

The road to sustainable mobility



Dr. Stephan Herbst
Technical General Manager
Technology Trend Group

Challenges facing us



Climate Change



Health & safety



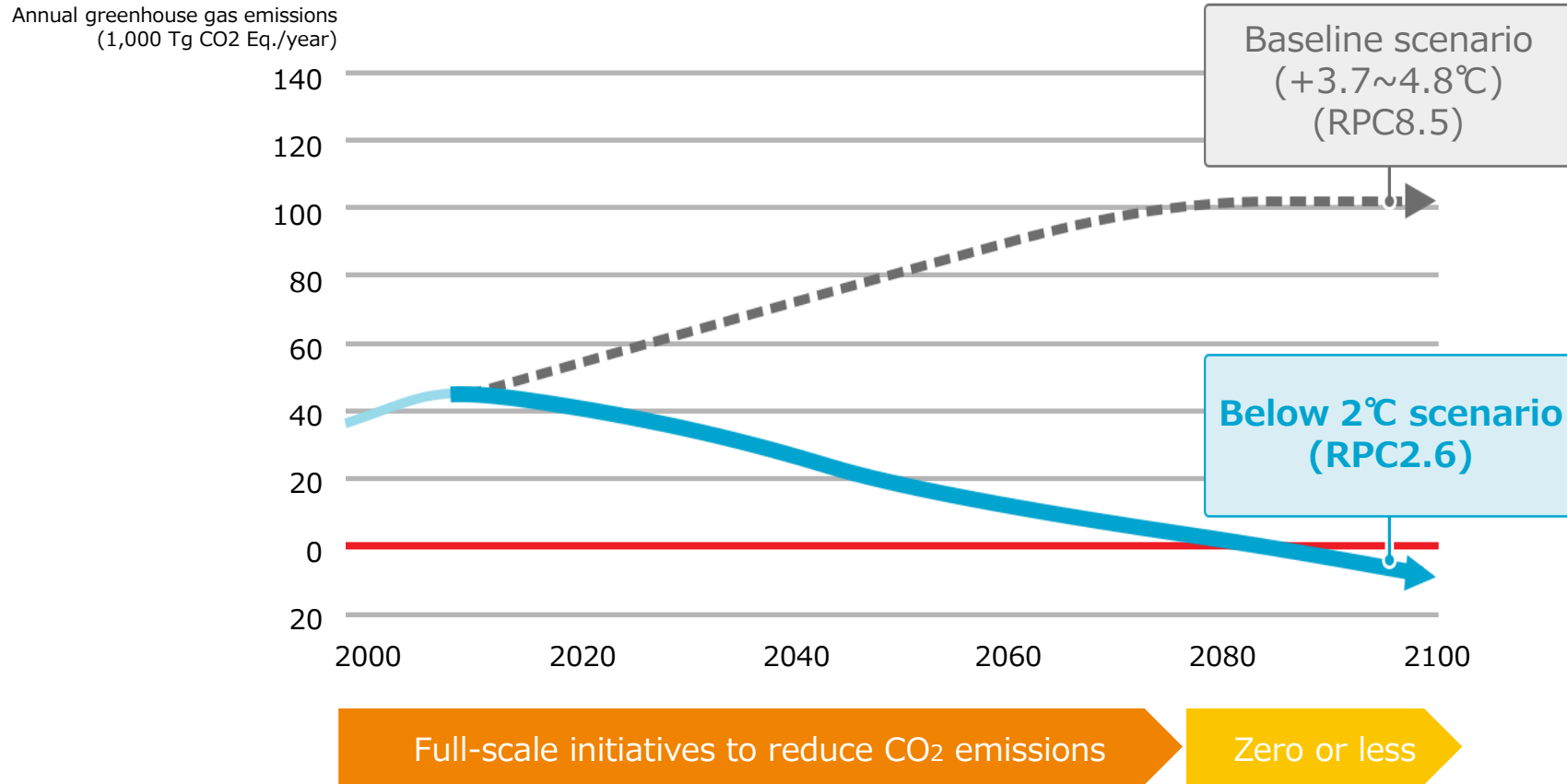
Access for all



Efficiency



Pleasure



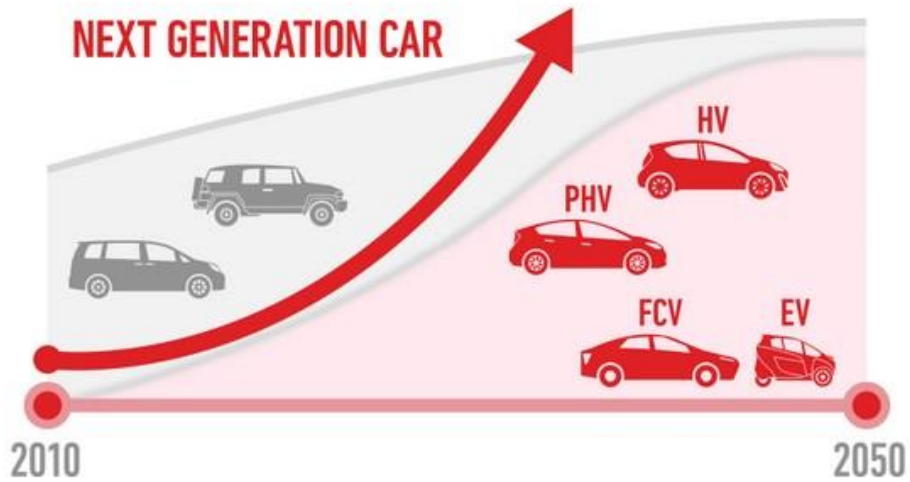
Source: From the IPCC Working Group III 5th Assessment Report (2014)

