



# EcoMobility Days 2016

16-20 October 2016, Quito, Ecuador



# Welcome!

# Our program today

# 18 Oct. 2016

## EcoMobility Open Days 2016 Quito – Day 1

10:00 – 11:30	Opening Plenary
11:30 – 11:45	Coffee Break
11:45 – 13:00	Session1 : Clean vehicles and clean air in cities
13:00 – 14:00	Lunch
14:00 – 15:30	Session 2: Sustainable Transport in Latin American cities
15:30 – 15:45	Coffee Break
15:45 – 17:45	Session 3: Session: Safe and Healthy Routes to school
17:45 – 18:00	Closing

# Susan Zielinski

*Managing Director*

SMART at the University  
of Michigan



Susan Zielinski is Managing Director of SMART.

She has co-founded and directed Moving the Economy (MTE), a “link tank” for sustainable urban transportation.

As a transportation planner for the City of Toronto, she worked for over 15 years developing and leading transportation and liveability policies and initiatives.

She has advised on a range of local, national, and international initiatives.

She was also a long-time board member of Canada’s Center for Sustainable Transportation and founding board member of the Green Tourism Association.



[www.mobi-platform.com](http://www.mobi-platform.com)

# The future of urban mobility



**Susan Zielinski** (moderator)  
Director, SMART Center, UMichigan



**Sheila Watson**  
Deputy Director, FIA Foundation



**Marcelo Narvaez**  
Director of Planning, Secretary  
of Transport



**Clayton Lane**  
CEO, ITDP



**Jan Karremans**  
Director, EUROCLIMA Program



**Monika Zimmermann**  
Deputy Secretary General, ICLEI

Session 1

# Clean Vehicles & Clean Air in Cities

Moderated by:

11:45 – 13:00, 18 October 2016, EcoMobility Days Quito 2016

Fact slide:

# Clean vehicles and clean air in cities




**1** In the year 2012, ambient air pollution was responsible for 3.7 million deaths, representing 6.7% of the total deaths.

## **2** Particulate Matter

Particulate matter (pm) is one of the most harmful pollutants in vehicle emissions

## **3** OUTDOOR AIR POLLUTION ATTRIBUTABLE DEATHS BY CAUSE



-  **40%** - 1,505,000  
Ischaemic Heart Disease
-  **20%** - 743,000  
Lung diseases
-  **40%** - 1,485,000  
Stroke

Last updated: 04/05/2016

## **4** Most cities have air quality that fails to meet global guidelines

“Only 12% of people live in cities that comply with the WHO Air Quality Guideline annual mean values of PM10 or PM2.5. Around half of urban dwellers are exposed to levels 2.5 times higher than the guideline”

Source: Air Quality Fact Sheet, FIA Foundation, 2015

# Leo Heileman

*Director of office for Latin America and the Caribbean, UNEP*



Leo Heileman is the Head of the Business and Industry Unit of the Sustainable Consumption and Production Branch of the United Nations Environment Programme, Division of Technology, Industry and Economics in Paris. He is a Chemist by training and has completed graduate studies in Marine Pollution Chemistry in Liverpool University, UK; Management Studies at the University of the West Indies in Trinidad and Tobago; and Environmental Pollution Control and Operations Research at Pennsylvania State University, USA.



[www.unep.org](http://www.unep.org)

# Sheila Watson

*Deputy Director*

*FIA Foundation*



Sheila Watson is Deputy Director & Director of Environment and Research at the FIA Foundation, a UK-based Charity which is committed to promoting safe sustainable mobility across the world.

She is an economist, with many years experience as an advisor and consultant, her most recent role was as Senior Special Adviser to the UK Labour government at the Department for Trade and Industry, The Privy Council, the Department of Environment, Food and Rural Affairs, and the Foreign Office.

Her former roles include Deputy Director of the Centre for Local Economic Strategies, and Policy Researcher at the Institute for Fiscal Studies.

