



# MEDIA KIT



## EcoMobility World Festival and Congress 2017

In October 2017, the city of Kaohsiung will host the 3rd EcoMobility World Festival. The Festival will be a live demonstration of how cities can foster forward-thinking urban transportation cultures and create more livable cities through creative ecomobile solutions.

The historical Hamasen neighborhood will be transformed into a dedicated space for ecomobile modes of transport such as walking, cycling, public transport, shared vehicles, and light electric vehicles. This month long experiment gives residents the opportunity to experience how integrated, socially inclusive and healthy transport options can improve their quality of life.

The EcoMobility Congress on 2-4 October will be a highlight of the Festival, bringing together local government representatives and transportation experts to discuss a livable, shared and intelligent future for urban transport.

### Who will attend the EcoMobility World Festival and Congress 2017?

The EcoMobility World Festival and Congress will bring together over 500 international participants from a wide array of backgrounds. In addition to the over 45 local governments at the EcoMobility World Festival, the event will convene representatives from the World Bank, ADB, UNIDO, non-governmental organizations, academia and the private sector. Attending cities include Rosario, Argentina, Beijing, China, Medellin, Colombia, Jakarta, Indonesia, Auckland, New Zealand, Portland, USA, Seoul, South Korea, Quezon City, The Philippines and Tshwane, South Africa.

### Who is organizing the EcoMobility World Festival and Congress 2017?

Held every other year in a different city, the Festival is organized by the host city and ICLEI - Local Governments for Sustainability.

**WHEN:** Congress: 2-4 October | Festival: 1-31 October

**WHERE:** Pier – 2 Art Center, No. 99 Penglai Road, Gushan District, Kaohsiung

### Endorsing partners

8-80 Cities, GIZ, SUTP, ICCT, Eurist, Project for Public Spaces, Despacio, TeamRed, European Cyclists' Federation, WWF, Goldstein Ween Architects, Vélo Mondial, ITDP, Bike, Cities Today, Walk 21, WRI India, SLoCaT, Green World City, Smarter Than Car, Autonomy, Urban Synergies Group, WRI Mexico, Wuppertal Institut, Global Forum on Human Settlements.

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### Media opportunities

The EcoMobility World Festival 2017 will be the go-to place for journalists looking for concrete stories on sustainable urban transport.

Our team will:

- Organize an International Press Conference on 3 October.
- Arrange onsite or online interviews with ICLEI spokespeople, local government leaders and global experts.
- Arrange photo and video opportunities.
- Provide unbranded photos, accessible on our Flickr handle
- Provide technical expertise about sustainable urban transport.

Those unable to attend can follow the event through our channels:

 [ecomobilityfestival.org](http://ecomobilityfestival.org)  
[talkofthecities.iclei.org](http://talkofthecities.iclei.org) (blog)

 [facebook.com/ecomobility-festival.org/](https://facebook.com/ecomobility-festival.org/)

 @ICLEI  
@ecomobility\_

 [youtube.com/icleiglobal](https://youtube.com/icleiglobal)

 [flickr.com/photos/icleiglobal](https://flickr.com/photos/icleiglobal)

### Contact

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### Facts and figures

#### Urban transport is a major driver of greenhouse gas (GHG) emissions and climate change

- Urban transport accounts for nearly half of the emissions of the transport sector.
- Between 2000 and 2050, GHG emissions from the transport sector are projected to increase by 140 percent, with a large share (nearly 90 percent) of that increase coming from developing countries.
- Single measures in the urban transport sector have an impact on GHG emissions. The implementation of Bogotá's Bus Rapid Transit (TransMilenio) for example contributes to save nearly 600 000 t CO<sub>2</sub>eq per year in the city.

#### Traffic congestion hurts economies

- Shanghai, China's second largest city by population, loses 10 percent of its annual GDP due to traffic congestion. Bangladesh loses 1.5 percent of the country's GDP due to traffic congestion.
- In London, 20 percent of commuters spend more than two hours a day travelling to and from work, which adds up to one working day per week. (Transport for London, 2009).

#### Sustainable transport is a fast-growing sector worldwide

- According to Pike Research, the annual global sales of electric or plug-in hybrid cars should reach 3.8 million by 2020, and their sales will grow by 40 percent annually.
- In Japan, government incentive has increased the sale of electric vehicles and eco-friendly vehicle models in general by 60 percent in 2012 (UNESCAP).

#### Sustainable transport benefits health and the environment

- According to the European Commission, urban mobility accounts for 40 percent of all CO<sub>2</sub> emissions of road transport and up to 70 percent of other pollutants from transport.

The congress will cover three main themes: livable, shared, intelligent.

#### Livable

The vision of a livable city is one that is accessible, walkable, safe, affordable, and has a network of quality public spaces. A people-oriented transportation system can be a catalyst to achieving this by providing better infrastructure and re-envisioning the urban landscape.

In this Congress, different sessions will discuss how to create safe and livable cities through ecomobility. Session A1 will offer an introduction to the theme by bringing together mayors and technical staff from various cities to showcase what they are doing on this topic. The Mayor's panel will also be a highlight of the livability track, focusing on urban mobility as a centerpiece to build livable cities. Session E2 will explore EcoLogistics, highlighting cities that are innovating sustainable approaches to goods delivery within urban areas.

#### Shared

Is the mobility of the future personal or public? The success of shared mobility is contingent upon creating the right market conditions and operational framework. Hence, policymakers and businesses are crucial actors in shaping well-informed policy frameworks and financing options.

The Congress will offer different perspectives on shared transport through plenaries and debates. Session A2 will open the discussion by introducing the concept of Mobility-as-a-Service. Session C2 will offer a debate focusing on financing models for shared mobility. Session P3 will bring experts and mayors together to discuss the challenge of integrating shared mobility into transport networks.

#### Intelligent

Intelligent mobility is a central tool in creating livable cities and shared, low-carbon mobility. With smart applications and infrastructure, mobility has become more seamless, efficient, and flexible.

Intelligent transport systems (ITS) and examples of city implementation and technology will be presented by the public and private sectors. Session A3 will offer an overview of cities' work on smart mobility, including examples from Jakarta's intelligent transport system and Singapore's electronic road pricing system. Session D3 will look deeper into the co-benefits of ecomobility with the founder of the transportation system in Victoria, Canada.

#### Mayor's Track

The Mayors' Track is a specific agenda tailored to mayors, deputy mayors, and heads of transport to maximize their experience at the Festival and the Congress. It will include an international press conference and ecomobility ride on 3 October.

#### Media partner