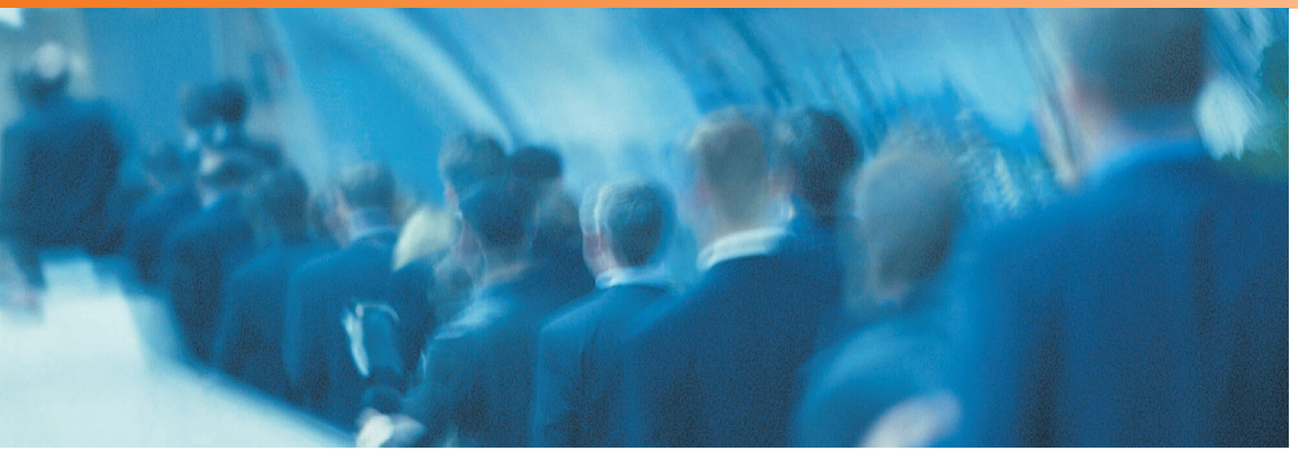
DEDICATED TO MAKING A DIFFERENCE

Move. Sustain.

The Sustainable Mobility Project

World Business Council for Sustainable Development

SUSTAINABLE MOBILITY



Move…

to cause to change place or posture; to set in motion; to impel; to excite to action… to go from one place to another; to walk; to carry oneself.

Sustain…

to hold up; to bear; to support; to keep up; to support the life of; to prolong.

Mobility…

For modern society to function effectively and efficiently, people and goods must be able to move. This mobility often comes at a high price – congestion, accidents, poor air quality, excessive greenhouse gases, unequal access to clean and efficient ways to travel and insufficient attention to quality of life.

THE SUSTAINABLE MOBILITY PROJECT – MAKING A DIFFERENCE!

The Sustainable Mobility Project is sponsored by the World Business Council for Sustainable Development, based in Geneva. Launched in April 2000, the project is scheduled to conclude by December 2003.

The WBCSD member companies behind this initiative are among the world's largest energy and automotive enterprises, including BP, DaimlerChrysler, Ford, General Motors, Honda, Nissan, Michelin, Norsk Hydro, Renault, Shell, Toyota and Volkswagen. Together this core group of companies has created a unique collaboration. Each of these companies believes that its own long-term viability depends on achieving sustainable mobility. They all believe that sustainability and their own success will increasingly become synonymous.

Through this project, these companies are wrestling with the complex challenges that must be addressed if the world is to achieve economic growth, environmental improvement and social progress simultaneously, in a mobility context. Simply stated, they are trying to envision sustainable systems of mobility and to identify pathways for getting there.

The challenges and opportunities are global. The solutions will depend on co-operation among governments, industries, consumers and other elements of civil society. The project encompasses the three elements of sustainability – social, environmental and economic. It covers all major modes of mobility – land, air and sea – and it covers all regions of the world.

The efforts, views and interests of these large companies are not the only ones that count in this important initiative. In recognition of this, the project's remit is much broader than the corporate perspective. It includes stakeholders from a wide range of civil society. Although led by industry, the project is not trying to dictate individual technological or commercial responses to mobility challenges. It is about policy in the round, partnerships in the widest sense, and options for change that should be considered by as broad an audience as possible.

THE STATE OF WORLD MOBILITY – MAKING SENSE OF THE PRESENT

Mobility is essential to modern life. It is fundamental to human needs. Without mobility systems, economies could not develop, function or grow; human beings could not relate nearly as easily as we do now.

But it is becoming increasingly clear that we cannot meet the world's growing appetite for mobility by simply extending today's means of transportation. Mobility systems must become more efficient, more equitable, less damaging to the environment and to society, while offering more, not less mobility.

The starting point for our Sustainable Mobility Project is the present. **Mobility 2001**, published in October, is a comprehensive study of the state of mobility, worldwide, at the end of the Twentieth Century. Commissioned by the WBCSD, it was developed by an expert 40-person team from the Massachusetts Institute of Technology, including consultants from Charles River Associates.