Sheila has an Honours Degree from the University of Oxford, and an MSc in Economics from Birkbeck College, London.



[www.fiafoundation.com](http://www.fiafoundation.com)



# Ha Seung-woo

Head of Electric Vehicles  
Policy Team

EcoMobility Division



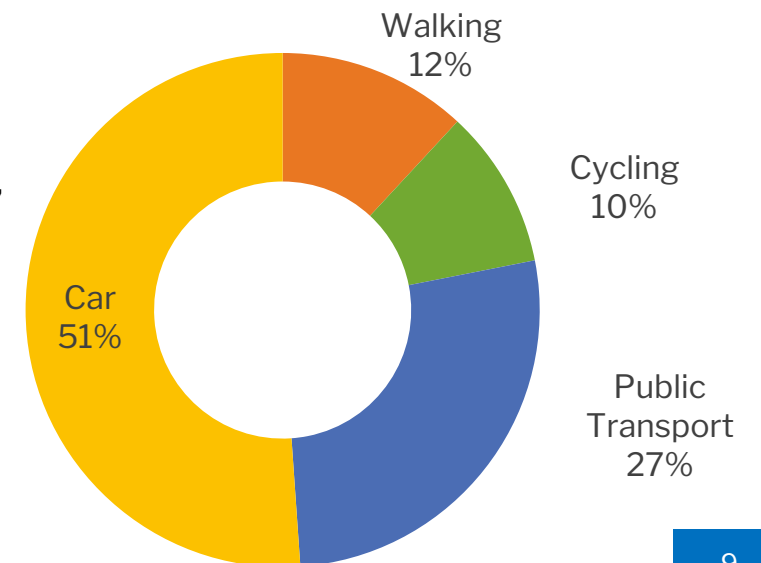
Changwon introduced a public bicycle system in 2008 – NUBIJA. NUBIJA has led to improvements in citizens' health and job creation, and has also laid the foundation for a low-carbon transportation culture.

## About Ha Seung-woo

- The Graduate School of Dong-A Univ. Department of Urban Engineering (Master of Urban Engineering)
- Researcher (Gyeongnam Development Institute, 2001~2003)
- Researcher (Busan Development Institute, 2005~2007)
- Officer (Changwon city, 2008~)
- Head of Bicycle Policy team (Changwon city, 2011~2013)
- Head of EV Policy team (Changwon city, 2013~)
- Prime minister Prize (2009)
- Minister of Environment Prize (2014)



- Population: 1,100,000
- Area (in sq. kms): 744.26



# Sebastian Galarza

*Researcher and Program Lead*

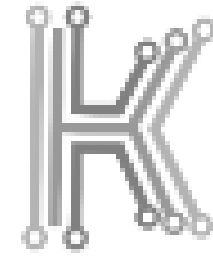
*Centro Mario Molina Chile*



Founder and Principal at Khippu Consulting and International Consultant:

He is an international consultant with over 8 years of professional experience providing economic research and policy analysis for multilateral and government agencies.

His knowledge and experience include the areas of project planning, cost-benefit analysis, process improvement, survey design and impact evaluation.



Centro Mario Molina Chile

[www.khippu.com](http://www.khippu.com)

[www.cmmolina.cl](http://www.cmmolina.cl)

# Maria Krautzberger

*President, Federal Environmental Agency (UBA)*



Maria Krautzberger heads the German Federal Environment Agency (UBA) since 5 May 2014.

Ms Krautzberger, born in Upper Bavaria and a graduate of administrative sciences, served as Permanent Secretary in the Berlin Senate Department for Urban Development and the Environment from 1999 to 2011.



