

## COUNCIL REPORT

Agenda Item 6.3

### POST TRAVEL REPORT BY CR BRIAN SHANAHAN: SOUTH KOREA, OCTOBER, 2011

20 December 2011

**Presenter: Councillor Brian Shanahan**

#### **Purpose and background**

1. To report to Council on travel undertaken by Councillor Brian Shanahan to South Korea to attend the *EcoMobility Changwon 2011, World Congress on Mobility for the Future of Sustainable Cities* between 22-24 October 2011. Councillor Shanahan's participation in the World Congress was approved by Council on 30 August 2011.

#### **Key issues**

2. The City of Changwon, South Korea and the International Council for Local Environmental Initiatives (ICLEI) jointly hosted EcoMobility Changwon 2011 and invited Councillor Shanahan to present on the City of Melbourne's leading work in sustainable transportation. The World Congress was held concurrently with the World Bike Festival.
3. Approximately 400 participants from 34 countries participated in the World Congress which included representatives from 65 local government authorities. The event brought together policy makers and transportation experts to discuss some of the world's best case studies in sustainable urban mobility. It provided industry, businesses, research institutions, international organisations and decision-makers an opportunity to explore good practices and pursue future solutions in partnership.
4. Detailed information about the case studies can be found at [www.ecomobility2011.iclei.org](http://www.ecomobility2011.iclei.org). The website also provides access to the comprehensive session book which includes full copies of the presentations made at the World Congress.
5. Councillor Shanahan's presentation, '*The road ahead: The changing landscape of a cycling city*' (refer Attachment 2) examined the treatments applied to Rathdowne Street, Carlton; Albert Street, East Melbourne; Swanston Street North and the Swanston Street, Melbourne redevelopment as sustainable mobility case studies in the City of Melbourne. Given the July 2011 announcement of the City of Melbourne having been awarded Union Cycliste Internationale Bike City status, the second city in the world after Copenhagen in 2007, the practical assessment of the challenges and successful outcomes of the case studies were of key interest to participants.
6. Themed discussions were also held on bicycle sharing systems and the role they play in a city's overall transportation system. The sessions examined how bicycle sharing systems can be successfully implemented and maintained and looked at examples of innovation that support EcoMobility. Focus was given to how physical, institutional or financial barriers can be overcome. Councillor Shanahan briefed participants on the system operating in the City of Melbourne. Challenges identified in realising the EcoMobility potential of these systems included the accessibility of helmets for cities with mandatory helmet legislation and designing systems that prevent an overburdening on government finances and instead create revenue allowing for the continuous improvement of the system.
7. The World Congress highlighted the economic and social benefits of EcoMobility and formed a strong view that a shift of planning processes in cities is needed to achieve successful EcoMobility. Urban sustainable transportation plans need to focus on moving people rather than moving vehicles.

8. One of the key outcomes of the World Congress involved the launch of the EcoMobility Alliance. Changwon City and ICLEI have selected pioneer cities from all over the world which are eager to take on the challenge of becoming cities of EcoMobility excellence. The vision is that of vibrant cities where citizens can enjoy a high quality of life and access goods, services, people and information in a sustainable way. The Mayor of Changwon, Wan-su Park, will chair the Alliance in its first phase. The City of Melbourne has the opportunity of joining the Alliance and it is proposed that an assessment be undertaken by management on this proposal.
9. A copy of the World Congress Program (refer Attachment 3) and a further summary of highlights (refer Attachment 4) are included.

## Recommendation

10. That the Council:
  - 10.1. note the report and incorporated summary of benefits and outcomes associated with Councillor Shanahan's participation in the *EcoMobility Changwon 2011, World Congress on Mobility for the Future of Sustainable Cities*, held in South Korea between 22-24 October 2011; and
  - 10.2. request that management undertake an assessment and provide a briefing to Councillors on City of Melbourne involvement in the EcoMobility Alliance launched by ICLEI and Changwon City.

## Attachments:

1. Supporting Attachment
2. Presentation by Cr Shanahan '*The road ahead: The changing landscape of cycling city*'
3. EcoMobility Changwon 2011, World Congress Program Book
4. World Congress Highlights Summary

## SUPPORTING ATTACHMENT

---

### Finance

1. The cost of Cr Shanahan's participation was \$8,040.16 which included airfare (\$7,895.44) and incidental costs (\$144.72). Accommodation costs incurred by Councillor Shanahan were met by ICLEI.

