eMagazine of the global network
for sustainable urban mobility

2/2012

cities for mobility

Cycling in Lviv | Mobility management in Abu Dhabi | BRT for large events

STUTTGART

www.cities-for-mobility.org

Welcome to the network's eMagazine !

Dear members, partners and friends of *Cities for Mobility*

One hundred years ago, Edward N. Hines had an ingenious idea. He drove on the only paved road near to Detroit with his car behind a truck with a milk tank. From a hole in the tank, milk dripped on the street and formed a white stripe. That was the moment when the center line was invented, and thus began the history of road safety. Since then, much has happened and, at first glance, today we have much safer roads and vehicles.

But appearances are deceptive: Every day 3,000 people die worldwide in traffic and a much larger number is injured. How can we design the streets in our cities so that they become safe? What must we do to make our citizens behave in road traffic so that no one gets hurt? How do we face new threats from silent electric vehicles, unexpectedly fast Pedelecs and many distractions caused by smart phones and MP3 players? With the 6th World Congress of Cities for Mobility we make our contribution to the UN Decade for Road Safety 2011-2020: **I'm looking forward to an interesting debate with you in Stuttgart**.

In this publication you will find interesting contributions describing good practices from Ukraine, United Arab Emirates, Brazil and The Netherlands, among other countries. We hope you enjoy the magazine.

Yours sincerely,

Dr. Wolfgang Schuster
Mayor of Stuttgart

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contents

Cities for Mobility awaits you in Stuttgart for its 6th World Congress

This year's theme: Safe streets as a sustainable cities strategy

The 6th World Congress of the global network Cities for Mobility will take place on 1-4 July 2012 in Stuttgart **focusing on safe and secure social spaces**. The City of Stuttgart, with the support of renowned international organizations, is doing great efforts to offer participants once again an exciting program. The World Congress is an ideal space for networking and sharing of experiences, in an enjoyable environment. Highlights of this year's event will be the thematic workshops, the contact forum, and for the first time, two training sessions.

Six reasons why you should attend

1. Meet over 300 decision-makers and experts in the area of urban mobility from all over the world in one place
2. Disseminate your own ideas and projects to a large international audience
3. Enlarge your international profile and network of contacts and learn about innovative mobility concepts and practical solutions applied in cities worldwide
4. Share experiences and knowledge in solving problems related to traffic safety
5. Find project partners at the congress and initiate your proposals
6. No congress fee

Parallel workshops

The following workshops will take place on 2 July in the afternoon:

1. Safe and livable streets through forward looking urban planning & design
2. Safe streets through information, education and sanctions
3. Safe streets: Opportunities and risks of new technologies
4. EU Project *Go Pedelec!*: Workshop for European Municipal Decision Makers
5. Building partnerships & capacity to improve road safety and mobility

Poster exhibition and Contact forum

Participants can present innovative ideas and projects as a poster or at the contact forum. The contact forum is a dynamic session in which short presentations are held at info points, and participants change every ten minutes from one info point to another. Each exhibitor gives his presentations several times.

Tours and visits

Technical visits will take place on 3 July in the afternoon. They are open to all participants duly registered to the congress.

Tour 1 Walking audit Stuttgart: Safe streets for pedestrians

Tour 2 Youth Traffic School of Stuttgart

Tour 3 Safe cycling tour Stuttgart

Tour 4 Traffic safety in public transport

Tour 5 Pedelec tour (electric bikes)

Trainings

Two trainings will be offered to the participants of the congress:

Training 1 Traffic safety for vulnerable road users: Tools and recommendations for local and regional governments. Organized by the EU Project *Save Our Lives*

Training 2 Implementing public bike schemes. Organized by the GIZ - Gesellschaft für Internationale Zusammenarbeit

To register online please visit:
www.cities-for-mobility.org

Deadlineto register: June 22
Congress attendance is free of charge !

Confirmed prlenary speakers

Marcelo Cardinale Branco
City of Sao Paulo, Brazil
Volker Christiani
SSB, Stuttgart
Michael Fehring
Daimler, Germany
Patric Lepercq
Michelin, France
Alberto Milotto
A.L.O.T. Italy
Charles Nilsen
City of Monash, Australia
Carlos Pardo
Despacio, Colombia
Daniel Sauter
Urban Mobility Research, Switzerland
Niklas Sieber
TCP International, Germany
Robert Stüssi
Portugal/Switzerland
Ronald Tamse
City of Utrecht, The Netherlands
Geetam Tiwari
Indian Institute of

Cycling in Lviv / Ukraine

First Ukrainian city with a comprehensive approach towards the development of cycling

Background and objectives

Ukrainian cities are under immense pressure: Private cars – new and used ones – are flooding cities, buses and trams are stuck in traffic jams, parking cars are blocking sidewalks and accident rates are increasing. Increasing local emissions and increasing CO2-emissions are major concerns.

In this context, the Western Ukrainian city of Lviv has taken the strategic decision to develop cycling as regular mode of transport: Improved cycling infrastructure and active promotion of cycling as modern, clean and truly European mode of transport will help to increase the share of cyclists. This will make Lviv a healthier, cleaner and more sustainable place for its citizens and guests.

Oleh Shmid, the mayor's advisor on cycling, summarizes: "It is necessary to choose now either to develop Lviv for people or to make it comfortable for cars."

Today, less than 2 per cent of Lviv's citizens are using the bicycle, but there are good reasons that this share can climb to Western European levels.

