

Johannesburg  
South Africa

1-31 October

# EcoMobility World Festival 2015



*Changing the way we move*

## The EcoMobility World Festival 2015

and Johannesburg Declaration on  
EcoMobility in cities

October 2015

Johannesburg, South Africa



a world class African city

I.C.L.E.I

Local  
Governments  
for Sustainability



*Executive Mayor of Johannesburg Mpho Parks Tau*

## Johannesburg: Where the future of urban mobility and transport has arrived

During the month of October 2015, parts of the Sandton central business district in the City of Johannesburg were decongested, and the streets of Africa's most vibrant financial hub turned into inviting green spaces that accommodated alternative modes of transport and mobility.

Through the EcoMobility World Festival 2015, Sandton demonstrated to the world that a greener transport future is possible - where public transport, walking and cycling are accessible, safe and attractive alternatives to private car use in cities.

The Festival was also a celebration of innovation and futuristic thinking. It was a practical demonstration of how our streets and public spaces can be transformed to preserve our environment and optimise our spaces. The Festival was an opportunity to show that decongesting busy city centres is possible while still catering for the mobility needs of the public.

The Festival included a week-long EcoMobility Dialogue programme attended by local and international decision makers, experts and practitioners. Discussions and decisions made during these Dialogues are expected to inspire future decisions on climate change, sustainability and the transformation of urban societies both within South Africa and internationally.

*Cllr Mpho Parks Tau  
Executive Mayor, City of Johannesburg  
South Africa*

Shifting mobility priorities to walking, cycling and public transport and promoting smaller vehicles running on renewable sources of energy: That is the future of mobility in our cities. The visionary leadership of Executive Mayor Parks Tau has allowed the City of Johannesburg, South Africa, to experience a month of future mobility options, which will inspire decision makers globally.

The Johannesburg Declaration on Ecomobility in Cities, adopted during the EcoMobility Festival, will serve as lead statement in future international discussions on mobility, climate change and sustainable urban development. Executive Mayor Parks Tau will bring this statement to the UN Climate Conference in Paris (COP21) in December 2015 to motivate action to slow greenhouse gas emissions from urban transport.

As global network of cities, towns and metropolises committed to building a sustainable future, we are proud of this Member city Johannesburg. As initiators of EcoMobility World Festivals, we hope that many passionate city leaders and officials will join this effort.

*Monika Zimmermann  
Deputy Secretary General  
ICLEI – Local Governments for Sustainability*

### The EcoMobility World Festival 2015 in brief

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## Changing the cities in which we live

Our choice of transport determines the way our cities grow. Automobile-dependent cities are less dense and more spread out leading to urban sprawl. Focusing on ecomobility will result in higher density and more compact cities with all of the related benefits. We can accomplish this through policies and practices such as transit oriented development and proper land-use and transport integration.

Cities that are investing in automobile-oriented infrastructure such as increased road capacity and free or cheap parking might experience relief for a moment, but the benefits will be short lived. Through changing the way citizens move - giving more priority for public transport, walking and cycling - cities can create urban transport systems that are efficient, environmentally friendly and socially inclusive. Policies and projects that encourage ecomobility reduce congestion, improve air quality and increase road safety.



## Changing the paradigm through ecomobility

To lead our cities out of congestion, we need to rethink the way we move. Ecomobility is the strategy to translate goals into action.

Ecomobility is travel through integrated, socially inclusive, and environmentally friendly means. Ecomobility denotes a new paradigm of individual mobility and urban transport policies and planning, which sets a clear priority for both the individual's choice of travel and the urban infrastructure design and investment as follows:

1. Walking
2. Cycling and wheeling
3. Public transport
4. Sharing cars provided they are small urban vehicles powered by renewable energy.



**“Ecomobility is a global cause. Let’s break the boundaries, let’s get out of Johannesburg, join this global cause and get united for ecomobility!”**

*Amanda Ngabirano Aziidah, Urban and Regional Planner, Lecturer at Makere University Kampala, Uganda*



**Ecomobility is a condition for a liveable city. Ecomobility:**

- Prioritises active transport (walking and cycling) and thus contributes to the physical, mental and social well-being of citizens, enhancing the quality of life in communities
- Saves space and infrastructure costs for automobile traffic
- Enables a better use of public space
- Helps save money as people do not have to permanently maintain an automobile
- Promotes social cohesion
- Supports environmental sustainability by reducing the levels of noise and air pollution and has low to no emissions compared to the personal automobiles powered by fossil fuels.

*Konrad Otto-Zimmermann, EcoMobility Concept Creator and Creative Director, The Urban Idea, Germany*

Ecomobility as a term and EcoMobility as a brand were introduced by ICLEI – Local Governments for Sustainability in 2007.

EcoMobility website:  
[www.ecomobility.org](http://www.ecomobility.org)  
EcoMobility Alliance:  
[www.ecomobility.org/alliance](http://www.ecomobility.org/alliance)

## Changing the Central Business District (CBD) Sandton in Johannesburg

Within the City of Johannesburg is the Sandton Central Business District, the economic hub of Southern Africa often referred to as “Africa’s richest square mile”.

About 120,000 commuters and 75,000 cars enter and leave Sandton daily. This high motor traffic also affects the surrounding districts through severe traffic congestion. Citizens have complained about losing too much of their valuable time sitting in traffic. In addition, Joburg experiences a deteriorated air quality due to the increase in motorization.



**“We risk Sandton becoming a big parking lot and companies making losses if the current development is let slide.”**

*Mayor Mpho Parks Tau, Executive Mayor of Johannesburg*

Facing this predicament, the City of Johannesburg decided to take bold action. It embraced the concept of an EcoMobility World Festival to make a statement, kick off a public debate among companies and citizens, present approaches to a solution, and invite commuters to experience future urban mobility for one month.



