



SUWON City
South Korea
1-30 September

EcoMobility World Festival 2013

**ONE NEIGHBORHOOD
ONE MONTH
NO CARS**



Congress Report

EcoMobility 2013 Suwon

Cities, Spaces, People
1-4 September, 2013

Presented by



Hosted by





Yeom, Tae-Young

Mayor of Suwon

Since taking office as mayor, I have committed firmly to establishing Suwon as the environmental capital of the Republic of Korea. Starting ambitious local projects linked to the global debate and international expertise is how Suwon can lead and gain at the same time, such as in the case of hosting the first EcoMobility World Festival in September 2013.

EcoMobility World Festival is a forward-looking and ambitious undertaking, aiming to realize a city model for a future where fossil fuels such as oil, coal and natural gas are depleted beyond viability. The Festival project has set an international precedent: that with the support of strong leadership and engaged community participation, a car-free lifestyle can be implemented today, in any city in the world.

The EcoMobility 2013 Suwon Congress, held during the first week of the Festival and bringing experts and colleagues from all over the world to Suwon, was a venue for experts to converge on the most pressing challenges of greening our urban transportation systems, responsible for over 70% of carbon dioxide emissions. Through debate, information sharing and partnership building, the Congress helped build a greater capacity to address these issues and offer a tangible contribution to the mitigation of the effects of global climate change.



Monika Zimmermann

Deputy Secretary General, ICLEI

Through the joint effort of ICLEI Korea Office and ICLEI World Secretariat the EcoMobility 2013 Suwon Congress brought together actors from across the world of EcoMobility. City representatives convened on a global stage and proudly showcased their work in placing the human experience at the center in city streets and in urban public spaces. Cities adopting EcoMobility have developed transport systems prioritizing walking, cycling, wheeling, 'passenging', and, to the extent that cars are needed, car-sharing.

The Congress was a meeting place for transport leaders to explore good practices and pursue future solutions through partnership. Thematic sessions explored cases of outstanding sustainable mobility practices and offered examples of what an ecomobile future could look like.

Can urban planners, municipal decision makers and citizens imagine an ecomobile urban life? The EcoMobility World Festival guided Congress-goers in visualizing this future with a showcase neighborhood demonstrating a car-free, ecomobile future.



Mary Jane Ortega

Vice President of ICLEI

The EcoMobility 2013 Suwon Congress was a tremendous opportunity for cities and mobility experts to come together, to share good practices and spark synergies, and to further the EcoMobility agenda. Participants were inspired by the information exchanged and by the unique setting of the EcoMobility World Festival. The outcome of this engaging, international event was the Suwon 2013 EcoMobility Impulse, a living document that will guide cities towards an ecomobile future.

The Congress set the wheels in motion for a number of future plans and partnerships. We look forward to continuing the exchange and seeing how cities and organizations have furthered their plans at the next EcoMobility Congress.

The EcoMobility 2013 Suwon Congress in brief



The EcoMobility 2013 Suwon Congress, from 1 to 4 September 2013, brought together local and international actors across the field of sustainable mobility, in the unique context of the EcoMobility World Festival, to discuss, share, collaborate, and spark new ideas.

With around 800 million cars on the road worldwide and as the transport sector is the fastest growing source of greenhouse gas emissions, EcoMobility is more important now than ever.

The Congress highlighted the importance of EcoMobility through a myriad of perspectives including local leadership, social inclusion, health, the future generation, and practical application. The Congress underscored EcoMobility as an active concept—something to be applied and developed and shared.

The Congress emphasized integration, development, and promotion of active modes such as walking, cycling, wheeling, public transport and shared transport systems. It was unanimously agreed that strong leadership is required to implement any form of EcoMobility in cities.

Youth participants made a declaration that the current generation cannot encroach upon the quality of the future generation, and to make this a reality EcoMobility is the approach.

The attendees of the Congress adopted the Suwon 2013 EcoMobility Impulse – a guiding document for cities to implement, prioritize and promote EcoMobility in their cities. The EcoMobility Impulse document shall be revised until the end of 2013, based on the comments received, and can be downloaded from the Congress website.