Implementation

Lviv is using a systemic approach to develop cycling infrastructure and to improve the situation of cyclists in a comprehensive way. This approach includes the following measures:

1. Establishment of regular **working group**:

Members of the working group are representatives of the city administration, of planning and design institutes, of NGOs and of other stakeholders. The working group meets regularly to initiate projects and activities and to monitor progress. The working group is headed by vice mayor Oleh Synutka. The Mayor Andriyy Sadovyy is fully supporting all activities and is a cyclist himself.

2. Development of 9-year **implementation plan** for the set-up of cycling infrastructure:

Based on a cycling plan (which has been approved by the city council in 2010), the implementation plan sets up a clear concept where 270 km of cycling infrastructure will be built until 2019. The Executive Committee of the City of Lviv has approved this implementation plan.

Lviv / Ukraine has a population of about 760,000. It is the administrative, industrial, cultural and educational center of Western Ukraine. The city center of Lviv is included in the UNESCO World Heritage List. The city will host 3 matches of the EURO2012 championship.

For more information on please visit:

www.city-adm.lviv.ua **or** lviv.travel

3. Position of **cycling advisor** as focal point:

The cycling advisor in Lviv - the first such position in Ukraine - is actively pushing forward the execution of the cycling plan and coordinates with various actors in the city. An interview with the cycling advisor Oleh Shmid about his tasks and responsebilities can be found here: http://www.sutp.org/documents/DOC-SUTECA-OSHMID-EN.pdf

4. Development of **technical recommendations**:

Technical recommendations have been developed to facilitate planning and implementation of infrastructure and to incorporate new international findings. The recommendations will be constantly updated to reflect lessons learnt and legal changes.

5. Seed **investment** by city council:

The City council is actively pursuing additional internal and external funds to maintain the rapid pace of progress.

6. Use of **EURO2012**-preparation:

Lviv is one of the host cities of this year's EURO2012-football-championship – in this course, numerous infrastructure facilities will be refurbished. The City of Lviv has decided that all refurbished road infrastructures will be complemented with cycling infrastructure.

7. **Active promotion**:

Lviv in cooperation with local NGOs, bicycle dealers and other partners is actively promoting the use of bicycles among its citizens. In 2011, the European Mobility Week provided an excellent opportunity for numerous activities, such as bike excursions, competitions, girls-on-bikes parades and other activities. Documentation here: http://www.mobilnist.org.ua/en/downloads/doc_download/43-european-mobility-week-2011-in-lvivukraine.html. Lviv is also expanding the cooperation with other cycling cities world-wide.

Until end of 2011, 15 km of new cycling infrastructure have been built.

As Ostap Budenkevych from the Lviv City Council explains, the city administration is now also looking at the development of public bike sharing in order to encourage citizens to take up cycling actively.

Lviv is the first Ukrainian city with a comprehensive approach towards the development of cycling. The active combination of various efforts has contributed to the rapid construction of first cycling infrastructure in Lviv. A lively community of citizens, cycling activists, sportsmen, and decision-makers is eagerly waiting to use the new infrastructure and to change the picture of mobility in Lviv – towards more sustainable and human patterns.

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GIZ and the City of Lviv cooperate on behalf of the German Federal Ministry for Environment, Nature Conservation and Nuclear Safety.

More information can be found on www.mobilnist.org.ua/home

The Abu Dhabi Experience

Challenges and Opportunities in Developing an Urban Mobility Management Programme from Zero

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Introduction

The concept of mobility management varies from country to country not only in terms of content and scale but also simply in its name. In some countries, such as the UK, mobility management has been established for decades whereas in others it is a completely new concept. This brings its own challenges and opportunities for practitioners in this field.

One such example is the Emirate of Abu Dhabi where the local Department of Transport (DoT) has developed a mobility management strategy with the vision to deliver an effective transport system that contributes to the economic growth, quality of life and environmental sustainability in the Emirate of Abu Dhabi.

Common challenges

Three of the core challenges from the Abu Dhabi experience that can also be relevant to other locations and schemes are:

Local buy-in and support of the mobility management concept: A careful balance of the carrot versus stick approach is essential. At the beginning of the process too much of the stick i.e. penalties for not traveling by sustainable modes (such as in the form of high parking charges) can generate negative attitudes towards the concept as a whole, and it will be difficult to dispel these later in the program.

Laws and regulations: These may prohibit the full development of mobility management. For example they may restrict bicycle usage on certain types of roads or car sharing schemes involving payment for the driver to name but a few. Such laws and regulations need to be addressed before mobility management measures can earn success.

Supporting infrastructure: The third major barrier to mobility management is often a lack of alternative modes of transport to the private car. Without having attractive options such as frequent and fast public transport, safe cycling and walking infrastructure or technology to enable remote working, it will be difficult to achieve a shift in travel behavior away from the car.

In addition to these common barriers, every location will have its own unique characteristics that impact on how mobility management can be rolled out. In the case of Abu Dhabi these are related to climate and culture e.g. high temperatures prohibiting active travel or the status of owning a car.

Staff shuttle buses are a popular means of more sustainable transport in Abu Dhabi.

Opportunities exist nonetheless

While countries, regions or cities without a history of mobility management will undoubtedly face barriers such as those outlined above, there are also some unique opportunities which we cannot find in places where mobility management has long been established. The most significant opportunity is to have a blank canvas on which to develop a mobility management program that is designed specifically for that place. This is not only a great opportunity for planners but allows the program to be tailored to meet local needs - and follow best practice in every single element.

The Abu Dhabi Department of Transport made the most of such an opportunity to develop an integrated mobility management strategy covering workplaces, educational institutions and visitor attractions. In addition the DoT developed guidance that integrates mobility management and the requirement for mobility management plans (or travel plans as they are also called) into the planning process of new developments and extensions to existing developments.

