



SciencesPo
URBAN SCHOOL

THE NEW URBAN AGENDA AND MAIN IMPLICATIONS FOR FIA CLUBS



INTRODUCTION

The policy recommendations presented in this booklet highlight the role FIA Mobility Clubs should play in promoting sustainable urban mobility solutions. Mobility is a central element in people's lives and a key contributor to the development of cities. Cities are places where people, commerce and social activities converge, emphasizing the need for a sustainable urban transport framework. The expansion of cities has led to changing demands of transport users, resulting in more pressure on existing infrastructure. It is thus important for clubs to pave the way in directing the development of urban mobility in more sustainable ways. Clubs, having direct access to end-users, are in an excellent position to voice users' demands to the relevant authorities, in order to promote sustainable urban mobility in an effective way that transcends environmental concerns through the inclusion of social and economic issues.



SUSTAINABLE URBAN MOBILITY: WHY CITIES MATTER?

By 2050, the number of passenger-kilometers is expected to increase by at least threefold compared to the year 2001. As cities grow, mobility has become a central issue, responsible for connecting people and industries daily. Transport, a crucial element for urban growth and development, also becomes an eminent urban problem when spurring negative externalities such as pollution, noise stress and accidents. Today, transport accounts for around 22% of global energy-related CO2 emissions, being the fastest growing source of emissions. Congestion is increasingly prevalent in many cities, bringing with it environmental and economic negative impacts.

Thus, transport is at the core of the future of global sustainable development, encompassing three key dimensions: social, economic and environmental. Issues within these dimensions are amplified when considered in the urban context. Cities are where people live, wealth is produced, and also where a relatively higher level standard of living is experienced. On the flipside, cities also concentrate the negative environmental impacts.

HABITAT III: towards a "New Urban Agenda"

Organized every 20 years since 1976 by UN Habitat, the Habitat conference aims to set some guidelines for global urban development. This year's conference is set to take place in Quito, Ecuador in October. Mobility issues will be directly addressed, with a special focus on increasing accessibility for all, enhancing sustainability and understanding the connections between transport and urban issues.

Though challenges such as air pollution and congestion concentrate in urban areas, cities also experience the convergence of resources needed to address these issues. Considering the particularities of cities is fundamental for developing reliable sustainable mobility solutions. To be effective, policies and strategies should be formulated taking into account the needs and dynamics of each city. Consequently, there is no one-size-fits-all solution and cooperation between cities is of utmost importance for developing answers to these issues that clearly have a global dimension.

(Source: <https://www.habitat3.org>)

SUSTAINABLE URBAN MOBILITY

Defined by UN-Habitat, sustainable urban mobility refers to “the quality and efficiency of reaching destinations whose distances are reduced rather than the hardware associated with transport”. Traditional supply-focused approaches, such as increasing road space, have not delivered the expected benefits. Thus, there has been a shift towards demand-focused policies, placing users at the core of policies, with accessibility as a major objective. Mobility policies now focus on efficiency, taking people where they want to go in the fastest possible ways, while also reducing any negative impacts. Accordingly, the term “sustainable” should not only imply a push towards cleaner and greener transport technologies, but also include improving quality of life and ensuring economic viability, encompassing the three dimensions of sustainability (see next page).

A-S-I FRAMEWORK

The *Avoid, Shift, Improve* framework combines technology and planning measures to address individual mobility needs while tackling issues such as congestion and pollution. It is based on three pillars:



How far do you have to go?

AVOID

Reduce need for trips through efficient transport systems and integrated land-use and mobility planning.



How to go?

SHIFT

Improve efficiency to encourage modal shift towards cleaner modes.



What type of vehicle?

IMPROVE

Enhance the use of cleaner and more efficient cars so to reduce environmental impacts.