### Conflict of interest

2. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

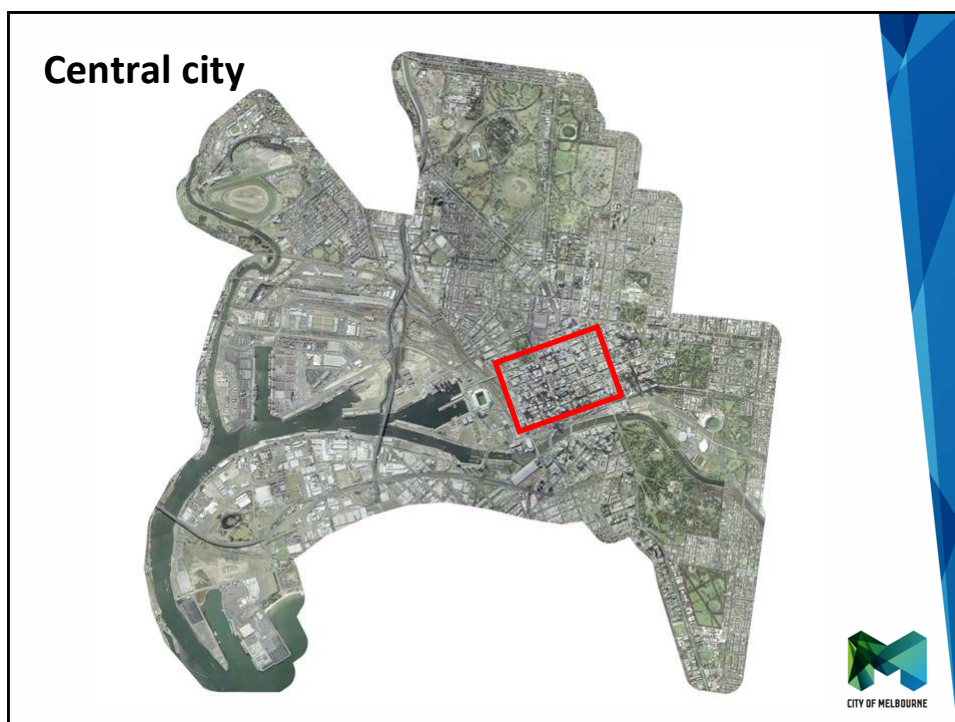
### Relation to Council policy

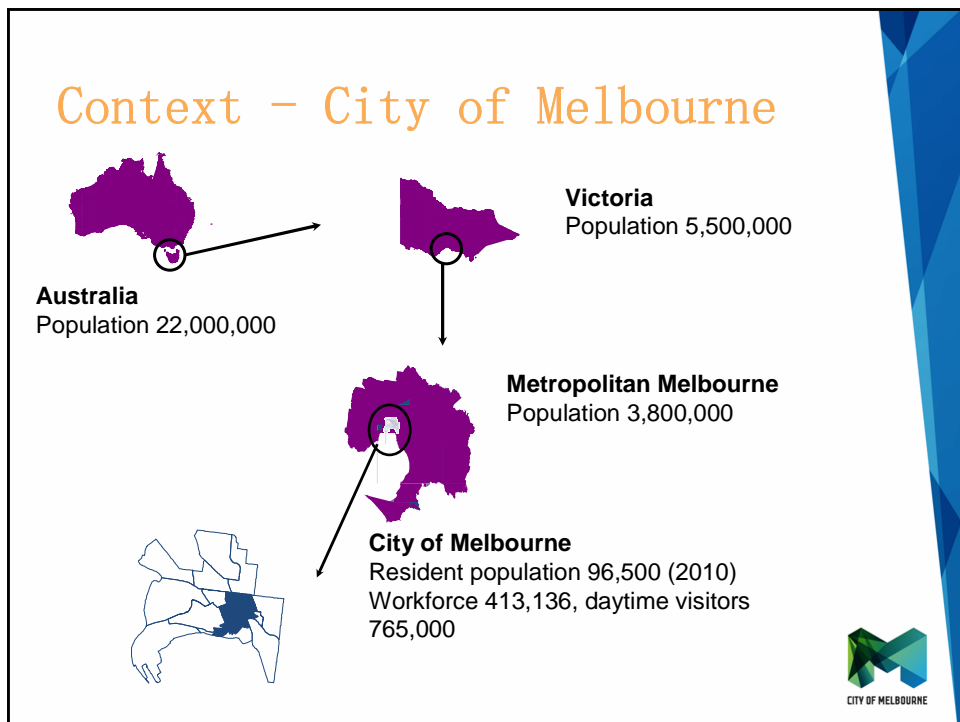
3. The Manager Governance Services has confirmed that the travel proposal accords with the requirements of the travel guidelines outlined in the Councillor Expenses and Resources Guidelines.
4. Participation in the World Congress supported Goal 6 *Connected City* of Council Plan 2009-2013 which aims to provide for a city which has mobility infrastructure that supports its prosperity, liveability and sustainability. It recognises that
  - 4.1. mobility is essential to the life of a city
  - 4.2. an integrated and affordable network of public transport, roads and paths for pedestrians, bicycles and motor vehicles enables its people access services and commerce.
5. The Congress objectives were of particular relevance in light of Council's initiatives associated with cycling in Swanston Street, Melbourne and Albert Street, East Melbourne as well as the Melbourne Bike Share system introduced in 2010.

### Environmental sustainability

6. City of Melbourne involvement in the World Congress allowed Councillor Shanahan to participate in discussion and identify opportunities that help make Melbourne a more sustainable city.











## Jostling for space: Accommodating a cycling city



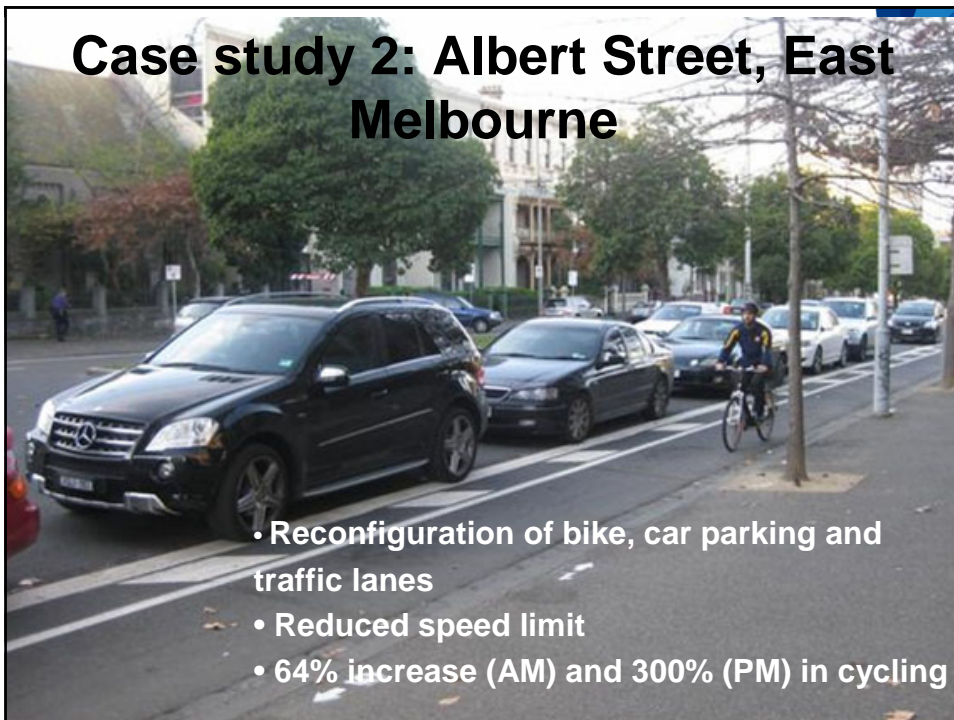
## Case study 1: Rathdowne Street, Carlton



- Treated separation
- Lane widening
- “Vibra-line” lane markings



## Case study 2: Albert Street, East Melbourne



- Reconfiguration of bike, car parking and traffic lanes
- Reduced speed limit
- 64% increase (AM) and 300% (PM) in cycling



## Case study 3: Swanston Street North, Melbourne



- Dedicated bike lane
- Treated separation
- 'No standing' signs
- New redevelopment – closed to traffic



## Case study 3: Swanston Street North, Melbourne (cont'd)



Before



After



## Case study 3: Swanston Street North, Melbourne (cont'd)







# The road ahead



- Challenges
- *Transport Strategy Update 2011*
- Where to for cycling?



## Thank you

Cr Brian Shanahan  
City of Melbourne  
[brian.shanahan@melbourne.vic.gov.au](mailto:brian.shanahan@melbourne.vic.gov.au)



Attachment 3  
Agenda Item 6.3  
Council  
20 December 2011



# EcoMobility Changwon 2011

World Congress on Mobility for the Future of Sustainable Cities  
22-24 October 2011 | Changwon, Republic of Korea