This is underpinned by a marketing and communications strategy to raise awareness of the program and generate interest across the Emirate. Figure 1 illustrates the core areas of focus for the Abu Dhabi transport mobility management program. These are the elements that link the need for mobility management with potential and ability for success.

The Abu Dhabi strategy is based on promoting behavior change through one of four Rs: **r**educe trips, **r**e-mode trips, **r**e-time trips and **r**e-route trips. This approach is summarized in Figure 2:

The key to success

The more successful TMM initiatives are those that are embedded in the wider transport approach of a government, authority or service provider. TMM is not a stand alone concept; it is a dynamic approach that can maximize the potential of new and existing infrastructure and policy.

Top ten mobility management measures for success: These factors are by no means exhaustive. However, they do

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إحدى مبادرات دائرة النقل
An initiative from the Department of Transport

A logo will hep to create an identity for the mobility management project and subsequent initiatives

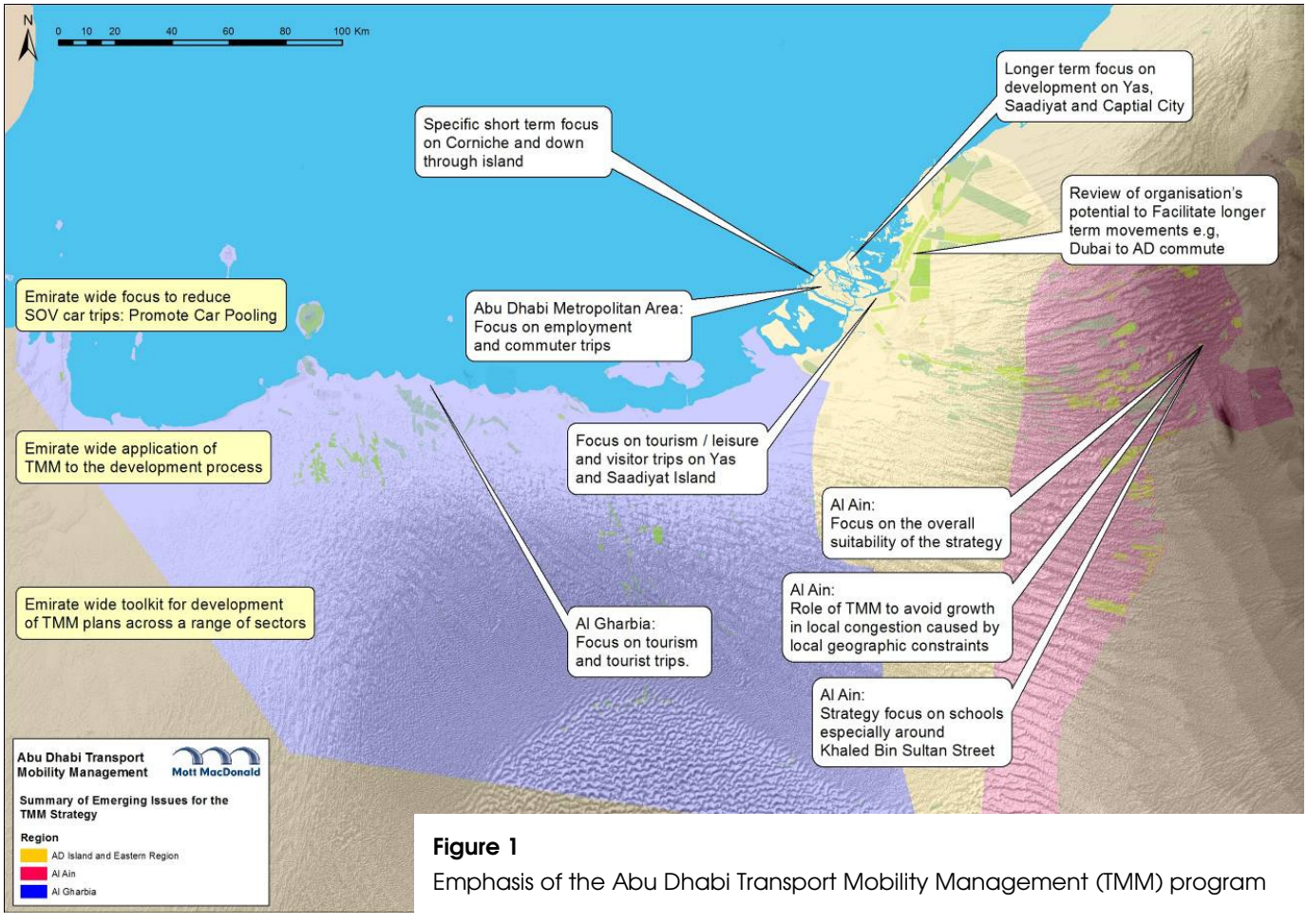


Figure 1
Emphasis of the Abu Dhabi Transport Mobility Management (TMM) program

provide a useful core checklist that can contribute to the successful implementation of TMM.

1. A national approach
Mobility management needs to be defined at the national level, with a consistent approach adopted countrywide. This is not to say that initiatives need to be on a national scale.

2. Integration with land use planning and wider policy
Mobility management is not a stand alone element of transport planning. The impact of mobility management measures can be increased when incorporated into wider planning and transport impacts.

3. Incorporation into the development process
Mobility management can have the biggest impact when incorporated into new developments. Many countries across the world require new developments above a specified size to develop a site specific travel plan that mitigates the transport impact on the surrounding network.

