

**Managing sustainable mobility and  
promoting a more efficient transport  
system: innovation and policy  
convergence as enablers of green and  
healthy transport  
Outcomes of the THE PEP 2017  
Symposium**

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Report from Moderator

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# Keynote Speakers and Panelists

**Speaker** - Peter Jones Professor of Transport and Sustainable Development (UCL -UK),

Robert Thaler President, European Platform on Mobility Management (Austria).

**Panelists** - Michael Bösch – Environment and Sustainability Management Consultant SBB National railroads(Switzerland);

Ivo Cre –Deputy Director , Polis Network ( Belgium);

Iris Ehrnleitner – Ministry of Transport Mobility Project Management “klimaaktiv mobil” (Austria);

John Hegarty –Energy measuring project manager SBB National Railroads (Switzerland);

Sonja Kahlmeier –Deputy Head Physical activity and health, University of Zurich( Switzerland );

Giuseppe Liguori –Public Transport Manager Bologna Authority(Italy) .

# Question 1 – *How can policies advance sustainable transport ?*

- Moving towards (and sustaining) more advanced policy stages of urban mobility transport: from **car-centric** to **people-centric** to **living space focused** to **smart city**.
- Prioritize key action policy areas; e.g., engagement of people, stimulating/incentivizing behavioural change, decarbonisation, electrification and digitalization.
- Co-production of policies with relevant stakeholders (including citizens) ;
- Linking cities and regions to share ideas, introduce innovations and support SUMP planning ;
- Provision of targeted financial support

**Key Messages- Plan BIG; Think BIG; Act on it ; and Do it together.**

## Question 2 – *How can technologies advance sustainable transport?*

- Providing information access - web-based tools to support analysis and optimization of mobility planning for companies and communities (e.g., HEAT);
- ‘Nudging’ - gamification approaches to reinforce ‘good’ mobility behaviours (voucher incentives);
- Testing and Measuring- e.g., use of energy meters to track efficiency of Train journey;
- Demonstrating- pilot projects showing effectiveness of new technologies , e.g., driveless bus;

# Question 2 cont. – *Risks and Messages*

## Risks

- New technologies (e.g., driveless car) may shift policy stage backwards to focus on more space for vehicles.
- Technological innovation may have short 'shelf-life' and not be sustainable ( e.g., driverless bus pilot use was discontinued after project funding stopped).

Key Message- Plan BIG; Think BIG; Act on it ; and Do it together.

# Question 3 – Priorities for THE PEP

Guidance, training, action research, supporting and reporting on 'pilot' projects on :

- Elaborating a shared vision;
- Linking Regional, national and urban initiatives;
- People engagement strategies;
- Electrification;
- Decarbonization;
- Digitalization;
- Identification of funding sources;
- Building the economic case;
- Managing challenges of policy/technology interface ; and
- Co-production .

# Thank you

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