



# Mobilise Your City



## 100 cities engaged in sustainable urban mobility planning to reduce greenhouse gas emissions

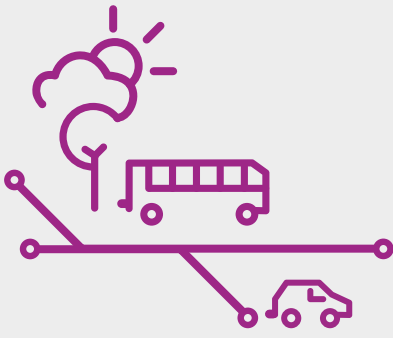
MobiliseYourCity supports local governments in developing countries to plan sustainable urban mobility in order to develop more inclusive, liveable and economically efficient cities and reduce GHG emissions.

By 2020, 100 cities will be engaged in deep transformational actions through the implementation of Sustainable Urban Mobility Plans (SUMP) supported by National Sustainable Urban Transport Policies (NUTP).

MobiliseYourCity aims to assist cities in their efforts to cut at least 50% of their urban transport related emissions by 2050 compared to business as usual.

With the support of a coalition of international partners (development agencies, urban and transport planning agencies, NGOs and development banks), MobiliseYourCity provides a methodological framework, capacity building and technical assistance, and facilitates access to financing at both local and national levels.

The initiative will set up an international reference platform to share best practices about sustainable urban mobility planning and implementation of SUMPs and NUTPs.



# The challenge of mitigation in urban mobility

Without an ambitious transition towards low carbon transport, emissions in developing urban areas will be multiplied by 3 by 2050.

## Transport and GHG emissions

- The transport sector produced 6.7 GtCO<sub>2</sub> in 2010 and was responsible for approximately 23% of total energy-related CO<sub>2</sub> emissions.
- Between 2000 and 2050, **transport sector related GHG emissions are projected to increase by 140%**, with a very large share of that increase coming from developing countries (nearly 90%).
- **Urban transport accounts for nearly half of these emissions.** Due to urbanisation trends in developing countries, two thirds of the world population will live in cities in 2050. CO<sub>2</sub> emissions from daily mobility of persons and goods are expected to double by 2050.
- Research shows that scenarios that give priority to urban transport and active modes are by far more affordable and sustainable than current car-dominated scenarios.

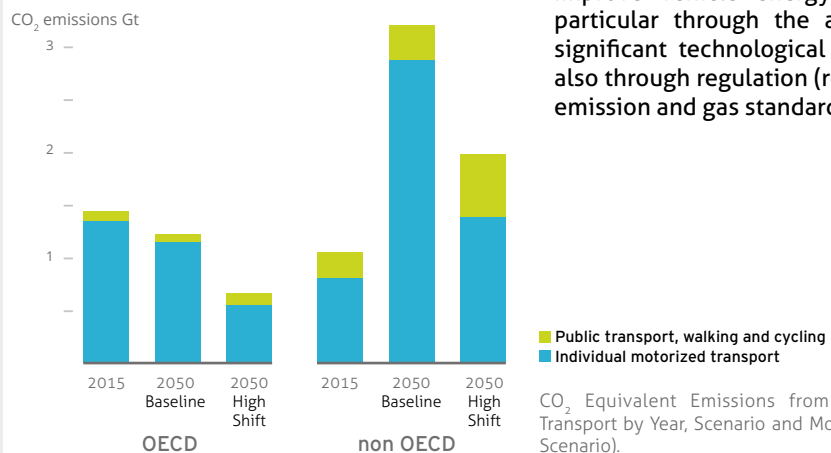
However, sustainable urban mobility policies could cut global urban passenger transport CO<sub>2</sub> emissions by 1.7 GtCO<sub>2</sub> compared to 4.4 Gt (baseline) if a strategy to promote low carbon public transport and active modes, and reverse the trend towards car-dominated mobility is adopted and implemented (High Shift Scenario, ITDP, see table below).

