

## Partners for Sustainable Transport & Sustainable Cities



***We have no money gentlemen, so we shall have to think.***

– Ernest Rutherford, on taking over Cavendish Laboratory in 1919

### New Mobility Consult: 2013

One way of looking at World Streets and its worldwide network of diverse international partners, publications, programs, multiple networks, focus groups, continuing research and professional activity in our chosen field is to see it as the visible tip of a very large *iceberg* of experience and competence available to be put to work on your projects and programs. The greater part of this considerable mass is the New Mobility Agenda, an open collaborative program that has been dedicated to sustainable transport policy and practice since 1988. Here are some of the ways in which this international competence can be put to work for your city, agency or firm in 2013 and beyond.

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# New Mobility Consult

## Overall New Mobility Work Plan for 2013

These are tough times for many of our cities. And in 2013 probably the most important challenge before most cities is to find out how to do more with less. We need to reduce the flow of public money into the sector, and at the same time improve the quality of the mobility services and life quality for our citizens. Happily, strategic sustainable transport decisions permit us to do just that.



Here you have the three main pillars of our collaborative work program for the year ahead

### 1. World Streets

World Streets is the public voice of New Mobility Agenda. 2012 was a good year for the team with 134 original articles, not counting postings in the other related projects, blogs, social media, etc. support sites (all of which you will find on left column of opening page). We ended the year with more than 3,500 subscribers, with readers checking in from 149 countries on all continents.

Looking to 2013 we have organized the publication program with special attention to a certain number of focus areas, which you can see at <http://2013.worldstreets.org>. We listen with particular care to the advice and suggestions of our [International Advisory Council](#).

### 2. New Mobility Consult

In this document you will find introduced the full range of offered advisory and consultancy support services in place for 2013. Ingenious, energetic, persistent and consistent collaboration is the soul of our contributions.

Looking back briefly: 2012 was a busy year, both in solo and in team projects, with assignments in more than a dozen cities in China, the Netherlands, France, Taiwan, Spain, Italy, Estonia and Finland. But not in Africa, nor in North America, two parts of the world in which we must try to do more and better. Likewise we have not done enough in France of late to make our contribution here. Another shortcoming was an all-but total lack of collaboration and work with private sector firms. We have worked well with our industry partners for years, and we should get back to that in 2013. The degree of focus and discipline required in these projects ensure timely and well thought out results.

### 3. World Streets Editions

This is a new program. In an age when few have time to read, a start-up project whose purpose is to work with international authors with high expertise in their fields to commission and publish highly readable, affordable, timely and short pocket books, offering engaging, authoritative and original treatment of hot topics spanning the fields of sustainable transport, sustainable cities and sustainable lives and the New Mobility Ecosystem. In addition to both paper and eBooks, each publication will be optimized for easy reading by tablet and larger smart phones. For more click to <http://www.ecoplan.org/library/wse-preliminary.pdf>

# The Politics of Transport in Cities

## PROGRAM LEADER: ERIC BRITTON

Trained as a development economist, Francis Eric Knight Britton is founding editor of *World Streets* and managing director of EcoPlan International, an independent advisory network providing strategic counsel for government and business on policy and decision issues involving complex systems, social-technical change and sustainable development. His work focuses on the subject of equity, economy and efficiency in city transport, and helping governments to ask the right questions and find practical solutions to urban transport issues.



Eric leads and/or organizes projects in the areas briefly introduced below, which most of the time require interdisciplinary skills and in-depth collaboration with the client, to have access to the necessary full range of technical and strategic competences needed to get the job done. As required, leadership will be assumed by colleagues who may have a better mix of competences for the job at hand, at which point Britton becomes a team member.

Britton devotes considerable time to pioneering and supporting public interest projects involving new technology, sustainable development and social justice. A common theme in his work is the strategic adaptation of technologies, products, and institutional structures to changing technological, resource and environmental requirements (and perceptions). Over the last decades he has organized and supported more than twenty international collaborative problem-solving networks and events, which bring together thousands of people and groups around the world that are looking into new and often unusual ideas for sustainability and long-term economic viability in cities. One of the most active of these is the [New Mobility Agenda](http://www.newmobility.org), created in 1988 and for which you can find full information at <http://www.newmobility.org>.

Britton has published extensively in his recognized areas of expertise, and is a founding editor the [Journal of World Transport Policy and Practice](#) (1995), as well as of [World Streets](#) and several associated (spin-off) collaborative publications and programs in [India](#), [Italy](#), [Iran](#), [China](#) and [Portugal](#)). To get a feel for the full range of challenges to which he is currently giving attention and trying variously to advance with a very wide and varied [network of international collaborators](#), you are directed to the rubric [Resources](#) that appears in left hand column of [World Streets](#).

