

Getting EcoMobile: cities to be rewarded for greener urban mobility

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The Global Alliance for EcoMobility will officially launch the EcoMobility SHIFT project on 19 May – a project which started in June 2010 and aims to recognize local governments' achievements in promoting sustainable and diversified mobility.

EcoMobility SHIFT will create an innovative certification scheme awarding an 'EcoMobility Label' to cities. The scheme will reward achievements, but also support local governments in reaching further improvements through a quality management system for enabling processes, products and services, tangible results and long term impacts¹. EcoMobility is thought to be the future corner stone for sustainable urban mobility and transport.

One of the first steps in launching this project is the workshop '*Improving cities sustainable transport policies by benchmarking and quality management*', at the 15th European Conference on Mobility Management (ECOMM) in Toulouse, France. During this workshop participants will both discuss other reward schemes in order to draw lessons from their experience, and encourage debate on how a scheme like this could be most effective.

Today cities are often planned around the car rather than the needs of their residents. The Global Alliance for EcoMobility aims to promote sustainable and diverse transport options while focusing the planning process on the people and not the mode of transport. The concept of EcoMobility refers to mobility without dependency on the private fossil-fuelled motorized vehicle, such as a car or a motorcycle, but covers both public transport and active means of transport such as cycling and walking. EcoMobility can provide real solutions to the challenges cities are facing in sustainable urban transport.

The EcoMobility SHIFT project, which will run from June 2010 to May 2013, can stimulate cities to embark on practical measures contributing to the EU Road Map 2050. It aims to develop a method to assess, improve and promote the environmental sustainability of local governments' transport and land-use planning policies. The certification scheme and its 'EcoMobility Label' are designed to achieve this by giving recognition to local governments' achievements and by offering a quality management system.

¹ A brochure detailing how the SHIFT certification scheme will look like has just been released and is available at <http://www.ecomobility.org/shift/achievements/>.

The European Union, through its Intelligent Energy Europe program, has funded the initial stage of the project, including pilot audits in Miskolc, Hungary; Burgas, Bulgaria; Lund, Sweden; Turnhout, Belgium; and East Dunbartonshire, United Kingdom. The project is being taken forward by eight partners: ICLEI - Local Governments for Sustainability (which also acts as project coordinator), Edinburgh Napier University, Mobiel 21, Traject, Trivector Traffic, I-CE – Interface for Cycling Expertise, and the Municipalities of Burgas and Miskolc.

The EcoMobility Label creates the right incentive for cities striving to continuously improve their policies, and also sets publically recognized and trustworthy standards on the different levels of sustainable mobility. There will be three to five labels corresponding to different levels of EcoMobility. Start-up cities, for example, are those who have formally adopted EcoMobility policies and that have allocated enough resources to implement them, but whose infrastructure and results still need improvements. The most advanced cities are characterized by high-quality and widespread infrastructure privileging non-motorized modes or public transport, and which have already achieved visible results in terms of reduced car dominance and high quality of life.

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Interview opportunity – there will be an opportunity to talk to the partners of the project after the seminar at the 15th European Conference on Mobility Management in Toulouse, France. The seminar ‘*Improving city's sustainable transport policies by benchmarking and quality management*’ will take place from 15.30-17.00 on 19 May. To get accredited for the event contact ecomobility.shift@iclei.org

EcoMobility refers to environmentally sustainable forms of mobility that combines the use of non-motorized means of transport such as walking, cycling, skating or scooting with the use of public transport. EcoMobility describes mobility without dependency on a private motorized vehicle such as a car or a motorcycle.

The **Global Alliance for EcoMobility** is an international non-profit partnership that works to promote EcoMobility and thus reduce citizens’ dependency on private motorized vehicles worldwide. Its membership consists of leading global and regional-level organizations representing four different categories of stakeholders: businesses, governmental organizations, users and experts. ICLEI – Local Governments for Sustainability drove the foundation process and hosts its Secretariat. For more information, visit www.ecomobility.org

Additional information

About the EcoMobility SHIFT project: www.ecomobility.org/shift

About the ECOMM conference: <http://www.ecomm2011.eu>

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