The Sustainable Mobility Project 2030

Meeting the challenges to sustainability

OVERVIEW

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WBCSD

- Coalition of some 175 leading international companies focused on sustainable development
  - 35 countries
  - 20 major industrial sectors
- Total turnover (2003) USD 4’400 BUSD
- Full market capitalization USD 4’700 BUSD
- Employees 12M
- Customers served each day 2.5 B

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Regional Network

- BCSDs and Partner Organizations -

ADVOCACY & ISSUES MANAGEMENT

Projects

Council
- Energy & Climate
- Sust. Livelihoods
- Accountability & Reporting
- Water

Sectors
- Forest Products
- Mining
- Cement
- **Mobility**
- Electricity Utilities

Initiatives
- Health systems
- Tomorrow's Leaders

Cross Cutting Themes

WBCSD Work Program 2005

Regional Network

Partnerships

Communications

Capacity Building

Member Services

Business license to operate, innovate and grow

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SMP 2030: Global collaboration

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SMP 2030

- Defines “sustainable mobility” and provides indicators for measuring it
- Provides an assessment of future mobility if present trends continue
- Proposes seven goals for achieving sustainable mobility
- Describes the potential contribution of vehicle technologies and fuels

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Sustainable mobility

Definition: 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.

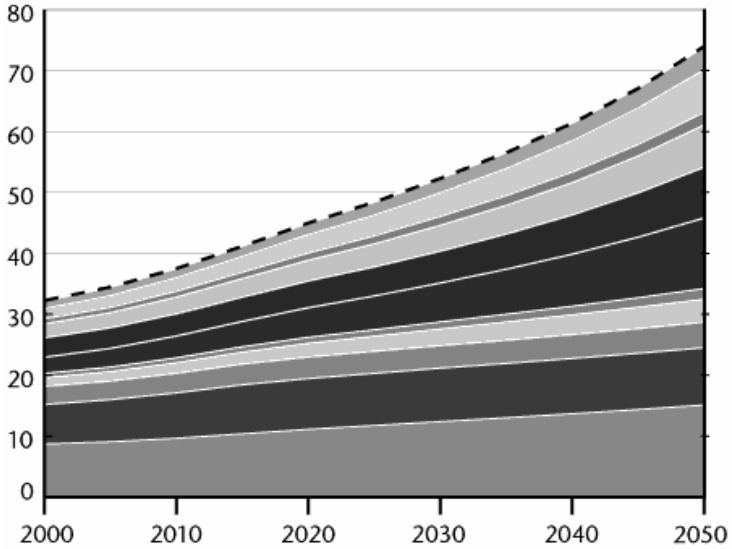
Indicators

1. Access to mobility 2. User costs 3. Travel time 4. Reliability and comfort 5. Safety 6. Security	Mobility Users
7. Greenhouse gas emissions 8. Impact on environment and public well-being 9. Resource use 10. Impact on public revenues and expenditures 11. Equity Implications	Society as a whole
12. Prospective rate of return to private business	Mobility Providers

Projected growth in personal transport activity

Personal transport activity by region

Trillions (10^{12}) of Passenger-Kilometers/Year



	Average Annual Growth Rates 2000-2030	2000-2050
Total	**1.6%**	**1.7%**
Africa	1.9%	2.1%
Latin America	2.8%	2.9%
Middle East	1.9%	1.8%
India	2.1%	2.3%
Other Asia	1.7%	1.9%
China	3.0%	3.0%
Eastern Europe	1.6%	1.8%
Former Soviet Union	2.2%	2.0%
OECD Pacific	0.7%	0.7%
OECD Europe	1.0%	0.8%
OECD North America	1.2%	1.1%

Source:
Sustainable Mobility Project calculations.

Mobility 2030's conclusion regarding outlook

When factoring in all the indicators, it appears that today's system of mobility is not sustainable. Nor is it likely to become so if present trends continue.

