

Sustainable Mobility 2.0 Project

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Company	Country
Brisa	Portugal
Ford	USA
Toyota Motor Corporation	Japan
BMW Group	Germany
BP	UK
Bridgestone	Japan
Daimler	Germany
Deutsche Bahn	Germany
Honda	Japan
Michelin	France
Nissan	Japan
Pirelli	Italy
Volkswagen	Germany

A further 8-10 companies, in addition to those named above, have been active in shaping this project as part of an ad hoc working group, and are now in the final stages of considering their formal participation. Additional expressions of interest are welcome.

CONTEXT

The WBCSD's [Vision 2050](#) for sustainable mobility is “**universal access to safe and low-carbon mobility**” with the measure of success summed up as “near universal access to reliable and low carbon mobility, infrastructure and information”.

Building on earlier WBCSD work, such as the [Sustainable Mobility Project](#) and [Mobility for Development](#), the Council has launched a major new initiative bringing together a uniquely global and cross-sectoral group of mobility-related companies and other stakeholders to **accelerate progress towards sustainable mobility**. This three year project (2013-2015) aims to speed and scale up the implementation of sustainable mobility solutions including:

- **fostering optimal city and intercity approaches** to sustainable mobility by promoting cross-sectoral cooperation, and encouraging cities to cooperate on implementation, supporting citizens who want to lead more sustainable lives.
- **contributing to a prosperous and positive society** by minimizing negative aspects of mobility, such as traffic accidents, and energy and climate change constraints, and maximizing the positive impacts of moving goods and people through more comfortable, secure, safe, accessible, efficient and diverse mobility options.
- **developing a clear and compelling vision for future sustainable mobility** and concrete recommendations to achieve it, taking an integrated approach to mobility, energy, information, and citizens' behavior and choices.
- **defining an objective metric** for assessing the sustainability of mobility in cities and evaluating the impact of mobility options and measures in order to enable informed decisions for effectively improving the mobility stream.
- **driving common understanding among key mobility stakeholders (e.g. cities, business, and government)**, on opportunities and enabling environments for attractive,

innovative business models for mobility improvement projects with social and economic benefits, and minimal environmental impact.

RECENT DEVELOPMENTS

The Sustainable Mobility 2.0 Project, launched in early 2013, and is actively seeking a diverse mix of leading edge, innovative companies to enrich the potential pool of solutions. A project plan was developed by an ad-hoc working group of 25+ global companies from a range of mobility-related companies, including automotive, fuel, tires, logistics, road operators, and technology suppliers for both automotive and public transport, among others.

To date, the project has:

- the commitment of three co-chairs and ten other companies, while seeking confirmed participation by a number of other interested companies that would further diversify the project's sectoral and regional representation
- held its first formal working group meeting in Cascais, Portugal, in February, and the first conference call of the Steering Committee (Council Members), which approved the current co-chairs, the work plan, budget and appointment of a full-time Project Director
- established active work-streams looking at Sustainable Mobility Indicators; City Clusters; Evolving Demand, and Solutions
- brought on board a full-time Project Director, starting April 2013 (Michael Fahy).

OUTLOOK

Sustainable Mobility 2.0 will:

- **develop a detailed vision and roadmap, together with an enabling structure for sustainable mobility** with milestones;
- **integrate and demonstrate holistic approaches** to create "blue-prints" for city and intercity mobility that can be readily replicated;
- **convene a cross-sectoral network of companies** to identify and communicate the most effective business models and sustainable mobility systems;
- **address social aspects of sustainable mobility**, including issues such as accessibility (e.g. rural access, ageing populations, affordability);
- **formulate sustainable mobility indicators that measure** potential solutions to enable cities to better implement sustainable mobility solutions;
- **advocate the policy accelerators and framework conditions** to support rapid and widespread deployment of sustainable mobility solutions; and
- **build a network of support for sustainable mobility systems** in developed and developing countries.

The ultimate goal is to accelerate and extend access to safe, reliable and comfortable mobility for all whilst having zero traffic accidents, low environmental impacts, affordability, and reduced demands on energy and time. The movement of people and goods would be facilitated, contributing to a more prosperous and resilient society by creating new values and businesses, and a positive environmental and economic growth cycle.

We welcome expressions of interest from any company that can enrich the project's potential to foster holistic mobility solutions at scale, including those from the IT, logistics, and public transport sectors.



If you are interested in finding out more, please contact the newly appointed Project Director, Michael Fahy (fahy@wbcsd.org) or join the SMP 2.0 working group in Montreux, Thursday 18 April.