In June 2002 he was awarded the prestigious World Technology Environment Prize for outstanding achievement. Over 2001-2002 he served as chair of the international jury and senior advisor to the Stockholm Partnerships for Sustainable Cities, a program with which he maintains a long-term interest. In 2000 he and Enrique Peñalosa, then mayor of Bogotá Colombia, were co-awarded the Stockholm Environment Challenge Prize for 'outstanding socio-technical innovation'.

Over 2012 and 2013 he is "test-driving" key elements of his new book, *The Third Transportation Revolution: A Tale of Cities, Indolence, Complexity and. . . Simplicity*, via a series of conferences and workshops with public agencies, suppliers and critical audiences in cities around the world.

--->More on Britton at <http://wp.me/PsKUY-2p7>





# The Politics of Transport in Cities



## JOINT CONSULTING PROJECTS

We have long experience with joint projects/program support -- working in close collaboration with some of the leading consultancy groups, NGOs, university programs, researchers, and local associations with high competence in these areas in cities and countries around the world.

Again, in these cases our inputs are strategic and complementary to the central technical core of the project or program, which are the competence of our partners. We prefer to the extent possible to be involved with the lead team as early as possible in the planning stages.

## CONFERENCE ORGANIZATION

This is something we do often and well. You can bring us in to help you organize significant conferences or events on the broad theme of sustainable transport, but with tightly focused high profile themes, bringing in some of the most recognized innovators and authorities in the field to make presentations and eventually lead parallel panels or workshops.

The objective of a conference or similar event is, after all, not only to inform, but also to engage. And as part of this process, we also find it important to have presentations of different, even conflicting, ideas and approaches. If everyone agrees too easily on complex, often divisive topics and decisions such as those we face, it is a sign that there is something wrong and that we need to put more brainpower on the subjects. The path to sustainable development is no nice warm picnic. It is a contest of ideas.

To cite several examples:

- We have participated in cooperation with a Chinese team led by Professor Jason Chang and strong city support the core theme for the series of conferences on Share/Transport, Carsharing Strategies, and Car Free Days that have since September 2010 been organized annually in Taiwan (Kaohsiung, Taipei and Tainan) and China (Beijing, Changzhe and Jiaozuo)
- In partnership with the Cities for Mobility program in Stuttgart, we developed with them, taking from our work programs the central themes for their conferences on Social Space (2011) and Safe Streets (2012)
- Under the aegis of the City of Stockholm Eric Britton served as the president of the international jury and co-organizer of the Stockholm Partnerships for Sustainable Cities program.
- The very substantial number of conferences and events we have been involved in helping develop and shape in many cities under the theme of our World Car Free Day program since 1994.

# New Mobility Consult



## **PRESENTATIONS / PARTICIPATION**

Public presentations or keynote speeches introducing our work or perceptions of the realities of the on-going sustainable cities process in support of your conferences or events. As to topics, a perusal of the Category Search engine on the top right will give you a good feel for the areas that are receiving our attention. Likewise a look at the [2013 Work Program](#) should be useful.

We do not deliver pre-cooked presentations, since the goal each time is to find the right mesh between the orientation of the event and the audience, and our ability to draw on the best sources and arguments to ensure a lively and engaging presentation and discussion. For such assignments, it is our practice to provide the sponsor within a week of the presentation a short report on our findings, observations and eventual conclusions and recommendations.

## **MEDIATION AND NEGOTIATION.**

Moving from traditional to sustainable practices in the transport sector can often be a divisive experience for a community. There are times when a trusted independent outside voice and more complete dialogue can help lower the temperature to reach a better level of social consensus, harmony and finally, better performing systems.

## **GOVERNMENT COMMISSIONS/TESTIMONY.**

I am called on at regular intervals to testify before local and national government commissions and administrative body to supply independent expert testimony and views on matters of legislation, policy and investment.

## **TRAINING PROGRAMS/WORKSHOPS**

We work with clients to organize in-house training programs and workshops in our areas of recognized competence, lasting several days or up to 2 weeks. Careful initial discussions and a detailed work plan that we arrive at together are critical to the success of these projects.

## **MASTER CLASSES**

We organize Master Classes for young professionals, future leaders and university students in the various areas in which we work. These last from two days to two weeks. Get in touch and we can talk about it.

