



Reinventing transport in cities: 2008-2012

2. The Sudden Winds of Change

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“Climate change is not a hoax.
The hoax is that we are really
doing nothing about it”

Thomas Friedman: The Capitol energy crisis, IHT, 25 June 2007

The Clinton Climate Initiative



- ❑ On 1 August 2006 a totally unexpected event occurred – one with huge potential impacts on the New Mobility Agenda
- ❑ The Clinton Climate Initiative
- ❑ Announced by President Clinton in Los Angeles with very high international visibility



We have to reduce about 80% of our greenhouse gas emissions over the next 10 to 15 years."
- William Jefferson Clinton, 1 August 2006

<http://www.clintonfoundation.org>

The Clinton Climate Initiative




- ❑ Now being deployed in cooperation with C40 Large Cities Climate Leadership Group
- ❑ And a fast expanding group of cooperating city leaders and teams from all over the world
- ❑ Calling for 80% emissions reductions in cities
- ❑ In the years immediately ahead.
- ❑ This changes everything!

World cities signing on




Addis Ababa * Austin * Bangkok * Barcelona * Beijing *
Berlin * Bogotá * Buenos Aires * Cairo * Caracas * Chicago
* Copenhagen * Curitiba * Delhi NCT * Dhaka * Hanoi *
Heidelberg * Houston * Istanbul * Jakarta * Johannesburg *
Karachi * Lagos * Lima * London * Los Angeles * Madrid *
Melbourne * Mexico City * Moscow * Mumbai * New
Orleans * New York * Paris * Philadelphia * Portland * Rio
de Janeiro * Rome * Rotterdam * Salt Lake City * San
Francisco * Sao Paulo * Seattle * Seoul * Shanghai *
Stockholm * Sydney * Tokyo * Toronto * Warsaw

 As per 1 June 2007. Includes first round of Affiliate Cities

The Clinton Climate Initiative is . . .



- ❑ Taking the Kyoto Protocols a critical next step . . .
- ❑ Shifting priority sharply to *cities* as principal enabler
- ❑ Targeting changes in industry, buildings, water, waste, energy. . .
- ❑ And the ways people and goods move about in cities.
- ❑ Thereby turning this into a high profile, high emergency situation
- ❑ Working to create common measurement tools to assess impacts.
- ❑ This challenges all the rules and past assumptions in all sectors!
- ❑ More than 500 cities world wide have signed on to the Kyoto Protocols
- ❑ While the latest world summit in NYC announced first major program: \$ 5 billion to assist transition to energy efficient buildings.

 “CO2” is used here as an easy to recognize shorthand for the broader challenge of reductions in greenhouse gases and particulates



Initial Clinton transport sector strategies

1. More energy efficient traffic and street lighting.
2. Bus rapid transit and non-motorized transportation systems.
3. Clean fuels and hybrid technologies for city buses, garbage trucks, and other vehicles.
4. Schemes to reduce traffic, such as congestion charges.



The Clinton team is also:


- ❑ Providing direct technical assistance to individual cities
- ❑ Facilitating the sharing of best practices.
- ❑ Organizing a purchasing consortium to help cities buy energy efficient technologies at lower prices.
- ❑ Creating measurement and information tools to help cities take an inventory of energy use to help direct future activities.



Their acid tests for selection and action

In all the sectors they are targeting (industry, buildings, energy, etc.), the Clinton team is asking seven central questions of each of the measures and programs they are choosing to support for wide application in cities around the world:

1. Will they work individually and collectively to reduce emissions radically?
2. Will they at the same time enable significant fossil fuel savings?
3. Can they get the necessary *fast* results?
4. Can their CO₂ impacts be measured or reasonably estimated?
5. Can these approaches be readily replicated in other places ?
6. Are they experience-proven for sure success?
7. And are the measures and programs politically viable?

 even yes answers required if measure is to be selected and supported.



An “uplifting constraint” for reinventing transport in cities

- ❑ This big high-visibility push for radical action in cities was not at all anticipated by hard-at-work New Mobility proponents
- ❑ The Initiative came as a complete and welcome surprise
- ❑ After years of usually painfully slow progress, finally a high profile, emergency profile calling for immediate action on transport in cities.
- ❑ It has put climate modification right into top policy priorities in our sector.
- ❑ The radical emissions reductions they are calling for provides an “uplifting constraint” for new mobility projects and programs world wide.
- ❑ Transport recommendations for Clinton program still in progress.
- ❑ New Mobility supporters working world-wide to feed in ideas & projects from a range of people, places and perspectives
- ❑ That after all is our job.



We can work with that.

The New Mobility Agenda, September 2007



Reinventing transport in cities?

- But . . . are those ambitious Clinton goals just impossible to achieve? Utopian? Just too big for us to even start to tackle?
- Will it cost huge amounts of money that we simply don't have?
- And take many many years to do? (Too many for this poor planet?)
- Will it spell the end of "the American way of life"?
- Is there a magic bullet solution out there that will save us?
- Can we count on industry and technology to solve our problems?
- Or should we just forget about it, relax and wait for the future to happen to us?
- Do we actually have a choice?
- If so, where do we start? When?
- We need an agenda for action. A New Mobility Agenda.