(Source: <http://www.sutp.org/pt/>)

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

United Nations’ Sustainable Development Goals (SDGs) provide a comprehensive guideline for global development for the next 15 years. Adopted in 2015, the plan is composed of 17 broader goals, further divided into 169 more specific targets. Transport is specifically highlighted in Target 11.2 and is directly related to some key SDG’s (see below). This accentuates the role transport plays in the implementation of most, if not all, SDGs. There is a consensus on the importance of mobility for growth and for securing clean and sustained development. FIA is already involved in the elaboration and promotion of SDG’s, having been crucial to the inclusion of an specific target to reduce road traffic fatalities by 50% by 2020.



“ **Target 11.2** By 2030, provide access for safe, affordable, accessible and sustainable transport system for all, improving road safety, notably by expanding public transportation, with special attention to the needs for those in the vulnerable situations, women, children, people with disabilities and older people. ”



(Sustainable Development Goals: <https://sustainabledevelopment.un.org/sdgs>)

THREE DIMENSIONS



SOCIAL

Accessibility;
Safety



ENVIRONMENTAL

Emission and
pollution;
Reliance on
private cars



ECONOMIC

Congestion;
High
transport costs

FIA AND SUSTAINABLE URBAN MOBILITY

FIA works closely with 167 mobility Clubs in 4 regions across the world. Its broad reach makes FIA an undeniable player in the global mobility field, with goals of promoting the access to safe, affordable and clean systems of transport to all. Beyond its mission and scope, the role of FIA as a central actor for both understanding and shaping changing mobility needs is enhanced due to its direct connection to end-users, making it a leading actor on a demand-oriented mobility landscape.

HOW ARE CLUBS ENGAGED?

MAIN ISSUES

Congestion



Road Safety



Costs



INITIATIVES

Promoting Mobility Services



Education/ Training



Promoting Clean Modes



POLICY

FIA clubs are key stakeholders in shaping mobility policies and representing their members' needs



Recently, some clubs started to develop trial services for sustainable urban mobility, as car and bike sharing and mobile apps

SERVICES

CHALLENGES FOR MOBILITY CLUBS



Enhancing Networks

Combined, FIA clubs share a network of 80 million members. Collecting information on users and their mobility needs is a central part of clubs' work. Keeping up with members' changing needs while also collecting in-depth information is a key challenge for mobility clubs.

FIA Clubs have seen

From Automobile to Mobility Clubs

a shift in focus from automobile to mobility. Correspondingly, members are no longer seen solely as drivers, but also as users who also rely on other transport modes. A deeper understanding of users' diversity is fundamental to better represent members' changing mobility needs.



Local Policies for National Clubs

FIA mobility clubs function as national organisations and are present in 141 countries worldwide. Clubs face the challenge of adapting to an environment where demand-focused policies are being increasingly addressed in a local manner.

POLICY RECOMMENDATIONS

Policies that shape cities directly influence the formation of consumer mobility patterns. Urban growth defines integration across urban transit modes and redistribution of travel demand to help unlock the efficiency of transport systems. If developed in a complementary way, mobility and broader urban policies can lead to shorter, cleaner and more efficient trips, decreasing the environmental impact and improving the quality of life of citizens. As a mediator between policy makers, industry and mobility end-users, FIA aims to strengthen Clubs' capacity to monitor and communicate sustainable mobility policy changes and undertake concrete actions in a more timely and effective manner. The set of policy recommendations has been developed to serve this purpose.

RECOMMENDATIONS FOR FIA MOBILITY CLUBS

1. DEMAND-FOCUSED POLICY MAKING

Clubs should play a leading role in assessing changing mobility demands against changing services supply and call for demand focused mobility policies.

Leveraging on their unique membership basis, Clubs are well positioned to mobilize their network of users and represent their needs in the policy-making process. The recent shift towards demand-side policies makes regulations more oriented around consumer mobility patterns and needs, and not only focused on the transport infrastructure. Strong focus should be put on indicators of safety, affordability and practicality of mobility service in demand. Clubs should constantly improve their understanding of users' mobility needs through research, observation studies and surveys and include collected data when putting forth mobility policy recommendations.



Clubs should participate in testing and assessment of new mobility solutions that bring about sustainability transition in cities.

