

## The New Mobility Agenda: 2007-2010



**Media Kit:** Date: 25 February 2007 **Release date:** immediate

### Contents:

1. Media release (2 page release text plus one page of background info)
2. Letter to President Clinton (from opening page of website)
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### Title: International support on the way for Clinton/Large Cities Climate Initiative

#### Summary:

Announces an international peer support program for the Clinton Climate Initiative and the Large Cities Climate Leadership Group. Led by the New Mobility Agenda, this project introduces some new ideas and clues for both programs, looking specifically at the matter of how to reduce greenhouse gases and fossil fuel use in transport in cities in the near term and at low cost.

The international team behind the project asked themselves the following question in the context of the Clinton Call: (a) What can be done (b) on a high profile emergency basis (c) in a short period of time (say a year) to obtain (d) a significant reduction in greenhouse gases generated by city transport (say 5%), at (e) relatively low cost. The article summarizes their conclusions and recommendations.

The New Mobility Agenda was founded in 1988 as an open peer collaborative specialized in matters of transport policy and practice from an international perspective, and has associates and correspondents in more than fifty countries. It is fully independent of all government, commercial or political affiliations.

#### Intentions/Follow-up

The intent of this article and the program behind it, is to reach out through the media to find cities, groups and others who believe that there is a need to act, and who may wish to look more closely into a demonstration of this proven but not widely known approach. An *Accelerated Learning* session is being organized to discuss and demonstrate how this can work in Europe in end March (see below).

#### Web references:

- **Clinton Climate Initiative** – <http://www.clintonfoundation.org/080106-ts-cf-cci-ts-clinton-climate-initiative-announcement.htm>
- **Large Cities Climate Leadership Group** - <http://www.nycclimatesummit.com/>
- **Sustainable Transport Emergency Project** - <http://co2.newmobility.org> \
- **Accelerated Learning for City Managers, Planners, Decision-makers:** (29-31 March 2007)<http://monaco.newmobility.org>
- **New Mobility Agenda** – <http://newmobility.org>

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## The New Mobility Agenda: 2007-2010

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

Paris, 22 February 2007

Dear Mr. President,

80%? Eighty percent? Ouch! You certainly have captured my attention. And your public commitment to this is exactly what is called for to sound the trumpet and mobilize all our talents, energies and resources to start to break the impasse that today is strangling our societies! Let's see now how we can build on this.

What I appreciate about your gaspingly high target is that not only does it deliver a very strong message, but also that it makes it clear that if we are going to get even close to it we must be ready to challenge and change *everything*. If we content ourselves with being cautious and conservative this time around, this is going to lead to a reappearance of our old friend, "business as usual" -- and hand in hand with it the paralyzing "politics as usual".

If we allow ourselves to go this old familiar and safe route, Mr. President, we can be pretty sure that we will fail in the mission you have set for us. To get even close to your target we are going to need to break a lot of the old defining molds and ways of thinking. Einstein put it something like this: "The significant problems we face cannot be solved by the same level of thinking that created them." Exactly.

The second thing we like about your target is that your choice of CO2 stretches far beyond just atmosphere issues, important as they are: lots less CO2 means, inevitably, lots less traffic. Which leads in turn to more livable and efficient cities, quieter and safer streets, healthier and sweeter lives, and saner personal and collective economics. Add that up to your parallel call for fossil fuels savings (the correlation with CO2 reduction being close to 100%) and we have an agenda which many of us will be pleased to work with you on.

### **Transport in cities – Hard nut to crack**

Our specific expertise here in the [New Mobility Agenda](#) lies specifically in the transport end of your project. And in this respect we want you to know that there are at least a couple of thousand people with solid expertise and vision in the field who are eager to take up this challenge, and are ready to share their ideas and energies with you. The site, information and views that you see here at <http://co2.newmobility.org> -- we call it our "collaborative workpad" -- is just our first rough cut. There is a lot more there if you need it.

At the end of the day the big problem when it comes to issues of transport in cities from a policy perspective is that it does not lend itself to the same kind of one shot analysis and decision-making that may do the job in other sectors of city life. What we call "transport" is, in sharp contrast with the rest, an enormously fussy, fuzzy, chaotic, continuing, iterative, non-stop part of daily life. The crux of the remedial policies in this sector in our pluralistic democratic societies is that they require that we find ways of understanding and influencing many thousands, millions of mainly minute and personal decisions made by individual citizens and groups with very different views on the topic of how they are to get around in their daily lives. This is a long way from, say, buying "clean fuel" garbage trucks or buses.

