

NECTAR'26

Social Media Toolkit



1. Essentials, Branding & Tags

This **Social Media Toolkit** is designed to help you quickly draft social media updates, coordinate photos, and reference crucial conference facts.

- **Conference Hashtag:** #NECTAR26
- **Conference Website:** nectar26.eu
- **Conference Name (long):** 18th International 2026 NECTAR (Network on European Communications and Transport Activity Research) Conference
- **Conference Name (short):** NECTAR '26 Conference
- **Conference Host LinkedIn Tag:** @TUM Chair of Urban Structure and Transport Planning, @TUM Accessibility Planning
<https://www.linkedin.com/company/tum-urban-structure-transport-planning/>
<https://www.linkedin.com/company/tum-accessibilityplanning/>
- **NECTAR Website:** <https://nectar-eu.eu/>
- **NECTAR LinkedIn:** <https://www.linkedin.com/company/nectar-network-on-european-communications-and-transport-activities-research/>
- **NECTAR LinkedIn Tag:** @NECTAR
- **Primary Venues:**
 - Oskar von Miller Forum (OvMF) – Oskar-von-Miller-Ring 25, 80333 Munich
 - Pavillon 333 – Türkenstraße 15, 80333 Munich
- **NECTAR Leadership Team:**
 Maria Attard, University of Malta (NECTAR Chair)
 Karst Geurs, University of Twente (NECTAR Vice-Chair)
 Benjamin Büttner, Technical University of Munich (NECTAR Vice-Chair)
- **2026 Conference Scope:** 26 countries represented by global transport researchers and urban planners. 45 parallel sessions delivering a total of 177 presentations over three days, July 13-15, 2026

2. NECTAR Objectives & Historical Context

Deep Academic Heritage: Established in 1992, NECTAR is a multidisciplinary social science network born in the same historic year that the **Maastricht Treaty** was signed to form the modern European Union.

The Network on European Communications and Transport Activity Research (NECTAR) is a non-profit organization which brings together researchers in the field of transport, communication and mobility from all European Countries and the rest of the world.

The primary objective of NECTAR is to foster research collaboration and exchange of information in the above mentioned areas between researchers from different disciplines and countries, with particular emphasis on a social science orientation towards relevant research issues.

As a multidisciplinary social science network, NECTAR provides a platform for a wide variety of perspectives on transport and communication problems and their impacts on society, in a global context. These issues are closely connected with all aspects of the spatial behaviour of individuals, groups and governments.

Researchers from universities, academic research institutes, public and private research institutes can become NECTAR members, who will be expected to play an active role in contributing to the objectives of NECTAR.

NECTAR organizes various activities for its members such as: research group activities, meetings and conferences, participation in teaching programmes, exchange of researchers, collaborative contract research, and NECTAR publications.

8 NECTAR Clusters: Our global research network is organized around eight clusters tracks:

Cluster 1: Transport Infrastructure Impacts and Evaluation

Cluster 2: Policy and Environment

Cluster 3: Logistics and Freight

Cluster 4: Urban Mobility Transitions

Cluster 5: Leisure, Recreation and Tourism

Cluster 6: Accessibility

Cluster 7: Social and Health Issues

Cluster 8: Information and Communication Technologies (ICT)

3. Photo Sharing & Attribution Policy

We want sharing memories from the conference to be friction-free. Please follow these simple guidelines:

- **Official Conference Photos:** The official photographers will upload professional highlights to our central drive throughout the event. No attribution required. You can access and download photos here: 📁 <https://photos.app.goo.gl/tvScxbJuojVHL9eL6>
- **Participant Photo Sharing:** Got a great snapshot from a session, walking tour, or dinner? Send it directly to the "Attendee" WhatsApp group. For individual sessions, you can share on your assigned Google Drive link (with your presentations).
- **No Attribution Rule:** Any photos uploaded directly to the "Attendee" WhatsApp group are open for participants to share on their own channels without requiring individual attribution.
- **Privacy:** If you do not want your photo shared, make it known immediately to the person taking the photo!

4. Day-by-Day Social Media Thought Starters

To help minimize drafting friction, here is a day-by-day breakdown of key themes, events, and posting hooks.

DAY 0 (July 12): Arrival, Heritage & Reunion

- **What's Happening:**
 - Historic Private Tram Ride departing at **17:45 sharp** from the Pinakotheken Tram Stop (Barer Straße / Theresienstraße corner).
 - Informal gathering at 19:00 at the historic Augustiner Biergarten (Arnulfstraße 52).
- **Posting Hooks & Angles:**
 - *The "Arrival" Narrative:* Capture the unique experience of riding through Munich on a private historic tram. Frame it as the perfect transition from active travel theory to real-world Bavarian transit.
 - *Reconnecting:* Focus on the warm NECTAR culture—where competing colleagues turn into long-term research partners and friends.
 - *Example Draft idea:* "Arrived in Munich for #NECTAR26! What better way to start a transport conference than a historic private tram ride through the city before the deep dives into urban mobility transitions begin tomorrow."

