



DEDICATED TO MAKING A DIFFERENCE




World Business Council for Sustainable Development

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SUSTAINABLE MOBILITY

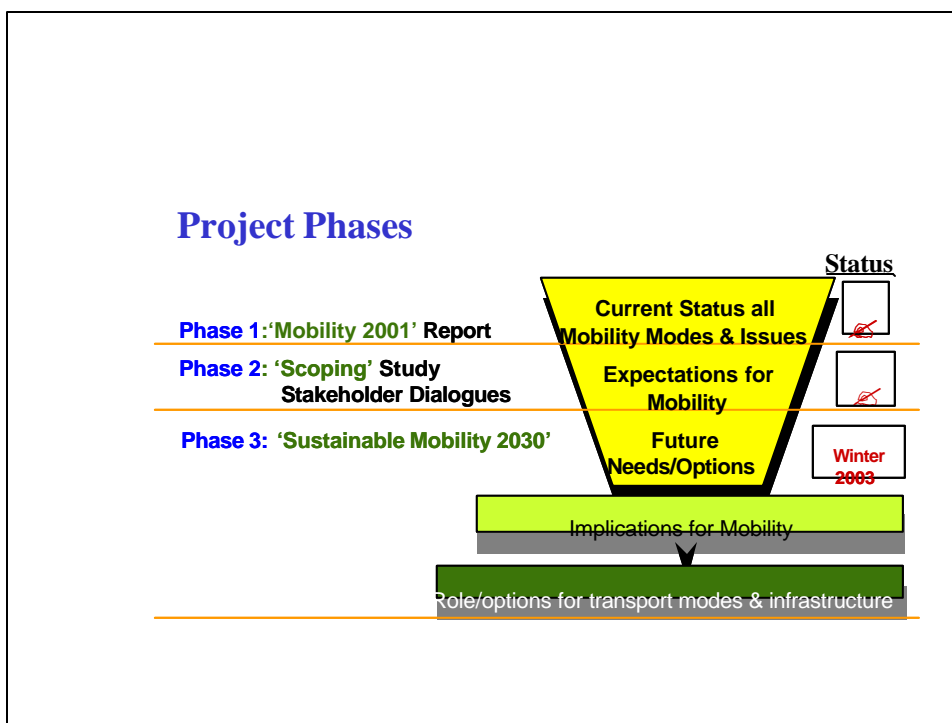
A member-led project of the WBCSD

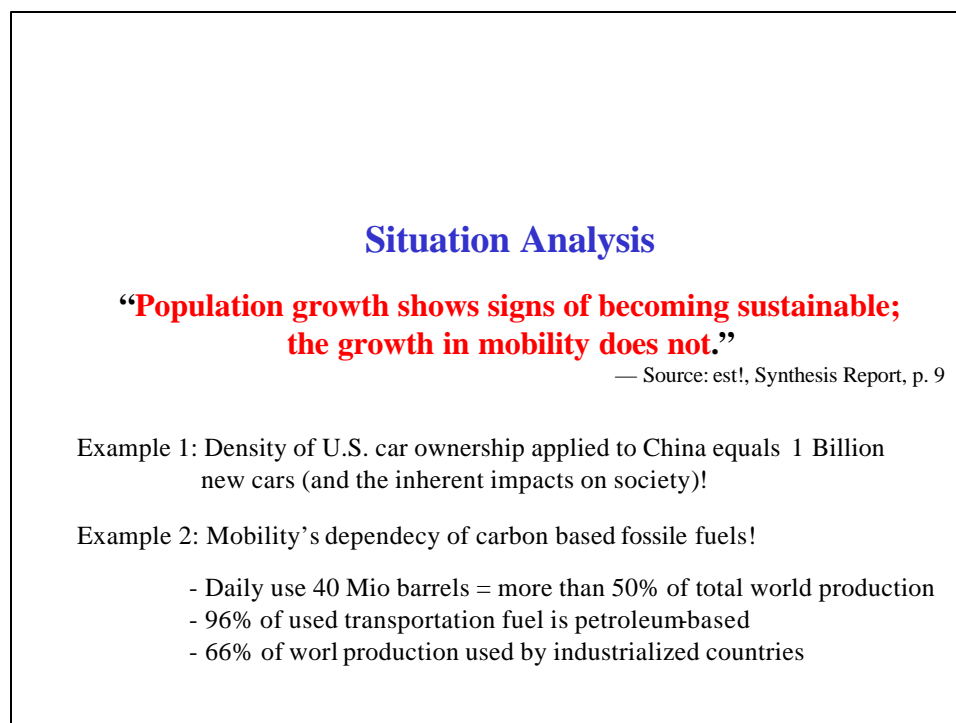
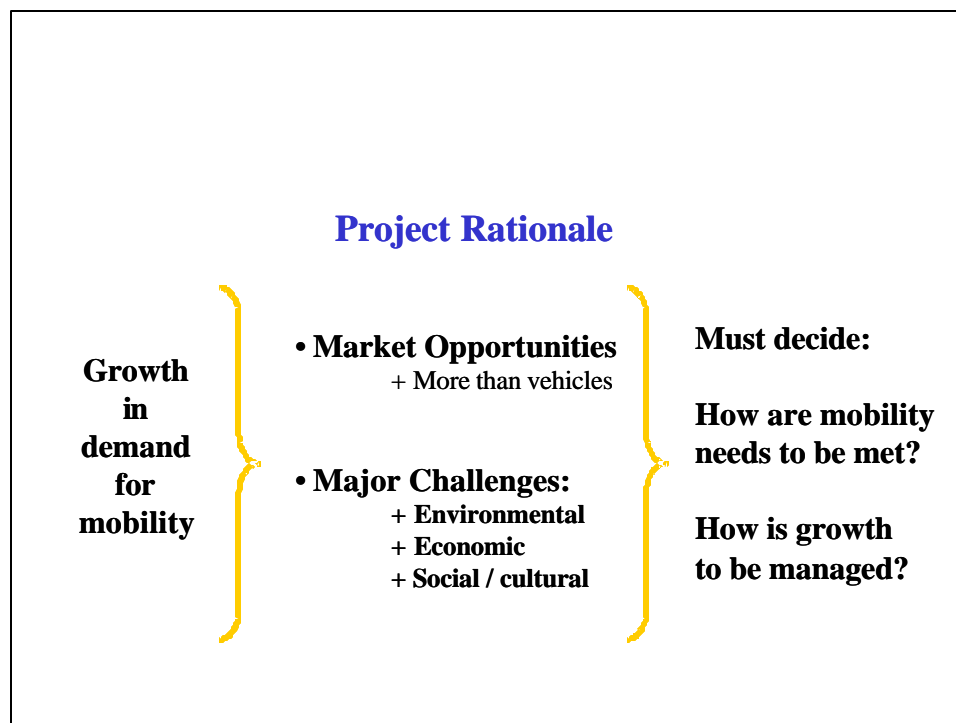


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Achieving Sustainable Mobility requires a global effort

- **Challenges to present mobility systems are global**
- **Solutions are beyond capabilities of any one entity**
 - **More likely to achieve critical mass**
- **Should yield better interaction with governments**
- **May discourage inefficient country-by-country approaches**

Core Companies



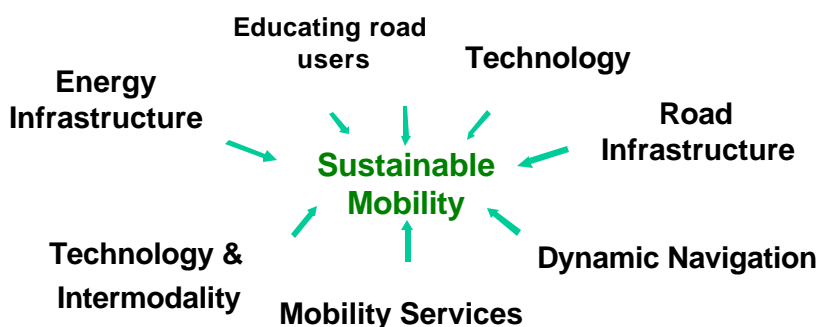
Working Definition of Sustainable Mobility

The ability to meet the needs of society to

- **move freely,**
- **gain access,**
- **communicate,**
- **trade and establish relationships**

without sacrificing other essential human or ecological values today or in the future.