More information is available on the Congress website, including all available presentations from the various speakers. <http://www.iclei.org/ecomobility2013>

Composition of participants

Representatives from local governments, non-governmental organizations (NGOs), academia, international organizations, bi- and multi-lateral organizations and the private sector exchanged ideas and solutions on how to make cities more ecomobile.

Of the 600 participants present at the Congress, 250 were international participants from over 40 countries and 6 continents.

Highlights of the Congress

The congress consisted of 24 sessions over four days including:

- 4 Plenary sessions,
- A Leaders' Round Table,
- An International Youth Dialogue,
- An ADB-GIZ-EcoMobility Alliance Training course on Non-motorized Transport,
- A Low-carbon Cities Forum, and
- A VIP Ride with innovative vehicles.

6
Continents

145
Participants
from developing
countries

172
Speakers

50
Local
Governments

22
Mayors,
Vice-Mayors
Councillors,
Commissioners

EcoMobility Congress at the EcoMobility World Festival



The setting: EcoMobility in action

The EcoMobility World Festival was a month-long event during which the residents of Suwon's Haenggung-dong area experienced a transformation of their neighborhood into a car-free environment.

Around 4,300 residents in the neighborhood adopted an ecomobile lifestyle to experience how traveling through integrated, socially inclusive, and healthy transport options can positively change their routines. The residents used a variety of vehicles such as bicycles, trailers for carrying children and goods, tandem bicycles, recumbent bikes, pedelecs (electric assisted bicycles) and velo-taxis.

The setting of the EcoMobility Festival was apt for hosting a Congress that brings together experts, decision makers, urban planners, transport planners, entrepreneurs and their ideas for improving EcoMobility in cities.

The Congress sessions were carefully placed within the Festival neighborhood so that participants had an opportunity to experience the transformed street environment.

The physical transformation of the neighborhood and the influx of ideas from the Congress participants provided a perfect setting to explore future EcoMobility options in cities.

" This Festival shows what an ecomobile neighborhood looks like and delivers the message that this urban lifestyle is possible. "

Yeom Tae-Young, Mayor of Suwon City

" Building more roads to solve transport problems is like putting off a fire with gasoline. We should put pedestrians as our priority and question the role of street. People need to walk, and walking must be best friends with cycling and public transport. "

Gil Peñalosa, Executive Director of 8-80 Cities, Toronto, Canada and Ambassador for the EcoMobility World Festival



EcoMobility means traveling through integrated, socially inclusive and environmentally friendly transport options, including and integrating walking, cycling, wheeling, passenging, and car-sharing.

ICLEI, 2013



ICLEI's EcoMobility services

Under the current spectrum of EcoMobility, ICLEI offers the following services:

- Assistance in developing knowledge and awareness through capacity building and training courses on specific aspects of urban mobility
- Assistance in conducting exercises to determine cities' current urban transport performance and benchmark the performance at a global and regional scale
- Organization and facilitation of events to bring together expertise and thus provide input to the future mobility developments in a city (example: EcoMobility Congress series)
- Facilitating exchange and cooperation of cities (example: EcoMobility Alliance)
- Assistance in implementing pilot projects on street reclamation and public space revival, creating cities for people
- Collaboration with cities to create media to disseminate the mobility success of the city at a global scale
- Guidance in developing, improving, and executing urban mobility plans and strategies to create environmentally sound, socially equitable and economically viable cities for the future

“ ICLEI's EcoMobility Initiative offers diverse services to support ICLEI Members and other committed local governments in transforming their cities towards ecomobile priorities. ”

Santhosh Kodukula, EcoMobility Program Manager, ICLEI World Secretariat

Further information on the EcoMobility initiative and the projects can be found under <http://www.iclei.org/ecomobility> or through email at <ecomobility@iclei.org>

Congress theme: EcoMobility and Urban Regeneration

The EcoMobility 2013 Congress focused on areas of practical importance to local governments. Priority was given to areas that can deliver an immediate effect in cities and shift priorities to people-centric developments. Encompassing the broad idea of 'Cities, Spaces and People', the Congress was designed around 4 key themes.

