

## CARE-North input to ICLEI's position paper on Rio+20

The partners of the CARE-North project – Carbon Responsible Transport Strategies for the North Sea Area ([www.care-north.eu](http://www.care-north.eu)) – have produced a list of priority areas on the subject of urban mobility with the objective of feeding these recommendations into the position papers that ICLEI will present in the lead-up process to the UN Conference and during its next World Congress, and particularly in the context of Green Economy. One of the objectives of the ICLEI World Congress is to influence the process and outcomes of the UN Conference on Sustainable Development (aka Rio+20). The Rio+20 conference will take place in Rio de Janeiro on 4-6 June 2012, immediately following ICLEI's World Congress in Belo Horizonte.

The list of priority areas produced by the CARE-North partners is the result of a workshop organized in the context of the project's partner meeting in Leeds, UK, on 20<sup>th</sup> September 2011. During the workshop all partners brainstormed on how to insert sustainable development and green growth criteria into the mobility needs of citizens, and expressed their views on the potentials for aligning and implementing carbon responsible mobility, green economy and sustainable development goals at the local level. About a dozen priority areas were identified by the workshop's working groups<sup>1</sup>, and subsequently the four most voted areas were chosen for further elaboration. These four priority areas are:

- **Enhance citizens' quality of life by delivering winner solutions – get there quicker, comfortably, economically and safely while being climate and environment smart and gaining your neighbour's admiration**

A reduction of the negative impacts of the transport sector on society cannot come at the expense of the citizens' quality of life. Otherwise it will be very hard to attract supporters – but citizens also need to understand that their decisions have impacts beyond personal comfort. In other words, there are direct links between the positive effects of reduced urban transport and a better quality of life.

Solutions need to be designed that do not limit the freedom of citizens, while at the same time the need to travel is reduced and the means of travelling generate fewer negative impacts. Travel, as an activity per se, should be substituted by the *functional unit* delivered by the need to travel.

- **Improve (or 'green') mobility patterns and reduce mobility needs by encouraging behavioural change**

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<sup>1</sup> Some of the identified priority areas that were not voted for further elaboration were: Enhanced deployment of renewable energies and energy efficiency technologies; internalization of external costs; technological advancements; creation of economic instruments; green public procurement; harmonization of European/ national/ regional/ local strategies.

Communication and dialogue with citizens and stakeholders will facilitate a shift towards a more sustainable attitude to mobility by identifying new visions, needs and innovative ideas.

How to support this behavioural change? By applying the following priority criteria when considering investments in mobility/accessibility:

1. Design alternatives to travelling – can the objective be achieved without travelling? (e.g. policies that support working from home and teleconferencing, or mixed land-use patterns)
2. Improve existing infrastructure through technology solutions to encourage travel by the most sustainable option (e.g. electronic indication of exact bus arrival time, or handicap access to buses in more routes)
3. Make minor infrastructure improvements (e.g. more platforms in central bus station)
4. Make new – larger – infrastructure investments (e.g. enhanced local energy generation to feed public transport network with renewable energy sources)

- **Rethink – and redesign – land use patterns to support sustainable mobility lifestyles**

Support long term sustainable mobility practices through land-use decisions (e.g. mixed land-use), rather than short term benefits, and earmark available land for smarter future use. Policies and plans should be holistic and include future expected conditions and limitations, such as oil shortage and escalating oil prices.

Use existing urban assets as much as possible (especially considering financial constraints and resource-efficiency), and improve their performance/efficiency. Public space should be redistributed to enhance quality of life.