Mobility 2030, p. 58

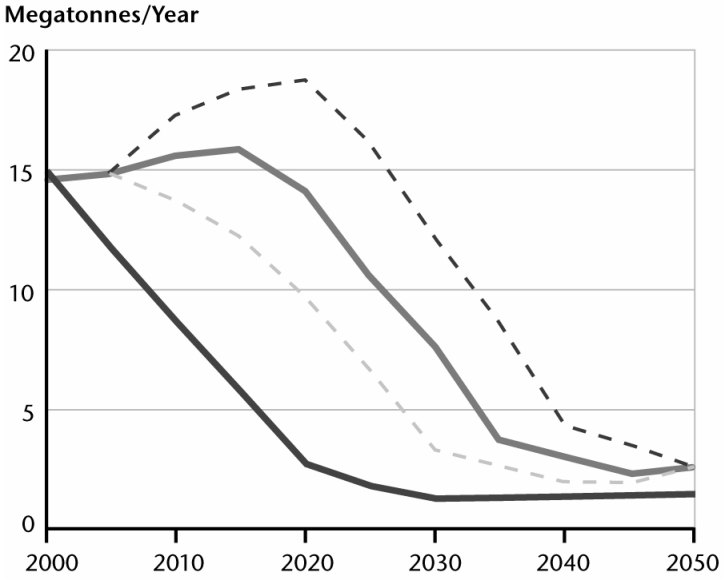
Seven goals for improving the sustainability of mobility

1. Reduce conventional emissions from transport to levels where they do not constitute a significant public health concern anywhere in the world
2. Limit GHG emissions from transport to sustainable levels
3. Reduce the number of transport-related deaths and injuries worldwide
4. Reduce transport-related noise
5. Mitigate traffic congestion
6. Narrow “mobility opportunity divides”
7. Preserve and enhance mobility opportunities available to the general population

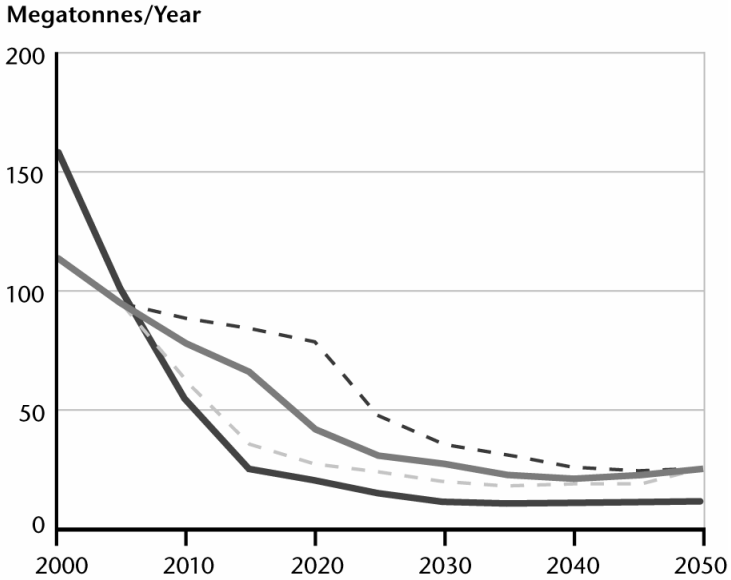
1. Reduce conventional emissions from transport