4. High level commitment
Mobility management needs to have senior level support and buy-in. It needs to have 'innovators' who support the concept from the outset.

5. A robust stakeholder engagement approach
A key element of mobility management is the way in which it achieves stakeholder involvement from a wide range of societal sectors.

6. Pilot studies to gather evidence of success
The best way to ensure that a mobility management programme is right for an area is to undertake pilot studies. This also ensures that quick wins can be implemented; thus people can see the benefits immediately.

7. Targeting and segmentation
A number of different messages can be used to achieve mobility management objectives. For this to be done successfully, specific target groups need to be identified. For each group, the message and initiatives will differ – as will the propensity to change travel behaviour.

8. Branding, marketing and social marketing
Awareness is key to the success of any mobility management programme. Therefore, it is useful to have a central, recognised branding strategy. This can be supported by area wide marketing activities to promote specific initiatives.

9. Emphasise the site specific nature of mobility management
Not all mobility management measures are suitable everywhere. Some need to be enhanced or refined to meet particular local needs. Others are only appropriate in particular locations.

10. Recognition that TMM is for the longer term
Mobility management is an ongoing concept that changes over time to best meet and address the needs of the target groups it is designed for.

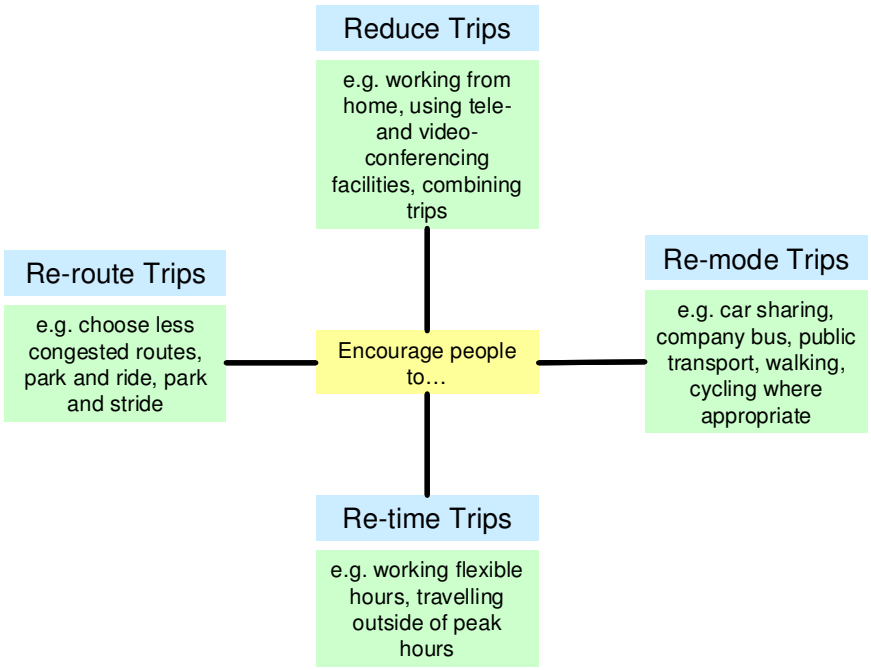


Figure 2
Promoting behaviour change through one of four Rs

Bicycles without end

Utrecht develops ideas to solve its bicycle parking problems

The city of Utrecht is the fourth largest city in the Netherlands with 310.000 inhabitants and over one million bicycles. The Tourism department launched some time ago electrical bicycles for the tourists who visit the city. But the majority of the people living here possess more than one bicycle which can be parked all over the city at strategic and favorable places, regardless whether the bicycle is fit to drive or broken. Bicycles which are parked over a longer period of time and are no longer used are disposed by the municipality.

It is surprising how the municipality keeps track of all these bicycles. In the area of Utrecht's train station alone, there are around 17.000 of the "Fietse" parked – how the Dutchman call their most popular vehicle of choice.

Three years ago the municipality started a competition for the best ideas and proposals to solve this problem. Citizens, companies and even tourists have been called in to make suggestions.

With the advice of some experts, the city started a planning process and is now constructing five parking garages for bicycles around the central train station till 2018. The biggest one has a capacity of 12.500 bicycle parking spaces and is therefore the largest of its kind in the world.

With this intelligent parking space management the city of Utrecht will be able to maintain the number of cyclists up high. From 7 a.m. to 7 p.m. there are 90.000 cyclists on the roads in the city center. This also shows that the bicycle is the essential part in the traffic and transport system of the cities in The Netherlands. The benefit is also clear: Clean and more liveable cities.

Author

Sina-Catharina Voigt
City of Stuttgart

Bus Rapid Transit for major events

2014 FIFA World Cup as a driver for local public transport in Rio de Janeiro

DAIMLER

Major events thrill the masses. Whether the FIFA World Cup, the Olympic Games or an Expo, each project demands an efficient, coordinated transport concept. The preconditions imposed on host cities in order to be awarded for such events are one thing; the impact of new local public transport systems on the economic and social life of the city after the event is another.

Rio de Janeiro – the "Marvelous City" – will be hosting the upcoming 2014 FIFA World Cup Brazil and the Olympic Games in 2016. Such events are a challenge for a city in different aspects: especially infrastructure and transport issues have to be solved in a way to cover the high demand during the events, but also being appropriate for the local population after the games. Thus, **the majority of the FIFA World Cup host cities decided to go for the flexible, reliable but also cost-efficient solution BRT** – so does Rio.