[www.umweltbundesamt.de](http://www.umweltbundesamt.de)

# Adalberto Maluf

*Director of Marketing and Governmental Affairs*

*BYD*



Adalberto holds a Bachelor degree in International Affairs and a Master of Science (Msc) in International Political Economy at the Institute of International Relations from University of São Paulo (USP). Adalberto works with public policy creation and climate change mitigation projects on urban mobility, sustainable development and clean energy. Prior to BYD, Adalberto worked for the City of São Paulo (Environmental and International Affairs Secretariats) between 2006 and 2007, and he was the City Director of the C40 Cities Initiative (Climate Leadership Group) in partnership with the Clinton Climate Initiative (CCI) between 2007 and 2014.



*Build Your Dreams*

[www.byd.com](http://www.byd.com)



Session 2

# Sustainable Transport in Latin America

Moderated by: Carlosfelipe Pardo

14:00 – 15:30, 18 October 2016, EcoMobility Days Quito 2016

Fact slide:

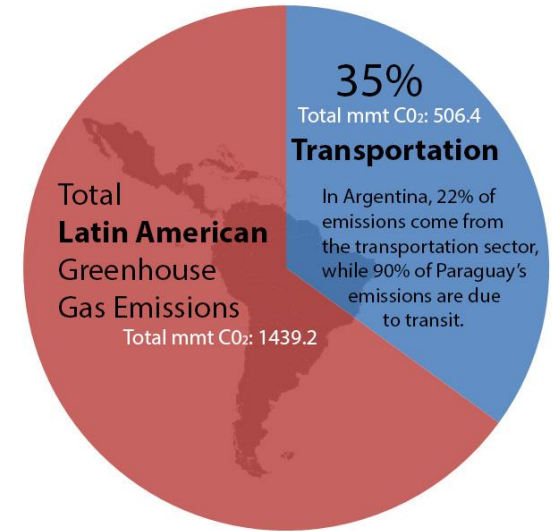
# Sustainable public transport in Latin American cities

1

Latin America is the most urbanized region in the world according to UN-Habitat

2

35% of the total emissions in Latin America are in transportation.

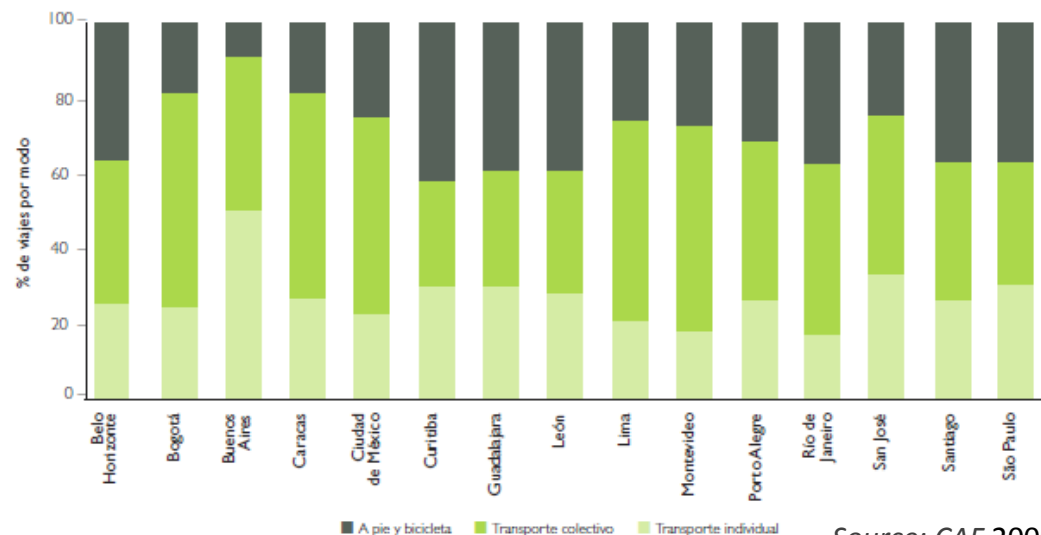


Source: Center for clean air policy 2012

Modal split in Latin America is predominantly by public transport (2007)