# The Politics of Transport in Cities



## REPRESENTATION/MISSIONS

As someone who may be knowledgeable in some cases at least about matters which are of interest to you, it may be that from time to time we can provide "an extra pair of hands" to help get your message out (always assuming of course that it is in broad line with our ethical commitments to the field) or to report back to you on some event or interview.

Examples might be to attend a conference or to carry out field work in support of your project or program. Such projects will of course have to be meticulously prepared, and a key element will be the debriefing procedure after the event.

## MEDIA RELATIONS

Sometimes it can help to have a respected *external* voice to explain and comment projects, programs and strategies to and with the print and electronic media. Our project leaders are well equipped to talk to the media about your problem or project.

## FILMS/VIDEOS

Sad to admit, but the sustainability movement in all its variants, has not been a strong competitor when it comes to capturing the attention and eventually the support of a wide public. It is our view that we are not putting the full talent of creative filmmakers and videographers on the challenges, with all too few exceptions. We can do better than that and we here in the Agenda re interested to collaborate with more ambitious and imaginative media projects.

If you spend some time in World Streets or our related Facebook sites you will doubtless notice that we give considerable attention not only to verbal communication but also to photographs and other graphics which can help to underscore, broaden and cement the reader's feel for the issues under discussion.

We also have a track record of successful collaboration with filmmakers and videographers to bring in our experience and feel for how people get around in cities under a very broad range of constraints and circumstances. These partnerships have worked well and if you have a project of your own in process we will be pleased to tell you more about them.

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## CITY DIALOGUES

The City Dialogues program organizes carefully prepared "public conversations" in a host city bringing together a broad group of people, organizations and interests, each in their way interested in exploring an extended range of about ideas that can change the face of the city's mobility arrangements. The goal is to bring together and give voice to the full range of organizations, institutions, groups and responsible individual citizens who give importance to better and fairer transport in their city. (Click [Outreach for success: Local Actors & Implementation Partners](#) for a general listing of the full range of organizations and interests whom we try to bring into the active dialogues. - <http://wp.me/psKUY-1zd>.)

A good recent example was the dialogue which we organized in the Spring of 2012 with the City of Helsinki on the topic of [Equity-Based Transportation systems](#), under the sponsorship of the Department of City Planning and Transportation. The goal of the project was explained as follows: "This collaborative project takes the form of an 'open public conversation' looking into the pros and cons, the possibilities, barriers and perhaps eventual impossibilities, of creating an Equity-Based Transportation system at the level of our city and its surrounding region."

Over that two week process three major public meetings and several dozen workshops and brainstorming sessions brought together more than two hundred people, who contributed their ideas, energy and perspectives to the success of the collaborative projects. The steps of this process can be seen here at [Equity/Transport 2012: Road map for Helsinki](#) - <http://wp.me/ssKUY-8553>. To fully appreciate the accomplishments of this collaborative effort, have a look at the final Helsinki report: [Examining the prospects for Equity-Based Transportation: A Public Enquiry lead by the City of Helsinki](#) available at <http://ecoplan.org/library/Helsinki-EBT-Dialogue-report.pdf>.

These projects key on the active support of the city leaders and sponsors. They require at the very least a full week of careful preparations and exchanges, most of which at least one full month before the actual initiation of the Dialogue. And then at least a full week of time for reflection and lesson learning, to culminate in a broad statement of what has been learned and what has been recommended for attention by the various groups actually involved. Again the general organizational information that appears in the [Helsinki report](#) provides a good first lead to this process.

## TEST DRIVE YOUR NEW PROJECT

There comes a moment in a new project cycle where an experienced external critical eye may be useful. Often within an organization projects unfold and take life in a climate of solidarity, with the members of your team being committed to the success of your central idea. Naturally enough, we being human, such a situation can set up a climate of perhaps too ready agreement, or at worse even a form of cognitive dissonance in which most of those directly involved feel so strongly committed to the success of the venture that they are not prepared to argue the eventual downsides and weak points. But there comes a time in a project or new initiative's life in which a certain level of discomfort may be called for. And that is perhaps where we may come in -- to take a careful external view of your project in as many of the parts where we have competence, and then tell you frankly what we think.

Again, this is not always a comfortable experience, but it can be a lot cheaper, faster and less destructive than going to market with a flawed plan and learning the hard way.



# The Politics of Transport in Cities



## EUROCITY LEADER TOURS.

Europe has over the last two decades emerged as -- though you may wish to argue it -- the world leader in transportation innovation in and around cities. And while a great deal can be learned from books and conferences, learning by meeting, seeing and testing by yourself is one of the best solutions to benchmark and get new ideas for your city.