The total planned BRT system in Rio de Janeiro includes several corridors covering more than 150 km. The first phase of the Transoeste BRT corridor comprises more than 30 km bus stops and is operated to 100% with Mercedes-Benz O 500 MA articulated buses with advanced BlueTec® 5 technology. In total, the Transoeste corridor will cover 56 km with 53 stations interconnecting various districts of Rio de Janeiro starting from Barra da Tijuca to Campo Grande and Santa Cruz. The initial fleet will be operated by Auto Viação Jabour and Expresso Pégaso.

According to Gilson Mansur, Director for Mercedes-Benz do Brasil Bus Sales and Marketing, the company takes pride in being able to deliver the first vehicles that will be operating in the BRT system of Rio de Janeiro: "This reinforces our brand's leadership in the region and in the Brazilian market as a whole. The chosen articulated buses, model O 500, are the absolute market leaders in the country since the launch in 2006."

Aside from supplying the chassis, **Mercedes-Benz is supporting customers to be prepared for the start of operation of the city's BRT system**. In this context Mercedes-Benz conducted presentations regarding the new buses and correspon-ding technologies, like BlueTec® 5, aggregates as transmission, brake systems and garage layout for the operator companies in Rio de Janeiro.

Author
Daimler AG

Most cities chose BRT for the FIFA World Cup

"Most cities that will host the World Cup matches in 2014 and the Olympic Games in 2016 already opted for BRT. The system in Rio de Janeiro is the first to start in the context of the Soccer World Cup. Cities going for BRT rely on advantages like reduced implementation costs up to ten times less and implementation periods

up to 60% shorter in comparison with other transport modes serving the same transport capacity, like train and subway," Gustavo Nogueira, BRT system specialist of Mercedes-Benz do Brasil Bus Product Marketing department, says. "These benefits are also good for any other city that may wish to provide a higher quality collective transport service to the population."

Complete solutions for BRT

As with rail systems, BRT enables more people to cover distances in cities within a short time and a high comfort level. BRT systems are substantially quicker and more economical to implement than rail systems, also making them more flexible in their ongoing development. Another strength of BRT is its individual applicability to any city, making it adaptable to specific local scenarios. A key aim being pursued with BRT is the integration of existing means of transport to establish a public local transport system offering coverage of all needs and areas.

The introduction of a BRT system in a city entails detailed analysis and a comprehendsive planning process. Legal and economic terms of reference, urban planning objectives, demographic structures and the requirements of passengers, cities and operators all demand close consideration.

The expert team of Daimler Buses provides assistance in implementing BRT systems all over the world in the area of concept development and when it comes to choosing and procuring the most suitable vehicle type to form the backbone of the BRT system. As one of the world market leaders, Mercedes-Benz boasts the broadest product range with regard to bus capacities, entrance heights and drive systems, and is thus able to offer the appropriate vehicle concept for both main routes and feeder services. The scope of services also includes financing models for the vehicles and BRT-specific solutions for service and aftersales. Moreover,

Mercedes-Benz offers customers specific advisory in passenger transport through a team dedicated to mobility concepts like BRT. This includes support of customers, managing authorities, operators and transport consultancies, bringing together various stakeholders and enhancing experience exchange regarding BRT.

The Mercedes-Benz brand is present today in all principal BRT systems around the world, like those of São Paulo and Curitiba in Brazil, Bogota in Colombia, Santiago in Chile, Mexico, Turkey and many more.

Project STADIUM

Smart transport applications for large events

Major events are chance to give local transport services a boost in host cities. The STADIUM project applies intelligent transport systems (ITS) to manage transport at large events in London, Cape Town and Delhi.

London sees more than 4000 events annually that affect the road network - while the Olympics are a unique challenge for transport in London, because: large events have significant impacts on local transport systems. Major sports competetions for example generate specific additional travel demands as thousands of people arrive in the host city and travel to and from the same destination at the same time. Therefore, improved transport services and systems can be made available for large events, and the host cities may take the chances to improve public transport and information services, introduce new services and generate additional ITS based travel information.

The STADIUM project tackles these challenges using intelligent transport system (ITS) applications to help travel management:

- **Local demonstrations** prove the usefulness of innovative travel management schemes supported with state of the art technologies. Applications were demonstrated at the South Africa FIFA World Cup (2010) and the India Commonwealth Games (2010) and will be demonstrated at the London Olympics (2012).
- **An integrated handbook** to support all those involved in the organization of transport services for large events is under development.
- **A reference group of experienced cities** co-operates with cities that are preparing to host major events.

Transport for London (TfL) is now busy preparing this summer's Olympic Games demonstration. A key focus is to prevent congestion, keep the way free for public transport and keep London moving. At present, 1,000 traffic cameras across London deliver coverage in real time to the London Streets Traffic Control Centre (LSTCC). Operators observe the video images 24/7 – while there is a limitation of how many staff can monitor cameras. The STADIUM demonstration will allow automatic notifications of congestion along the Olympic route network and around Olympic venues: the image recognition server IRID processes data from 12 existing traffic cameras and 6 smart cameras and basically provides another set of intelligent eyes. Such smart video analytics alert the team in the case of issues and highlights congested locations on maps.

Sites close to London City Airport for example will see a large increase of traffic volume during the Olympics. The video analytics and its impact response mechanism will demonstrate the ability to maintain journey time reliable even during periods of heavy traffic usage.

The 6 smart cameras will provide a number of legacy benefits for London, this was the case in Cape Town during the 2010 FIFA World Cup where the demonstrator improved the quality of local transport services beyond STADIUM: call centers and monitoring control centers established during the demonstration continue operations and now offer "Your last mile service" integrating taxi service in local public transport.