In addition, mobility is perceived as the number one investment priority in order to improve attractiveness of cities, and investments in urban mobility are expected to grow by a factor of 2.5 to reach €829 billion annually worldwide in 2050 (Arthur D. Little, The Future of Urban Mobility 2.0).

These future investments represent a great chance to achieve the High Shift scenario. However if they are devoted to supporting car-oriented mobility, GHG emissions and other negative externalities will grow drastically.

For these reasons, it is crucial and urgent to develop and implement low carbon transport policies in urban areas to achieve the following three main objectives:

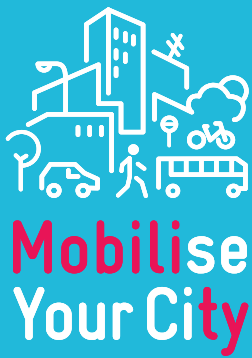
- Reduce the number of urban trips by conventionally fuelled transport for both passengers and goods through land use and transport planning integration;
- Promote a modal shift towards active modes and public transport, as well as a structural change in vehicle use;
- Improve vehicle energy efficiency, in particular through the acceleration of significant technological advances, and also through regulation (roadworthiness, emission and gas standards, etc.).



## Many other reasons to act!

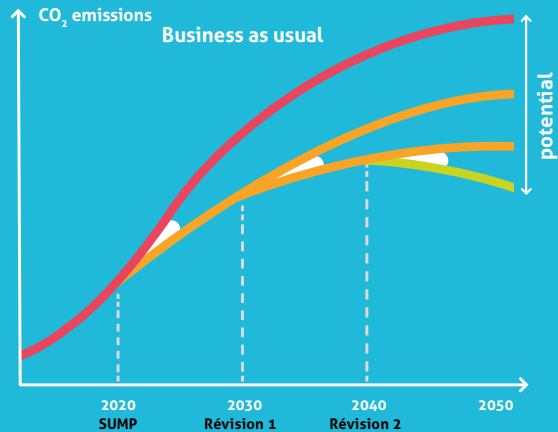
- **Reduce traffic congestion**  
Traffic congestion costs **US\$ 570,000 per day in Nairobi, Kenya**, i.e. more than US\$ 200 million per year
- **Better air quality**  
**1 million premature deaths per year in urban areas** around the world, between 2 and 5% of a country's annual GDP
- **Reduce road fatalities**  
**1.24 million deaths on roads per year** worldwide. Estimated cost US\$ 518 billion, 1 to 3% of a country's annual GDP
- **More inclusive and liveable cities**  
Promoting public transport and non-motorised transport could help **save worldwide US\$ 100 trillion between now and 2050 and cut emissions by 40% in 2050**
- **Economic efficiency**  
Comprehensive mobility planning facilitates an optimised use of capital in relevant projects, and enhances the economic competitiveness of cities by improving logistics and access to jobs, basic services, education, etc...

# The solution



**At the local level**  
Support local decision-makers in implementing a Sustainable Urban Mobility Plan or revise it for improvement

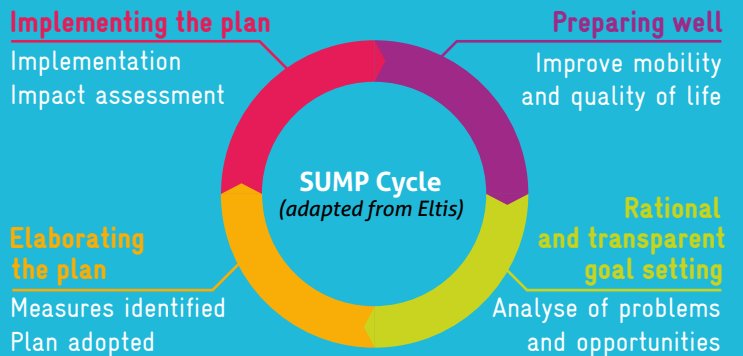
**At the national level**  
Support policy-makers in framing a Sustainable Urban Transport Policy



Capacity building: expertise and institutions

**In order to:**

- Accelerate implementation of climate-friendly, inclusive and sustainable urban mobility for both passengers and freight,
- Strengthen participatory urban mobility planning and related policies, as well as effective and transparent governance, both at local and national levels (framework conditions) and design solid financing schemes,
- Enable transformational changes towards a less carbon intensive development path in the urban mobility sector and materialise them into locally planned measures, projects and policies.

