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

UNECE /Palais des Nations

Nov 06 2017

Report from Moderator

Franklin Apfel

World Health Communication Associates, UK
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’ - gamefication 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

franklin@whcaonline.org
www.whcaonline.org
@franklinapfel