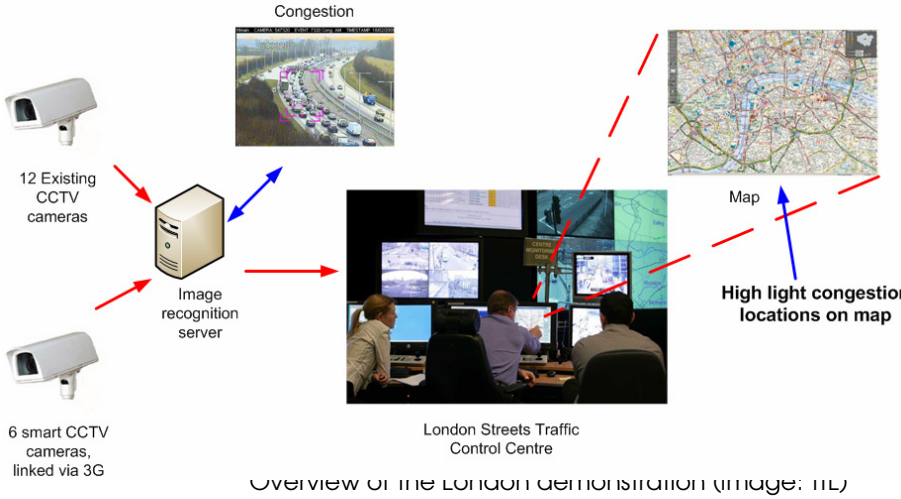
Authors

Dagmar Röller - Polis
McCann Alyson - TfL

STADIUM stands for "Smart Transport Applications Designed for Large Events with Impacts on Urban Mobility" and aims at improving the perfor-mance of trans-port services and systems made available for large events hosted by big cities. The project demonstrates ITS appli-cations at three major events: the South Afri-ca World Cup (2010), the India Common-wealth Games (2010) and the London Olym-pics (2012). STADIUM is a 4-year project, (start May 2009) and is funded by the 7th Framework Program for Research and Deve-lopment of the European Commis-sion's DG Research.

For more information on STADIUM visit

www.stadium-project.eu



Overview of the London demonstration (image: TfL)

Project MOBI.Europe

Four smart European projects drive electro-mobility forward, based on Information and Communication Technologies (ICT)

Demonstrating that CO_2 reduction in urban areas and beyond is possible, as well as raising the public's awareness of the benefits of electro-mobility, are key goals of four European electro-mobility projects (MOBI.Europe, ICT4EVEU, MOLECULES and sm@rtCEM) that were launched together on an event at the European Parliament on February 8th 2012.

Only consumer acceptance and the successful adoption of new technologies such as electric vehicles will allow the EU to meet its ambitious target to have no conventionally powered vehicles in cities any more by 2050, and to reduce the transport sector's carbon emissions by 60% by then.

João Jesus Caetano, MOBI.Europe project coordinator, said "Our project brings together twelve public and private entities, some of which are at the forefront of the recent technological developments on electro-mobility in five European countries: Portugal, Ireland, The Netherlands, Spain, and France. MOBI.Europe is an integration project based on Information and Communication Technology Systems that aims to guarantee the interoperability of four different on-going initiatives across Europe at both the communication and business levels."

The key objectives of the four projects presented at the European Parliament include:

- Increasing industry cooperation and supporting interoperability and common standards for the benefit of end-users
- Supporting the integration of electro-mobility as an alternative urban and interurban mobility solution by local authorities
- Test and develop standards for the integration of electro-mobility systems across countries
- Test Smart Charging solutions to increase the efficiency of the network and contribute to the integration of clean energy sources into the grid
- Demonstrating directly to the public the benefits of new vehicles and services and the interoperability of the solutions at city, national and cross-border levels

"Trough MOBI.Europe we expect to contribute to the definition of communication and business standards that can help set a truly pan-European interoperable network for electric vehicles in the near future. And we also expect to illustrate the fact that European companies are becoming the main world innovators on this exciting and promising field of smart-connected electro-mobility", said João Jesus Caetano.

For more information on MOBI.Europe visit:
www.mobieurope.eu
or contact
mobieurope@inteli.pt

Representatives of MOBI.Europe and members of European Commission

João Jesus Caetano, MOBI.Europe coordinator, speaking at the launch event in the European Parliament

The *Sustainable Cities* Program

Engaging the candidates in Brazil

PROGRAMA
CIDADES
SUSTENTÁVEIS

Currently half of humanity lives in cities. In 2030, 60% of the population will live in urban regions and by 2050, the urban population will be 70% totally. In Brazil, the urban population is 85%. And as the cities grow in size and population, the difficulty in maintaining spatial, social and environmental equilibrium also increases.

Given this situation, three organizations got together and created "The Sustainable Cities Program": Ethos Institute for Business and Social Responsibility, Our São Paulo Network and Brazilian Social Network for Fair and Sustainable Cities.

The Sustainable Cities Program aims to raise awareness, mobilize people and provide tools to develop Brazilian cities in an economically, socially and environmentally sustainable manner. The Sustainable Cities Program offers a Platform with axes and guidelines, an agenda for the sustainability of cities which deals with the various areas of public administration, examples of good practices all over the world; and indicators associated to the platform.

This platform was inspired by the commitments made by the city of Aalborg in Denmark in a sustainable development pact that has already been adopted by more than 650 municipalities, mostly in Europe. The commitments consider: local community participation in decision-making, the urban economy while preserving natural resources, social equity, proper land management, urban mobility, and global climate and biodiversity conservation, among other things.