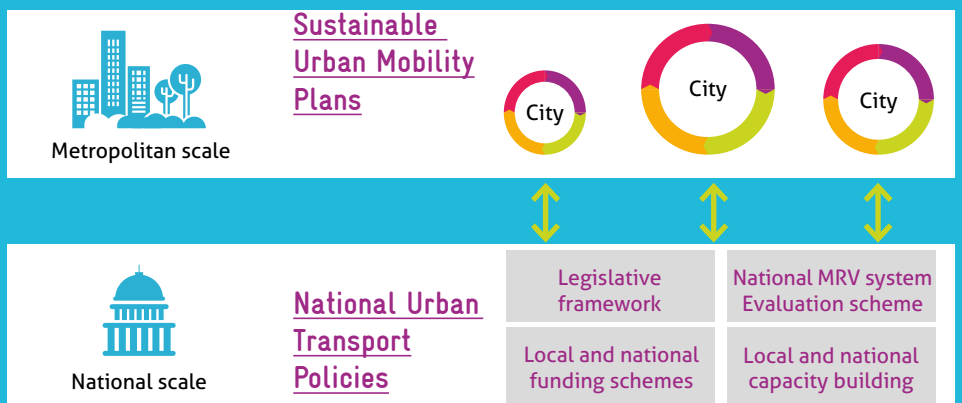


## Operational structure of the initiative

**3 main workstreams target different scales and mobilize different stakeholders:**

- National Urban Transport Policies (NUTP), which can lead to the development of Transport-NAMAs (T-NAMAs)\*;
- Sustainable Urban Mobility Plans (SUMP) at the local level;
- Establish solid financing schemes in order to secure the sustainability of resources allocated to urban mobility

- Financing SUMPs and NUTPs
- Methodological framework
- Technical assistance and capacity building
- Support to access financing
- International reference platform
- Foster city-to-city cooperation



\* A NAMA (Nationally Appropriate Mitigation Action) is a voluntary measure or program implemented by a developing country to reduce its GHG emissions in a given domain. Emission reductions are monitored through a MRV system (Measure, Report, Verify). The NAMA is registered at the UNFCCC Secretariat and benefits from higher visibility to attract climate finance. In the context of the initiative, the NUTP could be embedded in a Transport-NAMA. For more info: <http://transport-namas.org/>

# Milestones

MobiliseYourCity will be presented by local decision-makers during **COP21** as a contribution to address climate change in urban transport. We plan to involve a growing number of cities and countries for **COP21**, the climate conference taking place in Paris in December 2015 and the conferences **Habitat** (June 2016, Berlin) and **Habitat III** (October 2016 in Quito).



Photos under a Creative Commons license.  
 Photo-cons: Bus stop in Mumbai, India, Francisco Martins, 2007. Photos coverage: Santiago, Chili; Luis Hidalgo, 2015; Beijing, China; Safa Osman, 2012; Dakar, Senegal; Jeff Attaway, 2010; Medellin, Colombia; Iván Erre Jota, 2012.

## What about your city? Join us!

We plan to work with 100 cities from all over the world and especially within countries having a SUMP national framework

### Other potential cities:

- Alexandria
- Belo Horizonte
- Sao Paulo
- Rio de Janeiro
- Recife
- Cape Town
- Addis Ababa
- Abidjan
- Bouaké
- Dakar
- Saint Louis
- ...

### Cities already expressed interest:

- Rabat
- Casablanca
- Sfax
- Tunis
- Agadir
- Kochi
- Amman
- Antananarivo
- Lomé
- Ouagadougou

■ Developing countries having a SUMP national framework  
■ SUMP national framework under construction

Partners:



Endorsed by:



**Contact us:**  
[mobiliseyourcity@codatu.org](mailto:mobiliseyourcity@codatu.org)  
 tel: +334 78 62 23 09  
 #MobiliseYourCity