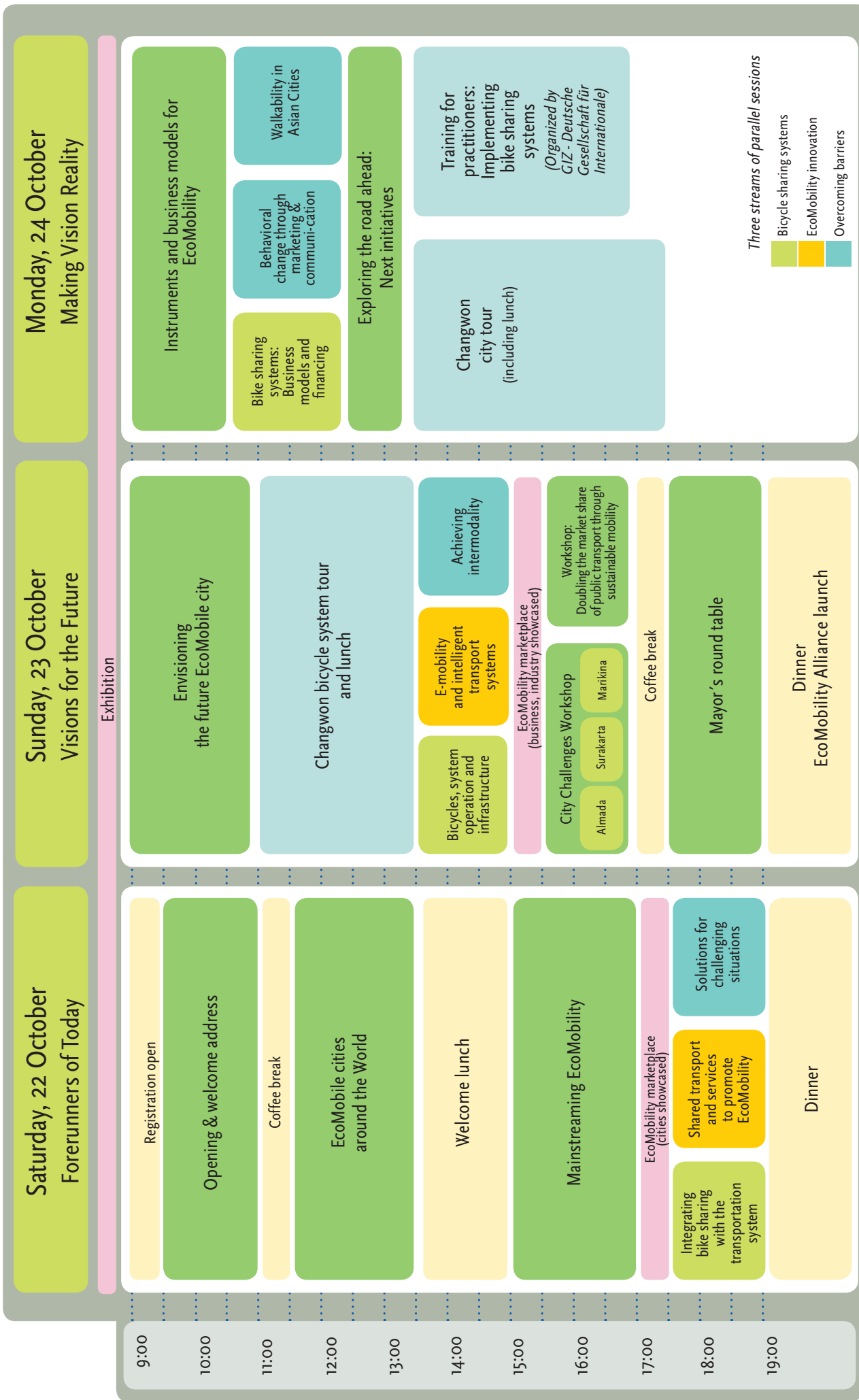
## Program Book



# EcoMobility Changwon 2011 - Mobility for the future of sustainable cities



## Congress program overview



Plenary / session titles subject to change



## Welcome to EcoMobility Changwon 2011!

Welcome to EcoMobility Changwon 2011, the world congress on Mobility for the Future of Sustainable Cities!

We convene in Changwon, Korea's environmental capital, to exchange fresh, visionary and enriching perspectives on sustainable urban mobility. EcoMobility encompasses a shared vision of vibrant cities where citizens can access goods, services, people and information in a sustainable way. EcoMobility Changwon 2011 will establish a global forum for pursuing innovative approaches to achieving sustainable mobility in cities.

This congress will explore the cases of outstanding sustainable mobility practices and will offer examples of eco-mobile cities that are models of what a sustainable urban future for mobility could look like. Thematic sessions will examine how bicycle sharing systems can be successfully implemented and maintained, examples of innovations that support EcoMobility, and how barriers – physical, institutional or financial – can be overcome.

Transport leaders will have a meeting place where cities, industry, businesses, research institutions, international organizations and decision-makers can explore good practices and pursue future solutions together in partnership.

Last but not least, ICLEI and Changwon City will launch the EcoMobility Alliance – a network of ambitious cities from several continents that have achieved excellent results in certain dimensions of sustainable mobility, and strive to reach similar results in other aspects of EcoMobility in order to further increase the share of non-motorized or public transports.

Welcome to Changwon!

**Konrad Otto Zimmermann**  
**Secretary General, ICLEI - Local Governments for Sustainability;**  
**Chair, EcoMobility Changwon 2011 congress**



It is a pleasure to welcome you to Changwon and to the EcoMobility Changwon 2011. Changwon is Korea's first planned city and is now committed to becoming an innovative eco-city that participates in the global forum for exploring EcoMobility solutions. Our city is making efforts to establish our own sustainable mobility system and we are delighted to show you what we have accomplished so far – from our NUBIJA bike system to improved walkability for all citizens.

Changwon strives to be an environmentally friendly city and we hope that by hosting this congress we can share our achievements with the world, and also learn new approaches for meeting our goals for the future from the distinguished congress guests. Specific outstanding cases of cities will be explored, and organizations, businesses, and researchers will present their insights and perspectives. I am confident in the expertise and experience of the local level and its potential for significant advances in urban sustainable mobility.

This congress will be a meaningful first step toward the future of mobility in cities. In partnership with ICLEI, we will launch the EcoMobility Alliance and thus support the continued exchange of expertise among ambitious entities in the field of EcoMobility.

**Wan-su Park**  
**Mayor, Changwon City**



## Defining EcoMobility



EcoMobility is environmentally friendly transportation, namely walking, cycling, wheeling, and the use of public transport, with special focus on intermodality. EcoMobility also incorporates the use of e-vehicles as long as charging stations provide clean energy from local renewable energy sources, and traffic systems and policies are designed to give priority to non-motorized transport and reduce urban congestion.

EcoMobility enables citizens and organizations to access goods, services, people and information in a sustainable way. EcoMobility may be achieved through a combination of environmentally friendly and socially inclusive approaches that include planning for short distances, walking, cycling, wheeling or the use of public transport. EcoMobility supports citizen's quality of life and the development of human communities.

### Our vision:

### **Making EcoMobility the main urban transportation solution**

We are living on a planet under stress. The dominance of the car in cities is one of the key factors that accounts for this global challenge. While citizens have a plethora of sustainable mobility solutions available to them, EcoMobility is still not gaining sufficient attention or usage. There is no time to waste, nor can our cities find themselves increasingly in the center of conflicting interests and needs. We urgently need to create an EcoMobility culture to restore livability to our cities, democratize mobility, and help to mitigate climate change.



## City profiles



### ADELAIDE, AUSTRALIA

addressing and overcoming the barriers faced by car dependent cities

### ALMADA, PORTUGAL

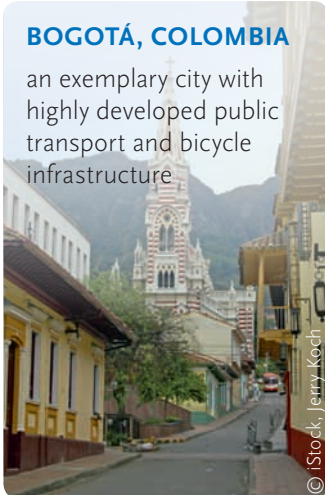
winner of the European Mobility Week 2010 Award

### BANGKOK, THAILAND

overcoming world famous traffic gridlock by lessening car dependence

### BOGOTÁ, COLOMBIA

an exemplary city with highly developed public transport and bicycle infrastructure



### BOULDER, USA

exemplary EcoMobile city in a car dependent country

### BUDAPEST, HUNGARY

reputed as one of the most cycling-friendly cities in Eastern Europe

### DELHI, INDIA

designing streets to facilitate sustainable mobility

### KAMPALA, UGANDA

solving congestion problems by promoting intermodality

### KAOHSIUNG, CHINESE TAIPEI

achieving EcoMobility through its diverse public transport offering

### LISBON, PORTUGAL

overcoming topographical barriers to EcoMobility through technology

### MARIKINA, PHILIPPINES

multi-awarded for environmental consciousness and sustainable urban transport

### MATSUYAMA, JAPAN

first prize winner for Environmentally Sustainable Transport in Japan in 2011

### MELBOURNE, AUSTRALIA

rich experience in cycling policy through a number of bike lane projects



### NEW TAIPEI CITY, CHINESE TAIPEI

EcoMobility in the most populous city in Chinese Taipei

### SEOUL, KOREA

excellent achievements in implementing bus rapid transit

### SURAKARTA, INDONESIA

launched a car-free day campaign, for cleaner air on the city's main streets every Sunday

### SUWON, KOREA

a Korean leader in dealing with climate change

### TEHRAN, IRAN

where integrated EcoMobility approaches have increased the modal share of public transport

### TOKYO, JAPAN

introducing a variety of sophisticated and effective traffic management policies



### TOYAMA, JAPAN

using cutting-edge technology for green, efficient transport in a compact city

### UTRECHT, THE NETHERLANDS

one of the world's most bicycle-friendly cities

### VANCOUVER, CANADA

where citizens elected to have a city with public transport links instead of freeways



### YOGYAKARTA, INDONESIA

where non-motorized transport is a widely recognized alternative to motorized transport