3

Gráfico 9. Reparto modal de viajes cotidianos (2007) (modo principal)



Source: CAF 2009

4

Latin American cities have high motorization rates of 4.5% per year

**In Latin America by 2010 for every new child being born there were 2.5 new motor vehicle registrations.**

Source: Centre of Excellence for Bus Rapid Transit development, 2012

# Carlosfelipe Pardo

*Director, Despacio*



Carlosfelipe Pardo is a Colombian psychologist With an MSc in Contemporary Urban Planning from the London School of Economics. His work has focused on transportation, urban development, climate change and linkages lighting between these topics.

He has worked on these issues from the advocacy and policy perspectives, with Several projects in Latin America, Africa and Asia. I've worked more Predominantly with bilateral cooperation agencies and development banks. He has also taken part in the delivery of more than 60 training courses on topics Sustainable Urban Transport in these continents, and has written various chapters, books and articles. He has-been the manager, coordinator and supervisor of various international projects in Developing cities.

Pardo is the Executive Director of Despacio.org.



[www.despacio.org](http://www.despacio.org)

# Johannes (Jan) Karremans

*Director Technical Assistance*

*EUROCLIMA Program*



More than 25 years experience in research, training, management, planning and project administration in the field of environmental management, poverty reduction, climate change and disaster risk reduction.

Reporting (technical, financial). Design of operative and administrative manuals and procedures. Design/manage M&E systems. First hand experience with budget support/sectoral approach, and administrative procedures of the European Commission. Short, medium, long term missions. Extensive list of publications.

**EUROCLIMA** is a program financed by the European Commission with the objective to address the challenges of climate change and to contribute to reduce the vulnerability and improving the living conditions of the population in Latin America.



[www.euroclima.org](http://www.euroclima.org)



# Luz Dary Botero

Planning Director

Metro de Medellin,  
Colombia



An ICLEI - Local Governments for Sustainability Initiative

## Metro Medellin

Transit type: Rapid transit

Number of lines: 2 Metro lines (+ 3 Metrocable lines)

Number of stations: 27 Metro stations (+ 7 Metrocable stations)

Daily ridership: 465,387 (2011)

Industrial engineer from the University Latinoamericana, Specialist Quality Management and Master in Management Eafit University (Medellin - Colombia).

She has worked for nearly 20 years on issues of operation, customer support and comprehensive management within the Metro de Medellin. Today he serves as Head of the Strategic Planning, leading the integrated management processes, quality management, system safety, occupational health and environmental management system of Metro de Medellin.