DAY 1 (July 13): Health, Equity & Active Transitions

- **What's Happening:**
 - Plenary opening & welcome sessions.
 - Opening Keynote by **Mark Nieuwenhuijsen** on "Planning for sustainable and healthier mobility."
 - Parallel sessions tracking transport equity, socio-spatial exclusion, moral framings of spatial transformations, and active mobility design.
 - Welcome Reception at **FLUX** (Barer Str. 40) starting at 18:30.
- **Posting Hooks & Angles:**
 - *Keynote Takeaways:* Quote Mark Nieuwenhuijsen on the deep connections between urban layout, environmental epidemiology, and human health.

- *Moral and Policy Debates:* Share an insight from Session 1B/2B regarding how public acceptability and "moral framing" shape spatial changes like street pedestrianization.
- *Example Draft idea:* "Fascinating opening keynote at #NECTAR26 by Mark Nieuwenhuijsen on healthy urban living. If we want healthier societies, we have to design cities that make active transport the easiest choice, not just an alternative option."

DAY 2 (July 14): Munich's Policy Realities & The €10M Match

- **What's Happening:**
 - Plenary panel "Learnings from Munich: Where We've Been, Where We Are, and Where We Want to Go" featuring local cycling commissioner Florian Paul and mobility strategist Franziska Kirschner.
 - Parallel tracks covering micromobility gender gaps, street experiments, and sustainable logistics/micro-hubs.
 - Conference Dinner at **Augustiner Bräustuben** (Landsberger Str. 19) at 19:30.
 - **The €10 Million NECTAR Match Game deadline (23:59).**
- **Posting Hooks & Angles:**
 - *Local Context:* Discuss Munich's real-world transitions. What can other cities learn from Munich's cycling infrastructure rollouts and parking management updates?
 - *The NECTAR Match:* **Leverage this for high engagement!** Post a selfie of you and your matched "heart cookie" partner. Share your most ambitious, absurd, and funny mock €10 Million research proposal title.
 - *Example Draft idea:* "Met my match for the #NECTARmatch challenge! [Tag Partner] and I have just co-authored a mock €10 Million proposal: 'Pedals to Hoops: Designing Infrastructure for Equitable Cycling Accessibility to Basketball Courts.' What do you think, European Commission? #NECTAR26"

DAY 3 (July 15): Justice, Uncertain Climates & Real Accessibility

- **What's Happening:**
 - PhD Award Ceremony celebrating outstanding early-career thesis work.
 - Closing Keynote by **Tim Schwanen** on "Just urban mobility transitions under uncertainty."
 - Active field tours: City Center Walking Tours, Biking Tours (BYO bike via MVGO app), R Accessibility Workshop with Rafael Pereira, or euMOVE student presentations at Pavillon 333.

- **Posting Hooks & Angles:**

- *Next-Gen Research:* Congratulate the PhD Award winner and emphasize NECTAR's commitment to supporting the next generation of transport scholars.
- *Justice in Uncertain Times:* React to Tim Schwanen's closing thoughts on inequality, climate change, and how we map human well-being into transport models.
- *Theory to Practice:* Share a video or photo from the biking or walking tours. Show how researchers analyze Munich's infrastructure live.
- *Example Draft idea:* "Wrapping up #NECTAR26 with Tim Schwanen's profound keynote on just urban mobility transitions. How do we build resilient transport systems when the future climate and societal landscapes are deeply uncertain? A fitting end to an inspiring three days of science and community."

5. AI Design & Graphic Guidelines

If you or your co-presenters are utilizing generative AI tools (such as Midjourney, DALL-E, or local LLMs) to create slide backgrounds, promotional headers, or custom social media banners, please use these visual branding guidelines:

Corporate Color Codes (Hex)

- **Deep Navy Blue:** #0e396e (Represents academic structure and continuity)
- **Vibrant Orange-Red:** #da4100 (Represents uncertainty and transformative action)
- **Mobility Green:** #22b273 (Represents sustainability, active travel, and growth)
- **Warm Cream Background:** #FAF1E2 (Soft, readable alternative to harsh white)

Typography Hierarchy

- **Slide Titles:** Franklin Gothic (Bold, modern, legible)
- **Section Headers & Subtitles:** Barlow Semi-Bold
- **Body & Descriptions:** Barlow Regular or Barlow Light

Generative AI Image Prompt

Copy and paste this prompt directly into your favorite image generator to create branded NECTAR 2026 visual assets:

A clean, minimalist vector graphic abstract background showcasing fluid winding lines and intersecting pathways representing networks, transit connectivity, and urban mobility transitions. Color palette strictly uses deep navy blue #0e396e, vibrant orange-red #da4100, and bright green #22b273 on a soft cream background #FAF1E2. Modern architectural styling, flat design, highly professional, no text, clean composition optimized for academic conference presentation slide backgrounds.