

EcoMobility Changwon 2011

World Congress on Mobility

for the Future of Sustainable Cities

22-24 October 2011

Changwon, Republic of Korea



Getting out of our cars and starting to move sustainably

EcoMobility Changwon 2011 will provide you with fresh, visionary and enriching perspectives on sustainable urban mobility. Renowned transportation experts from around the globe will present some of the world's best case studies, and participants will learn how to kick start and implement good policies while engaging in fruitful debates about mobility for the future of sustainable cities.



Historical street in Chongqing.
Photo credits: ITDP photo library



Wansu-Park, Mayor of Changwon, leading a bike ride

Focus on bike sharing, innovations and overcoming barriers

A special focus will be given to bicycle sharing systems and to EcoMobility innovations. Visions for overcoming physical, institutional or financial barriers will be explored. City Challenges Workshops will concentrate on innovative solutions tailored to the particular needs of cities. And a training course about bike sharing systems will help bike officers to design and implement them.

Convened by



Global Alliance for
EcoMobility

Partners



ISOCARP
Knowledge for better Cities



ITDP
World Bank Transportation & Development Policy

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.

Confirmed speakers



Gil Peñalosa

Draft list includes Gil Peñalosa (8-80 Cities), Michael Repogle (ITDP), Carlo Ratti (MIT), Manfred Breithaupt (GIZ), Peter Newman (Curtin University), Florian Lennert (London School of Economics), Eric Britton (New Mobility), Li Shanshan (ITDP-China), Robert Stussi (Perform Energy and European Association for Battery), Bernhard Ensink (European Cyclists' Federation), Christian Häuselmann (Swisscleantech), and Shivanand Swamy (CEPT University). We expect at least ten Mayors from leading EcoMobile cities, as well as several senior city representatives to present their best practices.



Michael Repogle

Main Congress topics

Plenaries will feature keynote speakers providing content rich and captivating presentations about leading EcoMobility case studies. Topics: **EcoMobile cities around the world; Mainstreaming EcoMobility; Envisioning the future EcoMobile city; Instruments and business models for EcoMobility.**

Parallel sessions are organized into three streams and will detail policy options and deliver technical information to the interested participants. Topics:

Bike sharing systems: From policy to infrastructure, from operating systems to business models, you will learn and discuss the most relevant issues to take into consideration when developing a bike sharing system.



Villo!, the public bike scheme in Brussels

EcoMobility innovation: Urban transport is facing a tremendous development in terms of technology (e.g., e-mobility, intelligent transportation systems) and services (car sharing, integrated ticketing, etc.) that can support EcoMobility. This session stream will enable you get in touch with the latest EcoMobility innovations.



Road charging portal in Singapore. Photo credits: ITDP photo library

Overcoming barriers: Widespread delivery of EcoMobility requires a number of barriers to be overcome. These barriers are not only physical (e.g., the quality of the interchange between different modes) but also institutional and financial. This stream will address such challenges.



Bus terminal in Hong Kong. Photo credits: ITDP photo library

Novel Congress elements

During **City Challenges Workshops**, cities will be able to obtain immediate and in-depth feedback on how to solve specific EcoMobility challenges and problems they face. For participants, it will be an opportunity to engage in detailed discussions and to exchange knowledge applicable to real situations.



The NUBIJA bike sharing system in Changwon, Republic of Korea

Experience the innovative and high-tech **Changwon's NUBIJA public bike 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. Currently NUBIJA has over 3,300 and 163 parking stations all around the city. Membership has reached 76,579 people who ride on average 4,396 km per day. As a consequence, studies have indicated 5,900 tons of CO₂ emissions per year are avoided.



There are specific time slots for the **EcoMobility exchange**. Participants may visit the marketplace and network between themselves. The marketplace space serves to provide visuals and facilitate interaction by displaying videos and images of various EcoMobility projects and encouraging participants to talk to experts, producers, and service providers.

Changwon, the Environmental Capital of Korea

Changwon, located at the southeastern end of Korean Peninsula, is a city with 600 years of history and a **population of 1.1 million**. As the first planned city in Korea, Changwon is now taking a big leap forward to becoming an innovative eco-city and World's Environmental Capital. A main element of this strategy is the development of a **sustainable mobility system**.



Changwon city.