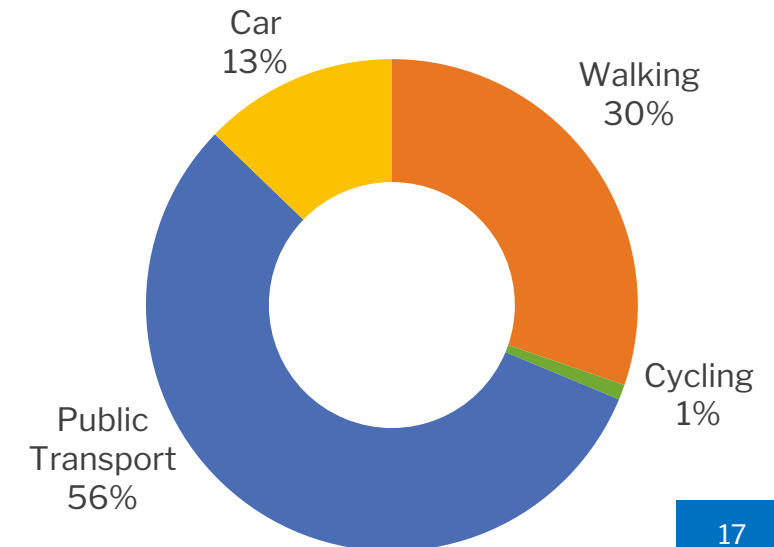


Alcaldía de Medellín  
**Cuenta con vos**



**METRO DE MEDELLÍN**  
CALIDAD DE VIDA

- Population: 3,821,797
- Area (in sq. kms): 1,157 km<sup>2</sup>



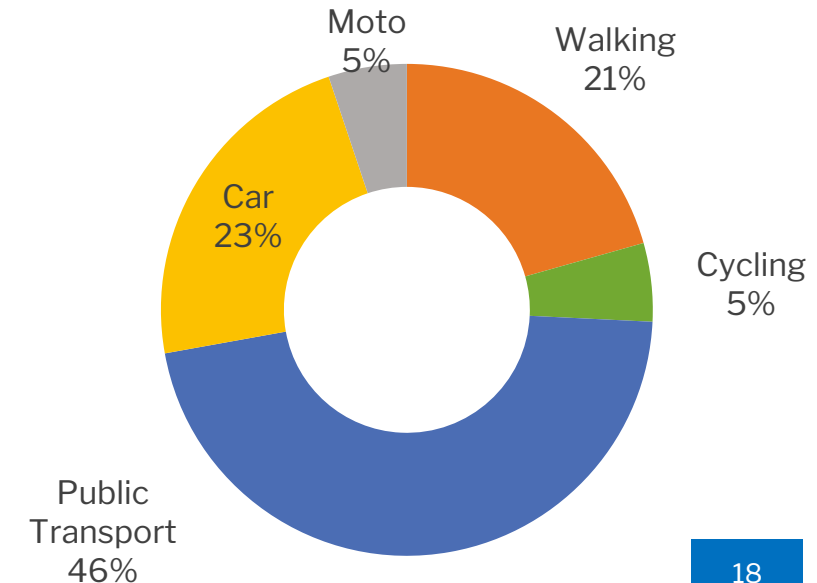
# Ismael Bagatin França

*Project Coordinator at  
URBS  
Curitiba, Brasil*

Curitiba's urban development strategy is a model for cities around the world. Accessible public transportation is prioritized when choosing housing and commercial building locations. The public transportation system is exceptional in terms of its affordability for customers, the use of enclosed prepay stations, and the integration of transfer terminals.



- Population: 1,879,355
- Area (in sq. kms): 430.9



# Eleonora Piriz

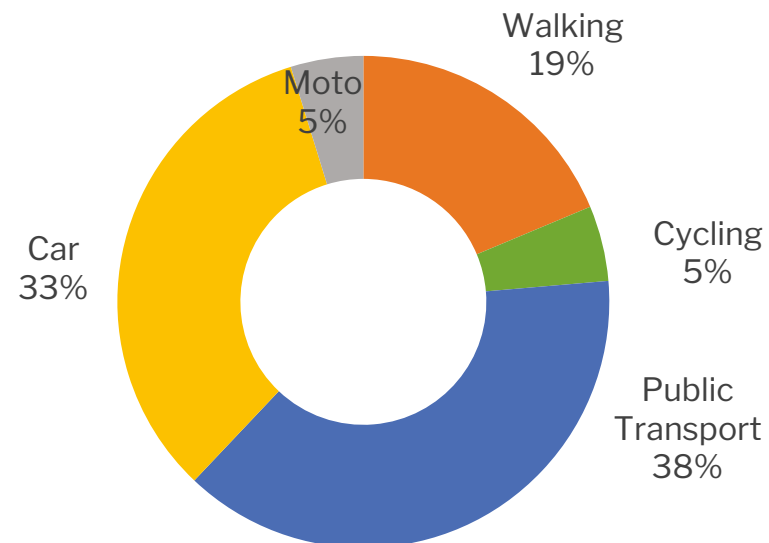
Manager of  
Comprehensive Planning  
Area

