



The Future of Urban Mobility – a stakeholder-driven vision from Zurich

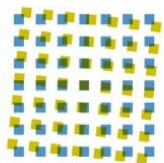
Dr. Stephan Lienin
Managing Partner, Sustainerv

ZÜRICH

[47° 23' 26,8" N, 8° 31' 21" O]

Sustainerv is an international management consulting firm focused on sustainability.

- 15 consultants in Zurich, Switzerland, and Boston, USA
- Key services are in strategy consulting, sustainability data management, communications, and program management.
- Since 2001 we have worked with more than 70 organizations worldwide.
- «The future of urban mobility»: project 2010-2013, Stephan Lienin acted as managing director



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What makes urban mobility more sustainable?

- environmentally friendly
- resource efficient

- socially accepted
- high quality of life



- affordable
- enables strong economy



Project leadership coming from public authorities, business, and science



Stadt Zürich



Kanton Zürich
Volkswirtschaftsdirektion



MIGROS

IBM



ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich



Zürcher Hochschule
für Angewandte Wissenschaften

zhaw



Universität
Zürich ^{UZH}



**50 Organizations from society,
business, and science**

2 year-process

1 Vision for urban mobility in 2035

5 Goals for taking action

5 Pilot Projects



Final Report

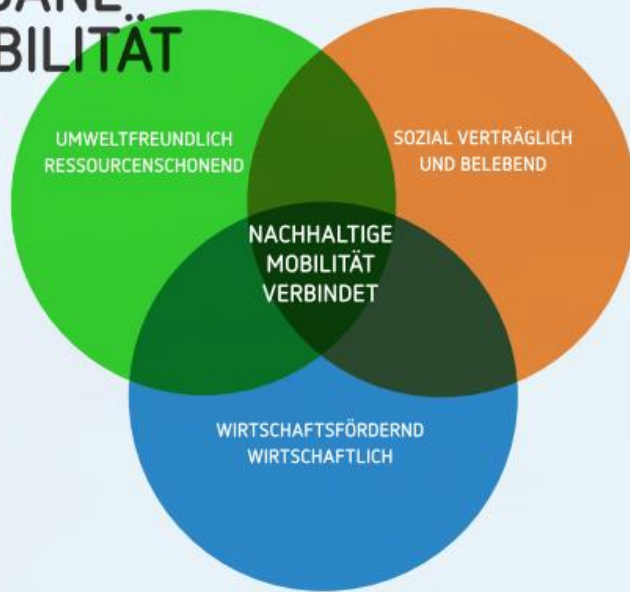
www.zukunft-urbane-mobilitaet.ch



8 discussions forums with 50 actors over 2 years...



ZUKUNFT URBANE MOBILITÄT



Guidelines for Discussion

Sustainable Urban Mobility

Time Horizon 2035

Use all options available:
Organizational development
Technological innovation
Behavioral change



VISION 2035

Transport infrastructure and management in the Zurich region make high quality of life and a prosperous economy possible in a way that conserves resources. Decisions consistently keep sight of overall costs and are arranged so as to avoid shifting the social costs to future generations.

Condensed urban residential structures have reduced the demand for mobility. Decentralized leisure and consumer services ensure short distances. Thanks to technological innovations, transport is intelligently networked and consumes significantly less energy overall. The possibilities for combined mobility are fully exploited. A new lifestyle with flexibility in terms of time and space in work and leisure has reduced peak loads so that use of transport infrastructures is optimized.



GOALS 2035

Shorter distances thanks to sustainable spatial and residential area plans

Transparent mobility costs and usage-based allocation of costs

Less commuter traffic due to more flexible forms of work

Efficient mobility thanks to networked services and mobility management

Safer and more efficient transport thanks to cutting-edge technology



Shorter distances thanks to sustainable spatial and residential area plans





Transparent mobility costs and usage-based allocation of costs



Less commuter traffic due to more flexible forms of work



Pilot project on flexible forms of work

Where do we work in the future?

- in our own office at work?
- at our own desk at work?
- at some desk at work?
- at different desk at several work places?
- at Home?
- on the road...?