## Congress Program

### SATURDAY, 22 OCTOBER 2011: FORERUNNERS OF TODAY

9.30-11.00	<b>Opening and welcome address</b> <ul style="list-style-type: none"> <li>Chair: <b>Konrad Otto-Zimmermann</b>, Secretary General, ICLEI – Local Governments for Sustainability</li> <li><b>Wan-su Park</b>, Mayor, Changwon City (Republic of Korea)</li> <li><b>Manfred Breithaupt</b>, Director of the Sustainable Urban Transport Project, GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit: <b>Sustainable transport in developing cities: Factors for success</b></li> <li><b>Gil Peñalosa</b>, Executive Director, 8–80 Cities: <b>Creating vibrant and healthy cities for all: From 8 to 80</b></li> </ul>
11.30-13.30	<b>Plenary: EcoMobile cities around the World</b> <p>Senior city representatives present some of the best EcoMobility case studies from around the world. Participants learn how cities' achievements were reached, which challenges were faced during the implementation of mobility plans and how environmentally friendly modes such as walking, cycling and public transport were favored so citizens can move without a private car. Moreover, Changwon presents its achievements towards EcoMobility such as the implementation of the public bicycle sharing system NUBIJA, and introduces new and comprehensive plans to transform the city into the Environmental Capital of Korea.</p> <ul style="list-style-type: none"> <li>Chair: <b>Konrad Otto-Zimmermann</b>, Secretary General, ICLEI – Local Governments for Sustainability</li> <li><b>Jong-Boo Kim</b>, Deputy Mayor, Changwon City (Republic of Korea): <b>Sustainable green transport city: Environmental Capital, Changwon</b></li> <li><b>Masashi Mori</b>, Mayor, City of Toyama (Japan): <b>Creation of a compact city through the renovation of public transport</b></li> <li><b>Yonchan Jeong</b>, Assistant Mayor of Environmental Protection Headquarters, City of Seoul (Republic of Korea): <b>Eco-friendly transportation - Bus system reform: Median bus lane and introduction of eco-friendly buses</b></li> <li><b>Tracy Winfree</b>, Director of Public Works for Transportation, City of Boulder (USA): <b>Transportation to sustain a community: The Boulder story</b></li> <li><b>Akira Murakami</b>, Director of the Bureau of Environment, City of Tokyo (Japan): <b>Traffic management policies</b></li> </ul>
13.30-15.00	<b>Lunch</b>
15.00-17.00	<b>Plenary: Mainstreaming EcoMobility</b> <p>This plenary explores why EcoMobility is important as a contributor for sustainable development, and the social, environmental and economic benefits it delivers. Excellent examples of integrated EcoMobility approaches are presented.</p> <ul style="list-style-type: none"> <li>Chair: <b>Fernando Nunes da Silva</b>, Deputy Mayor, City of Lisbon (Portugal)</li> <li><b>Eric Britton</b>, New Mobility: <b>Future of the automobile in the city: Vision, governance, opportunity</b></li> <li><b>Bernhard Ensink</b>, Secretary General, European Cyclists' Federation: <b>Cycling: A key mode of transport for sustainable cities</b></li> <li><b>Bert Fabian</b>, Transport Program Manager, CAI-Asia: <b>Walkability in Asian cities: State and issues</b></li> <li><b>Philippe Crist</b>, Administrator, International Transport Forum: <b>Irresistible or irrelevant? Ensuring the uptake of Ecomobility</b></li> </ul>
17.00-17.30	<b>EcoMobility marketplace</b> <p>More info on page 14.</p>

17.30-19.00

## Parallel sessions



## A1 – Bike sharing systems: Integrating bike sharing with the transportation system

A bicycle sharing system can play a major role to play in the city's overall transportation system, such as increasing the use of public transport by providing an efficient solution to the “last mile” problem. This session focuses on seamlessly integrating a bike sharing system with the overall transportation system in order to fully tap into its EcoMobility potential.

- Chair: **Bernhard Ensink**, Secretary General, European Cyclists' Federation
- Shih-Fang Liu**, Deputy Mayor, City of Kaohsiung (Chinese Taipei): **Public Bike of Kaohsiung City, Taiwan**
- Hendrik Mlasowsky**, Choice GmbH / OBIS project: **Bike sharing and public transport: Individual meets collective**
- Santhosh Kodukula**, Senior Technical Expert, GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit: **Bike sharing systems in India**



## B1 – EcoMobility innovation: Shared transport and services to promote EcoMobility

Various services and systems are needed to support a coherent EcoMobility strategy. This session looks at such innovations as integrated ticketing, car-sharing, car-pooling and flexible door-to-door transports.

- Chair: **Tracy Winfree**, Director of Public Works for Transportation, City of Boulder (USA)
- Robin Chase**, Founder & CEO, Buzzcar; Founder, Zipcar: **How to quickly and cheaply finance, build and operate motorized transportation solutions: The old new secret**
- Frits Lintmeijer**, Deputy Mayor for Transport, City of Utrecht (The Netherlands): **Utrecht Attractive and Accessible: A new strategy for sustainable urban mobility in Utrecht**
- Debra Efroymson**, Regional Director, HealthBridge: **Cheap and easy: Eco-solutions for door-to-door transport of people and goods**
- Susan Zielinski**, Managing Director, SMART
- Robert Paddon**, Vice President, TransLink, Metropolitan Vancouver (Canada): **Innovation and an integrated system**



## C1 – Overcoming barriers: Solutions for challenging situations

Sometimes people try to find good reasons to make their private cars seem indispensable. However, there are in fact excellent EcoMobility solutions for situations where the private car appears to be the only option. Examples include public elevators in hilly cities, efficient pavement cleaning in snow affected cities, bicycle trailers to transport kids to school or goods from the grocery store, etc.

- Chair and presenter: **Waltraut Ritter**, Research Director, Hong Kong Foresight Centre: **Hot, hilly and crowded: EcoMobility for difficult cities**
- Stephen Yarwood**, Lord Mayor, City of Adelaide (Australia): **Preparing an Integrated Movement Strategy to promote a less car-dependant city**
- Oravit Hemachudha**, Deputy Director-General of Traffic and Transportation, Bangkok Metropolitan Administration: **Towards Bangkok as an EcoMobility city**
- Michael Szeiler**, Rosinak & Partner ZT GmbH: **Bike & Buy: Promoting shopping by bicycle**
- Jürgen Perschon**, Executive Director, EURIST – European Institute for Sustainable Transport: **Urban cable propelled transit systems: “High flying solution” to urban transport problems?**

19:00

Dinner

## SUNDAY, 23 OCTOBER 2011: VISIONS FOR THE FUTURE

9.00-11.00

### Plenary: Envisioning the future EcoMobile city

The time is ripe to explore visionary ideas and possible scenarios for the future of urban mobility. Climate change, increasing urbanization (combined with urban sprawl or even urban decay), as well as profound socio-demographic changes are some of the key factors that will play a major role in shaping future solutions for urban mobility.

-  Chair: **Gil Peñalosa**, Executive Director, 8–8o Cities
-  **Tae-Young Yeom**, Mayor, City of Suwon (Republic of Korea): **Vision and prospect of green transportation in Korea**
-  **Carlo Ratti**, Director, Senseable City Lab, Massachusetts Institute of Technology: **The senseable city**
-  **Florian Lennert**, London School of Economics and Political Science: **Integrating mobility and energy systems: The BeMobility project**
-  **Peter Newman and Robert Salter**, Curtin University: **Will peak car use spread to the developing world?**
-  **Chan-Won Lee**, Gyeongnam University: **Governance activity towards an Eco-City**

11.30-13.30

### Changwon bicycle system tour and lunch

Participants experience the innovative and high-tech Changwon NUBIJA bicycle sharing system and learn how it has been developed over the years. Participants will not only ride a bike but also visit the control room from where the system is managed.

13.30-15.00

### Parallel sessions



#### A2 – Bike sharing systems: Bicycles, system operation and infrastructure




A number of different bicycle types are available on the market. This session explores available options in terms of vehicles and system management and operation. This includes tackling such issues as bicycle maintenance and replacement, control of bicycle availability throughout the city and methods to prevent bicycle theft.

-  Chair: **Florian Lennert**, London School of Economics and Political Science
-  **Hendrik Mlasowsky**, Choice GmbH / OBIS project: **The bike sharing organism: Operation and maintenance**
-  **Brian Shanahan**, Councillor, City of Melbourne (Australia): **The road ahead for Melbourne: The changing landscape of a cycling city**
-  **Seung-woo Ha**, Head of Bicycle Policy, Changwon City (Republic of Korea): **Information on applied technology & operating system of NUBIJA**
-  **Carel Snyman**, Director of Smart GreedCars, SANEDI



#### B2 – EcoMobility innovation: E-mobility and intelligent transport systems

A large part of the innovation in the transport sector concentrates on electrical mobility and on intelligent transport systems. E-mobility presents threats (e.g., the so-called “green congestion”) but also opportunities (e-bikes improving accessibility of cycling). Intelligent transport systems, in turn, comprise a large variety of technologies. Examples include congestion charges, fleet management and traffic sign optimization.