Rosario, Argentina



**EMR** ENTE DE LA MOVILIDAD  
DE ROSARIO

- Population: 1,193,605
- Area (in sq. kms): 178.69



Session 3

# Safe and Healthy Routes to school

Moderated by: *Jeffrey Witte, Executive Director, Amend*

15:45 – 17:45, 18 October 2016, EcoMobility Days Quito 2016

## Fact slide:

# Mobility and personal safety

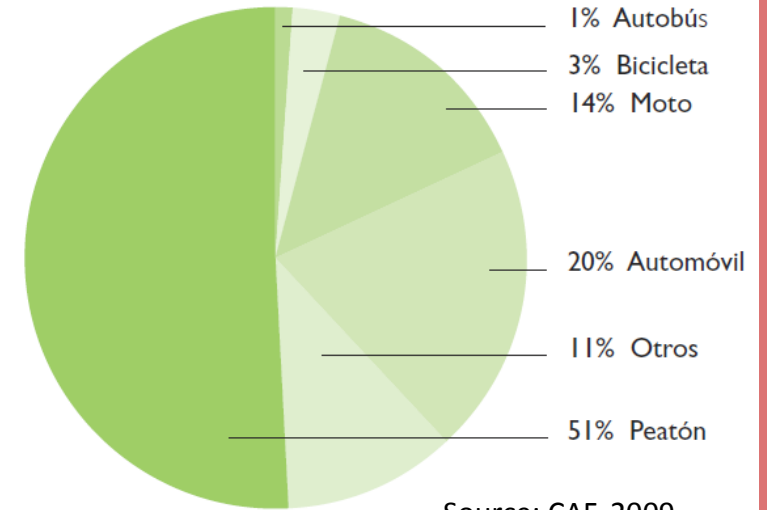
1



Road crashes are **the #1 killer of 15 to 29** years old and soon expected to be the first cause of death for 4 to 15 years old.

2

Main causes of transit deaths per mode in Latin America:



Source: CAF, 2009

3



50% of those killed are vulnerable users (**pedestrians, cyclists or motorcyclists**).

4

**“Over 90% of the deaths occur in low and middle-income countries where only around 50% of the vehicles registered worldwide are located.”**

# Saul Billingsley

*Executive Director*

*FIA Foundation*



Saul serves as a Trustee of the International Road Assessment Programme (iRAP), a UK charity which advocates for safer road design across the world; and he is a member of the Board of Directors of Safe Kids Worldwide, a US-based non-profit working for child injury prevention. He is a member of the Executive Board of the World Bank's Global Road Safety Facility; and co-Chair of the Road Safety Fund, a joint FIA Foundation and World Health Organization initiative bringing corporate donors together with road safety NGOs. He served on the Executive Committee of the Global Road Safety Partnership (GRSP) from 2007 to 2013, and was a Trustee of the UK Road Safety Foundation from 2008 to 2013. Saul was Deputy Director General of the FIA Foundation from 2004-2013 and its first Programs Director from 2001-2004.



[www.fiafoundation.com](http://www.fiafoundation.com)

# Viviana Tobon

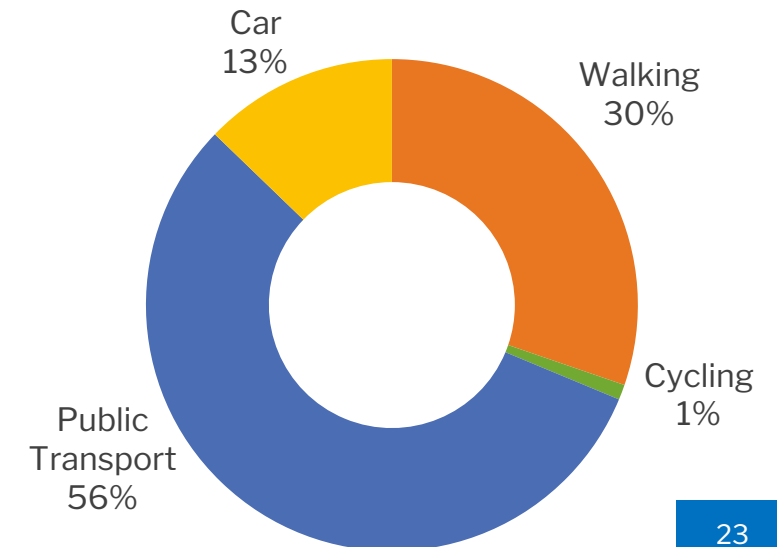
*Metropolitan Area's  
Mobility Director*