It is evident that much of our urban fabric has been torn due to the dominance of fossil-fuel based automobile usage. Streets once used by people are now occupied by automobiles endangering our heritage sites, leisure spaces and residential areas.



Some cities, however, have shown that reprioritizing and redesigning our urban spaces can break the trend and turn them into safer, livelier places which are less polluted by the sounds and emissions of traffic. This transformation was seen first-hand by all Congress attendees in Suwon at the EcoMobility World Festival. City representatives from Suwon, Toyama, Saitama, and Mexico City shared how this phenomenon is happening in their cities, thus strengthening the motivation of Suwon to continue with this Festival.

Several approaches to addressing urban regeneration were presented in this theme. An example from **Toyama**, Japan, displayed the positive effects of creating compact cities through public transportation (passenger). The city showed the successful example of increasing public transport ridership and boosting city center population through a combination of introducing a city tram system, restricting automobiles in the city center and integrating a bicycle sharing system.

An example from **Mexico City**, Mexico, showed that regeneration can also be in the form of providing more places of leisure for people in the city. The importance of art, culture, and color in urban areas is emphasized in Mexico City, where small pocket parks use parking spaces to add green to the city. Furthermore, the expansion of bicycle infrastructure is leading to an increase in cyclists, indicating that if the proper infrastructure is available, people will use it.

Technologically advanced cities can approach regeneration from a shared transport perspective. **Saitama**, Japan, introduced an electric car-sharing project to reduce dependence on the personal car, and also to address environmental issues. The city showed that when the opportunity is provided, and when the proper frameworks are in place, commercial entities can partner with local governments to increase the effectiveness of the project.

Presenters in this theme agreed that accessibility is a key factor in creating people friendly public spaces. Failing to provide proper access will result in reduced use and eventually lead to inactive public spaces.

Freiburg, Germany, has a long-standing tradition of providing a multi-modal integrated transport system connecting public spaces and recreation areas. Since the main shopping district in the city was reprioritized during the 1970s, it has transformed from being chiefly accessible for cars to being well served by public transport and other EcoMobility modes today. Freiburg continues to set the pace for EcoMobility by striving to develop more and better public spaces and further its modal share of active transport.

Examples from Korean cities in prioritizing active transport were presented in this theme. Colleagues from the sub-continent presented efforts from India to promote walking, cycling and accessibility. It was highlighted that integrating modes with public transport is crucial for increased used of public transport. Similarly, integrating public transport with public spaces is essential for an increased used of public spaces.

“ High quality public space and sidewalks are more important than any other city transportation infrastructure. ”

Bram van Oojen, Institute for Transport and Development Policy (ITDP), China.

The Copenhagen experience

When **Copenhagen**, Denmark, closed a major street, Strøget, to cars in the 1960s, shop owners were initially against the idea of losing trade from passing motorists. The pedestrianization resulted in crowds of curious pedestrians along the 1.1 km shopping street and business quickly improved. In the following decades, the car-free area greatly increased in size and now approximately 250,000 people use the space every day.

Furthermore, expanding the pedestrian area and public spaces resulted in an increase of people seated at outdoor cafes, enjoying street performances, or window shopping and socializing downtown. From 1968 to 1995, the average number of people engaged in these “stationary activities” on a summer afternoon increased significantly, by 330 percent. Similar effects are seen in cities all over the world as they transform and become more people-friendly.

Improving health in cities through EcoMobility

EcoMobility and health are strongly connected. Outdoor air pollution, transport being a major source, is estimated to cause 1.3 million deaths worldwide. Transport choices also have a direct effect on an individual’s psychological and physical health. Physical inactivity is the 4th leading cause of death in the world, which makes a strong case for active mobility.

Increasing walking, cycling, and other forms of active transport increases social interaction, decreases stress, and reduces medical expenses. Integrating health into informed decision-making on EcoMobility will yield the positive effects of EcoMobility and health.

Hence, shifting the focus to active transport promotion long term would tackle the problem of air pollution and the associated respiratory diseases.