-  Chair and presenter: **Robert Stussi**, President, Perform Energy and Portuguese Electric Vehicle Association: **Mobility versus e-mobility: Context and challenges**
-  **Lloyd Wright**, Senior Transport Specialist, Asian Development Bank: **ADB's support for e-mobility in Asia**
-  **Taekwon Kim**, CEO, S &T Motors: **Electric motor powertrain for green mobility: The case of electric motorcycles**
-  **Geun-hie Rim**, Electrical Engineer, Korea Electro-Technology Research Institute: **E-mobility in Korea with respect to Pure Electric Vehicles**





## C2 – Overcoming barriers: Achieving intermodality

Intermodality is often the Achilles' heel of the transportation system. Different modes, usually run by different operators, often lack coordination. This session provides some excellent examples of intermodality and how they promote EcoMobility.

- ✱ Chair: **Manfred Breithaupt**, Director of the Sustainable Urban Transport Project, GIZ
- ✱ **Fernando Nunes da Silva**, Deputy Mayor, City of Lisbon (Portugal): **Promoting inter-mobility: From car to pedestrian**
- ✱ **Felipe Alberto Morales Sanchez**, IDU, City of Bogotá (Colombia): **EcoMobility, Bogotá**
- ✱ **Ashok Bhattacharjee**, Director of Planning, UTTIPEC, Delhi Development Authority (India): **Transit oriented development: The future of Delhi as a sustainable city**

15.00-15.30

## EcoMobility marketplace

15.30-17.00

## City Challenges workshops

Cities will obtain in-depth feedback on how to solve EcoMobility challenges they face. For participants, it will be an opportunity to engage in detailed discussions and to exchange knowledge related to real situations.



### Workshop 1 – Almada, Portugal

- ✱ Moderator: **Kirstin Miller**, Executive Director, Ecocity Builders
- ✱ **Catarina Freitas**, Director of the Environmental Management Department, City of Almada (Portugal)
- ✱ **Robert Stussi**, President, Perform Energy and Portuguese Electric Vehicle Association

### Workshop 2 – Marikina, Philippines

- ✱ Moderator: **Chan-Won Lee**, Gyeongnam University
- ✱ **Del De Guzman**, Mayor, City of Marikina (Philippines)
- ✱ **Nam-Cheol Baik**, Director/Research Fellow, Korea Institute of Construction Technology

### Workshop 3 – Kampala, Uganda

- ✱ **Emmanuel Serunjoji**, Chairman of the Mayor's International Advisory Committee, Kampala Capital Authority (Uganda): **EcoMobility in Africa: A case study from Kampala City**
- ✱ **Waltraut Ritter**, Research Director, Hong Kong Foresight Centre
- ✱ **Manfred Breithaupt**, Director of the Sustainable Urban Transport Project, GIZ

15.30-17.00

## Closed workshop: Doubling the marketshare of public transport (UITP)

17.30-19.00

## Mayors' round table

Mayors and city representatives discuss success factors and challenges when implementing EcoMobility policies.

- ✱ Chair: **Konrad Otto-Zimmermann**, Secretary General, ICLEI – Local Governments for Sustainability
- ✱ **Fernando Nunes da Silva**, Deputy Mayor, City of Lisbon (Portugal)
- ✱ **Jong-Boo Kim**, Deputy Mayor, Changwon City (Republic of Korea)
- ✱ **Shih-Fang Liu**, Deputy Mayor, City of Kaohsiung (Chinese Taipei)
- ✱ **Stephen Yarwood**, Lord Mayor, City of Adelaide (Australia)
- ✱ **Tae-Young Yeom**, Mayor, City of Suwon (Republic of Korea)
- ✱ **Tracy Winfree**, Director of Public Works for Transportation, City of Boulder (USA)

19:00

## Dinner

## MONDAY, 24 OCTOBER 2011: MAKING VISION REALITY

9.00-10.00

### Plenary: Instruments and business models for EcoMobility

Even the best intentions fall short of expectations if not implemented properly. Economic instruments such as congestion charges or public transport passes can be powerful tools to leverage the effect of other EcoMobility policies. They should also be regarded as fundamental components of financially sustainable business models, essential to enable EcoMobility systems to continuously improve and provide a high quality service.

-  Chair: **Stephen Yarwood**, Lord Mayor, City of Adelaide (Australia)
-  **Lloyd Wright**, Senior Transport Specialist, Asian Development Bank and VivaCities: **New market mechanisms for funding EcoMobility**
-  **Cornie Huizenga**, Joint Convener, SloCaT – Partnership on Sustainable Low Carbon Transport: **Funding opportunities for non-motorized transports in the light of climate change agreements**
-  **Keijiro Endo**, Sub-section Chief of Comprehensive Transportation Division, Urban Maintenance Department, Matsuyama City (Japan): **Environmentally sustainable transport in Matsuyama**

10.30-12.00

### Parallel sessions



#### A3 – Bike sharing systems: Business models and financing

This session concentrates on business models and financing opportunities to set-up and maintain a bicycle sharing system. The underlying goal is to prevent the system from overburdening municipal finances, and instead to make it capable of generating revenues that allow for its continuous improvement.

-  Chair: **Cornie Huizenga**, Joint Convener, SloCaT – Partnership on Sustainable Low Carbon Transport
-  **Hee-Chul Shin**, Head of Center for Bicycle Transport Research, KOTI – Korean Transport Institute: **Is bike sharing sustainable?**
-  **Hiroki Nakamura**, Scientist, Tokyo Institute of Technology: **Case studies and lessons learned from bike-sharing programs in Japan**
-  **Alain Ayotte**, CEO, Public Bike System Company: **A world of difference: Changing the world one city at a time!**
-  **Shanshan Li**, Institute for Transportation and Development Policy (China): **Challenges and opportunities of public bicycle systems in China**

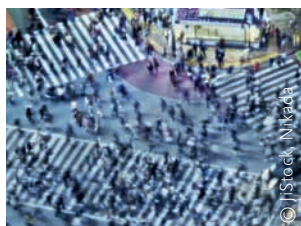


#### B3 – Overcoming barriers: Behavioral change through marketing and communication

In many industrialized cities, EcoMobility requires a profound behavioral change only possible if some of the factors hampering that transition are no longer seen as barriers by citizens. In other cities, EcoMobility is already a way of life and the strategy should be enabling their growth while maintaining walking and cycling shares. Communication strategies need to demystify the myth of the car as the ideal mobility solution, while also showing that EcoMobility is a practical solution for most mobility needs.




-  Chair: **Philippe Crist**, Administrator, International Transport Forum
-  **Mark Zuidgeest and Roel Massink**, University of Twente and Cycling Academic Network: **The climate value of cycling: Acknowledging sustainability**
-  **Johannes Link**, Green City e.V.: **Cycling promotion in Munich**
-  **Jongseok Kim**, Vice President, Daegu Local Agenda 21: **Green transport city building through the Bicycle Mileage campaign**
-  **Miklós Devecz**, Parking Kft, City of Budapest (Hungary): **The channel that changed everything: The Budapest story**
-  **Tae Yeon In**, Vice Chairman, Bicycle Revitalization Commission, Bupyeong City (Korea): **Bike city made by citizens**





### C3 – Overcoming barriers: Walkability in Asian Cities

Asian cities still enjoy high shares of walking, but the appropriate infrastructure is often lacking and its quality may not meet pedestrian needs. As a consequence, fatalities are high and citizens are constantly pushed to use a motorized form of transportation. This session will focus on good practices of pedestrian accessibility.