## A month of change in Sandton

The Festival in Joburg was a month-long set of activities to decongest Sandton and showcase a people-friendly business district, with active street life and a socially inclusive mobility system. The huge variety of activities included, among others:

- **Opening Ceremony:** After an opening ceremony addressed by the national Minister of Transport, the Premier of Gauteng and others, the “Streets Alive” cycling and walking parade between the Sandton CBD and Alexandra, a residential area and one of the poorest parts of the city, took off. This saw hundreds of citizens, local leaders and mobility experts reclaiming the streets and underlined the close link between ecomobility and social inclusion. Each day thousands of workers walk this distance on narrow sidewalks to reach their work places, while single occupant cars congest the broad motorways.
- **Mayors EcoMobility Ride:** As a visible statement of what future, human-scale urban transport could look like, about 50 international and local city leaders and other participants paraded with a variety of ecomobile vehicles.

**“It is important that leaders are not just preaching messages but actually doing it in their daily life”**

*Prof. Philip Harrison, South African Research Chair in Spatial Analysis and City Planning, University of the Witwatersrand, South Africa*



- **Freedom Ride:** 5000 cyclists enjoyed their Sunday morning by claiming almost 30km of streets for cycling.
- **Road Safety Family Day:** Families could share a unique experiences of picknicking, dancing and playing on the streetswhile learning about road safety.
- **Sporting Weekend and Slide Jozi:** A weekend with sport competitions which allowed sporting groups and individuals from across the city a sense of alternative street use, while a public water slide provided fun to thousands.
- **Ecomobility Block Party:** To celebrate a successful Festival, a party was held in the closed off street preceded by a street carnival with an ecomobile theme.



## Catalysing change with the EcoMobility World Festival

EcoMobility World Festivals turn a neighborhood or district ‘ecomobile’ for one month. They offer residents and commuters a unique opportunity to experience car-free mobility by adopting a greener lifestyle with walking, cycling and use of public transport. The ecomobility months present a real-life showcase of car-free urban living in the future. The format of a Festival encourages an alternative, social and cultural use of streets and allows citizens to “take back their streets”.

The EcoMobility World Festival 2015 brought the fundamental idea of change and social inclusion to the streets of Sandton. The aim was to make Sandton CBD a moving picture of what a fast-developing and dynamic world class city like Johannesburg will look like in a few years’ time, if smart policies are implemented and above all if citizens themselves embrace the change and reclaim streets and urban spaces for people.

**“The EcoMobility World Festival is the moment to showcase alternative modes of transport. Social integration and social cohesion are at the centre of that. We need to build our cities and human settlements in a way that it easily promotes people interacting, walking and cycling.”**

*David Makhura, Premier, Gauteng Province, South Africa*

### **To organise the Festival, the City of Johannesburg adopted a three pronged approach:**

A bold communication and marketing campaign “**Change the way you move**” targeted commuters to Sandton CBD and called upon them to abandon their cars and use public transport, take advantage of park and ride facilities, and to cycle and walk instead. Promotional means included: banners at motorways; activists confronting car drivers; newspaper articles, radio and TV news; social media messages; approaching commuters through their employers, the corporations based in Sandton.

A **month-long Urban Reality Lab** “A CBD going ecomobile” included the closure of certain streets, introduction of managed priority lanes, restructuring of traffic flows, installation of bicycle lanes, enhanced train and bus services and more.

- An exhibition allowed people to familiarize themselves with ecomobile transport options.
- The preparations saw an unprecedented level of citizen and stakeholder involvement. Over 80 consultations were conducted and special meetings were held with companies located in Sandton to spread the concept and identify the tradeoffs with the private sector, to maximize the outcomes of the Festival.
- The City integrated activities of local cycling groups, traffic safety organisations, urban development authorities, universities and companies in the month-long program of events. Sporting events, bike rides, education programs, concerts and a family day transformed the streets of Sandton into a lively and fun place for four weeks. Citizens and visitors also had the opportunity to test up to 70 ecomobile vehicles at the Exhibition and on a test track in the Festival area.

A **participatory and responsive management** approach for the Festival included measures to motivate citizens, alter traffic flows, improvise public transport operations, and conduct public debates via social and traditional media. The organizing committee regularly reviewed progress and decided on responses, adjustments and outreach strategies as necessary. The committee listened to and observed reactions (on the roads, in the media, of the citizens) and put forward an interactive, responsive operation in real time. The City excelled in pro-active thinking and identifying risks and appropriate mitigation measures.

**The result of all these unified and tenacious approaches was a successful Festival!**



**“EcoMobility World Festivals are so important. They show how our environment can be changed and our neighbourhoods can be more attractive and sociable. These are things that people can experience on the ground – seeing is believing!”**

*Camilla Ween, Urban Design and Transportation, Director Goldstein Ween Architects, London, UK*



**“Interventions like the EcoMobility World Festival are an interesting test pilot for us, to see what works and what doesn’t work, and how we hardwire the things that do work into policy so that the city continues to be sustainable.”**

*Yondela Silimela, Executive Director Development Planning, City of Johannesburg*



## Immediate impacts: Johannesburg changed the way people moved

The Festival saw significant changes in the way commuters moved around Sandton CBD, one of the most congested areas in the city. The City's evaluation has identified the following achievements:

- Through measures such as dedicated public transport lanes and ten park-and-ride facilities, the Festival successfully reduced the percentage of private cars usage in Sandton by 22% during the month-long ecomobility challenge according to the Gauteng City-Region Observatory (GCRO).
- The metropolitan rapid rail network, Gautrain, increased its ridership by 8.1% and 9.7% in between July 2015 and October 2015 respectively.
- Compared to a survey done in 2013, five times more people walked along West Street, the street adjoining the Gautrain Station, during the Festival.
- People using park-and-ride facilities reported savings of 15 minutes in their regular commute.
- Arising from a partnership with the mini bus taxi industry, 100 taxis provided free mini bus taxi services as feeders in and around Sandton, as well as from four park and ride sites.
- Social media disseminated the Festival news globally. The twitter hashtag #joburgecomobility had approximately 26 million impressions.

### **Ecomobility exhibitions were organised to show new options to move**

The month-long exhibition in Sandton and Alexandra included 30 exhibitors and innovative entrepreneurs as well as a test track, on which citizens could test-ride about 70 vehicles.

The exhibition also featured a display of the history of transport as well as educational events such as story telling events; Sci-Bono workshops; guided tours for groups from schools, orphanages, university, companies and government ; and presentations on bike sharing, urban cable cars and e-bikes.