Reference case projections

Transport-related NOx emissions



Transport-related CO emissions



OECD Regions

Non-OECD Regions
15 Year Time Lag

Non-OECD Regions
10 Year Time Lag

Non-OECD Regions
5 Year Time Lag

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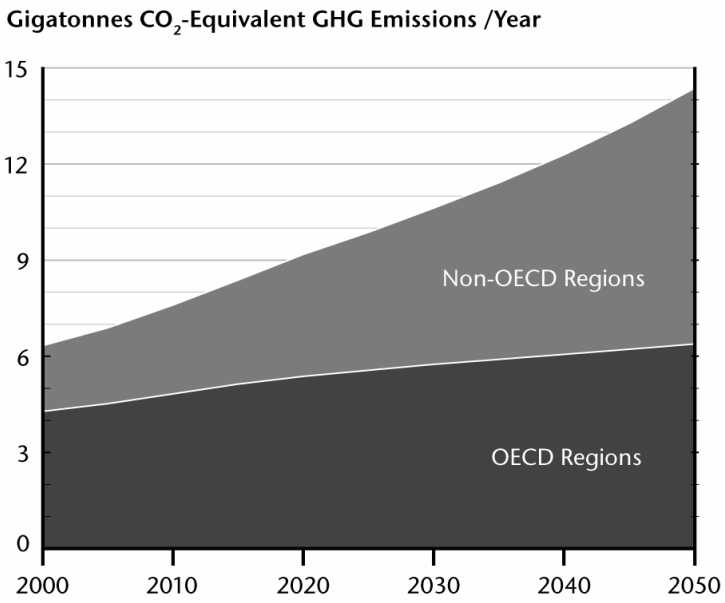
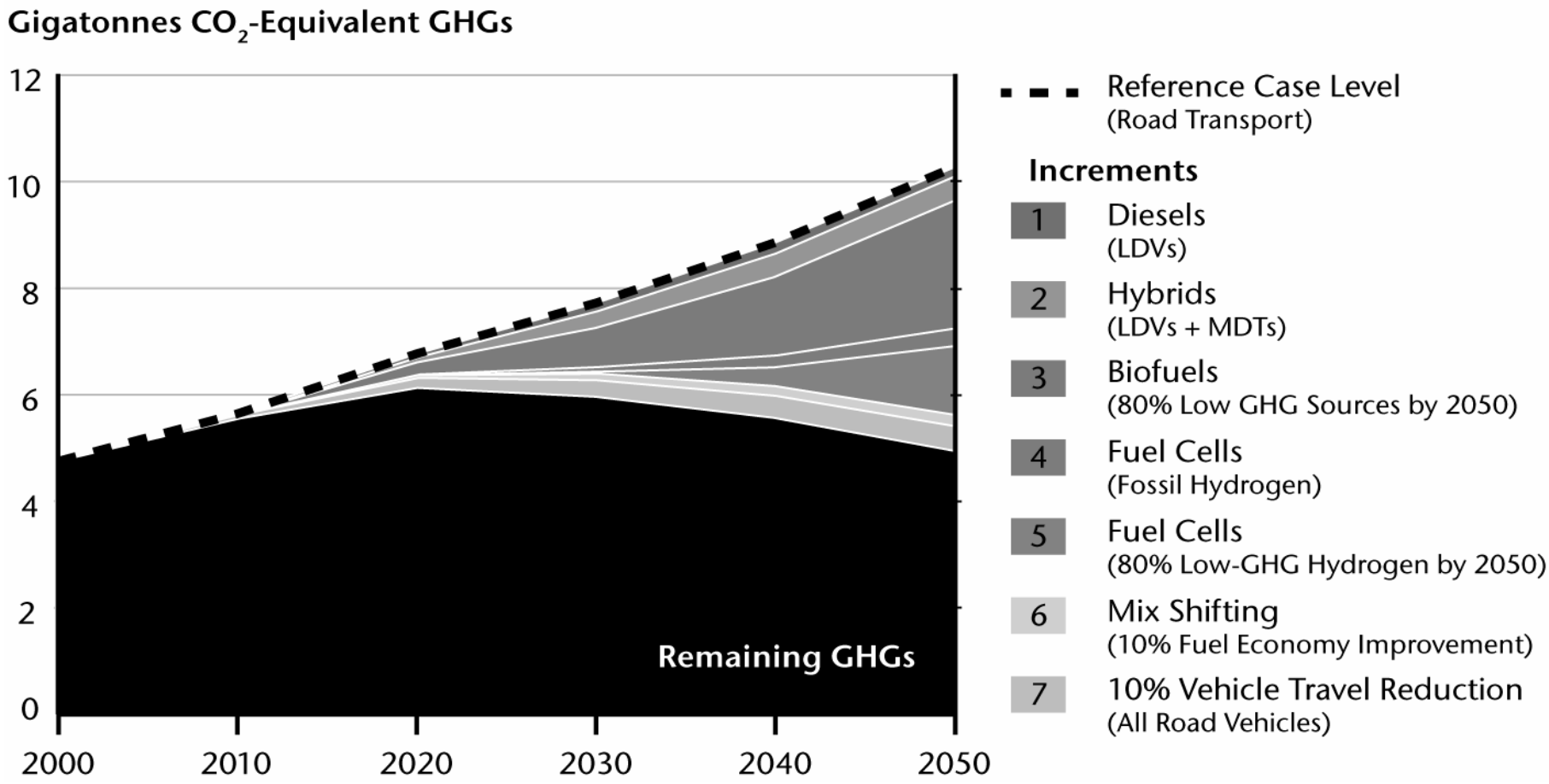
2. Limit transport-related GHG emissions