-  Chair: **Bert Fabian**, Transport Program Manager, CAI-Asia
-  **Hans Fuhrke**, Principal Advisor, GIZ-SUTIP Sustainable Urban Transport Improvement Project: **Urban mobility for Indonesian cities**
-  **Bronwen Thornton**, Development Director, Walk 21: **Integrating user perceptions into walkability assessments: A tool to improve the quality of the pedestrian experience**
-  **Purnima Parida**, Scientist, Central Road Research Institute: **Integrating user perception into the walkability index: A tool to improve the quality of pedestrian infrastructure**

*Organized by CAI-Asia and ICLEI*

12.15-12.45	<b>Congress summary: Exploring the road ahead and next initiatives</b> <ul style="list-style-type: none"> <li> <b>Konrad Otto-Zimmermann</b>, Secretary General, ICLEI - Local Governments for Sustainability</li> <li> <b>Gil Peñalosa</b>, Executive Director, 8-80 Cities</li> </ul>																						
12.45-13.00	<b>Closing</b> <ul style="list-style-type: none"> <li> <b>Konrad Otto-Zimmermann</b>, Secretary General, ICLEI - Local Governments for Sustainability</li> <li> <b>Jong-Boo Kim</b>, Deputy Mayor, Changwon City (Republic of Korea)</li> </ul>																						
13.30-17.30	<b>Changwon city tours (including lunch)</b> <p>Congress participants interested in learning more about the host city of Changwon can join one of two offered tours. Lunch will be provided to all participants joining a tour.</p> <p><b>Tour 1: Moonshin Museum - Doosan Heavy Industries &amp; Construction</b></p> <p><b>Tour 2: House of Changwon - Seongjusa Temple</b></p>																						
14.30-17.30	<b>Training for practitioners: Implementing bike sharing systems</b> <p><b>Training part 1:</b></p> <table border="0"> <tr> <td>14.30-14.45</td><td>Welcome and introduction</td></tr> <tr> <td>14.45-15.30</td><td>Sustainable transport and non-motorised transport: The concepts and instruments</td></tr> <tr> <td>15.45-16.00</td><td>Cycling friendly cities video</td></tr> <tr> <td>16.00-17.00</td><td>Public bicycle schemes: Background, planning PBS and integration</td></tr> <tr> <td>17.00-17.30</td><td>Discussion</td></tr> </table> <p><b>Training part 2 (Tuesday, 25 October):</b></p> <table border="0"> <tr> <td>9.00-10.00</td><td>Vehicle technology, station infrastructure</td></tr> <tr> <td>10.00-10.30</td><td>Business structure and operations</td></tr> <tr> <td>10.30-11.00</td><td>Discussion</td></tr> <tr> <td>11.15-11.45</td><td>Case study on PBS in India</td></tr> <tr> <td>11.45-12.15</td><td>Case study from Korea</td></tr> <tr> <td>12.15-12.30</td><td>Conclusions</td></tr> </table> <p><i>Organized by GIZ - Deutsche Gesellschaft für Internationale Zusammenarbeit</i></p>	14.30-14.45	Welcome and introduction	14.45-15.30	Sustainable transport and non-motorised transport: The concepts and instruments	15.45-16.00	Cycling friendly cities video	16.00-17.00	Public bicycle schemes: Background, planning PBS and integration	17.00-17.30	Discussion	9.00-10.00	Vehicle technology, station infrastructure	10.00-10.30	Business structure and operations	10.30-11.00	Discussion	11.15-11.45	Case study on PBS in India	11.45-12.15	Case study from Korea	12.15-12.30	Conclusions
14.30-14.45	Welcome and introduction																						
14.45-15.30	Sustainable transport and non-motorised transport: The concepts and instruments																						
15.45-16.00	Cycling friendly cities video																						
16.00-17.00	Public bicycle schemes: Background, planning PBS and integration																						
17.00-17.30	Discussion																						
9.00-10.00	Vehicle technology, station infrastructure																						
10.00-10.30	Business structure and operations																						
10.30-11.00	Discussion																						
11.15-11.45	Case study on PBS in India																						
11.45-12.15	Case study from Korea																						
12.15-12.30	Conclusions																						



## Launching the EcoMobility Alliance



On the evening of Sunday, 23 October 2011, the EcoMobility Alliance will be launched at EcoMobility Changwon 2011. The EcoMobility Alliance is a select group of ambitious cities from several continents that have achieved excellent results in certain dimensions of sustainable mobility, and that strive to reach similar results in other EcoMobility fields as a way to increase their share of non-motorized or public transports. The vision is that of vibrant cities where citizens and organizations can access goods, services, people and information in a sustainable way.

Through a service oriented structure, collective learning exercises, peer-to-peer exchanges and joint activities Alliance Cities help each other to reach self-set goals. A Secretariat and a group of Partners from the business, expert, user and governmental sectors support committed cities through their advice, knowledge, moderation and technologies.

The EcoMobility Alliance is a network jointly established by ICLEI – Local Governments for Sustainability and Changwon City, who generously funds its start-up phase during 2012-2013.



## Unique features of the EcoMobility Alliance

ICLEI and Changwon City are aware that bringing about real change in urban areas requires innovative approaches. Therefore, a great effort was invested in devising a network that can effectively accelerate action toward higher levels of EcoMobility in cities. The following outlines the main characteristics of the EcoMobility Alliance and shows in which ways it will serve the needs of interested cities.

### **EcoMobility leaders that want to achieve even higher levels of EcoMobility**

Alliance Cities already distinguish themselves in specific dimensions of sustainable mobility. However, they are ambitious and aim at reaching even higher non-motorized modal split by pursuing a holistic approach. The network is therefore designed for cities that are committed to achieve world class excellence in EcoMobility in general. Progress will be measured by a short set of biennially reported common performance indicators.



### **The WorkNet approach: Cities working together and learning from each other**

Because Alliance Cities will have expertise in certain domains of EcoMobility, they will be able to learn from one another and thus strengthen their skills in order to reach high levels of EcoMobility in currently underperforming areas. When cities with complementary skills combine forces, the puzzle pieces come together and display a more complete, integrated framework for advancements in EcoMobility. This means that a city performing well in public transport but not meeting pedestrian needs would have an excellent opportunity to fill this relevant gap by joining the Alliance.

### **Service oriented structure: Cities supported by a secretariat and by a group of partners**

The EcoMobility Alliance aims to achieve more sustainable mobility patterns by providing Alliance Cities with excellent support in devising their own plans and projects. Different initiatives, such as peer-to-peer exchanges and a joint program of activities, will help Alliance Cities to reach their self set goals. The secretariat and a group of partners such as experts, businesses, associations and international organizations will support cities through their input and advice, e.g. to apply new technologies, to try out new organizational models or to adopt new products.

### **Serving as a gateway to innovative solutions to accelerate action**

The EcoMobility Alliance will have a particular focus on helping cities to implement innovative solutions for sustainable mobility. By providing local governments with the best expertise and case studies with a proven record of success, urban action toward EcoMobility can be more effective and its implementation accelerated.

### **Leading by example**

By becoming recognized EcoMobility leaders, Alliance Cities will also act as lighthouses and pioneers for many more cities – which can gain motivation, information and experience from the EcoMobility Alliance. The Alliance Cities must become a global reference for sustainable urban mobility.

## Practical information

### EcoMobility Changwon 2011 registration desk

The registration desk is located in the second floor of the Pullman hotel, just outside the Amoris hall, where the plenary sessions will be held.

### Registration and information desk

**Saturday 22 October:** 08:00-19:00

**Sunday 23 October:** 08:00-19:00

**Monday 24 October:** 08:30-15:00

### Congress secretariat

**21-22 October:** Pullman 2F Oriox hall Mid

**23-24 October:** CECO 603

**T:** +82-10 / 8659 4561

**E:** [ecomobility2011@iclei.org](mailto:ecomobility2011@iclei.org)

### ICLEI stand

An ICLEI stand will be available in the indoor marketplace which can provide you with information regarding membership benefits, activities, initiatives and achievements of ICLEI's offices and secretariats.