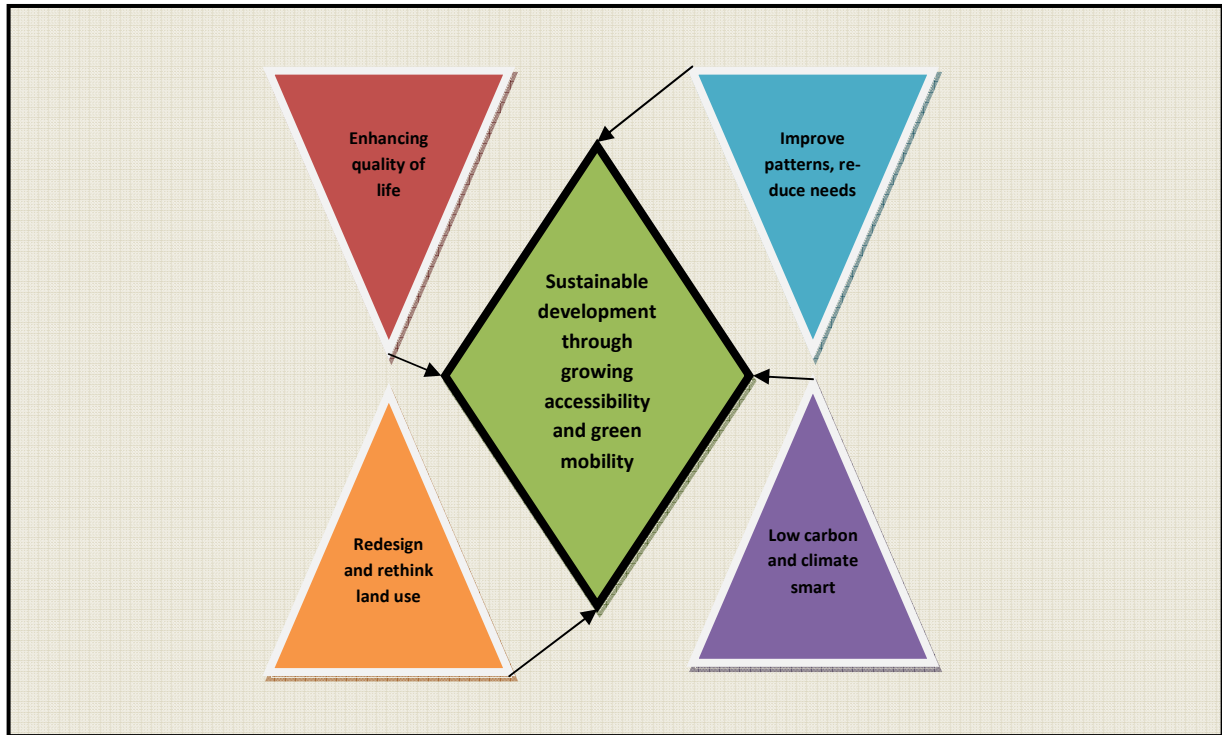
- **Create a carbon-neutral, climate smart, resilient city...and generate green jobs on the side**

Exploit the potential that local governments and stakeholders have to improve accessibility and reduce the need to travel (especially by private vehicle) by improving public transport services: their frequency, the areas they cover, their safety, their environmental performance, their 'appeal', ... Create policies that encourage smart mobility decisions and designs, such as carbon offsetting of newly built infrastructure, as well as through softer, awareness-raising policies.

Citizens' decisions on their mode of travel can be affected – and optimised – through the greening and improvement of the services and assets offered by the city, as well as by enhancing accessibility.

The relation, overlapping and complementarity of these four priority areas is another proof of the importance of holistic solutions. Efforts in one area need to be aligned with efforts in others in order to exploit potential synergies. An integrated, inclusive approach at the local level and its harmonisation with the various levels of governance is a crucial success factor. In other words, the

four priority areas are drivers of the same loop, all contributing towards the fulfillment of the long term overarching goals, as depicted in Figure 1.



**Fig. 1: The four priority areas contribute to the same goal: sustainable development through growing accessibility and green mobility**

Win-win-win situations need to be created, whereby the citizen, the environment and the 'city' (in the form of both the local government and stakeholders, including businesses) all obtain benefits from the new set of mobility 'conditions', and with which they don't feel penalised.

The combination of the above priority areas will promote an economic model that is viable, sustainable and spurs change.