Definition of Sustainable Mobility - Illustrated



Project Purpose

The Sustainable Mobility Project aims to develop a global vision of Sustainable Mobility of people, goods and services, and to show possible pathways that will answer societal, environmental and economic concerns.

The Mobility 2001 Report

[removed picture of front cover]

Sustainability Scorecard Developed World

	Level	Direction
Measures to be increased		
Access to means of personal mobility	█	+
Equity in access	█	-
Appropriate mobility infrastructure	█	-
Inexpensive freight transportation	█	+
Measures to be reduced		
Congestion	█	-
"Conventional" emissions	█	+
Greenhouse gas emissions	█	-
Transportation noise	█	+
Other environmental impacts	█	-
Disruption of communities	█	-
Transportation-related accidents	█	+
Transportations' demand for nonrenewable energy	█	+
Transportation-related solid waste	█	+

Scorecard – Developed World

Level ↓ Direction ↓	Acceptable	Of concern	Unacceptable
Improving	Access Inexpensive freight	Conventional emissions Noise Accidents Waste	
Unclear/ unknown			Non-renewable energy use
Deteriorating		Equity of access Infrastructure Congestion Ecosystems Community Disrup.	Greenhouse gas emissions

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Sustainability Scorecard Developing World

	Level	Direction
Measures to be increased		
Access to means of mobility		+
Equity of access		?
Appropriate mobility infrastructure		-
Inexpensive freight transportation		+
Measures to be reduced		
Congestion		-
"Conventional" emissions		-
Greenhouse gas emissions		-
Transportation noise		-
Other environmental impacts		-
Disruption of communities		-
Transportation-related accidents		-
Transportations' demand for non-renewable energy		+
Transportation-related solid waste		?

Scorecard – Developing World

Level ↓ Direction ↓	Acceptable	Of concern	Unacceptable
Improving		Inexpensive freight	Access
Unclear/ unknown		Waste	Equity of access Non-renewable energy use
Deteriorating		Greenhouse gas emissions Land, water, ecosystems Disruption of communities	Infrastructure Congestion Conventional emissions Noise Accidents

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Scorecards lead to 3 Groups of Grand Challenges

I. Stakeholders expect SMP core companies to:

- Match future use of automobile/transport with actual accessibility & needs
- Drastically reduce mobilities carbon emissions from the transportation sector

II. Can not be addressed credibly without active involvement from others modes:

- Match future use of automobile/transport with actual accessibility & needs
- Solve competition for infrastructure use between personal & freight transport
- Anticipate inter-city congestion & develop mobility options for people & freight

III. Overarching challenges, i.e. challenges that transcend any one mode or region

- Ensure essential role of transport systems for economic & social development
- Re-invent process of planning, developing & managing mobility infrastructure
 - Improve institutional capability to identify & implement consensual approaches that promote SM

Grand Challenges lead to 5 Project Goals

1. Develop visions of future global systems of sustainable mobility,

incl. developed & developing countries, all sustainability aspects, all mobility modes .

2. Address sustainability issues created by dominant of the road vehicles

in providing mobility in developed & developing world urban & interurban environments.