Regarding GHG emissions, there is no time to lose

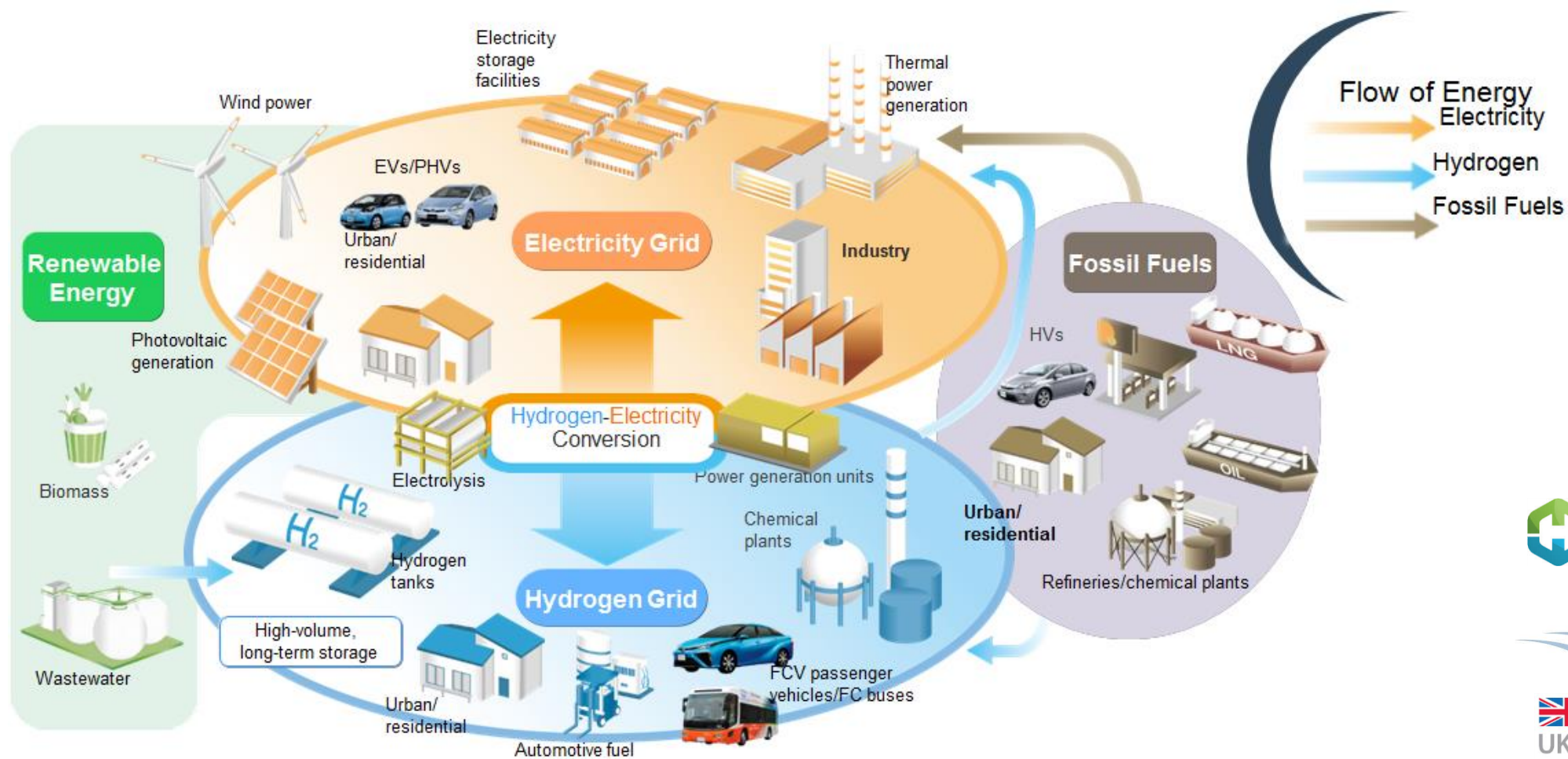
CO₂ 0



Challenge 1: New Vehicle Zero CO₂ Emissions Challenge

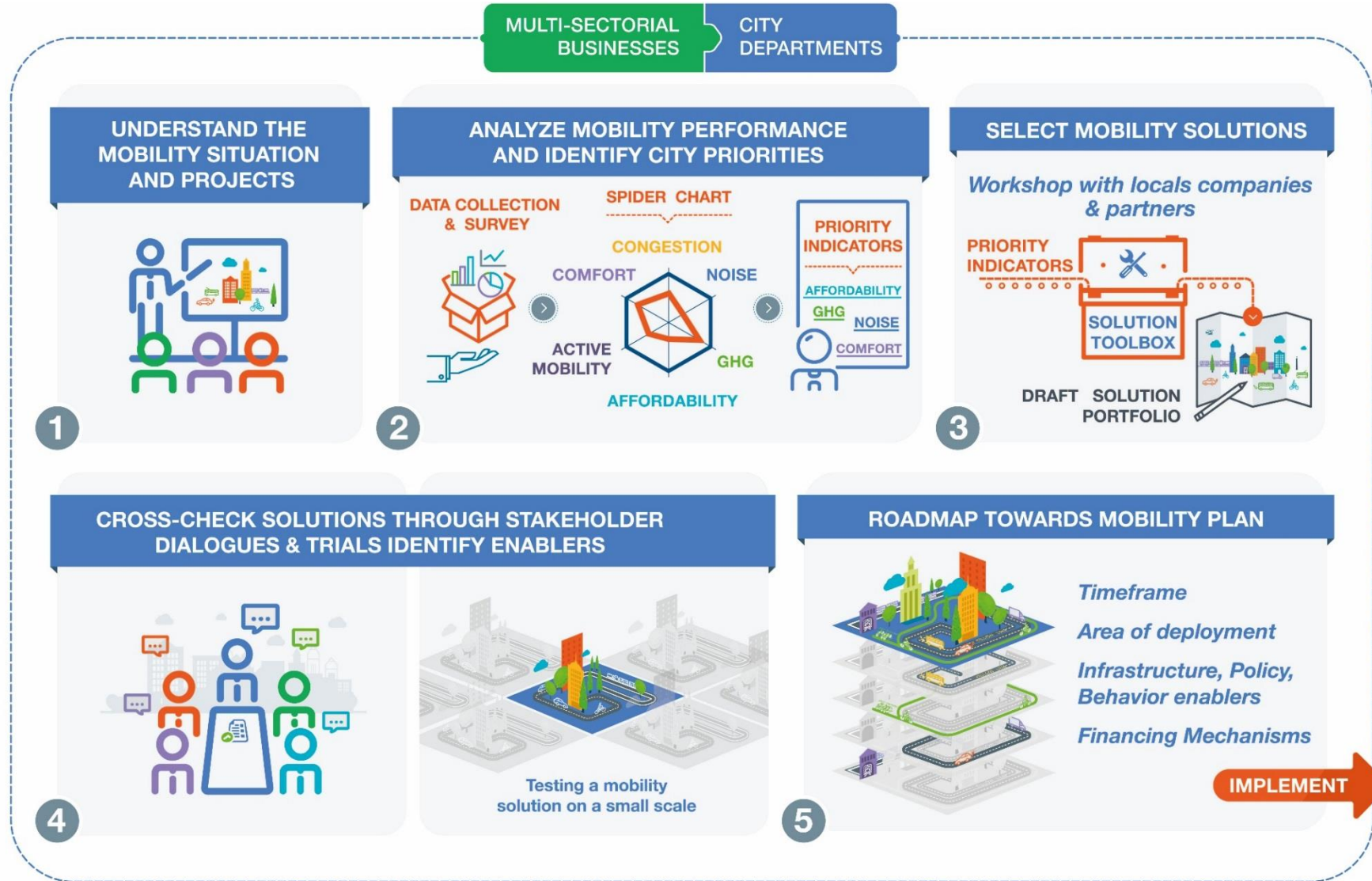


Beyond transport



Policy challenge I: Create a supporting framework to promote eg hydrogen infrastructure roll out & market introduction

A new approach to work with cities & stakeholders: The WBCSD Sustainable Mobility Project (SMP)