*Medellin, Colombia*



Viviana is a lawyer with specialized studies in land transport and extensive knowledge of the legal aspects of systems of urban and intercity passenger transport; with solid training for the construction, implementation and evaluation of public policies for urban transport, road safety and business transformation for the transport sector.

- Population: 3,821,797
- Area (in sq. kms): 1,157 km<sup>2</sup>



# Bronwen Thornton

*Development Director*

*Walk21*



Bronwen Thornton is Development Director for Walk21. She is responsible for extending the reach of the international conference series and the International Charter for Walking. With a background in architecture, sociology and transport, Bronwen has worked for government, business and charities in Australia and the United Kingdom.

She has developed strategic transportation policies and delivered key programs to support walking and cycling. She runs professional training and community workshops in Australia, Britain and Canada. Bronwen has on-street experience undertaking walkability audits, reviewing transport and urban designs and negotiating positive outcomes for better communities.



[www.walk21.com](http://www.walk21.com)



# Aw Tuan Kee

Director, Center for Liveable Cities, Ministry of National Development (Singapore)



Tuan Kee currently serves as Director at Singapore's Center for Liveable Cities (CLC), a nexus and knowledge centre for liveable and sustainable cities, where he oversees capability development programs, initiatives, collaborations and advisory work.

Prior to joining the MND-CLC, Tuan Kee was Director of Higher Education Finance at the Ministry of Education. He has also served as Deputy Director of Resource Division (RD) at the Ministry of Trade and Industry.

Tuan Kee graduated from the Massachusetts Institute of Technology (MIT) with a Masters of Science (SM) degree from the School of Architecture and Planning.

CENTRE for  
**LiveableCities**  
SINGAPORE

[www.clc.gov.sg](http://www.clc.gov.sg)

## About CLC

The Centre's mission is to distill, create and share knowledge on liveable and sustainable cities.

# Margarita Parra

*Environment Program  
Officer*

*Hewlett Foundation*



for over 18 years she has worked internationally in the environmental field, using my engineering, research, policy analysis, and project management skills in the areas of waste water treatment, solid waste management, and most recently sustainable transportation.

She is an advocate of climate change and air pollution mitigation, and works to incorporate low carbon technologies and behaviors into public policies.

She also loves sciences, specially physics and astronomy. When not working on CO2 policies and numbers, she is helping others to see through a telescope or telling stories about our universe.



[www.hewlett.org/](http://www.hewlett.org/)

# Daniely Votto

*Urban Governance  
Manager*

*WRI Brasil Sustainable  
Cities*



Daniely Votto is the Urban Governance Manager at WRI Brasil Sustainable Cities.

Before joining the team, she worked for three years as International Relations Coordinator for the Municipality of Porto Alegre, executive producer of the International Conference of Innovative Cities (CICI), and international affairs consultant for the Federation of Industries of Paraná (FIEP).

Daniely has worked as UNESCO consultant for Local Governance, International Affairs Adviser to Rio Grande do Sul State Government, and executive producer of TEDxCuritiba.

Daniely graduated from PUCRS and holds a degree in Law, with a specialization in Philosophy and Civil Law. Currently, she is pursuing her Master's degree in Social Sciences.



[www.wricidades.org](http://www.wricidades.org)