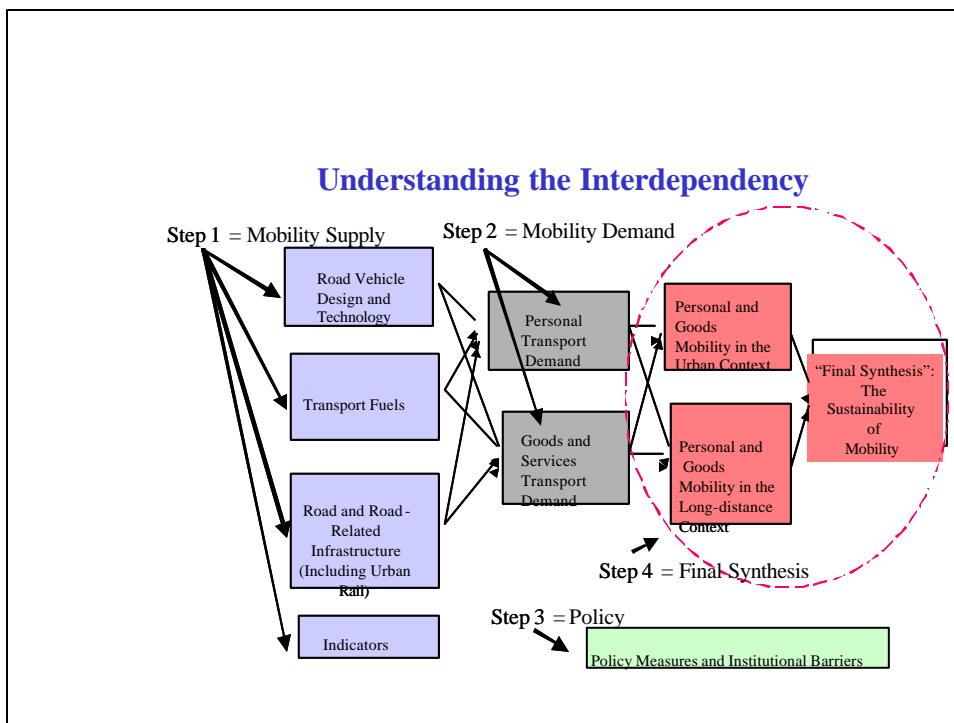
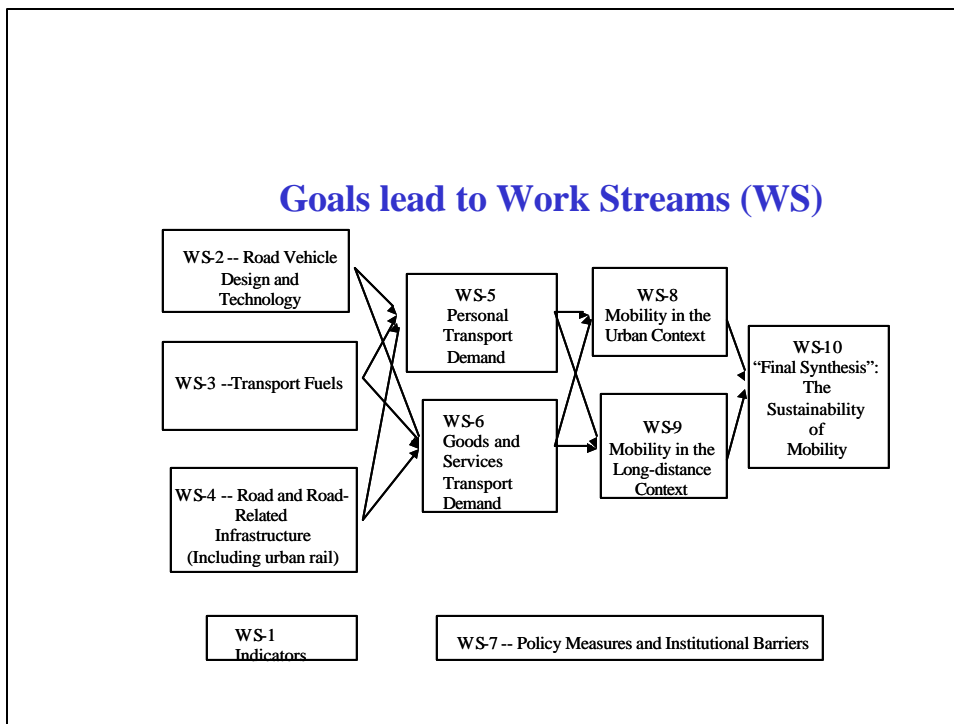
3. Enhance knowledge of mobility needs, options & expected changes.