In parallel, a virtual exhibition displayed over 350 types of ecomobility vehicles and received over 10,000 online visitors

The exhibition was implemented by:



[www.ecomobility-expo.net](http://www.ecomobility-expo.net)

## EcoMobility World Festival



**15,000** participants  
representing over **30** countries



**26 million** social media impressions  
#JoburgEcomobility

**30** exhibitors  
at 2 locations

**350** vehicles and  
**10,000** visitors  
at Expo online



## “Change the way you move” impacts

**5x** more pedestrians in the festival area



**9.7%** increase in users compared to July 2015

**22%** less private car use



**15 min** commuter time saving through managed lanes

## Lasting change: Ecomobility legacy projects in Johannesburg

The City of Johannesburg is implementing ten legacy projects to translate the temporary transport experiments into concrete measures that will shape the city's mobility future. The legacy projects are also embedded in Johannesburg's continuing efforts to reshape the city, as envisioned in the "Corridors of Freedom" master plan.

The focus of the legacy is the provision of efficient public transport, the promotion of walking and cycling, and the construction of accessible transportation infrastructure. All measures together aim on providing a comprehensive multi-modal transport system, which targets a shift in attitudes and behaviour away from private vehicle usage towards walking, cycling and using public transport for most trips in and out of Sandton.

Legacy projects focusing on Sandton and its surroundings include:

- Enhancement of walking and cycling infrastructure: Wider sidewalks and dedicated cycle lanes will be constructed in both directions of the Sandton CBD main streets to ensure safety and comfort to a larger number of pedestrians and new cycle lanes between the Sandton CBD and neighbouring districts will be created.
- The construction of a 5 km dedicated cycling and walking lane between Alexandra township and the CBD on a dedicated bridge shall be completed by the mid 2017 to provide safe and dignified route for 10,000 pedestrians who use it daily.
- Permanent public transport loop: The temporary public transport lanes in the Sandton CBD will be converted into permanent structures. Commuter shelters will enhance safety.
- Dedicated lanes for high occupancy vehicles: About 10 km of permanent contraflow lanes along main roads for buses, mini bus taxis and car pools will be introduced in 2016. This can reduce travel in the peak hours for public transport users by up to 30 minutes.



**"We proved 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, Executive Mayor of Johannesburg*



**"The most effective long-term solution is to cut the time commuters spend sitting in traffic by offering improved public transport, reducing the number of single-occupant vehicles, and introducing changed land-use planning."**

*Councillor Christine Walters, Member of the Mayoral Committee for Transport, City of Johannesburg*



# Legacy projects in Johannesburg

## Walking



Enhancement of walking infrastructure including dedicated bridge for 10,000 daily pedestrians.

## Cycling



Dedicated cycle lanes to ensure safety and comfort across neighboring districts

### *Bike programmes*

Bike distribution programmes such as biking training, bike donations and a bike empowerment centre.

## Public transport



Permanent public transport loop and dedicated lanes for high occupancy.

### *Park and Ride*

Four park and ride facilities will be made permanent.

## Smartphone app



The Vaya Moja app will provide information about public transport services and traffic conditions.

## Street space



Dedicated street space for alternative uses.



- **Express and non-stop buses:** Gautrain and Metrobus will continue certain express services on two lines.
- **Park & Ride:** Four facilities will be made permanent, three of them to be serviced by Gautrain feeder buses.



- **Bike distribution programmes:** The City will continue to introduce bike distribution programmes involving bike training, bike donations and a bike empowerment centre.
- **Smartphone application:** The Vaya Moja app will be developed providing residents information about public transport services and traffic conditions.
- **Dedicated street space for alternative uses:** Public events during the Festival attracted large numbers of citizens. As a result of their popularity, temporary road transformations for alternative uses will become a regular occurrence in Johannesburg, including an annual Road Safety Family Day.



## Ecomobility is a statement against climate change

Johannesburg's intentions for promoting EcoMobility are two-fold. On the one hand, the City was successful in showing its citizens that an alternative future is possible. At the same time, Joburg showed the international community that bold action against climate change must be taken by reducing greenhouse gas emissions in the transport sector.

According to the latest report by the Intergovernmental Panel on Climate Change (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 CO<sub>2</sub>eq/year by 2050".

Current assessments by United Nations agencies show a gap of roughly 11 gigatons of CO<sub>2</sub> equivalent between current commitments of governments being brought to the UN Climate Summit in December 2015 and scientists' red line to stay under a 2°C increase in global temperatures.

**"Urban transport is one of the core areas of action to reduce this dangerous gap."**

*S. Björn Blöndal, Deputy Mayor, City of Reykjavík, Iceland*

Urban transport constitutes 40% of total transport energy consumption - a figure that is poised to double by 2050 - despite ongoing technological and fuel-economy improvements. This is one of the strongest reasons for infusing ecomobility in urban mobility policies, planning and infrastructure.

The Johannesburg Declaration on Ecomobility in Cities adopted at the EcoMobility Dialogues, combines statements on the future direction of urban mobility with local action commitments. It calls on other spheres of government, international organizations and financial institutions to support this needed paradigm shift.

See the text of the Declaration in English on page 12 and in French, Spanish, Chinese, Korean and German under:

[www.ecomobilityfestival.org/the-johannesburg-declaration](http://www.ecomobilityfestival.org/the-johannesburg-declaration)

The key principles of this widely supported declaration must find their way into national and local action plans, legal regulations, projects, financing mechanisms and behaviour. The EcoMobility Festival has sent a message to the world: it is urgent and crucial that we address the issue of climate change and livability of our cities, and it can be done.

This same message will be brought to COP21 in Paris by the Executive Mayor of Johannesburg Mpho Parks Tau, who will present the Johannesburg Declaration on Ecomobility in Cities. The Declaration was discussed and endorsed by local and subnational leaders, with mobility experts stressing the simple truth that no GHG emissions reduction strategy will be successful without including low carbon urban transport solutions.

By calling on all spheres of government to do their part in enabling this transition, endorsers of the Declaration can show the way forward.

If there is one legacy from the EcoMobility World Festival 2015 it is that the city of the future cannot remain a beautiful idea confined to science fiction books and to the minds of visionary architects and urban planners. Indeed, it is already becoming a tangible and an achievable goal.