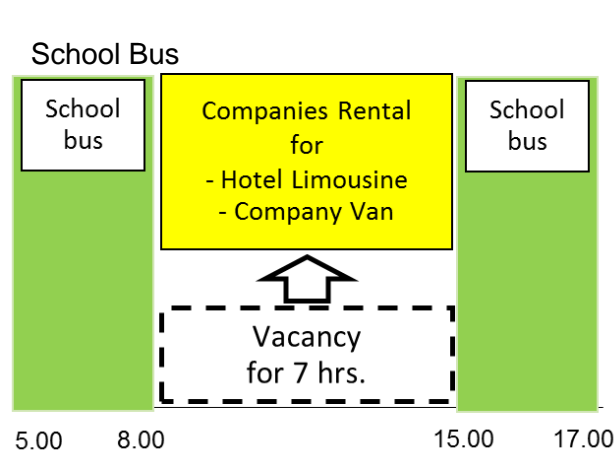
✓ Improve quality of life and increase attractiveness of cities by focussing on integrated urban mobility solutions

✓ Fact-based analysis of the mobility system

✓ Propose concrete measures to enhance sustainable mobility solutions



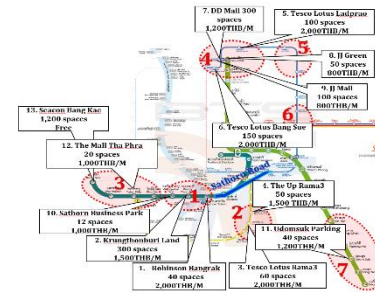
SMP: Example of Bangkok



Information system to select optimum mobility



Park & Ride.



- 1) Improve fuel efficiency
- 2) Improve actual fuel efficiency (eg congestion avoidance/eco-driving)
- 3) Decrease energy/carbon content
- 4) Decrease total traffic demand
- 5) Optimise mobility mix

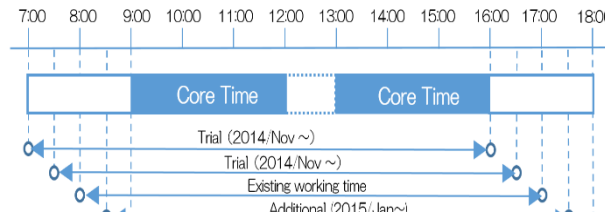
Kiss & Go.



Traffic flow management



Flexible Working Time



Improvement of travel speed by up to 20% possible

Policy challenge II: Support a new integrated, data based approach involving different stakeholders and empower cities to implement.

THANK YOU VERY MUCH