Automotive and IT industry, is actively working on advancing technologies to address major sustainability challenges, in particular climate change, air quality, safety, energy security and resource efficiency. Proactive participation of Clubs in monitoring and testing these technologies is of paramount importance to ensure synergy between existing solutions and regulations.

FIA

To enhance Clubs' participation in demand-focused policy-making, FIA should support its Members through funding targeted initiatives and exchanging best practices on sustainable mobility in cities.

FIA can support Clubs in undertaking activities recommended above (research, observational studies, testing initiatives etc.) and encourage their replication at the global level.



2. COOPERATION WITH RELEVANT STAKEHOLDERS

Clubs should support local authorities in their attempts to provide effective, safe and sustainable mobility.

Clubs should discover areas of convergence of sustainable mobility targets pursued by local municipalities, non-governmental organizations and industry representatives to facilitate further dialogue and collaboration related to sustainable mobility agenda. Clubs voice in consultations with stakeholders of the transport sector is essential in order to bring in a consumer perspective in the debate. Common understanding of sustainable transport and mobility systems is imperative for inclusive and efficient policies.

Clubs should call on local authorities to share data on fleet size, transport demand, traffic density and other mobility indicators with the goal of bridging existing sustainability gaps in mobility systems.

Open access to data in the transport sector will enable Clubs to customize their services based on outstanding mobility priorities as well as sustainability targets.

Clubs can play an important role in influencing, integrating and expanding the travel modes and choices available to citizens, making sure that new services are in conformity with environmental and social standards.

Clubs should monitor local mobility landscape, liaising with the co-mobility business community, creating opportunities for developing new services and strengthening collaboration with new mobility players.

There is a clear role of FIA clubs in aggregating innovate mobility services, guiding their members and promoting a shared use of transport product, services and infrastructures.

FIA

FIA should facilitate high-level discussion with global network of cities, think tanks, development banks and relevant international organizations working on the advancement of sustainable mobility solutions in urban areas and identify opportunities for Clubs' involvement in urban mobility initiatives.

It is essential that FIA liaises with relevant international bodies that serve for promoting sustainable transport system in sustainable cities such as C40, Polis, ICLEI, UN Habitat and others. Timely practical information on trends and developments in urban planning and mobility, in particular, will help FIA to have a meaningful global impact in the field of sustainable mobility. Collaborative effort in sharing resources and experience will ensure that ongoing work is responsive to citizens' needs.

FIA should promote specific initiatives in cities demonstrating commitment to safe and accessible mobility for all. FIA should also encourage Clubs to bring in technical expertise and the end-user perspective to support successful initiatives.

FIA should further use Formula-E Championship as the platform for channeling campaigns and trends in all dimensions of sustainable mobility.