**"Our aim is to encourage participation and creative thinking around the issue of ecomobility and show that Johannesburg is determined to combat climate change".**

*Cllr Mpho Parks Tau, Executive Mayor, City of Johannesburg*



**"Changing transport policies and patterns are crucial to win the climate battle and keep us under the 2°C threshold. Cities and regions are at the forefront of this transition".**

*Monika Zimmermann, Deputy Secretary General, ICLEI – Local Governments for Sustainability.*



## EcoMobility Dialogues 2015

The EcoMobility Dialogues, organised at the start of the Festival from 5-9 October 2015, brought together hundreds of participants including nearly 50 speakers from 20 countries in Africa, Asia, Latin America, Europe and North America. Decision-makers and practitioners, local and international experts, academics and media experts exchanged and promoted innovative thinking on urban planning and transport issues.

The following is a summary of some of the dialogues and workshops that occurred:



**“The city has officially begun reclaiming its streets to resolve Johannesburg’s congestion and greenhouse gas emissions concerns that are increasingly threatening both our environment and the economic health of our city.”**

*Cllr Mpho Parks Tau, Executive Mayor, City of Johannesburg*



### Transport Demand Management (TDM) workshop

Research shows that supply side solutions such as increasing road capacity and parking only lead to more traffic and congestion. Better measures were presented during the workshop on Transport Demand Management (TDM). To have liveable and sustainable transport in cities, it was argued that push and pull measures are needed to enable people to get out of their personal automobiles and onto sustainable transport modes. The importance of walking and cycling in cities was emphasised and city examples were shared.

**“For any public transport project to be successful, walking and cycling have to be prioritised and integrated”**

*Santhosh Kodukula, Global EcoMobility Program Manager, ICLEI*

### Clean bus fleets workshop

Motor traffic causes air pollution and respiratory diseases as well as contributes to climate change. Around 3.7 million people worldwide die each year from transport-related emissions such as PM2.5 and PM10. The Clean Bus Fleets workshop focused on the impact of high soot emissions from vehicles on public health and the environment. Participants also discussed strategies to reduce traffic congestion while creating new income sources for the cities. Reports explained that Bus Rapid Transit (BRT) are being quickly taken up in cities and provide an immense opportunity to shift from diesel to soot-free fuels offering huge benefits to public health and the environment.

**Diesel engines are the primary target for reducing transportation-related black carbon emissions since they account for more than 95 percent of black carbon in this sector.**

*Ray Minjares, “Soot free urban buses”,  
EcoMobility World Festival Technical Papers, 2015*

### Mayor’s Imbizo: A public dialogue with the Executive Mayor

Citizens of Johannesburg had the opportunity to interact directly with the Mayor and a panel of experts. The debates included: connecting urban planning with the development of sustainable transport; the importance of re-orienting car-centric culture; social inclusion; road safety; short-term interventions, and communication and engagement around the issues of transport. Agreement to the Johannesburg mobility approach was expressed by citizens.



*Executive Mayor Parks Tau with panel of experts at the Mayor’s Imbizo*

## Reshaping cities for ecomobility: Strategies and tactics

Congestion and pollution caused by cars is something that everyone would like to avoid and many have a vision of quieter, greener cities and healthier populations. We know what the solutions are: more public transport, more bikes, more walking; better infrastructure for sustainable mobility; more sharing. The question is: how do we get there?

**“There is no single solution, but a mixture of measures will all add up to a big change and bring about the behaviour change needed to have our future populations moving to employment, for business and leisure in a sustainable way.”**

*Camilla Ween, Urban Design and Transportation, Director Goldstein Ween Architects, London, UK*

Case studies from various parts of the world (including San Francisco, Curitiba, Johannesburg and Kampala) on how changes in the urban form effected the mobility in the respective cities were presented to answer this question. The Dialogue looked at opportunities presented by policy changes, integrated approaches, multi-modal institutional arrangements, green building designs, open data, language, and citizen engagement to identify mobility needs and innovative solutions. The session ended with a discussion on how such short-term fixes can grow political will for long-term solutions and what is the appropriate balance between such measures and longer term planning.

## Achieving and enabling ecomobility: New and shared forms of mobility

This dialogue focused on the view of exploring the potential that shared mobility has towards achieving an integrated transport system in emerging countries, particularly in South Africa. From minibus taxis, to bike sharing, car sharing, and new technologies, the dialogue examined the history, existing challenges and the question of innovation. The afternoon panel discussions provided the platform for different stakeholders to engage with each other on questions surrounding regulation, governance, and inter-modality while exploring opportunities to foster understanding and partnerships in moving forward.

## Making the commuting decisions safe, sustainable and popular

This dialogue posed the question of how to engineer the social involvement necessary for an ecomobile future. The need for a new mobility framework for cities was presented as well as the need of numerous efforts to drive this. Experts explained different approaches, including the role of art in designing urban spaces that inspire citizens to engage, take ownership and drive policy change. The implications of government decision-making, individual behavioral change, and community mobilization were discussed, highlighting the overall need to complement built infrastructure with soft infrastructure to encourage use and sustainability in promoting sustainable transport.

**“The problem lays in the fact that we are concentrating on technical and infrastructure-driven solutions, when the change we are talking about is going to be driven by people and the choices that people make”**

*Crispian Olver, CEO of Linkd Environmental Services, Freedom Ride, South Africa*

## Technical experts and leaders roundtable

Focusing on actions that cities can take in addressing climate change through sustainable measures for urban transport, technical experts and decision-makers' discussions happened in parallel to stakeholders' dialogues.

During the technical experts meeting, more than 30 international technical experts on urban mobility discussed the latest findings on topics such as the role of green urban fleets, harmonizing planning approaches, and setting robust institutional frameworks.

Technical expert papers on transport and climate change had been prepared ([www.ecomobilityfestival.org/technical-papers](http://www.ecomobilityfestival.org/technical-papers)) and provided input to the Declaration see page 12.

- Transferring sustainable transport and ecomobility solutions
- Transport and climate change
- Sustainable development synergies and co-benefits of low-carbon transport measures
- A call to action on green freight in cities
- Soot-free urban bus fleets

Attended by mayors, deputy mayors, heads of transport and topic experts, the leaders' roundtable provided the opportunity to further strengthen the key statements of the Declaration. It was evident from all contributions that promoting walking, cycling and public transport is the crux for cities all over the world to combat climate change.