## The New Mobility Agenda: 2007-2010

### The First Five Percent

Now, is this to say, Mr. President, that we sit here smugly and can guarantee you a policy kit that will get your 80% reduction world wide in the next decade? No, of course not -- but what we can do is set out the basics of a radical city transport reform package that can start to achieve significant CO2, traffic and fossil fuel saving in the several years immediately ahead – this in a sector in which currently all the basic indicators everywhere are moving in exactly the opposite direction. And as we start to eat into the problem percent by percent, this is not only going to give us the first solid improvement but also set us off on a learning experience that will open up new ideas, energy and confidence for more and better in the years that follow. We are for now calling this program, The First Five Percent, as you will see here.

To make all this happen is going to require a combination of vision, pragmatism, generosity, and commitment. Along with rare political leadership and a certain dose of, I have to say it, guile. This is something that of all the programs and institutions know today, the Clinton Foundation just may be one of our greatest hopes, simply because it is not tied down to some more or less fixed agenda, interests, or over concern for perpetuating itself out into the indefinite future. But for this to work there must also be in parallel a world wide networking effort which brings to the program the best of the experience, perspective and expertise available on these issues. Maximum diversity in the minimum space. And that is possibly where we can lend a hand.

Nobody asked us to do this of course, but we want your challenge to succeed and since we know a thing or two about our particular end of all this - namely about how people get around in cities all over the world, for better and worse -- we would be poor world citizens and rotten parents if we were just to sit back and wait for someone to take care of it all for us.

Mr. President, we want this to work. We need it to work! We are most grateful to you for putting this challenge into high relief and shaking up the entrenched thinking on all this. And we have every intention of keeping at it from this end. I very much hope this will serve you and indeed all of us well. After all, if we don't dig in here and now, who will?

Respectfully,

Eric Britton

[The New Mobility Agenda](#)  
[The Commons](#), Paris





**Media Release – 25 February 2007** (See below for contact information)

**ATTN:** Science Policy, Environment, Transport Editors/Writers/Producers

We asked ourselves the following question in the context of the Clinton Call: What can be done (a) on a high profile emergency basis (b) in a short period of time (say one year) to obtain (c) a significant reduction in greenhouse gases generated by city transport (say 5%), at (d) relatively low cost. And this is the answer we got.

### **International Support on the way for Clinton/Large Cities Climate Initiative**

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

Former President Bill Clinton's call for massive reductions in carbon emissions and fossil fuel consumption is receiving unexpected reinforcement from an informal group of world transport, environment and cities specialists, the New Mobility Agenda, in a program to be launched on 1 March, the Sustainable Transport Emergency Project.

The Clinton Climate Initiative was officially introduced in Los Angeles on 1 August last summer, for a program to be carried out in collaboration with the Large City's Large Leadership Group organized under the leadership of Mayor Ken Livingstone of London. President Clinton put the challenge like this in his opening address:

Cities are responsible for over 75% of carbon emissions; large ones obviously are not only the largest source of greenhouse gases, but also today the most visible in their leadership, which can set a model for others to follow. We know what needs to be done. We have to use less energy and find cleaner sources for it, but, as I said, the good news is we don't have to have major breakthroughs; they would help, but existing technologies are enough to make dramatic reductions possible.

The joint program rapidly received pledges of support from forty of the world's larger cities, and is now at work in bringing in additional cities along with a whole range of projects and programs aiming to cut CO<sub>2</sub> and energy use in a broad array of areas including building, water and waste treatment, lighting, cooling and heating systems, electricity and power production and transmission, and of course transport.

The original operational model for the Clinton Initiative was in part inspired by the Clinton Foundation's outstanding successes in Africa with their AID's programs. One lesson from that earlier success was that if countries, and in this case cities, get together to group their purchases, there are major economies to be had, as well as a lot more room for tailoring cleaner and more energy efficient products for common purchase.

The joint program's agenda does not stop there, and the Clinton team has over the last months created a rich network of leading international and American organizations working with new ideas and policies in the areas both of energy and greenhouse gas reductions.

The next major milestone in the Clinton/Cities program is to take place in New York, where the second Large Cities Climate Summit will be taking place from 14-17 May, with New York City Mayor Michael R. Bloomberg and a group of private corporate underwriters that are engaged in efforts to address climate change and encourage the use of renewable energy and green construction to host the summit

## **Sustainable Transport Emergency Project - “The First Five Percent”**

Energized by the Clinton call for radical near term change, a lively series of expert exchanges have taken place on the internet over the last months between leading thinkers, practitioners and groups around the world looking specifically at the transport side of the challenge. These peer discussions have been led by an independent forum, the New Mobility Agenda, which has been looking into these issues in many parts of the world for close to two decades. After considerable discussion the group has come up with a platform of ideas and propositions in support of the Clinton/Large Cities programs that are set out in a web site, The Sustainable Transport Emergency Project, which can be accessed at <http://co2.newmobility.org>

The core of the New Mobility proposal is to draw attention to a strategic approach involving a highly versatile array of measures and tools that can be grouped into specifically tailored implementation packages in participating cities, with the objective of demonstrating on the street that the Clinton objectives can be met in the very short term. And at very low cost.