Pilot project on flexible forms of work

Pilot project: September 2012 – Credit Suisse and Swiss Re invited employees to use flexible working forms at one location in Zurich. Evaluation: Online surveys to explore employees' attitude + monitoring traffic amount

Results:

- Home Office and flexible working times are popular and desired
- Employees gain time due to reduced travel times
- Interesting for companies: more focus/concentration when working at home
- Field test: less traffic in peak times or overall
- BUT: line managers have «trust» problem and remain sceptical
- New rules and adaptation of laws needed



Efficient mobility thanks to networked services and mobility management



Carsharing: pioneer work in Switzerland

2'650 vehicles at 1'395 stations

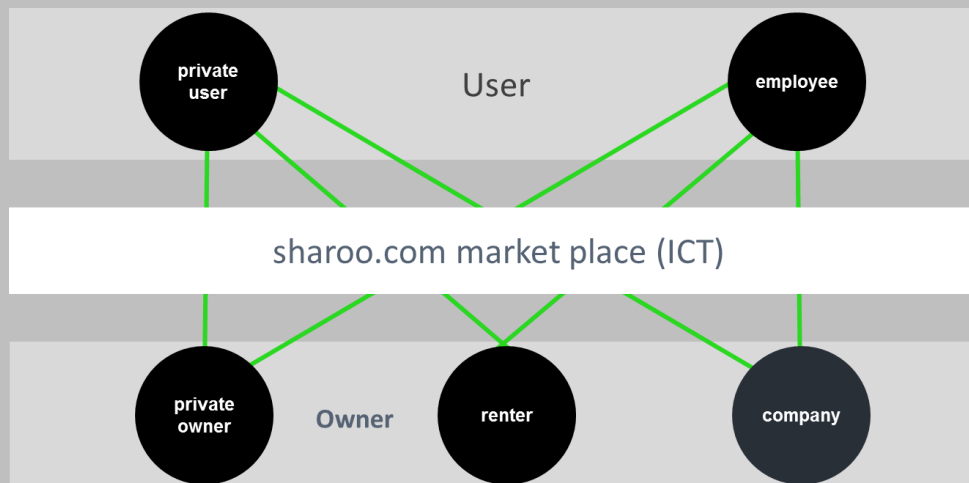
Mobility car sharing Switzerland provides its 112'000 customers with 2'650 vehicles in eight different vehicle categories. The main customer arguments in favour of using the Mobility fleet are the convenient self-service, round-the-clock availability, the dense network of 1'395 stations throughout Switzerland, the efficiency of the combined mobility as well as the savings potential compared to a private car (average of CHF 4'000 a year).





Pilot project: **eMOTION** Zürich – a alternative form of carsharing

<http://m-way.ch/de/service/emotion-zuerich.html>



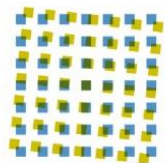
The image shows the eMOTION logo at the top, which consists of the word 'emotion' in a green and white font, followed by a stylized green and white plug icon. Below the logo is the text 'ELEKTROAUTOS TEILEN IN ZÜRICH'. Below this are three logos: 'ewz Die Energie' (a green and blue logo), a yellow logo with a red cross and the letters 'LAC S', and the 'MIGROS' logo in orange. Below these are two logos: 'Realisiert von mway' (a green logo) and 'Gefördert von energie schweiz' (a red logo with the text 'Unser Engagement. unsere Zukunft.').



Safer and more efficient transport thanks to cutting- edge technology

What we really need: «Urban Labs» as platforms for the transformation

- International / national frameworks and governance systems are increasingly limited to shape the transformation
- Cities are getting more and more important to implement the solutions (decentralized systems, citizens' engagement).
- We need public-private partnerships to try out new solutions in the field and test them.
- Best of both worlds? Consensus-driven stakeholder dialogue in Switzerland + high-speed implementation partnerships in the US?



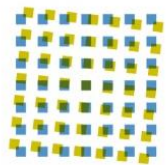
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Thank you for your attention!

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