Congress theme: EcoMobility and Innovation

Innovation is a continuous process, the lack of which in any development will make some utilities obsolete. Innovation catalyzes the growth of EcoMobility in cities. Innovation provides greater options to people and increases the uptake of ecomobile modes. Innovation can happen in various areas: namely product design, policy implementation, planning practices and project implementation. Innovation in EcoMobility calls for an integrated approach of the various modes available in a city. In the area of policy and project implementation, innovative practices such as congestion charging in the city of **Stockholm** stands out. By making car users pay the cost of congestion caused by car traffic, the city has directly charged the car users a part of their real cost of travel. The city uses this revenue to promote public transport and active transport. Similarly, the city of **Bonn** involves companies in the city in promoting mobility management to their employees. A pilot study conducted in Bonn showed that employees using ecomobile modes such as public transport, walking and cycling were healthier, productive and incurred less costs to the companies.



Product innovation was showcased at the Congress through the vehicle exhibition. Various types of EcoMobility modes on the market were on display, such as trikes, cargo bicycles, velo-taxis, pedelecs (electric assisted bicycles), public bikes, tandem bikes, and an all-weather kids trailer (created by Nordic Cab).

Technological innovation was shown through examples from **Taipei**, Chinese Taipei, **San Francisco**, USA, and from New Cities Foundation, **Paris**, France. Taxis in Taipei use a mobile application to coordinate with riders, as well as collect data for adjustment and improvement. Taxis contribute up to 12% of Taipei's daily trips and have 58% unnecessary fuel waste per year due to empty trips. Colleagues from Clean Air Asia introduced the Congress attendees to the Walkability mobile application. With this application, it is possible to measure the walkability in cities and compare against other cities in the region where a walkability audit is conducted.

A model tram demonstrated to Suwon citizens the public transport system which will be introduced to their city in the coming years.



Institutional and financial mechanisms for EcoMobility:

- Integrate EcoMobility into existing measures, be it policy, building codes, health care, etc.
- Show how EcoMobility is good for business and can stimulate the local economy
- Establish a unified agency to plan and implement EcoMobility initiatives
- Demonstrate to citizens how institutional changes will benefit them
- Develop an overall capacity to plan, execute, maintain and deliver affordable sustainable urban transport.
- Reach out to networks and cities with established plans for support, information, and guidance
- Streamline policy formation and implementation among ministries and transport agencies
- Implement comprehensive information systems, disclosures, and public participation

Implementing EcoMobility necessitates that various factors are put in place, especially the required institutional and the financial frameworks. In many cases, one of these enabling factors is absent. The central idea of this theme is to explore the factors that enable these frameworks and learn from examples on how the frameworks were put in place.

It is evident that implementing EcoMobility requires financial resources. When allocating resources, cities should have greater awareness of the potential savings to be made by directing funds into EcoMobility rather than into automobile infrastructure.

In the Asia and Pacific region alone, the expenditure for automobile oriented infrastructure is projected to 275 trillion USD, equivalent to 1 billion kilometers of bicycle way infrastructure in this region.

In terms of institutional frameworks, experiences from **Boulder, Colorado**; **Adelaide, Australia**; **San Francisco, California**; **Bogotá, Colombia**; **Odense, Denmark**; showed that strong political will, a coherent vision for the city, and the integration of institutions involved in urban transport is crucial for EcoMobility.

In **Lagos de Moreno, Mexico**, thematic car-free days are held on weekdays in downtown areas to encourage citizens to adopt walking as the main mode of transport. Transmilenio, the Bus Rapid System in **Bogotá**, provides a strong example of a front-running developing city reprioritizing public transport above automobiles. **Adelaide's** commitment in promoting cycling and almost doubling the bicycle infrastructure in past 5 years (including the goal to double the number of cyclists to 600,000 by 2020) shows that strong political will is necessary to reform the institutional framework.