**“The Johannesburg Declaration will play an important role for cities, influencing the common position and helping local leaders to take bold actions”**

*Kabir Mahmood, Executive Magistrate, Dhaka South Corporation, Bangladesh*



Dialogues sponsored by:

**Hollard.** ARTLOGIC

Presentations being made available can be found on the Festival website at: [www.ecomobilityfestival.org/dialogues](http://www.ecomobilityfestival.org/dialogues)



# The Johannesburg Declaration on Ecomobility in Cities



a world class African city



**Partners to the declaration:**



Representing cities committed to sustainable and low carbon development, we hereby commit to and request all spheres of government to prioritise sustainable urban mobility and call for bold decisions resulting in ambitious action on climate change and sustainable development at the UN Climate Summit (COP21) in Paris, France in December 2015 and the Habitat III Conference in Quito, Ecuador in October 2016.

We commit, and urge all spheres of government to give their full support to the full implementation of transport related targets on road safety, air quality, energy efficiency and urban transport under the recently adopted Global Goals on Sustainable Development (SDGs).

We highlight the importance of COP21 in reaching an agreement on inclusive and ambitious action on climate change. An inclusive, ambitious agreement that recognises and empowers all stakeholders – in particular local and subnational governments – to realise ecomobility policies and programs will help make our cities around the world better places to live.

*Ecomobility means traveling through integrated, socially inclusive and environmentally friendly transport options, giving priority to walking and cycling, public transport and shared mobility.*

*Ecomobility thus is an essential element of sustainable and low carbon urban transportation, offering a wide range of economic, social and environmental benefits.*

*Ecomobility as a term was introduced by ICLEI – Local Governments for Sustainability in 2007.*

## We city leaders share a vision for sustainable mobility in our cities ...

- That is accessible, connected, affordable, safe, secure, inclusive and environmentally friendly, and that promotes the well-being of all;
- Recognise that ecomobility depicts integrated, socially inclusive and environmentally friendly transport options, giving priority to walking and cycling, public transport and shared mobility;
- Agree that urban transport plays an important role in curbing greenhouse gas emissions (GHGs), especially from motorised passenger and freight modes, and that low carbon mobility is the future for our cities, regions and countries in tackling climate change;
- Recognise that a transition to ecomobility based urban transport will reduce the carbon footprints of our cities and improve energy efficiency when moving people and goods;
- Highlight the multiple benefits of ecomobility for people, cities and the planet, including a reduction in GHG emissions, new quality of public space, social integration, well-being and public health, increased access to services, cost savings, job creation, innovation and entrepreneurship;
- Are aware of the high costs incurred by governments and individuals due to externalities that result from the large scale use of motorised passenger and freight vehicles and the associated vast space allocated for roads and parking, including congestion, road fatalities and injuries, as well as air and noise pollution;
- Call upon fellow local government leaders, national and sub-national governments, the business sector and the development community to support us in the accelerated implementation of ecomobility in cities across the world;
- Acknowledge the necessity for all spheres of government to cooperate on efficient and integrated transport solutions;
- Acknowledge the relevance of cooperating with a variety of stakeholders and involving private business;
- Commit to identify and implement mobility solutions suitable for our local contexts.



### The transport sector consumes 27% of the global energy consumption.

*The Intergovernmental Panel on Climate Change (IPCC), Report WGIII p21, 2014*

## We city leaders commit to ...

... adopt urban mobility policies that replace automobile-centred cities with people-friendly cities by increasing the share of walking, cycling, public transport, other forms of shared mobility and green freight. Mobility in our cities needs to be integrated, safe, comfortable, equitable, environmentally friendly, low carbon, low cost and effective.

### Policies for integrated sustainable urban mobility

- Base our mobility strategies, plans and projects on transport infrastructure and services designed around the paradigm of ecomobility, taking into consideration the different needs of citizens;
- Implement policies, plans, projects and instruments that make our cities compact through greater integration of land-use and transport plans, focusing on transit oriented development (TOD);
- Introduce and implement legislative measures to incentivise ecomobility;
- Base our city development processes and transport planning on meaningful public participation;
- Prioritise quick low cost measures that will move our cities away from automobile dependency to sustainable transport options;
- Develop and implement long-term ecomobility solutions that are financially viable in terms of investment and maintenance costs;
- Phase out direct, hidden or explicit subsidies for private motorised vehicles, their use and parking;
- Set up, where appropriate, metropolitan or inter-municipal cooperation bodies to improve the realization of ecomobility across administrative borders.

All ICLEI members shall prioritize urban mobility that caters for the needs of the people and allows more equitable use of urban space by giving preference to walking, cycling, wheeling and public transport in an integrated and shared matter.

*ICLEI Strategic Plan 2015-2021*

Contains background information supporting the declaration.

### **Urban space for all**

- Give priority in the use of public space, including road space, to multifunctional uses and the coexistence of different modes of mobility, replacing past policies and approaches that have prioritised cars over people;
- Dedicate road space, including urban highways, towards public transport, shared mobility, walking and cycling, including improved access for public services (such as emergency vehicles, waste collection and service/freight vehicles);
- Create more equitable opportunities for pedestrians and cyclists through the introduction of area-wide speed limits of a maximum of 30 km/h in residential areas;
- Provide safe, shared traffic spaces and pedestrian areas or segregated facilities for walking and cycling outside low speed zones, depending on local conditions;
- Combine people friendly mobility infrastructure with green space, open water and biodiversity development.

### **Public transport as the backbone for urban mobility**

- Integrate all public transport and mobility options in terms of institutions, infrastructure, fares and passenger information;
- Support and introduce concepts of new and shared mobility (including car sharing, carpooling, bike sharing and paratransit (intermediate public transport) and integrate their needs into policy and regulation (e.g. by providing privileged parking for shared mobility vehicles);
- Introduce new and innovative forms, and rediscover former means, of public transport (such as urban cable cars, lifts and escalators) to overcome challenging topographies;
- Make use of intelligent transport systems (ITS) to provide improved access, information, streamlined operations and fare collection to make journeys easier, faster and more convenient;
- Explore the introduction of public fleet models when utilising new, autonomously driven vehicles, and monitor their impacts on life quality in urban areas.