### Press and Media service

The press room is located in Pullman 2F Oriox hall West, adjacent to the congress secretariat. Please contact the congress team via the congress secretariat (see above) if you have questions or require further information.

**Ms. Alice Balbo,** ICLEI World Secretariat

*Languages: English, Italian, French, German, Spanish*

**Ms. Sachie Fujii,** ICLEI Japan Office

*Languages: English, Japanese*

**Ms. Ahreum Boo,** ICLEI Korea Office

*Languages: English, Korean*

The congress website also features a Media webpage with congress updates and other resources for members of press and media.

**W:** [ecomobility2011.iclei.org/media](http://ecomobility2011.iclei.org/media)

### Language

The congress language is English. Simultaneous translation will be provided into Korean.

### Congress documentation

Speeches and presentations from plenaries and parallel sessions will be available for download on the congress website shortly after the event.

### Internet access information

Free wireless internet access is available throughout the Pullman hotel. In addition, an internet lounge is available in the Pullman 2F Lobby for congress participants.

### Marketplace

**Indoor Marketplace:** Located at the EcoMobility Changwon 2011 congress venue, the Marketplace provides exhibitors with an opportunity to actively interact with congress participants. There are specific time slots during the Congress where all participants are encouraged to visit the EcoMobility Marketplace.

**Place:** Pullman 2F Lobby, Congress venue, Pullman Ambassador Changwon City7 hotel.

**Opening hours:** 22 – 24 October, 9:00 – 18:00 (see the Congress program for specific Marketplace time slots).

**Outdoor Marketplace:** Changwon city provides special space and facilities for companies and organizations at the outdoor plaza in front of the Changwon city hall. Exhibitors display the various components of bicycles or electric vehicles, street furniture and accessories as well as smart grid systems. Innovative companies with cutting edge technologies and products will be attending this exhibition and thousands of citizens are expected to visit this area.

**Place:** Changwon City Hall Plaza

**Opening hours:** 22 – 23 October, 10:00 – 18:00

### Networking board

To contact other participants during the congress, please refer to the networking board right next to the registration and information desk.

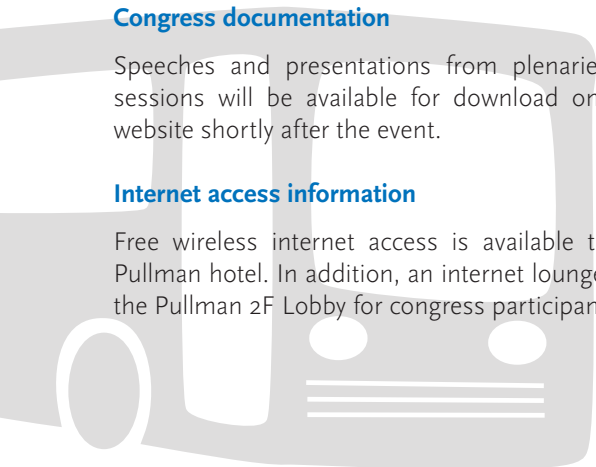
### Catering

Congress meals will be served in the plenary hall as a vegetarian meal (Saturday lunch) , a buffet style (Saturday dinner and Sunday lunch) and special local foods of Changwon (Sunday dinner), featuring many Korean specialties. Vegetarian dishes will be clearly labeled during all meals.

### Photography Disclaimer

During the congress, sessions will be documented with photographs and video material. The material may be used by ICLEI and partners for print and web publication in the future. If you do not wish to appear in any visual material please inform ICLEI immediately (by the end of the congress on 24 October at the very latest) by contacting: [ecomobility2011@iclei.org](mailto:ecomobility2011@iclei.org).

Please direct any other queries to Ms. Ahreum Boo at the congress secretariat or e-mail the congress team: [ecomobility2011@iclei.org](mailto:ecomobility2011@iclei.org).





### Congress hotels

#### **Pullman Ambassador Changwon City 7 hotel:**

1122 Daewon-dong, Changwon-si, Korea

T: +82-55-600-0700

#### **Hotel International:**

97-4 Jungang-Dong, Changwon-si, Korea

T: +82-55-281-1001

#### **Changwon Hotel**

99-4 Jungang-Dong, Changwon-si, Korea

T: +82-55-283-5551

#### **Canberra Hotel**

96-6, Chungang-Dong, Changwon-si, Korea

T: +82-55-268-5000

### Shuttle bus from Congress hotels to venue

Shuttle buses will run in the morning and evening from 22 to 24 October to transport congress participants between the hotels and the venue.

**Morning route** (from 8:00 to 9:50): Changwon hotel – Hotel International – Canberra Hotel – Pullman Hotel / CECO

#### **Evening / afternoon routes:**

22 October: 19:00 / 19:30

23 October: 20:00 / 20:30

24 October: 13:00 / 13:30

Pullmann Hotel / CECO – Canberra Hotel – International Hotel – Changwon Hotel

### Time zone

Korea is 9 hours ahead of UTC (UTC+9).

### Telephone codes

**Korea country code:** +82

### Currency

**Korean currency:** Korea's official monetary unit is the won. The Korean currency consists of a ten thousand, five thousand, and one thousand won note, and five hundred, one hundred, fifty and ten won coins.

**Currency Exchange Rate:** One U.S. dollar is roughly equivalent to 1,200 won. Please note that exchange rates fluctuate daily; it is recommended to check current rates before making any large transactions.

### Electricity

The standard voltage in Korea is 220 volts. The outlet has two round holes and is the same type used in France, Germany, Austria, Greece, Turkey, and many other countries. Visitors will require plug adaptors for continental Europe and potentially voltage converters.

### Tipping

No tip is necessary in Korean restaurants and bars, as table service is already included in the final price. Politeness is appreciated as a way of showing your satisfaction. Tips are neither required nor expected in taxis.

### Taxis & means of transportation

It is very convenient to take a taxi in Korea and reservations are not necessary. The basic fare for 2km is ₩2500. Most Korean taxis accept major international credit cards.

**Taxi numbers:** 055-212-0000 / 055-290-0000.

### Tourist information

[http://eng.changwon.go.kr/jsp/sub06/o6\\_01.jsp](http://eng.changwon.go.kr/jsp/sub06/o6_01.jsp)

