



EEAC



Preview conference book

Keep Moving, Towards Sustainable Mobility

Bert van Wee (Ed.)

Focus

The focus of this book is on the environmental impact of mobility and how to reduce this before 2050. It provides policy makers with a broad and multifaceted inspiration to develop effective policies on sustainable mobility based on scientific evidence. Different visions and facets to solutions are put forth by world-renowned experts.

Leading international researchers and authors provided contributions on a wide range of topics in the field of sustainable mobility. The book has been edited by Bert van Wee (Netherlands), professor of Transport Policy and Logistics at Delft University of Technology.

It also contains a reflection on a EU study commissioned by the Rli. The book ends with a description of inspiring cases of multinationals who integrated sustainable mobility in their corporate visions. The Dutch Council for the Environment and Infrastructure has published this book of essays to coincide with the conference 'Keep moving, towards sustainable mobility', which has been held on 11 October 2012 in Rotterdam, the Netherlands.

Preface

Miranda Schreurs and Henry Meijdam

Societies are seeking a better balance between human well-being, the quality of the environment and economic profit. Sustainable mobility is a major challenge in moving towards a more sustainable society. Overall emissions in the European Union have been declining since 1990. However, emissions caused by the transport of people and goods continue to rise steadily, making the transport sector a prime source of greenhouse gases in the EU. The share of transport in total European emissions is expected to increase from 20% today to 50% in 2050. It is imperative to reduce emissions, as stated in the 'Roadmap for Moving to a Competitive Low-Carbon Economy in 2050'. This goal must be accomplished without restricting our freedom of movement which remains of prime importance to society as a whole. Herein lies one definition of sustainable mobility: the current freedom of movement with the lowest possible carbon emissions.

Through this book and the EEAC/RLI conference in October 2012, we wish to provide a selection of state-of-the art knowledge about sustainable mobility. That knowledge will be drawn from many disciplines, notably social sciences, economics, engineering, and (urban) planning. We devote particular attention to behavioural aspects, considering both consumers and companies.

The book describes selected mobility-related trends and specific European issues, and examines how governments have responded to date. It also includes a discussion of proposals for action to enable national governments to facilitate societal initiatives and encourage sustainable mobility. The authors were invited to write essayistic on the matter to enhance discussion and bring up new ideas.

Achieving sustainable mobility is a complex task that must be pursued by means of a complex system comprising many different actors and policy domains. It calls for a fully integrated approach in which all challenges are interlinked. This book will allow readers to sample knowledge from several relevant disciplines.

Hopefully, it will fuel the wider political and societal debate about sustainable mobility. Most readers will have more than a passing interest in the subject matter. Many will be directly involved in research, others in policy making. We hope that the knowledge provided will help to make those policies more effective and better coordinated at the European level. Our aim is not to produce a 'primer' on sustainable mobility, but to offer an inspiring sample of current knowledge which will help the reader to articulate policies with renewed energy.

Contents

Introduction. Defining the Policy Challenge

Bert van Wee

Chapter 1. Keep Moving Towards Sustainable Mobility – What Does It Mean?

Phil Goodwin

Chapter 2. Current Mobility Trends – Implications for Sustainability

Todd Litman

Chapter 3. Modalities and Technical Advancement

Joan Ogden

Chapter 4. Information and Communications Technology (ICT) Unleashed

Peter Sweatman

Chapter 5. A Behavioural Perspective on Voluntary Reduction of Private Car Use

Tommy Gärling and Margareta Friman

Chapter 6. Wishful Thinking in Transport Policy

Arie Bleijenberg

Chapter 7. Shifting Gear: Beyond Classical Mobility Policies and Urban Planning

Maarten Hajer, Anco Hoen and Hiddo Huitzing

Chapter 8. Business as Unusual

Miranda Schreurs and Folmer de Haan

Column

Bas Haring