Changwon is 35 km away from the Gimhae International Airport (the **Busan airport**). This airport has direct connections with a number of international destinations such as Bangkok, Beijing, Guangzhou, Hangzhou, Hanoi, Hong Kong, Manila, Munich, Osaka, Shanghai, Taipei, and Tokyo. Another option is to fly to the **Incheon International Airport** and from there take a one hour flight to the Gimhae Airport or, instead, opt for a five hour bus journey directly to Changwon.

Our vision

Transforming EcoMobility into 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



BRT station in Jinan, China. Photo credits: ITDP photo library

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 of our cities, democratize mobility, and help to mitigate climate change.



Bikeway in Copenhagen. Photo credits: PCIB photo library – Ryan Snyder

Saturday, 22 October 2011: Forerunners of Today

8:00 – Registration opens

9:00-9:40 – Opening and welcome address

Chair: Konrad Otto-Zimmermann, Secretary General, ICLEI – Local Governments for Sustainability

- Wan-Su Park, Mayor, Changwon (Republic of Korea)
- Gil Peñalosa, Executive Director, 8–80 Cities
- Manfred Breithaupt, GIZ – Sustainable Urban Transport Project – Sustainable transport in developing cities: factors for success

9:45-11:30 – EcoMobile cities around the World – Plenary

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 could move without resorting to a private car.

- Anker Boye, Mayor, Odense (Denmark)
- Stephen Yarwood, Lord Mayor, Adelaide (Australia)
- Zvonimir Mršić, Mayor, Koprivnica (Croatia)
- Masashi Mori, Mayor, Toyama (Japan)

11:35-12:00 – Environmental Capital Changwon – Plenary

The host city, 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.

12:00-13:30 – Lunch

13:30-15:45 – Mainstreaming EcoMobility – Plenary

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.

- Kee Yeon Hwang, President, KOTI – Korean Transport Institute
- Li Shanshan, Institute for Transportation and Development Policy (China) – Bike sharing systems in China
- Sophie Punte, Executive Director, CAI-Asia – Walkability in Asia: state and issues
- Eric Britton, New Mobility – Future of the automobile in the city: vision, governance, opportunity

15:45-16:30 – EcoMobility exchange

The marketplace space serves to provide visuals and facilitate interaction by displaying videos and images of various EcoMobility projects and encouraging participants to talk to experts, producers, and service providers.

16:30-18:00 – Parallel sessions

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

A bicycle sharing system might have a major role to play in the overall city's transportation system. For example, public bikes are able to increase the use of public transport by providing an efficient solution to the "last mile" problem. This session focuses on seemingly integrating a bike sharing system with the overall transportation system in order to fully tap into its EcoMobility potential. In this view, infrastructure options (such as different kinds of bike stands and racks), and their location are also analyzed.

- Janett Büttner, Choice, OBIS project – Bike Sharing & PT: individual meets collective
- Bernhard Ensink, Secretary General, European Cyclists' Federation
- Invited cities: Utrecht, Seville, Paris

B1 – EcoMobility innovation: Services and systems to promote EcoMobility

Different services and system are needed to support and shape a coherent EcoMobility strategy. This session concentrates on such innovations as integrated ticketing, car-sharing, car-pooling and flexible door-to-door transports.

- Christian Häuselmann, Swisscleantech – Mobility Hub project
- Justin Hyatt, Hungarian Young Greens, The Age of Traffic Calming
- Invited cities: Krakow, Gävle

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.

- Waltraut Ritter, Research Director, Hong Kong Foresight Centre – Hot, hilly and crowded: EcoMobility for difficult cities
- Invited cities: San Francisco, Curitiba

18:00 – Dinner

19:00 – Changwon Bicycle Festival: Night bicycle race

Sunday, 23 October 2011: Visions for the Future

9:00-11:00 – Envisioning the future EcoMobile city – *Plenary*

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 and sometimes even urban decay), as well as profound sociodemographic changes are some of the key factors that will play a major role in shaping future solutions for urban mobility.

- Carlo Ratti, Senseable city lab, MIT – ITS, technological systems
- Florian Lennert, London School of Economics and Political Science – Integrating mobility and energy systems / BeMobility project
- Peter Newman, Curtin University – Will peak car use spread to the developing world?
- Sheila Watson, FIA Foundation and Forum for the Future – Megacities on the move

11:05-13:30 – 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, maintenance and system operation

A number of different bicycle types are available on the market. The session explores the 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 eventually their redistribution), and methods to prevent bicycle theft.