### Emergencies

**Crime Reporting and Police:** 112

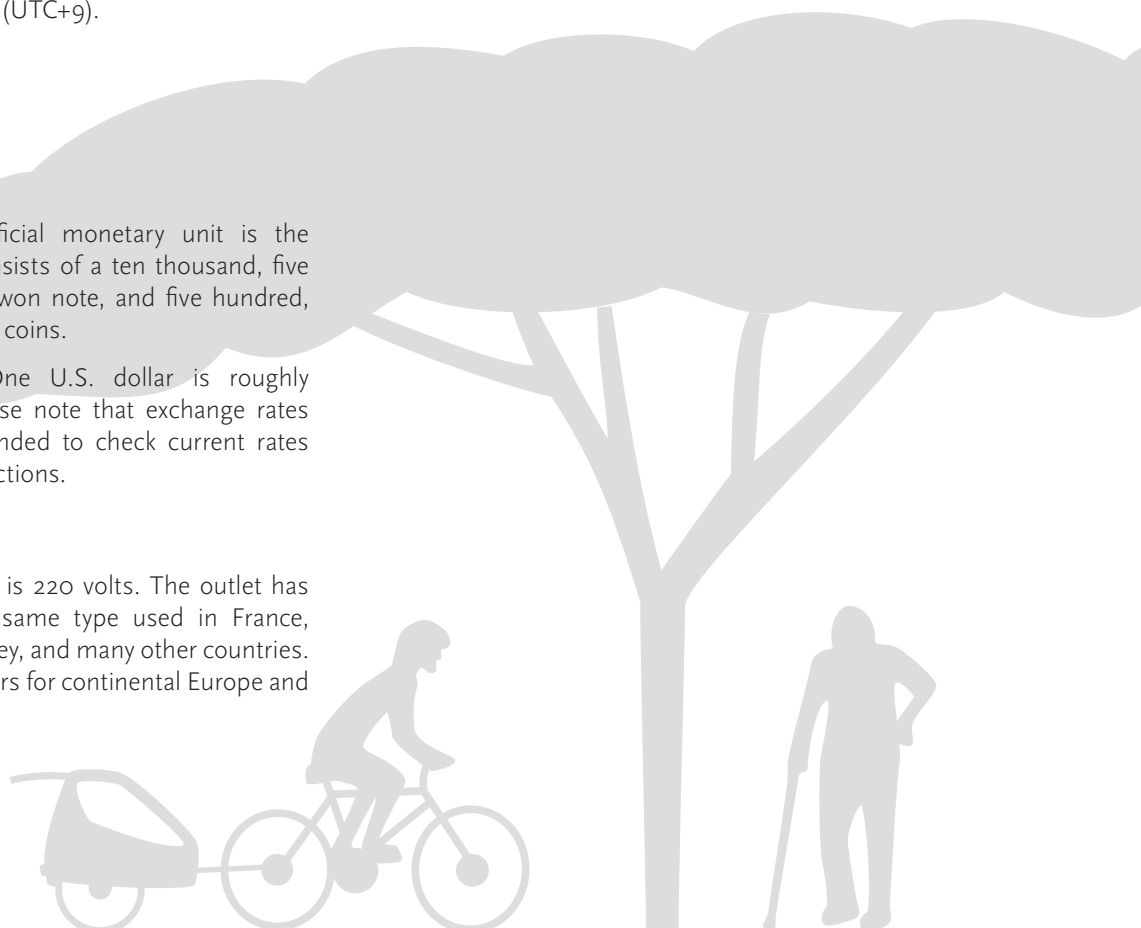
**Fire and Medical Service:** 119

**Korea Travel Phone:** 1330

(it provides foreign tourists with emergency rescue service)

**Medical Referral Service:** 1339

**Information Service - International call:** 00794





## Contact

### Congress venues

#### Pullman Ambassador Changwon City 7 hotel

122 Daewon-dong,  
Changwon-si, Gyeongsangnam-do,  
641-210, Republic of Korea

T: +82-55-600-0700

F: +82-55-600-0704

E: [hotel@thecity7pullman.com](mailto:hotel@thecity7pullman.com)

W: [www.thecity7pullman.com](http://www.thecity7pullman.com)

#### Changwon Exhibition Convention Ctr. (CECO)

362 Wonidaero, Uichang-gu,  
Changwon-si, Gyeongsangnam-do, 641-  
966, Republic of Korea

T: +82-55-212-1000

E: [hotel@thecity7pullman.com](mailto:hotel@thecity7pullman.com)

W: [www.ceco.co.kr](http://www.ceco.co.kr)

#### ICLEI Congress Secretariat

21-22 October: Pullman 2F Oriox Hall Mid

23-24 October: CECO 603

T: +82-10 / 8659 4561

E: [ecomobility2011@iclei.org](mailto:ecomobility2011@iclei.org)

W: [www.iclei.org/ecomobility2011](http://www.iclei.org/ecomobility2011)

#### ICLEI World Secretariat

Kaiser-Friedrich-Str. 7

53113 Bonn

Germany

T: +49-228 / 97 62 99-00

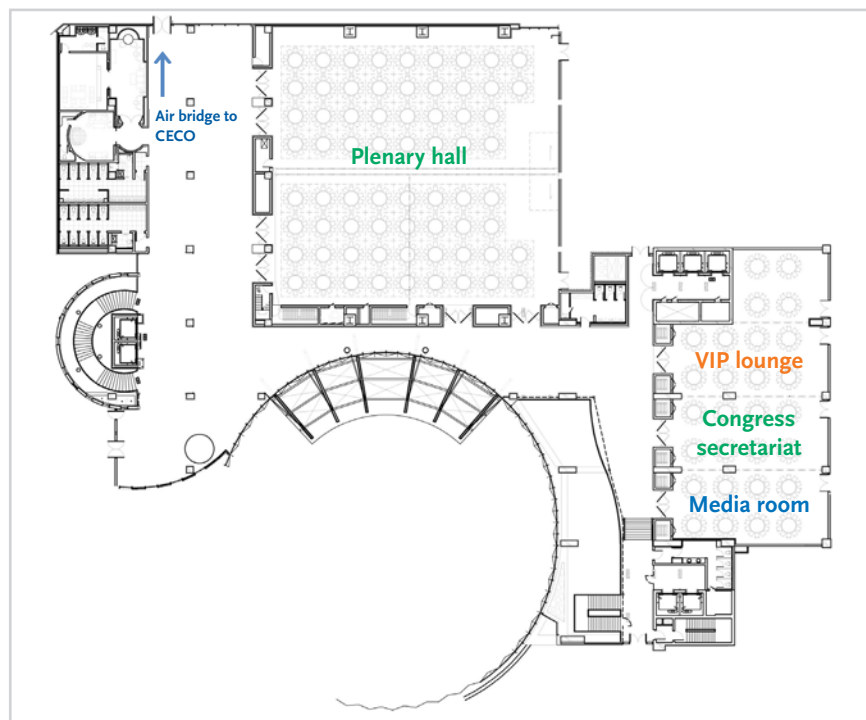
F: +49-228 / 97 62 99-01

E: [iclei@iclei.org](mailto:iclei@iclei.org)

W: [www.iclei.org](http://www.iclei.org)



## Diagram of the Pullman Hotel - 2F



© Changwon City



Convened by



Organized by



**ICLEI**  
Local  
Governments  
for Sustainability

[www.iclei.org/ecomobility2011](http://www.iclei.org/ecomobility2011)



## World Congress on Mobility for the Future of Sustainable Cities



### EcoMobility Changwon 2011: Highlights

---

- **Congress key messages: the 3 "I"s**  
Intermodality, Innovation and Information

- **Inversion of the mobility paradigm**

*We need to build cities around people and not around cars.*

Keynote speaker, Gil Penalosa, Executive Director of 8-80 Cities, made an inspiring keynote address, encouraging cities to make fundamental changes in their approach to the challenge of urban mobility towards ecomobile solutions.

- **Real time information for a better urban mobility**

How can we use modern technologies to make our cities more sustainable? Carlo Ratti, Director of Senseable City Lab at MIT, presented some ambitious projects using real time information technologies to better understand mobility in cities and to promote citizens' behavioral changes in the choice of means of transportation.

- **Use and share it: don't own it!**

Many presenters stressed the need to change the ownership approach to urban mobility. The future of cities will be based on shared transportation resources (bike sharing and car sharing).

- **Renewables: the way to go for eco-mobile energy needs**

*We are using the wrong energy and the wrong technology for our urban mobility work. The solution is renewable energy.*

Carel Snyman, Director of GridCars summarized in these words the general message from the congress. If electric vehicles are to be integrated in the EcoMobility solution, their energy needs to come from renewable sources.

- **Cities in the spotlight: Challenges workshops and Mayors' roundtable**

Almada (Portugal), Marikina (Philippines) and Kampala (Uganda) presented their eco-mobile challenges to the congress audience. Local leaders engaged in a panel discussion highlighting factors, challenges but also achievements while implementing EcoMobility policies.

*Use fact to argue your case in your local media and report what is going on in other cities to promote eco-mobile cities. Mobilize your community as its support is crucial for an effective implementation of EcoMobility* stated Stephen Yarwood, Mayor of Adelaide, Australia.

- **Launch of the new EcoMobility Alliance**

Changwon City and ICLEI have selected pioneer cities from all over the world which are eager to take on the challenge of becoming cities of EcoMobility excellence. The vision is that of vibrant cities where citizens can enjoy a high quality of life and access goods, services, people and information in a sustainable way. The Mayor of Changwon, Wan-su Park, will chair the Alliance in its first phase.

- **Announcement of the EcoMobility Festival project**

ICLEI and UN-HABITAT have jointly announced the EcoMobility Festival project. A pilot city will demonstrate to the world how an eco-mobile future will look like, with a neighborhood serving as a stage on which citizens will perform an eco-mobile life. The City of Suwon, Republic of Korea, has decided to take on the challenge and implement such an ambitious project.