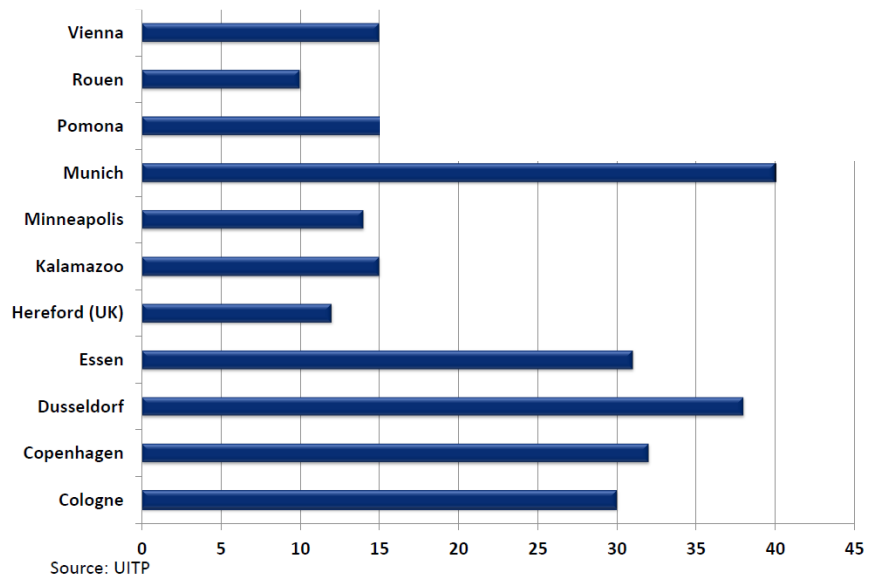
The integration of various mobility services (such as car sharing, bike sharing, public transport, clean vehicle technology and user experience) is an approach demonstrated in Danish cities which facilitates institutional reform while activating the necessary frameworks.



“Transport is not a financial issue. Transport is not a technical issue. Transport is a political issue.”

Lloyd Wright, Asia Development Bank, Manila, Philippines

Sales revenue percentage increase after pedestrianizing.



Leadership is a crucial element in the transformation of a city toward a more ecomobile future. Strong political leadership in local governments, as well as within organizations, plays a pivotal role in bringing EcoMobility center stage in cities. EcoMobility is a field in which leading by example sends the strongest message. When a municipal leader not only advocates and provides ecomobile options, but also actively engages in these options i.e. “Walks the Talk,” a powerful message is sent to the citizens.

“To realize EcoMobility, you need a combination of good institutions, good leadership, and good direct action from citizens.”

Florian Lennert, InnoZ, Germany

Congress sessions such as the Leaders’ Round Table and Mayors’ Plenary brought together people with a leading role in promoting and realizing EcoMobility. Local governments are at the forefront of efforts to promote and realize EcoMobility. Reflecting on leaders’ presentations of the local government perspective, it is clear that while cities can be proud of certain achievements, the role of personal leadership behind certain EcoMobility initiatives is significant.

Leaders from various organizations shared their experiences of working with cities, discussing how realization of EcoMobility hinges on institutional capacity in the civil service as well as on political leadership. Leaders from multi-lateral organizations including UN-Habitat, UNCRD, and UNESCAP commented on whether the United Nations is well equipped to support local governments in promoting EcoMobility, and what needs to change in the United Nations to do this more effectively.

The President of the European Cyclists’ Federation, Manfred Neun, called for the combination of EcoMobility with human rights to guarantee a more profound impact. Founding Director of Intelligent Health, William Bird, said that what resonates with all patients strongly is the consideration of future generations. “We leave a legacy for our children, and we must keep that in mind,” said Dr. Bird. Considering the personal consequences of our actions will result in a larger impact.

There was unanimous agreement on the relevance and importance of EcoMobility, and that its placement at the forefront of international dialogue and action is essential. The leaders also gave comments on the EcoMobility Suwon Impulse document.

As exemplified by many of the presentations throughout the Congress, visionary leadership is a necessary driver for achieving EcoMobility. However, discussions such as the Leaders’ Round Table also explored the potential downsides of visionary leadership, such as lack of attention to structural changes, or the disappearance of changes at the end of a leader’s term. Awareness of such potential pitfalls helps develop strategies to counter these obstructions and ensure continued progress.