### **Low carbon vehicles**

- Invest in lower carbon and zero carbon energy vehicles;
- Discourage single-occupancy car trips; the use of heavy passenger cars (e.g. SUVs); cars with high noise output, high fuel consumption and high levels of pollutants; inefficient driving styles; and the use of cars for short distance trips;
- Encourage new trends in electric mobility (e-mobility), including small, light vehicles to move people and goods and shift to renewable energy as a source for electric transport;
- Enter into a dialogue with car manufacturers, vendors and automobile-linked labour unions to raise their understanding for, and buy in to, an ecomobility based future urban transport system;

### **Equality and safety on our streets**

- Give dignity to walking and cycling, facilitated by city-wide walking and cycling networks. Ensure that all new roads have footpaths;
- Improve road safety through the adoption of stringent safety policies (such as the zero fatalities policies introduced in Sweden and San Francisco), as well as related infrastructure and enforcement;
- Increase safety for vulnerable road users, especially children, women, the elderly, and sick and disabled people;
- Develop strategies for safe and sustainable school transport.

### **Low carbon and green urban freight**

- Develop local green freight policies, instruments and infrastructure, and link these with national transport and trade policies;
- Develop Urban Freight Offices as local change agents and dry ports as freight consolidation centres;
- Manage freight delivery vehicles and delivery times, and re-organise last mile deliveries towards more sustainable solutions;
- Explore combined passenger and freight transport (e.g. cargo tram) on local and regional railway systems;
- Explore underground freight conveyer systems.

### **Awareness and participation for changing habits**

- Strengthen our efforts towards behavioural change through greater community involvement, communication and marketing the benefits of ecomobility;
- Initiate and support information campaigns, car-free days (e.g. Ciclovía), weeks and months, EcoMobility Festivals, cycling campaigns etc. with active involvement of local communities and stakeholders as well as educational institutions;
- Celebrate with communities the improvements in ecomobility;
- Empower and fund community groups to implement and develop innovative solutions for ecomobility.

### **Business development and job creation through ecomobility**

- Encourage and support the development of new business models for new and shared mobility, and use ecomobility for job creation;
- Encourage local small-scale food production in urban and surrounding areas to reduce GHG emissions and the related overall cost of transportation of food.

### **Corporate mobility management plans**

- Engage with public and corporate employers to introduce incentive programs that will result in a greater use of public transport, walking, cycling and car sharing for commuting to work and a reduction in private car based trips;
- Request companies to create travel plans.

### **Monitoring and evaluation to demonstrate the relevance of urban mobility for GHG reduction**

- Employ monitoring and reporting mechanisms that measure our efforts to introduce ecomobility and decrease private automobile use (shifts in modal split);
- Use systems such as the carbon Climate Registry to record commitments, actions and achievements regarding urban transport related GHG emission reductions.



## We city leaders request all national and sub-national governments to ...

... establish national strategies, programmes and policies supported by financial support and incentive schemes that support cities in the provision and maintenance of ecomobility infrastructures and services.

- Adopt ecomobility oriented policies and ensure that legal frameworks and implementation instruments enable and advance ecomobility;
- Establish national policies and related supporting financial mechanisms to support ecomobility infrastructure and services or, where these are in existence, significantly scale these up;
- Acknowledge the importance of sustainable urban transport infrastructure and services as a condition for just, inclusive, prosperous, resilient and sustainable cities;
- Empower local and regional governments and decentralise decision making, ensuring these have the mandate, institutional and financial capacities to improve urban mobility conditions;
- Phase out direct and hidden subsidies for car ownership as well as car usage (such as fuel subsidies) and re-orient financial incentive mechanisms towards ecomobility;
- Set conditions for cities to adopt urban and spatial development strategies that discourage personal car use and promote ecomobility related alternatives;
- Modify road standards, legislation, regulation and codes to provide for and facilitate ecomobility;
- Challenge and enable creativity and innovation at the local level, offer national pilot projects to test new mobility patterns, allow experiments and encourage municipal cooperation mechanisms for regional transportation systems;
- Support and implement national programmes to reduce traffic for goods and freight delivery in urban areas, and set standards for low emission freight vehicles;
- Encourage public and private entrepreneurship for ecomobility;
- Request support programs from international development agencies to implement ecomobility in cities;
- Improve the direct access for local and regional governments to public and private international, national and local financing opportunities for long-term sustainable urban mobility investments;
- Support low emissions, soot-free and environmentally friendly vehicles, especially by investing in research and by encouraging manufacturing of new types of small and light vehicles running on renewable energy.

**“27% of global road traffic deaths are among pedestrians and cyclists. To date, these road users have been largely neglected in transport and planning policy.”**

*World Health Organisation (WHO), Global Status Report on Road Safety, 2013*

**“Co<sub>2</sub> emissions from global surface passenger transport will grow up to 110% if fuel prices are low and if urban transport infrastructure is private-vehicle oriented.”**

*Organisation for Economic Co-operation and Development (OECD), IFT Transport Outlook 2015, 2015*



**“Every year, almost 1.3 million people are killed in road crashes around the globe ”**

*World Health Organisation (WHO), Global Status Report on Road Safety, 2013*

### The growing global mobility challenge:



#### China

Road investment in China will require over \$150 billion in next 10 years as of 2006

#### Indonesia

Congestion cost in Jakarta increased to \$5.2 billion in 2010 from \$4 billion in 2009



#### India

Traffic has grown by 150 times over the last 50 years, since 1951

#### United States

Government lacks the funds to adequately address congestion



*Source: World Bank; American Society of Civil Engineers; McGill University; Project Finance; A&L Goodbody Consulting; Railpage Australia; Business New Zealand; Government of India; McKinsey Global Institute analysis*

**“It is estimated that a 1 percent saving in travel time will generate a 0.5 percent increase in traffic within the first year, rising to a total of 1 percent over the longer term ”**

*Phil B. Goodwin, Empirical evidence on induced traffic, Transportation, volume 23, issue 1, 1996*