Reference case projections – major regional grouping

Transport-related Well-To-Wheels GHG emissions



SMP Combined Technology case



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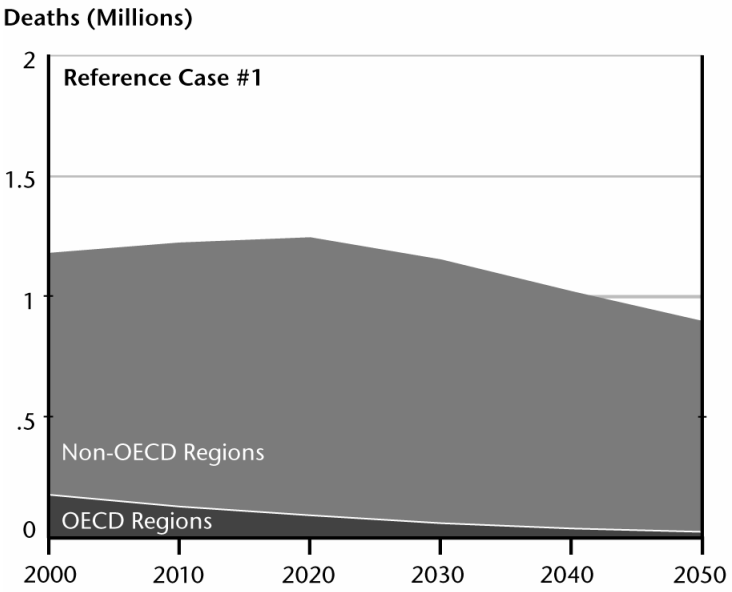
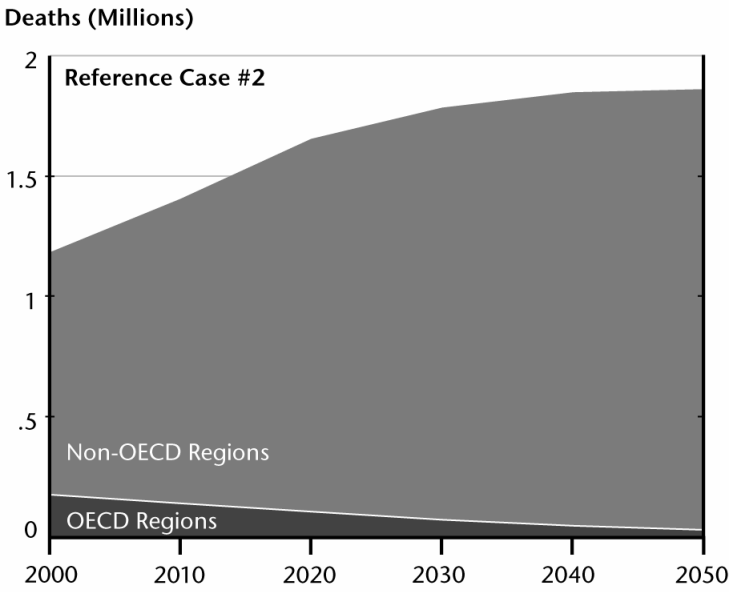
3. Reduce transport-related deaths and injuries

Reference case projections – by major regional grouping

Total road-related deaths





Note:
Reference Case #1 and Reference Case #2 use different assumptions concerning the risk decay factor over time.

Source:
Sustainable Mobilty Project spreadsheet calculations using data from **Koornstra 2003**

Building blocks

- Improve road infrastructure
  - Separate road vehicles and vulnerable road users
- Change road user behavior
  - Reduce drinking and speeding, increase use of helmets for operators and passengers of 2 & 3 wheelers, increase wearing of seat belts
- Improve safety characteristics of road vehicles

Given differences in regional situations,

emphasis necessarily will differ

AN ACTION PLAN:
GLOBAL ROAD SAFETY INITIATIVE (GRSI)

- Seven of the world's largest auto and oil companies,member of the SMP 2030 announced in December2004 a collaborative five-year, $10 million project to reduce road traffic fatalities in developing countries.

- The initiative **GRSI**, to be implemented by the Global Road Safety Partnership (**GRSP**), hosted by the International Federation of Red Cross and Red Crescent Societies (IFRC), will focus on such key road safety themes as pedestrian safety and safety belt use, the training of road safety professionals in developing countries, and provision of seed money to support pilot programs to improve road safety in these countries.

- Participating companies will also contribute expertise and linkages with governments and the community in the selected countries.

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Mobility 2030's conclusion:

- Mobility can be made sustainable, but . . .
  - There is no single "magic" technological solution; portfolio of solutions required
  - It will take longer than three decades
  - It will require coordinated efforts, starting now, by all elements of society – business, government, public
  - It cannot be achieved without the active involvement of the developing world

Thank you for your attention.

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