- Santhosh Kodukula, GIZ – Bike sharing systems in India
- Invited cities: Copenhagen, Lyon, Hangzhou

B2 – EcoMobility innovation: E-mobility

Electrical mobility is experiencing a tremendous development. A large part of the innovation in the transport sector concentrates on this area. Its potential in terms of EcoMobility is very large, although it is not necessarily guaranteed (e.g., the so-called “green congestion”). This session addresses recent trends and futures prospects for e-mobility, both in terms of e-bikes and e-cars.

- Robert Stussi, President, Portuguese Electric Vehicle Association
- Invited cities: Tokyo, Delhi, Genova

C2 – Overcoming barriers: Achieving intermodality

Intermodality is often the Achilles' heel of the transportation system. Different modes, usually run by different operators, tend to lack coordination, either physical (in terms of high quality interchange) or in terms of timetables. This session provides some excellent examples of intermodality and how they promote EcoMobility.

- Invited cities: Kaohsiung, Boulder, Bogota, Stockholm, La Rochelle

15:00-15:30 – EcoMobility exchange

Participants can visit the marketplace and network between themselves. The marketplace will feature cutting-edge EcoMobility vehicles, products and services.

15:30-18:00 – City Challenges Workshop

An opportunity for cities to obtain immediate and in-depth feedback on how to solve specific EcoMobility challenges and problems. The debate will be centered on one case at a time. Participants from different professional backgrounds (e.g. local governments, academia, the private sector, NGOs) will contribute possible solutions of how the city could deal with the issues at hand.

15:30-18:00 – PTx2 – Doubling the market share of public transport through sustainable mobility – *Workshop*

Organized by UITP – International Association of Public Transport.

- (Chair) Dawn Chui, Head of the Asia-Pacific office, UITP – International Association of Public Transport

15:30-18:00 – Megacities on the move – *Workshop*

Organized by the FIA Foundation and the Forum for the Future.

18:00 – Dinner

EcoMobility Alliance launch and film showing.

Monday, 24 October 2011: Making Vision Reality

9:00-10:30 – Instruments and business models for EcoMobility – *Plenary*

Even the best intentions fall short of expectations if they're not implemented properly. Economic instruments, such as congestion charges or public transport passes, and marketing campaigns can become powerful tools to leverage the effect of other EcoMobility policies, through the so-called "the carrot and the stick" approach. They should also be regarded as fundamental components of financially sustainable business models, which are essential to enable EcoMobility systems to continuously improve and provide a high quality service.

Confirmed speakers:

- Michael Replogle, Global Policy Director and Founder, Institute for Transportation and Development Policy
- Cornie Huizenga, SloCaT – Partnership on Sustainable Low Carbon Transport – Funding opportunities for non-motorized transports in the light of climate change agreements
- Dawn Chui, UITP – International Association of Public Transport

10:35-12:00 – *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.

- Invited cities: Montreal

B3 – EcoMobility innovation: Intelligent transport systems

Intelligent transport systems comprise a large variety of technologies that are experiencing a very fast development and implementation. Many such technologies can support EcoMobility policies. Examples include congestion charges (which not only raise funds but also discourage car use), fleet management, and traffic sign optimization.

- Michael Replogle, Global Policy Director and Founder, Institute for Transportation and Development Policy
- Invited cities: Milan, Bologna, Vitoria-Gasteiz, Vancouver

C3 – Overcoming barriers: Marketing and communication

In many industrialized cities, EcoMobility requires a profound behavioral change which can only be achieved when some of the factors hampering that transition stop being perceived 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. As such, communication strategies need to demystify the myth that the car as the ideal mobility solution, while simultaneously showing that EcoMobility is a practical solution for most mobility needs.

- Mark Zuidgeest and Roel Massink, University of Twente and Cycling Academic Network – The climate value of cycling: acknowledging sustainability
- Invited cities: Bremen, Malmö, Zürich

12:05-13:00 – Exploring the road ahead: Next initiatives – Plenary

Congress summary

- Monika Zimmermann, Director Capacity Center, ICLEI – Local Governments for Sustainability

Concluding remarks

13:00-16:30 – Changwon city tour

Lunch included.