## We city leaders call upon Parties for the UN Climate Summit to ...

**“It takes up to 50 times more road space for cars to carry the same number of people as the average public transport vehicle in Mexico City, based on the city’s average occupancy of 1.21 passengers per car.”**

*World Resources Institute, People-Oriented Cities: Smarter Driving, Smarter Cities, 2014*



**“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.”**

*World Health Organisation (WHO), Global Status Report on Road Safety, 2013*



**“Between 2000 and 2050, GHG emissions from transport are projected to increase by 140%, with 90% of this share expected in developing countries.”**

*United Nations - Climate Change ( UNFCCC ), MobiliseYourCity Local Governments in Developing Countries Take High Road to Low-Carbon, 2015*

**...embrace ecomobility as key strategy for reaching CO<sub>2</sub> emission targets and give support through an inclusive and ambitious climate agreement.**

- Acknowledge the significant contribution of the accelerated implementation of ecomobility to reducing CO<sub>2</sub> emissions from the transportation sector;
- Ensure that an inclusive and ambitious climate regime is adopted in Paris that keeps global warming below 2 degrees;
- Ensure that Intended Nationally Determined Contributions (INDCs) include strong commitments to transform towards low carbon urban mobility;
- Engage and empower local and sub-national governments as governmental stakeholders in the full implementation of the ‘Paris Climate Package’ and the efforts to raise pre-2020 ambitions by creating new and additional policy tools, guidelines and programmes that will enable national governments to tap the potential of local and subnational climate action;
- Agree to the UNFCCC 5-yearly review-and-ratcheting up mechanism for INDCs, including a strong focus on transport-related emissions reduction, as well as greater actions in support of climate change adaptation in the transport sector;
- Ensure that the Green Climate Fund is fully capitalized, and ensure direct access for cities to finance for ecomobility infrastructure and services;
- Help close the pre-2020 emissions reduction gap by accelerating action on ecomobility programmes to make full use of the time until a Paris climate agreement enters into force in 2020.



## We city leaders call upon...

...governments meeting for Habitat III in Quito in October 2016, the International Transport Forum, the international development agencies, bi- and multi-lateral bodies, non-governmental organisations, and the businesses community in the mobility sector to ...

### Increase global support for sustainable urban mobility

- Support national and sub-national governments in the implementation of ecomobility in cities;
- Redirect available investment sources and subsidies from car-centred infrastructure towards sustainable transport options for people and goods;
- Promote the development of urban mobility plans that set targets on ecomobility and introduce performance measurement tools and techniques to assess progress;
- Provide framework conditions for ensuring the supply of public transport modes and electric mobility through renewable energy.

### Sustainable urban mobility as the key for SDGs and the New Urban Agenda

- Acknowledge the significant contribution of the accelerated implementation of ecomobility to improving the quality of life in cities, and the enabling role of people-centred urban planning; Introduce bold support mechanisms to implement transport related targets under the Sustainable Development Goals (SDGs) on e.g. health and sustainable cities, and provide support to local and subnational governments for their implementation;
- Make ecomobility a central concept in the New Urban Agenda to be adopted by national governments at the UN Conference on Housing and Sustainable Urban Development (Habitat III) in Quito 2016.

### Development cooperation and climate finance for ecomobility

- Provide increased financial support and allow direct access by local governments to global financing mechanisms for expanding public transport systems, improving walking and cycling facilities and scaling up shared mobility;
- Provide technical support and capacity building activities to cities to increase their awareness on ecomobility and capacity to design and implement ecomobility projects.



**“Any attempt at limiting global average temperature rise to less than 2°C without including the transport sector is infeasible, and local transport actions will play an essential role in meeting national transport targets.”**

*The Partnership on Sustainable, Low Carbon Transport (SLoCaT), Transport and Climate Change, Technical Paper, EcoMobility Dialogues, September 2015*



The Declaration may be used by partners and endorser for their preparations and advocacy work for the UN Climate Summit.

The Johannesburg Declaration on Ecomobility in Cities is one of the outcomes of the second EcoMobility World Festival 2015, which took place in Johannesburg, South Africa.

It has been developed by ICLEI – Local Governments for Sustainability and the City of Johannesburg and has received valuable input from partners and experts, in particular from SLoCaT.

This Declaration was first endorsed by city leaders and experts who convened in Johannesburg, South Africa, in October 2015 for the EcoMobility Dialogues.

We invite local and regional governments, as well as national governments, international organisations, civil society organisations, companies and business associations, to endorse the Declaration.

The Johannesburg Declaration brings a strong message on ecomobility, sustainable urban transportation and climate to the UN-Climate Summit (COP 21) in Paris in December 2015, conveyed through a group of local leaders under the lead of Johannesburg’s Executive Mayor Parks Tau.

Further, the declaration summarises multiple benefits of ecomobility for sustainable urban development and thus sends a signal towards the negotiations for Habitat III (October 2016, Quito) to bring sustainable urban mobility into the New Urban Agenda.



[www.ecomobilityfestival.org/the-johannesburg-declaration/](http://www.ecomobilityfestival.org/the-johannesburg-declaration/)

By adopting this Johannesburg Declaration on Ecomobility and Cities, we reaffirm our commitment to the above goals and underline that urban mobility trends can only be changed if we implement a coordinated, integrated and dedicated approach.

By endorsing this Declaration, we confirm that we will work with our subnational and national level governments, international development agencies, bi- and multi-laterals, networks of cities, and more importantly with each other and our local communities to make ecomobility a reality in our cities.

City leaders endorsing this Declaration have asked the Mayor of Johannesburg, Parks Tau, to take the Declaration to the UN Climate Summit in Paris, France in December 2015.

**Endorsers of the declaration:**



Further endorsements can be indicated on the respective website.



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**Further information:**

ICLEI – Local Governments for Sustainability  
World Secretariat, Bonn, Germany  
EcoMobility Team

[ecomobility@iclei.org](mailto:ecomobility@iclei.org)  
[www.ecomobilityfestival.org](http://www.ecomobilityfestival.org)

## Success factors for changing the way people move

The EcoMobility World Festival 2015 in Johannesburg proved to be an effective way to achieve a variety of objectives. One of the success factors was **the format of an EcoMobility World Festival**. This was due to the ambitious goal of making citizens change the way they move and the framing as a joyful happening over the duration of one month. However, the Festival was actually a year-long process of public mobilization, stakeholder engagement, transport planning, preparations, month-long implementation and follow-up around the theme.

