

World Streets Subscription Program

World Streets is the daily reporting arm of the New Mobility Agenda. Its content derives from strict adherence to a consistent set of sustainability principles and strategic program goals, mediated by a network of collaborative relationships which involve on the order of two thousand collaborating expert colleagues and friends of sustainable transport worldwide. The goal of all this work: sustainable transport policy and practice.

Public agencies, ministries, funded NGOs and associations

The subscription program is aimed to serve those key institutions at the state, national, regional or international level, who have been invested with broad responsibilities to lead the way and guide policy, education, communications and investments in their designated area in the fields of transportation, environment, cities, energy, and/or climate. Through their subscription they make World Streets efficiently available to their staffs, associated agencies, universities, and public interest groups in their service areas.

The program in brief:

A visit to www.WorldStreets.org to get a full feel for the extensive content of the program behind the Journal can take some time. By way of rapid introduction we invite you to click through the following:

- A. **Quick guide:** In four succinct pages the background and the particular strategic thrust of the World Streets project and behind that the New Mobility Partnerships program.
-- > Ref: <http://tinyurl.com/ws-sum>
- B. **New Mobility/The Mission:** World Streets has a point of view, a definite ethic. All aspects of our work are based on a very specific, detailed and above all *consistent* sustainability strategy, setting out in specific terms the values, priorities and guidelines for policy and technical decisions in the sector.
-- > Ref: <http://tinyurl.com/ws-strategy>
- C. **World Streets/The Resource Base** The extensive international resource base and toolset assembled by the journal and our collaborators has been specifically developed with our readers' needs in mind.
-- > Ref: <http://tinyurl.com/ws-resource>
- D. **Expert views** : If you want to know what 101 recognized experts working in our field in more than 40 countries have to say about the usefulness of World Streets in support of their work, click here:
-- > Ref: <http://tinyurl.com/ws-101>

Who read World Streets today and where: (A quite typical day)



Subscription/Deliverables

Subscribers have full access for their staffs, collaborators and other associated agencies, groups and personnel within their country or region, to all deliverables and services of the 2010 program as follows:

1. The Journal

Subscription provides full access to the world's only sustainable transportation daily, and includes daily updates and references which are automatically channeled to the subscriber and their team in daily digest form, complete with easy one-click links to the full text and media content of all articles and commentaries.

-- > Summary overview at <http://tinyurl.com/ws-sum>

2. World Streets/Monthly Report

Developed to serve the busy reader. Reserved for subscribers and presented in a form suitable for their in-house and other distribution. Each reference is directly clickable to the original article or commentary. (Some subscribers prefer to work with World Streets team to prepare the monthly edition in their working language.)

-- > Click for sample edition in English-- <http://tinyurl.com/ws-feb2010>

-- > And here for Italian monthly report-- <http://tinyurl.com/nm-feb2010>

3. World Streets Forum

Reserved for subscribers, active collaborators and correspondents. For subscribers, participation is extended to all nominated individuals, agencies and groups within the country or region served -- giving each forum member full access to the journal, daily updates, monthly reports, peer discussion, shared library, shared library, and databases. The Forum is also an excellent place to ask questions or launch discussions of current topics to get different points of view based on experience in other places.

-- > More: <http://groups.yahoo.com/group/WorldStreets>

4. New Mobility Agenda: Working groups/peer programs

Subscribers have full access to the peer networks and focus groups set up under the New Mobility Agenda over the last two decades. These include the Journal of World Transport Policy and Practice, World Carshare Consortium, Global South Forum, City Bicycle Forum, World Car-Free Days, Value Capture/Taxation Forum, Share/Transport Forum, New Mobility Kids, etc. Each forum serves an international expert community working in the given area for collaborative exchanges of information and views. Participants receive regular updates on events, discussions, and issues in their active topic areas.

-- > More: www.program.newmobility.org.

5. Supporting subscriber services/Outreach program

The principal challenge in this collaborative project is that of finding a way to efficiently channel the considerable content of World Streets in a form in which all concerned can *quickly* scan, select, access and make good use of it in a time-efficient manner. The target group for national sponsors often includes not only their own staff but other agencies and organizations in the country whom they choose to keep informed. We refer to this as the "last kilometer" component of the subscription.



-- > More: <http://tinyurl.com/ws-2010sub-support>.

6. Joint Events: Seminars, Workshops, Conferences, Media events

The World Streets team and international network of collaborators has extensive experience in working with subscribers, sponsors and partners to organize special events in support of sustainable transport projects and programs, generally in close collaboration with other related programs and groups already in place. It is our view that these joint events are among the most powerful contributions that this program can make.

*** For more on 2010 subscription program go to: <http://tinyurl.com/ws-2010sub-support> ***