

## the journal



OUR PLANET'S ONLY DAILY NEWSPAPER GIVEN OVER TO A SINGLE ISSUE:  
SUSTAINABLE TRANSPORTATION AND HOW TO GET THERE.

Publishes five days a week, attracting over 160,000 visitors since March 2009 launch.

Focuses on day-to-day transport -- in cities, small communities and outlying areas.

Builds on two decades of international networking and collaborative problem-solving experience in the sector: the New Mobility Agenda – [www.newmobility.org](http://www.newmobility.org).

Insights and contributions from leading thinkers and practitioners around the world.

Readers, contributors, critics, scouts in more than 70 countries, on all continents.

Rich use of new media to open up, give new life to and extend the print content.

Stretches your mind. Challenges. Embraces complexity, differences and contradictions.

A publication, an on-going collaborative process, a resource, and an active lobby.

Complete independence from any interests -- government, political, commercial or others -- allows us to report things exactly as we see them.

And oh yes, by the way. . . it's free. (One less barrier to creating a sustainable world.)

"What would I do without World Streets? It's always a great read, a source of inspiration, information, a sense of community."

- From a reader in South Africa

### World Streets is read in:

Abu Dhabi Argentina  
Australia Austria  
Belgium Brazil Canada  
Chile China Colombia  
Croatia Czech Republic  
Denmark Dubai Ecuador  
Estonia Finland France  
Germany Hong Kong  
India Indonesia Iran  
Israel Italy Japan  
Kazakhstan Korea  
Lesotho Malaysia  
Mauritius Mexico Nepal  
Netherlands New  
Zealand Nigeria Norway  
Pakistan Peru Philippines  
Poland Portugal Puerto  
Rico Singapore Slovenia  
South Africa Spain  
Sweden Switzerland  
Taiwan Thailand Turkey  
Uganda United Kingdom  
United States Vietnam

"World Streets needs to catch on before my feet get wet."  
- From a reader in the Netherlands

## the mission

Climate change is the most important, urgent single issue on the international agenda.

Countering climate change opens up a new economic agenda with its own strong growth paths. It does not require stepping down to a reduced life style.

Transport contributes ca. 15-25% of all GHG emissions. It's all our responsibility.

The only effective way to reduce transport-generated emissions within this time horizon lies in the (a) immediate, (b) radical, and (c) strategic reduction of motor vehicle traffic.

Systematic GHG/traffic reductions impact proportionately on fossil fuel savings, quality of life, environment, public health, personal economics, economic renewal, stronger communities, world peace . . . and better and more democratic transport for all.

To do this we need to clear the fog and focus 100% on those tools and measures that will specifically permit us to achieve GHG reductions of 2-5% per year. Starting immediately!

While in exact parallel, new and *better* mobility options must be opened up to all.

The leading edge of practice in the sector concurs that this necessarily aggressive policy is (a) feasible, (b) realistic and (c) effective -- and has identified a broad spectrum of real-world mobility modes, measures, tools, solutions and strategies that work.

Leadership by example is the only possible path to the degree of policy reform and performance improvement that is required. (Everything else is just chatter.)

### NEW MOBILITY TOOLKIT:

Bicycles. Bike/Transit Integration. Bus Rapid Transit. Buses. Car diets. Car free days. Car Free Planning. Car rental. Carpooling. Carsharing. Community Bus. Demand Responsive Transit. Digital Hitchhiking.. Enforcement. Flextime. Free Public Transport. Full cost pricing. Green driving. Green parking. Hitchhiking. HOV Strategies. Integrated Fare Systems. Jitney. Land Use. Lead by example. Level playing field tax/write-off policies. Light rail. Mini/Midi Bus. Mixed Use. Multi-modal strategies. New Mobility HUBs. Paratransit. Public Bicycle Systems. Public spaces. Ride Sharing. Road architecture. Road diets. Road pricing. School projects Share taxis. Shuttle Services. Slugging. Small Bus Systems. SOV Strategies. Speed Reductions. Street Codes. Street Reclaiming. Tax policy. Taxis. Telecommuting. Telenetwork. Traffic Calming. Transit Encouragement. Transit Priorities. Universal design. Value Capture. Vanpooling. Vehicle Virtual HOV Use Restrictions. Walk to School. Walking. xTransit.

"Passion is great; financial support makes the passion available for the long term."  
- From a reader in Canada

## resources

### Budget

Thanks to open source software, volunteer contributors from around the world, low overheads and strict budgeting, we are able to bring you World Streets on a very modest budget (approx. USD 12K /month).

### Subscription

The journal is freely available to all who are looking to understand and support the sustainability agenda. (There is an option for a volunteer contributions for those who choose to show their support.)

### No ads

We do not believe that advertising fits the spirit of this endeavor.

### Authors, contributors, technical and work partners

More than one thousand international volunteer experts living and working in cities on all continents.

### Institutional partnerships/Sponsors

Institutional partners are asked to contribute modest amounts to help keep Streets on your desk, while at the same time supporting forms of collaboration such as workshops, events, new media, joint projects.

- Cities are our most natural working level partners.
- Public agencies and associations can provide a means for broader distribution and collaboration
- Transport operators and management groups looking for new approaches to servicing their cities
- Private sector groups firmly engaged in the sustainable transport agenda should join in.

### Foundations

Our contribution is in line with the important work that many foundations are supporting. If your concerns are climate, sustainable cities and social equity, please get in touch - [foundations@worldstreets.org](mailto:foundations@worldstreets.org)

### Donors

Individuals, friends and families who are ready to be part of the solution. - [contribute@worldstreets.org](mailto:contribute@worldstreets.org) ..

No one has the monopoly of old mobility

India



S. Africa



Australia



Spain



USA



"When I look at World Streets I wonder why it wasn't done before; it's so obvious that we need an international platform like this!"  
- From a reader in Spain

## info

### WHO PICKED UP WORLD STREETS WHERE ON THE PLANET THIS MORNING?



We are working hard to fill in those big white swaths. If you have any contacts in these regions please let us/them know.

#### PICK UP YOUR FREE COPY:

To get your copy of this morning's paper click to <http://www.worldstreets.org>

#### TO SUBSCRIBE AND SUPPORT:

Click here to subscribe <http://tinyurl.com/ws-subscribe>

#### READER VIEWS:

To see what our readers say about how they are putting Streets to work, click here <http://tinyurl.com/ws-readers>

#### TO CONTRIBUTE AN ARTICLE:

Click here for guidelines <http://tinyurl.com/ws-guidelines>

#### LANGUAGE EDITIONS:

Click [here](#) to view our first non-English language site in Italian – Nuova Mobilità <http://www.nuovamobilita.org>

#### SUPPORT WORLD STREETS:

To contribute or otherwise support this effort click here <http://tinyurl.com/ws-support2>

#### New Mobility Solutions



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