The City of Johannesburg fully exploited the potential of such a process through intensive awareness-raising and activation work via all available communications channels. It also used the ecomobility month to test the effectiveness and acceptance of certain traffic management schemes such as counter-flow lanes dedicated to public transport.

The choice of Sandton Central Business District (CBD) with 75,000 daily commuters by car meant that it could not be completely “car-free”. Instead the call to automobile commuters was to experience public transport, cycling and walking while asking businesses and companies to support the switch-over to ecomobility.

A second success factor was the **unprecedented scale and intensity of participatory planning** and interactive, responsive management of the ecomobile CBD by the City. The ambitious idea of an ecomobile CBD, the transport management plan for the area, as well as the events in the streets of Sandton were brought to and discussed with the public and relevant stakeholders in a transparent process.

The key feature of EcoMobility Festivals, namely inviting residents and commuters to change the way they move for one month, allowed people to have a sense of a collective experiment composed of individual experiences.

A third success factor was the **vigour with which the public responded to the ecomobility challenge and engaged** in dialogues on social media platforms and in radio magazine programs. It became clear that the public, whether citizens or media, highly appreciated the clear signal by the City - through the EcoMobility Festival - that the issue of congestion is now being tackled. Private companies, the strong players in Sandton, started with concerns and ended the month with appreciation.

**“We applaud the city on its sustainability agenda and we are very keen to partner with it to move forward in its space”**

*Thulani Sibeko, Managing Executive, Nedbank, South Africa*

**“There were some concerns where people indicated that they wanted more pedestrian paths and safer road crossings. Ernst & Young is a partner in the new journey (of EcoMobility) in Sandton and beyond.”**

*Ajen Sita, CEO, Ernst & Young (EY), Africa*

The fourth success factor was a **committed, efficient and well-organised city government**. Executive Mayor Parks Tau moved his office to Sandton for one month and conducted countless meetings, media interviews, and exchanges with international colleagues. Mayoral Committee Member for Transport, Councillor Christine Walters, dedicated much of her time being present in the Festival. The Executive Director for Transport together with her team managed months of planning and preparations and showed continuous presence to communicate with citizens, staff, volunteers and service providers. The communication team of the City and the Mayors Office helped to spread the news locally and globally.

The Executive Mayor, the Premier of the Gauteng Province and the Gauteng minister for Transportation, all used public transport during the Festival months and enjoyed opportunities to meet and speak with citizens.

**“We intend to make public transport more accessible, create a denser network and enable commuters to switch easily between different modes during their daily journeys.”**

*Lisa Seftel, Executive Director - Transport, City of Johannesburg*

### Lessons learned included:

- A good choice of modes of transport that are safe, comfortable and efficient will influence behaviour change encouraging citizens to shift away from private car use.
- Early involvement and participatory processes are the key for success.
- Temporarily transforming roads and traffic flows is a good start for transforming transport systems.
- Strong political will and providing appropriate infrastructure make a positive impact in cities in short and long term.
- Private sector involvement can synergise the city’s plans to promote ecomobility.
- A good example set by city leaders can make an impact on the whole city’s mobility behaviour.
- A great committed work from the local roads and transport department and local stakeholders can actually change the way people move in cities.



**“The Festival was never about achieving miraculous achievements overnight, but to point out compelling global reasons and ways for citizens to contribute to decongestion in our urban course.”**

*Mpho Parks Tau, Executive Mayor of Johannesburg*

## About EcoMobility World Festival

The EcoMobility World Festival series have been initiated to show that an ecomobile lifestyle can be promoted in cities all over the world by transforming a neighbourhood and demonstrating the possibilities of an innovative and forward-thinking urban transportation culture.

The City of Kaohsiung, Chinese Taipei, will be the host of the next EcoMobility World Festival in 2017.

ICLEI - Local Governments for Sustainability  
ICLEI World Secretariat

www.iclei.org  
iclei@iclei.org

www.ecomobility.org  
ecomobility@iclei.org

www.ecomobilityfestival.org  
ecomobility.festival@iclei.org

EcoMobility Team  
Kaiser-Friedrich-Str. 7  
53113 Bonn, Germany  
Tel.: +49 (228) 97 62 99-00

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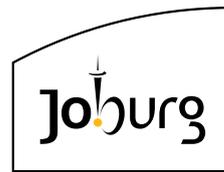
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Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)  
• Discovery • Hollard • GrowthPoint • Montecasino, Brightwater Commons, Westgate Malls and Randburg Square • IBM • Trees for Africa • University of Johannesburg • Khaya FM • South African Breweries (SAB) • 3M • Nedbank • HipHop Bus • Sustainable Tourism and Travel Partnership (STTP) • Mojanation and the Joburg Shopping Festival • Chef Khumalo • Balalaika Hotel • Qhubeka, World Bicycle Relief's program in South Africa

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### Authors

Santhosh Kodukula, Itzel Obregon, Jiwon Lee, Claudio Magliulo, Monika Zimmermann (ICLEI World Secretariat), and Konrad Otto-Zimmermann, Tobias Kuttler (The Urban Idea)

### Design & Layout

Susan Yin, syinq.format.com; Itzel Obregon

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### Photographs

Simphiwe Nkwali, courtesy City of Johannesburg; Tobias Kuttler

### Related publications and videos:

#### The Ecomobility Technical Papers 2015

available at [www.ecomobilityfestival.org/technical-papers](http://www.ecomobilityfestival.org/technical-papers)

#### Videos of the EcoMobility World Festival 2015 in Johannesburg

available at [www.ecomobilityfestival.org/videos](http://www.ecomobilityfestival.org/videos)

#### The Johannesburg Declaration on Ecomobility in Cities at

[www.ecomobilityfestival.org/the-johannesburg-declaration](http://www.ecomobilityfestival.org/the-johannesburg-declaration)

#### EcoMobility World Festival 2013 Suwon Report,

ICLEI - Local Governments for Sustainability, 2013

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