan the ÖffiCON*.

When registering, here's what to look for:

- **Period:** The registration is valid for the entire conference period.
- **Costs:** It is possible to attend the conference for free. However, we had high costs in the preparation of the ÖffiCON* and therefore rely on your and your voluntary participation contributions. These can be freely chosen.
- If you have any further questions, please feel free to contact the ÖffiCON* team: team@oefficon.eu.

Attendance Fee

Participation in the ÖffiCON* should be possible for everyone. However, the preparation and implementation of the conference causes high costs for us. Therefore, we raise a voluntary participation fee, which can be chosen by yourself. It is also possible to make only a symbolic contribution.

We are happy about any support!

[Register here!](#)

Reduced Contribution

0–100 €

I would like to pay a reduced contribution in the amount I can.

Normal Contribution

100–200 €

I pay the contribution needed for the implementation of ÖffiCON*.

Support Contribution

200–400 €

I would like to support ÖffiCON* and make it possible for others to attend the conference through my contribution.

Our Cooperations & Media Partnerships

These institutions support and/or sponsor us at ÖffiCON*:



The German Environment Agency (Umweltbundesamt) is Germany's central environmental authority and researches, advises and informs on numerous environmental protection issues. It also observes and evaluates the state of environment.



The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety is responsible for protecting citizens from environmental toxins and radiation, for the sustainable use of raw materials and natural resources and for climate protection.



As the first sustainable eco-bank, the GLS Bank supports open and transparent financial markets and promotes sustainable and fair projects and companies with its fund.



The GLS Treuhand supports people in using their money through donations, foundations and wills in a useful and non-profit way for a socially just, peaceful and sustainable world.



EWS Schönau stands for Elektrizitätswerke Schönau, which carries the idea of a citizen-owned and ecological energy supply. The green electricity comes 100 % from renewable energies from independent plants in which no nuclear or coal companies are directly or indirectly involved.



The Sustainability Research Center (artec) is an interdisciplinary Center of the University of Bremen for scientific research on sustainability issues.

Media Partnerships



Internationales Verkehrswesen



FUTURZWEI. Stiftung Zukunftsfähigkeit



Taz Nord



Der Tagesspiegel – Background Verkehr & Smart Mobility

Rethinking public transport!

Future & financing of sustainable mobility beyond COVID-19

How can public transport become the central building block of a comprehensive transport transformation? With the ÖffiCON* from 18th to 21st March, we would like to open up the space to rethink public transport. Starting with new financing models for expansion and operation, we will discuss the perspectives and opportunities that arise from this. What possibilities are there for a change of direction in transport, for people-friendly, lively cities and environmentally-friendly mobility in rural areas?

With ÖffiCON*, we invite people from (local) politics, initiatives, associations and science to engage in dialogue. The online conference offers a comprehensive programme with lectures, panels and workshops. You can get involved through the Call for Participation.

The future of public transport

Public transport can play a decisive role in the coming years: As the backbone of a transport revolution in which the environmental network of public transport, cycling and walking represents a real alternative to the car.

But this requires comprehensive investments in the expansion and modernisation of the networks. Even before the pandemic, it was obvious that the existing funds were not sufficient. The debate on new financing models for public transport has now become more topical.

Lower passenger numbers have led to high revenue losses and the pandemic itself has caused unease and a loss of confidence among many passengers.

However, there is also an opportunity in the crisis. At ÖffiCON*, we would like to give this opportunity its space and ask: How does *the future & financing of sustainable mobility succeed after COVID-19?*

“Rethinking public transport” is worthwhile, says an EU report: High satisfaction and quality of life through good public transport

Public transport plays a key role in urban life. This is also shown by the European Union (EU) study on the quality of life in European cities: This regularly examines the experiences and opinions of European city-dwellers about life in their city. For the current version of 2020, 58,100 people from 83 European cities were surveyed.

Interaction between quality of life and public transport

The report shows that public transport is used more often in cities where people are satisfied with the service. This fact allows two possible conclusions: Either a good local transport offer invites people to use it particularly often. Or public transport is particularly appreciated by those who use it frequently and thus have good experiences with it. The interaction between quality of life and public transport services in a city is striking: the more satisfied people are with the quality of public transport in their city, the more they appreciate the quality of life in their city. How can this insight be used for the transport transformation? What improvements in local transport services are needed?

These and other topics will be discussed at “ÖffiCON* – Rethinking public transport!”: The online conference will take place from 18th to 21st March 2021. Under the motto “Future & Financing of Sustainable Mobility beyond COVID-19”, the ÖffiCON* offers the opportunity to discuss and work out topics of the transport transformation in different formats. Further information can be found at www.oefficon.eu.



About Us

About Us



The Einfach Einsteigen initiative advocates for an expansion and improvement of local transport as part of a comprehensive transport transformation. Specifically, we have developed a concept for ticket-free and pay-as-you-go local transport for the city of Bremen, which the Bremen Senate is currently examining for its feasibility. In addition, we aim to anchor the transport transformation in broad sections of the population and are initiating corresponding projects.

The focus of our work so far has been in Bremen and the surrounding area. Now, however, we would like to go one step further and provide an impetus for the expansion of local transport in Germany and beyond with the ÖffiCON* in March 2021. We believe that networking and knowledge exchange is essential for the step towards new ways of financing public transport – and only in this way can the transport transformation succeed in the coming years. We would therefore like to invite you to join us in rethinking public transport. So that soon everyone everywhere can simply get on board.



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YouTube: [@einfacheinsteigen](https://www.youtube.com/einfacheinsteigen)

Donate

Make the ÖffiCON* financially possible

ÖffiCON* – Rethinking public transport! is financed through project funds, Einfach Einsteigen's own funds and participation fees. Yet, we also rely on your donations to make this project become reality. We are grateful for every single contribution!

Your financial contribution can help us enable ÖffiCON*

You can support us with a one-time donation transferred directly to our donation account:

Einfach Einsteigen e.V.

IBAN: DE64 4306 0967 2041 2504 00

BIC: GENODEM1GLS

Bank: GLS Bank, Bochum, Deutschland