EcoMobility Alliance

EcoMobility Alliance cities Changwon, Boulder, Freiburg, Kaohsiung, and Suwon were present at the Congress. Together with Alliance partners ADB and GIZ, the EcoMobility Alliance conducted a training course on Non-Motorized Transportation, with the Korea Transportation Institute (KOTI) as a partner. The session focused on the importance of active transport modes such as walking, cycling, and public bike sharing systems, and the need for integrating these various modes with public transport.

The participants performed a street audit where they assessed the quality of walking in the neighborhood. In the second part of the session, participants developed a draft non-motorized transport plan for their respective cities to apply their learning to their home city contexts.

“The EcoMobility Alliance gives an opportunity for cities to come together, share experiences and learn from each other in the field of EcoMobility.”

Mayor Park Wan-Su, Changwon City, Korea

EcoMobility Impulse: Translating words into actions

The Congress laid the foundations for the formulation of the “Suwon 2013 EcoMobility Impulse”; an action document for cities. Capturing the vision and essence of EcoMobility, and the discussions from the Congress, the Impulse was developed and honed throughout the Congress period. During the course of the event, attendees gave feedback and shared their ideas for the development of EcoMobility in cities. Following continuous review through comments and exchange, the City of Suwon and ICLEI will release the Suwon 2013 EcoMobility Impulse as a key document on EcoMobility by the end of 2013.

The Impulse document can be downloaded from the Congress website.

Special Session: International Youth Dialogue: Is EcoMobility a valuable decision for the Future Generation?

The international youth dialogue on EcoMobility was an opportunity for the future generation to discuss and debate their understanding, ideas, and aspirations for urban mobility. What will happen when EcoMobility and sustainability are already within our reach in the future? The youth generation is thinking ahead and sees the bigger picture when considering the future development of cities. The session, which drew over 200 youth participants from Korea, Kenya, and Indonesia, resulted in the initiation of the Youth Declaration on EcoMobility. The declaration states clearly the aspirations of youth in terms of EcoMobility and their perceptions on how a more equitable future can be shaped by ensuring proper mobility today. The complete declaration is available for download from the EcoMobility Congress website.



“ The purpose of the Suwon 2013 EcoMobility Impulse is to provide guiding thoughts, principles, examples and starting points for concrete improvements in urban planning and development, for existing municipalities and new towns, towards the greening of mobility in our cities worldwide. ”

Monika Zimmermann
ICLEI Deputy Secretary General



ICLEI World Secretariat
Kaiser-Friedrich-Str. 7
53113 Bonn
Germany

EcoMobility Congress Team
Email: ecomobility@iclei.org
Website: www.iclei.org/ecomobility2013
Tel.: +49 (228) 97 62 99-00
Fax: +49 (228) 97 62 99-01

ICLEI Korea Office
16 Jeongjo-ro 905
Paldal-gu, 442-420
Suwon, Gyeonggi-do,
Republic of Korea

Email: iclei-korea@iclei.org
Website: www.icleikorea.org
Tel.: +82 (31) 255 3257
Fax: +82 (31) 256 3257



**EcoMobility World Festival 2013
Suwon Organizing Committee**

P2F Hwaseomun-ro 60 (sinpung-dong)
Paldal-gu 442-040
Suwon City Gyeonggi-do
Republic of Korea

Tel.: +82 (31) 228 3271
Email: ecomobilitysuwon@gmail.com
Website: emwf2013.suwon.go.kr

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Editors:
Santhosh Kodukula, Hana Peters, and Monika Zimmermann

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ICLEI - Local Governments for Sustainability e.V.
World Secretariat, EcoMobility Team
Kaiser-Friedrich-Straße 7
53113 Bonn / Germany
ecomobility@iclei.org
www.iclei.org/EcoMobility2013

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ICLEI's EcoMobility Congress series was launched in October 2011, in Changwon, Republic of Korea, to establish a global forum on sustainable mobility for local governments and their partners.

More information on ICLEI's EcoMobility Initiative is available at:

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