While the overall proposal stresses integrated program packages spanning anywhere from two to five year implementation periods, the cutting edge is their “First Five Percent” proposal -- a draft work plan for an approach that aims to cut city-wide pollution and traffic by five percent in the very first year of the project. This would be a huge accomplishment, even more if we bear in mind that there is today not a single city in the world that is cutting emissions on a city wide basis.

The core strategy combines aggressive expansion of an array of public and other new access services, including cycling and walking (the carrot), with a corresponding reduction of the road space made available to cars (the stick). It is important however that work on these two fronts advance in parallel, for to succeed the approach needs the carrots as well as the sticks.

Most of the individual means for achieving these objectives are already well known but until now have been confined to a quite small group of innovating cities. The goal of the New Mobility program is to make the best of these practices and approaches better known, and to show how they can be brought together into integrated packages with high profile public targets.

There are, the group claims, three main keys to making this approach work. The starting point must be political commitment at the highest levels within the host city, itself a matter of vision and leadership capacity. In these early stages, the group does not expect that large numbers of cities will be standing in line to try these ideas, but there are a certain number of pioneering cities in which the leadership is there and understands that new and much more ambitious and tightly focused programs are needed to make the much needed advances.

The second key to success is the ability of the local leadership and all concerned to reach out to a broad range of people, groups and interests in their cities, including eventual opponents, and to involve them actively in shaping and implementing the new programs. Without wide spread public support and a deep sense of ownership they are unlikely to work.

The final ingredient that the New Mobility team points up as vital, is what they call “technical virtuosity”, by which they mean the ability of the local authorities, planners, operators, groups and others concerned with making the program work, to be able to execute. Without this kind of high technical competence, these innovative programs have little chance to succeed.

The **First Five Percent** project will be the main agenda item of the forthcoming Sustainable Cities/New Mobility Policy Dialogues which are slated to take place in Monaco from 29-31 March, in which a number of leading European cities and experts are involved. Representatives of cities and others wishing to participate are invited to go to <http://monaco.newmobility.org>



## The New Mobility Agenda: 2007-2010



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## About the New Mobility Agenda

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**The New Mobility Agenda** was launched in 1988 as is an independent international NGO and public



interest program, to provide a wide open world-wide platform for critical discussion and cross-border collaboration on the challenging, necessarily conflicted topic of *sustainable transportation and social justice*. The Agenda hosts more than a dozen focus programs, each providing a useful first-step shop for information, insight and peer commentary and documentation on the targeted transportation topic. Check <http://newmobility.org> for more.

**The Kyoto 20/20 Emergency Program** Launched by the Agenda in 2004 in a reaction to what we called 'the empty chair in Kyoto'. While it is well known that traffic accounts for more than half of all CO2 pollution threatening our cities, the Protocols proposed nothing concrete on this important topic. Yet 70% of all people live in cities and increasingly get about in them using motor vehicles which burn fossil fuels and contribute both to global warming and a wide array of local public health problems. This wide-open international collaborative program was created by the Agenda and its associates to take direct aim at this challenge. For more, <http://www.kyotocities.org> .

**Sustainable Transport Emergency Project**: President Clinton issues his challenge and program on 1 August 2006: " We have to reduce about 80% of our greenhouse gas emissions over the next 10 to 15 years." The Clinton Climate Initiative focuses on cities, the largest source of pollution, and within that our particular interest and expertise is of course in the way that people get around in those cities. Here is our radical CO2 reduction action plan in response to his call. [Http://co2.newmobility.org](http://co2.newmobility.org)

**Sustainable Cities/New Mobility Policy Dialogues**: *Accelerated Learning Sessions for City Managers, Planners and Decision-makers*. Aimed at local decision makers, their staffs and advisors, these intensive two-day expert sessions bring together leading edge actors and materials focusing on specific high profile innovational tools and measures. The first sessions are slated for Europe and to be held in Monaco from 29-31 March 2007, focusing on City Carshare Strategies, Road Pricing in Your City, and the Sustainable Transport Emergency. For more: <http://monaco.newmobility.org>