Given the differences between Brazil and Europe and the values of the organizations that are promoting the Sustainable Cities Program, two new themes were added: 1) Education for Sustainability and Quality of Life and 2) Culture for Sustainability. For the same reason other changes were made to some items of the proposed commitments.

The axis "better mobility, less traffic" seeks to promote sustainable mobility, recognizing the interdependence between transport, health, the environment and access to the city. We propose indicators to assess, plan and monitor the policies in this area as: Modal split, Exclusive bike lanes*, Traffic deaths, Municipal budget for public transportation, among others. And we also provide Best Practices to inspire such policies as the experiences of Copenhagen, Barcelona, Lyon, Curitiba, Bogotá, among others.

The Program also has a large mobilization plan that includes:

- a campaign for the candidate(s) to Mayor to adopt the platform and assume the commitments of the Program
- a campaign to the political parties support the Program
- a campaign for the voters to value the candidate(s) to Mayor who are committed to the Sustainable Cities Program

The Program also stimulates companies to be important actors in the promotion of sustainable cities. They are encouraged to participate of the political mobilization of the Program in the cities where they have business and to disseminate the Program to their employees and stakeholders.

Since this year there is election for the City Mayors in Brazil, the Program is focusing in engaging the candidates to assume concrete commitments to sustainable development by signing the Commitment Letter proposed by the Sustainable Cities Program. Candidates who are elected should be prepared to promote the Sustainable Cities Platform in their cities promoting the participation of civil society. They also should make a plan of goals for the four years of government and account for actions taken and progress made through reports, revealing the evolution of basic indicators related to each axis.

The Sustainable Cities Program was already presented to more than 400 cities in Brazil. More than 300 candidates have signed the program and more than eighty directories of political parties in the local, state and federal levels have also joined the program.

The reaction to the Program has been far beyond the expectations of the organizations that have created it. Many companies, governments, organizations of the civil society and even citizens are contacting them because they want to take the Sustainable Cities Program to their own city.

The biggest challenge is to make these commitments become public policy and not just voluntary actions. Having a more sustainable city, with less inequality, more transparency, better quality of life and a better environment is the right of every Brazilian citizen.

There are major challenges to achieve Sustainable Cities in Brazil and success will require the involvement of citizens, social organizations, businesses and governments.

For more information on the *Sustainable Cities Program* visit:

www.cidadessustentaveis.org.br

www1.ethos.org.br/EthosWeb/Default.aspx

rededecidades.ning.com

www.nossasaopaulo.org.br/portal

www.cidadessustentaveis.org.br/downloads/publicacoes/publication-sustainable-cities-program.pdf

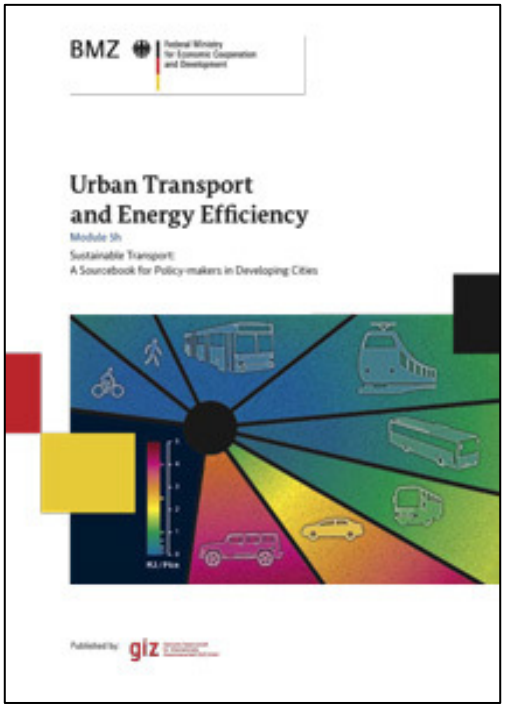
New GIZ-SUTP-module

Navigating towards Efficient Urban Transport

Considering the challenges of limited oil resources, increasing energy prices, climate change, environmental pollution and health risks, it is essential to establish an efficient transport system that meets demand, but consumes as little energy as possible.

The new SUTP Sourcebook Module 5h titled "**Urban Transport and Energy Efficiency**" serves as a handbook for decision makers and stakeholders, including local and national authorities, the private sector and non-governmental organisations.

It provides a comprehensive overview of measures and policies designed to promote greater energy efficiency in transport, and assigns specific tasks and responsibilities to particular parties. Case studies illustrate international experience in implementing measures to increase energy efficiency in transport.



The 88-page, full color document, written by Susanne Böhler-Baedeker and Hanna Hüging is available for download here:

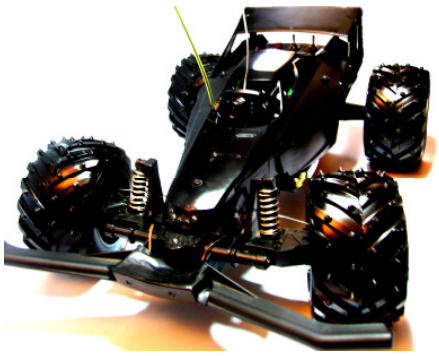
www.sutp.org/index.php/component/phocadownload/category/153-5h?download=558:5h-en

- brief registration is required -

giz

Internet-controlled scientific vehicle

A Croatian student wins awards for his invention



The Croatian student Dujnic Lovro and his mentor Marušic Mladen developed an internet-controlled scientific vehicle that works on a principle of using the Internet for a vehicle control in any part of the world. The basic requirement is to have an Internet connection and electric power supply in that part of the world.