14:30-17:30* - Implementing bike sharing systems – Training for practitioners

* Continues on Tuesday, 25 October for another 3h.
Organized by GIZ – Deutsche Gesellschaft für Internationale.

Further information

ICLEI – Local Governments for Sustainability

Kaiser-Friedrich-Str. 7

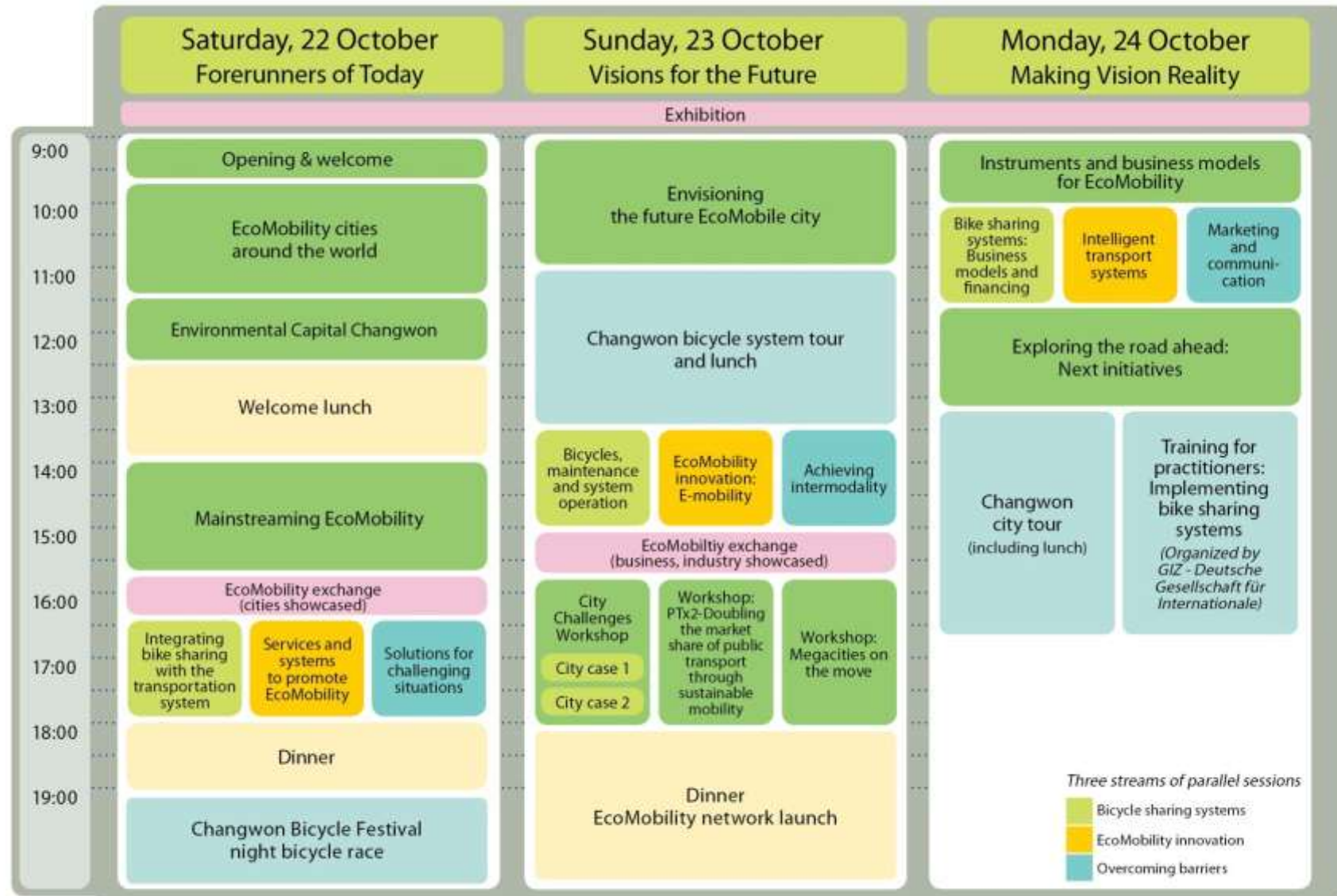
53113 Bonn / Germany

Tel: +49-228 / 976 299-00

Fax: +49-228 / 976 299-01

www.iclei.org/ecomobility2011

ecomobility2011@iclei.org



Plenary / session titles subject to change