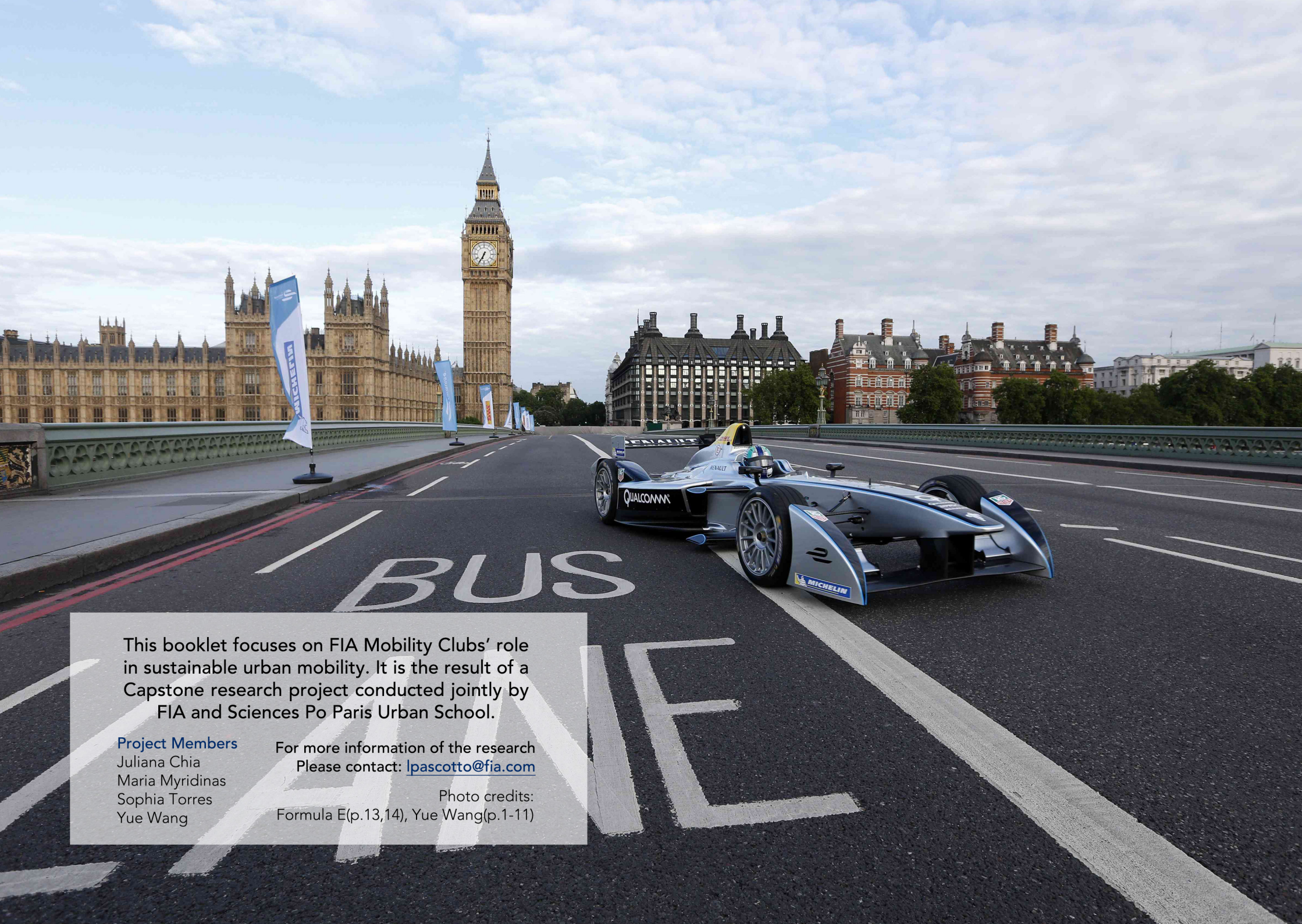
The world of FIA sport events is evolving along with innovations in sustainable technologies. Formula-E Championship bridges objectives on both sport and mobility fronts, and it is the role of FIA to incorporate pressing mobility issues as well as success stories in the framework of this competition. Global action can and should be coupled with entertainment and commitment of a dedicated group of people who are the ultimate drivers of sustainable mobility patterns.



CONCLUSION

To conclude, the agenda for sustainable urban mobility brings a series of challenges that have to be tackled as part of a global effort. Growth, being concentrated in cities, makes them central to the development and implementation of sustainable mobility solutions. International guidelines and frameworks such as the Sustainable Development Goals and the New Urban Agenda reinforce the centrality of transportation in building sustainable and resilient cities. They also point to the urgent need for renewing the paradigms on which transportation policies are based, turning towards accessibility as the main concern and shifting from supply- to demand- focused policies.

These changes place the FIA at a privileged position in making these new goals a reality. FIA Clubs can play a crucial role in devising demand-focused policies by mobilizing their network of members to better understand and represent their needs. With greater public participation and cooperation between relevant authorities, more effective policies that adapt to users' demands can result. Additionally, having strong support from FIA empowers clubs to share information between each other around the world, giving them the ability to undertake concrete actions in a more timely and effective manner that is suitable to their local contexts.



This booklet focuses on FIA Mobility Clubs' role in sustainable urban mobility. It is the result of a Capstone research project conducted jointly by FIA and Sciences Po Paris Urban School.

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