EcoMobility World Festival 2015

Media Kit

What is the EcoMobility World Festival?

The world’s second EcoMobility Festival is set in the business district of Sandton, Johannesburg, the financial capital and largest city of South Africa, on 1-31 October 2015.

A unique month long event that offers a view of the City in the future, with active street life and social inclusivity, served by a sustainable transport system.

The world’s largest green mobility Exposition, where manufacturers of bicycles, scooters, tricycles, segways, velo-taxis, cargo-bikes, light electric vehicles from around the world will feature their latest innovations.

A week of high level Dialogues local leaders and technical experts on the latest sustainable transport solutions for the City of the future. Strategies to reshape cities for eco-mobility will be discussed, that will provide direction to global efforts to promote eco-mobility.

Learn more: http://www.ecomobilityfestival.org

About Johannesburg

It’s the largest city in South Africa, the provincial capital of Gauteng and the main financial hub of the region.

History, wildlife and innovation meet in Johannesburg, where within the same day it’s possible to visit the Cradle of Humankind, UNESCO World Heritage Site, admire the skyline of the modern city from the 50th floor of the Carlton center, tallest business building in Africa, or reach one of the wildlife reserves and nature parks surrounding the city.

Why Sandton?

The Sandton CBD is often referred to as the richest square mile on the Continent. It is a major transport hub and one of the most congested precincts in Johannesburg; almost 80,000 cars and more than 100,000 people move in and out of its core every day. The number of commuters in Sandton grows by 3.4% per year; traffic in Sandton will grind to a halt unless major interventions are made.

What does EcoMobility mean?

EcoMobility is a term used to describe travel through integrated, socially inclusive, and environmentally friendly options: namely walking, cycling, wheeling and public transport options.

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Highlights of the program

1 Oct. - EcoMobility fashion show
The fashion show will showcase designs from young local designers using eco-friendly fabric. Models will arrive on bicycles and on battery operated Segways.

4 Oct. - Streets Alive Opening ceremony
Local and international celebrities will form part of this event that will also involve a variety of activities on the open streets of Alexandra and Sandton.

5-9 Oct. - EcoMobility Dialogues
Local government leaders and technical experts will present success stories and discuss sustainable transport solutions.

11 Oct. - Freedom Ride Jozi
The event celebrates the legacy of the late President Nelson Mandela and encourages participation among riders of all ages and social backgrounds.

23-25 Oct. - Discovery Duathlon
A run-cycle-run event with various distances to choose from and routes through Sandton.

31 Oct. - JoBurg Carnival
Arranged in partnership with the Gauteng Carnival.
A series of dialogue sessions will bring together thought leaders, decision makers and implementers of innovative forms of sustainable urban mobility to shape the future of urban mobility. Solutions will be sought to reduce the dominance of private automobiles in cities and advance sustainable and low carbon urban mobility.

The five day program includes workshops, dialogues, Imbizo as well as sessions prepared for the “Declaration on Low Carbon Urban Transport”:

Monday 05 of October
Clean Bus Fleets workshop 09:00-17:00 hrs
This workshop will outline the opportunity for cities to shift to clean bus fleets, provide an overview of available technology options, opportunities for discussions with industry stakeholders and initiate the process of building a global picture of urban bus fleets. In partnership with C40
Transport Demand Management workshop 09:00-17:00 hrs
This workshop is targeted at local decision makers and practitioners who want to learn the basics of Transportation Demand Management, the strategies and explore the implementation options in cities. In partnership with GIZ

Tuesday 06 of October
Reshaping Cities for EcoMobility: Strategies and Tactics 09:00-17:00 hrs
This day-long dialogue will focus on how to reshape the urban built environment to accommodate EcoMobility and case studies from various parts of the world will be presented on how changes in urban form affect mobility. Key speakers: Yondela Silimela, Camilla Ween & Thimothy Papandreou
Public Dialogue/ Imbizo 17:00-19:15 hrs
A public event to raise questions on issues of EcoMobility which will be answered by the Executive Mayor of Johannesburg together with a panel of international leaders and experts.

Wednesday 07 of October
Achieving and enabling EcoMobility: New and shared forms of mobility 09:00-17:00 hrs
This day-long dialogue will focus on exploring how shared mobility can contribute towards an integrated transport system in developing countries in general and South Africa in particular. Key speakers: Sue Zielinski, Bodo Schwieger, Iván De la Lanza & Robert Stussi

Thursday 08 of October
Making the commuting decision safe, sustainable and popular 09:00-17:00 hrs
This dialogue will explore what is necessary to change commuter behaviour. The dialogue will touch on the role of technology, fashion and wellness opportunities to create a critical mass needed to support government led initiatives. Key speakers: Jonas Eliasson, Carlton Reid & Matthew Passmore

Friday 09 of October
Release of the “Cities Declaration on Low Carbon Transport”
Mayors’ EcoMobility Ride

For further information: http://www.ecomobilityfestival.org/dialogues/
Urban transport is a major driver of GHG emissions and climate change

- According to projections, two thirds of the world population will live in cities by 2050.
- 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%, with a very large share of that increase coming from developing countries (nearly 90%).
- According to the latest report by the IPCC “Without aggressive and sustained mitigation policies being implemented, transport emissions could increase at a faster rate than emissions from the other energy end-use sectors and reach around 12 Gt CO2eq/year by 20500”.
- The EU Commission estimates that the implementation of sustainable urban transport measures in a given city has a substantial effect on GHG emissions, since it could lead to a CO2 emission reduction between 35% and 70% in 2040 compared to business as usual for the assessed cities (Barcelona, Malmö, Freiburg and Sofía).
- 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 CO2eq per year in the city.