Determine how this knowledge can be applied to advance SM. Identify & diffuse “best practices”.

4. Build stakeholder support for our vision of SM & how it might be achieved.

Engage stakeholders on a broad basis & create results no stakeholder can afford to ignore.

5. Subject the project deliverables to an independent assurance process.



What is an Action Team (AT) ?

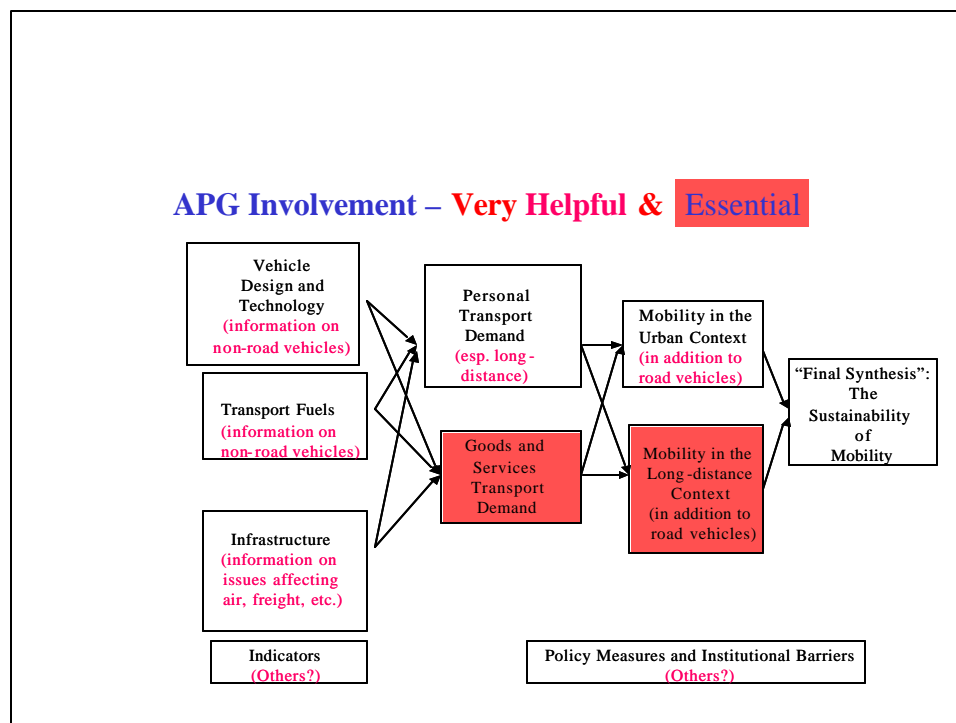
- subgroup of the SMP established by WG asked to manage defined tasks under a Work Stream.
- AT will establish a program & budget for its activities, to be approved by the WG.
- AT consists of specialists from WG & invited members of APG
- Participating APG members will contribute an equal share towards cost of the program

Associated Partner Group (APG)

WHAT & WHY? Institutions, businesses and organizations with such a high stake in mobility that our project need their involvement for relevance, credibility and active contribution, to discuss & formulate overarching vision of SM.

WHO? Business members, NGO's, governments & IGO's.

WHEN? The APG will meet together with the WG at the Vision Workshops. Individual APG members will be invited to participate in Action Teams.



Next Steps

Mobility 2030 - Phase 3

- Work streams & overall project set-up are currently discussed
- Completion of Phase 3 scheduled for end Q4 2003

Involvement of potential Associated Partners

- Started in Geneva 9/'01
- Singapore 2/'02, Tokyo 3/'02
- Workshops 4/'02 in Geneva, 9/02 in U.S., 2 & 3 /'03 in Europe

Forming Action Teams (AT)

- Start of active project work in Q1 2002
(indicators, vehicles, fuels & infrastructure)

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