The report makes clear that the world's transport systems are a cause for very real concern – with congestion, inadequate infrastructure, accident rates, noise and pollution already at worrying levels and getting worse in many parts of the world. Mobility challenges in the developing world are identified as particularly troubling.

MAKING THE CONNECTIONS – A WORLD WIDE EFFORT

Mobility 2001 calls for a worldwide effort to tackle mobility challenges, recognising that solutions are beyond the capabilities of any single entity, public or private, or even any one group of organizations. It identifies the need for collaboration and creative interaction on a broad scale.

Thus a crucial part of the project is to engage stakeholders, from all parts of society and all regions of the world, to solicit their opinions, to understand how they see the current state of mobility and to hear their proposed approaches and recommended solutions.

Between November 2000 and October 2001, the project convened eight stakeholder dialogues on four continents. The meetings in Tokyo, Brussels, Washington DC, Saõ Paulo, Prague, Beijing, Cape Town and Manila yielded valuable insights.

More importantly, the meetings brought together people with a shared stake in the future of mobility who now have the opportunity to continue to interact with the project in the search for solutions. Representatives from governments, academic institutions, trade unions, business, consumer groups and non-governmental organisations were among those canvassed for their opinions.

MEETING THE CHALLENGES – SETTING TASKS FOR THE FUTURE

Mobility 2001 also outlines a set of "**grand challenges**". These challenges, once met, will go a long way towards assuring that mobility is sustainable. They have been adopted as the base statement of what must be done to achieve sustainable mobility.

The "**grand challenges**" fall into three separate categories:

1. **Challenges requiring industry leadership**
   - Adapt the personal use motor vehicle to meet future mobility needs in developed and developing countries
   - Drastically reduce carbon emissions from the transport sector
2. **Challenges requiring the involvement of other transport modes**
   - Reinvent the relationship between public transport and the private car
   - Resolve the conflict between freight and private transportation in competing for resources and access to infrastructure
   - Develop a portfolio of options for the inter-city transportation of people and freight

3. **Challenges which transcend any one mode or region**
   - Reinvent the process of planning, developing, financing and managing transportation infrastructure
   - Improve the capabilities of institutions to identify and enact approaches that promote sustainable mobility
   - Ensure that transportation systems continue to play their vital role in economic growth and in serving essential human needs

Sustainable Mobility…

is about meeting people's needs to move freely, gain access, communicate, trade and form relationships and to do so without sacrificing other essential human or ecological values today or in the future.

SUSTAINABLE MOBILITY IN 2030 – MAPPING THE FUTURE

To respond to the "**grand challenges**", the project has developed a set of **work streams**. The **work streams** and their charges are:

1. **Sustainability Indicators** – devise a means of defining sustainable mobility as of 2030 and of measuring and monitoring the progress of the other work streams toward project goals.

2. **Vehicle design and technology** – determine how vehicle technology and design over the next three decades may affect the sustainability of mobility.

3. **Fuels** – determine the impact on sustainability of mobility of changes in transport fuels.

4. **Infrastructure** – determine infrastructure requirements created by developments in transport design and technology and by fuels changes and their impacts on sustainable mobility.

5. **Personal mobility demand** – assess how development of new vehicle designs and technology, fuels and infrastructure, population and income growth and distribution, urbanization, and other major influences may change the demand for personal transportation.

6. **Goods and services mobility demand** – assess how the developments above, plus changes in the composition and structure of industry, logisitics requirements, etc., will impact the demand for goods and services.

7. **Policy measures** – identify the policy measures available to influence the demand for mobility of both people and goods and services; identify institutional barriers and suggest how they might be overcome.

8. **Urban mobility** – describe how the demands for personal and commercial mobility might evolve over the next 30 years in the urban areas of developed and developing countries.

9. **Long-distance mobility** – identify and assess how long-distance mobility, for people and goods, might evolve over the next 30 years.

10. **Scenarios, Vision and Workshops** – develop scenarios to inform the other work streams on the key challenges and assumptions which are explored in them and a vision of how sustainable mobility might look in 2030. The vision should develop as the project progresses on an interactive basis with the other work streams and by engaging a wide variety of stakeholders through a series of workshops.

Each work stream is managed by an **Action Team**, led by a core-member company, and, in some cases, involving external organizations. The participation of these outside partners is an essential part of the project, with their inputs serving as both a source of expertise and also a reality check.

In addition, an **Assurance Group** of eminent individuals and experts from around the world, selected by the WBCSD, is commenting regularly on the integrity and quality of the project work product.

This main phase of the project will culminate in a second, future-looking report **Sustainable Mobility 2030**. This report will present the project's vision of sustainable systems of mobility looking 30 years ahead and will identify the pathways that will take us there.

We invite you to follow developments and to comment on them through our website: **www.SustainableMobility.org**

ABOUT THE WBCSD

The World Business Council for Sustainable Development (WBCSD) is a coalition of 160 international companies united by a shared commitment to sustainable development via the three pillars of economic growth, ecological balance and social progress.

Our members are drawn from more than 30 countries and 20 major industrial sectors. We also benefit from a Global Network of 40 national and regional business councils and partner organizations involving some 1000 business leaders globally. For further information visit the WBCSD website: www.wbcsd.org

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