Traffic congestion is a major sunk cost for economies

- In a statement made by Christiana Figueres at the UN Commission on Sustainable Development on May 2011, Shanghai – China’s second largest city by population, loses 10% of its annual GDP due to traffic congestion, while Bangladesh loses 1.5% of the country’s GDP due to traffic congestion.
- In London, 20% 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% annually. During that same period, general car sales will only grow by 2%.
- In Japan, government incentive has increased the sales of EVs and eco-friendly vehicle models in general by 60% in 2012 (UNESCAP).
- Johannesburg was one of the first cities to implement a bus rapid transport (BRT) system, the Rea Vaya, which now covers 60 km with 277 buses, and has created more than 800 jobs.
- Mexico City, México and Medellín, Colombia are also making great strides in sustainable transport, they have both successfully put into place bus rapid transit systems (BRT) helping to alleviate traffic congestion.

Sustainable transport benefits health and the environment

- According to the World Health Organization, “promoting healthy and sustainable transport alternatives prevents the negative effects of transport patterns on human health, such as those caused by air pollution and obesity”.
- According to the European Commission, urban mobility accounts for 40% of all CO2 emissions of road transport and up to 70% of other pollutants from transport.
- According to the American Journal of Public Health, a person who cycles as a commuter consistently can expect to live longer than those who don’t.
- According to Better Health Channel, daily walking reduces the risk of heart disease and can prevent strokes.
Mpho “Parks” Tau is the second democratically elected Executive Mayor of the City of Johannesburg.

Coming of age during apartheid he took up leadership roles in anti-apartheid activism organizations and later joined his political icons at the forefront of South Africa’s liberation struggle. He was elected Executive Mayor in 2011 and has since focused on developmental local government, which is designed to unlock opportunities to empower Johannesburg citizens – especially the youth - to lead sustainable lives.

Monika Zimmermann is the Deputy Secretary General of ICLEI. She joined the organization in 1993 when she started to build up the International Training Centre at ICLEI European Secretariat. In 2010 she moved to the World Secretariat, where she has been responsible for the teams working on global events, knowledge management, urban research, EcoMobility and Future City Leaders. She has published various books, founded and edited environmental magazines, and served as board member of national NGOs in Germany.

Santhosh (Sunny) Kodukula is responsible for the EcoMobility Initiative at ICLEI World Secretariat. Sunny manages the EcoMobility SHIFT and EcoMobility Alliance projects and assists with the management of the EcoMobility Festival project. Before joining ICLEI, Sunny worked with the German International Cooperation in the Sustainable Urban Transport Project (SUTP) as a Senior Technical Expert and coordinated SUTP in Asia and Pacific and in Sub-Saharan Africa.

"We will prove that the streets of Johannesburg truly belong to all our citizens and that with innovation and imagination we can turn streets into amenable public spaces"

Mpho Parks Tau
Mayor of Johannesburg

“Events like the Festival show the way forward for cities aiming to transform themselves into more sustainable, livable, healthy cities. The solutions presented at the EcoMobility Dialogues will provide a significant contribution to global efforts on reducing carbon emissions”

Gino Van Begin
ICLEI Secretary General

ICLEI (http://www.iclei.org) is the world’s leading network of over 1,000 cities, towns and metropolises committed to building a sustainable future. By helping our Members to make their cities and regions sustainable, low-carbon, resilient, ecomobile, biodiverse, resource-efficient and productive, healthy and happy, with a green economy and smart infrastructure, we impact over 20% of the world’s urban population. The EcoMobility World Festival series is a concept initiated by ICLEI – Local Governments for Sustainability. ICLEI showed that a sustainable urban lifestyle can be implemented in cities by temporarily transforming a neighborhood into a hotspot of green mobility. The first EcoMobility World Festival was held in Suwon, Republic of Korea, presenting an innovative and forward thinking urban transportation culture for the entire month of September 2013.

The City of Johannesburg is the financial and commercial capital of Southern Africa and the host to the EcoMobility World Festival 2015. Under the leadership of its bold and visionary mayor, Mpho “Parks” Tau, the city has taken the decision to prioritise public transport, walking and cycling over private vehicles. The decision will affect the lives of hundreds by giving them access to better infrastructure and healthier lifestyles. Johannesburg will join the ranks of other forward-looking cities, combining economic and social development with the creation of a people-friendly urban environment and the commitment to reducing carbon footprint and GHG emissions.
Two main press conferences will be held:

**1 October - Launch of the Festival**

Mayor Mpho Parks Tau will address future trends for local transport in Africa and the importance of ecomobility as a solution.

**9 October - Launch of the Declaration and wrap-up of the Dialogues**

The five days of Dialogues will bring together local leaders and experts.

For multimedia material and photo/video opportunities, contact us.

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**Media accreditation**

If you are interested in covering the event, meeting keynote speakers and assisting to the Dialogues, please fill out the [registration form](#) on our website or scan this QR code with your mobile phone.

The EcoMobility World Festival Team will then process your accreditation, which will take 2–5 business days. Your media accreditation will be valid upon the receipt of the official confirmation email.

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**Visa letters**

Foreign nationals entering the republic of South Africa are generally required to have a valid passport and a South African visa. However, many are permitted visa-free entry for a limited time under certain conditions. Find more information on countries under VISA exemption agreement with South Africa.

**Currency**

South African’s official monetary unit is the South African Rand (ZAR). Currency Exchange Rate: One U.S dollar is roughly equivalent to 13.5 rand. The South African currency consists of a ten, twenty, fifty, hundred and two hundred rand note, and five, two, and one rand coins. Please note that exchange rates fluctuate daily; it is recommended to check current rates before making any large transactions.

**Tour programs**

Please find more tour programs on Explore Africa or [http://www.joburg-tourism.com/](http://www.joburg-tourism.com/).