To operate the vehicle, they used the Microsoft "Remonte desktop" program, which enables the scientific vehicle owner to make a connection with the vehicle only from his own computer. The program also enables a connection with several scientific vehicles in various parts of the world.

Innovation

The vehicle allows a very affordable collection of scientific data in any part of the world. Its innovation consists in:

1. the use of Internet for scientific vehicle control

2. the digital to analogue converter for converting Internet signal to a scientific vehicle control signal

The vehicle can be potentially used in the future for scientific research in the mobility field, using the Internet instead of long and expensive travels. As an example of a future use, the developer says that it is theoretically possible "to drive a cab ride in New York controlled from Zagreb or Stuttgart"

Control description

The Scientific vehicle control is enabled with 4 arrow buttons (forward, backward, left, right) on controlling computer keyboard. It also has a video camera. This enables uninterrupted movement of the scientific vehicle.

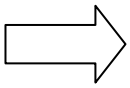
International events calender

The following events in the field of mobility will take place worldwide in the following months:

E U R O P E	
1-4 Jul 2012	Stuttgart, Germany: **Cities for Mobility World Congress 2012** – The Safe Streets Challenge - www.cities-for-mobility.net
6-10 Aug 2012	Dublin, Ireland: 8th International Conference on Urban Climate – ICUC 8 and 10th Symposium on the Urban Environment - www.icuc8.org
16 Aug 2012	London, UK: Investing in Future Transport - www.cleantechinvestor.com
29-31 Aug 2012	Basel, Switzerland: 3rd International Sustainability Conference - www.sustainabilityconference.ch
1-7 Sep 2012	Naples, Italy: 6th World Urban Forum - www.unhabitat.org
10-13 Sep 2012	Perm, Russia: 48th ISOCARP Congress - www.isocarp.org
25-26 Sep 2012	Vitoria Gasteiz, Spain: CIVITAS Forum – www.civitas-initiative.eu
27-28 Sep 2012	Stuttgart, Germany: Networks for Mobility – www.uni-stuttgart.de/fovus
8-10 Oct 2012	Glasgow, Scotland: European Transport Conference 2012 – www.abstracts.etcproceedings.org/about.php
21-24 Oct 2012	Potsdam, Germany: IENE 2012 – Int. Conference - www.iene-conferences.info
23-24 Oct 2012	Amsterdam, The Netherlands: Smart Cities 2012 - www.smartcitiesglobal.com
24-26 Oct 2012	Cologne, Germany: Urbantec- Smart Tecnologies for better Cities - www.urbantec.com
22-26 Oct 2012	Vienna, Austria: ITS World Congress 2012 – 2012.itsworldcongress.com/content
25-27 Oct 2012	Venice, Italy: 12th UIC Sustainability Conference - www.vtp.it
11-14 Nov 2012	Paris, France: Urban Transportation Systems
13-14 Nov 2012	Mulhouse (Alsace), France: Mobilis 2012 - www.mobilisconference.com
29-30 Nov 2012	Perugia, Italy: POLIS Conference - www.polisnetwork.eu/events2/annual-conference
A F R I C A	
7-11 Oct 2012	Johannesburg, South Africa: 2nd Congress and Exhibition of African Public Transport - www.sutp.org/index
22-26 Oct 2012	Addis Ababa, Ethiopia: CODATU XV – www.codatu.org
A M E R I C A	
22-27 Jul 2012	Santiago, Chile: Conf. Advanced Systems for Public Transport - www.caspt.org
10-13 Sep 2012	Long Beach, California: Pro Walk/Pro Bike 2012 - www.bikewalk.org
30 Sep- 5 oct 2012	Columbus, Ohio: EcoSummit 2012 – www.ecosummit2012.org
30 Sep-4 Oct 2012	Mexico City, Mexico: **Walk21 Conference** - www.walk21.com
12-14 Dec 2012	San Antonio, Texas: CityMatch Conference 2012 - www.citymatch.org
A S I A	
11-15 Jul 2012	Ankara, Turkey: AESOP 2012 Annual Conference - www.aesop2012.org
9 Sep 2012	Perm, Russia: 48th ISOCARP Congress - www.isocarp.org
17-21 Sep 2012	New Delhi, India: TRANSED 2012 - www.transed2012.in
29 Sept- 3 Oct 2012	Dubai, UAE: Transurban International Conference - www.transurban-csmc.com
29-31 Oct 2012	Jakarta, Indonesia: Urban Transport World Asia - www.terrapinn.com
10-12 Oct 2012	Ulaanbaatar, Mongolia: USMCA 2012 - www.usmca2012.mn
5-7 Dec 2012	Hong Kong, China: Better Air Quality 2012 - www.baq2012.org
5-8 Dec 2012	New Dehli, India: Urban Mobility India Conference - www.sutp.org/files/Event_india.pdf

New members of Cities for Mobility

The following municipalities, organizations and companies have joined the Network *Cities for Mobility* since October 2011. For more information on how to become a member of the network please visit our website:

www.cities-for-mobility.org  Membership

Nr.	City / Organization	Country	Website
1	Darush Bozorgmehr	Germany	www.airporttaxi-stuttgart.de
2	Polaris	USA	www.polarisindustries.com
3	Municipalidad de San Isidro	Argentina	www.sanisidro.gov.ar
4	MOBIN Mobilidade & Sustentabilidade	Brazil	www.mobin.com.br
5	Municipality of Pescara	Italy	www.comune.pescara.it
6	MBtech Group GmbH & Co. KGaA	Germany	www.mbtech-group.com

The zebra: the pedestrian's best friend

cities for mobility

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