We have for some years now organized and led visiting foreign delegations of political leaders and transportation and city professionals on a small number of study tours and missions in Europe each year, looking into some of the leading cities, projects and innovations in our field, including in the *golden triangle* of Paris, Lyon and Strasburg -- but also other cities in other parts of Europe that are leading the way through their innovations -- and the processes behind those innovations.

As possible we like to invite the visiting delegations to take some time in their host city to present something about *their* work, preoccupations and hopes for the future. We find that *three-way exchanges* (the visiting delegation, their city hosts, and we as informed intermediaries) are far richer than passive visits and the usual one-way intellectual traffic. These direct contacts open up the possibility to develop long-term partnership with different stakeholders, including exchange programs for young professionals.

To cement this experience, we try also to arrange for at least one day of side trips to help the visitors better grasp the culture, food, architecture and quality of life that is the backdrop to the transportation system and the investments that it requires.

On the last morning, we try to organize a two-hour (or so) debriefing session, in which discuss and as possible verify some of the more important matters and clues that the mission has run into, to be sure that the main points are fully understood, given the eventual language and cultural differences.

After each visit we prepare a short wrap-up report with recommendations and clarifications that are intended to deepen and extend the learning experience.

As a matter of long-held principle we ask that each delegation be strongly represented by female participants, on the grounds that our sector needs more active leadership and participation by women both as political leaders and professionals who help shape the transportation agenda.

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## 2013 WORK PROGRAM PRIORITIES (<http://goo.gl/CKOSr>)

**The Equity Initiative** : Our 2013 work program is focusing on clarifying the Equity/Transport Agenda. The earlier work done in Finland and Estonia is being extended in various ways, while we continue to encourage public agencies and research groups in other places to take their own look into this promising policy concept. A book under this title will appear in summer 2013. For more - <http://wp.me/psKUY-32N>

**World Carshare Cities/Future of the Car** : What is the “modern motor car” going to look like in the decade ahead? Will it be more of the same? Or will it mutate into a very different form of mobility? Who is going to own it? How is it going to be used? Where and when will it be driven (and eventually parked)? Will it be piloted by a sapient human being, or will it be driverless? Will it continue to be a fossil fuel and economic menace to well-being? A key instrument of rapid progress toward this new pattern of ownership and use is via carsharing. But for this to happen we need to have a far more strategic view of the topic at the level of the city. For more: <http://wp.me/psKUY-34C>

**Open Systems/Zetabytes** : ITS was like a small house in the American prairie when it got underway two decades ago, to which every year someone adds another room. So that today we have a very large and definitely rambling house indeed. Zetabytes - a measure of a quantity of information or information storage capacity equal to  $10^{21}$  bytes - on the other hand, is what happens when you take the roof off the house, knock down the restraining walls and open the whole thing up to the sky. This program looks at the until now massively insufficiently exploited world of open information-communications technology, now available to create more accessible and better cities, and fuller and fairer lives. <http://goo.gl/s4n32>

**Economic Instruments** : We are in the dark ages of putting economic instruments to work to rationalize and improve the quality of transport in our cities. The scope here is enormous.

**Empowerment of Women Leaders** : From the start of the New Mobility Agenda in the mid-80s we have given persistent thought and weight to what happens when consequent numbers of women get involved in all stages of the transport planning and decision process -- and by large numbers we means representation approaching full gender parity — say at least 30% of those involved. <http://goo.gl/35u9R>

**Europe**: As in the past a full 50% of our work in this part of the world where cities are doing some very interesting things and taking the lead in a number of ways.

**China**: The most important and promising part of the planet to get sustainable transport right. The drive to sustainable transport and sustainable cities in China is a central focuses of the 2013-2015 program.

**Africa**: In a fair world it should be unthinkable to ignore the needs of close to one billion of the poorest people on the earth living in its second-largest and second most-populous continent. A part of the world with already one-third of the population living in cities, most of whom in slums, and with the flow of people from the country side continuing at record rates. We (and many others) have failed to make a useful contributions there. This is a priority for 2013 and beyond.

**North America**: US, Canadian and Mexican cities are sadly lagging Europe, but can profit from having better knowledge of what is going on at the leading edge in Euro cities. We can help in this process.

# The Politics of Transport in Cities



## **INTERNATIONAL REFERENCES**

We have served and continue to work with a wide range of international organizations, NGOs, government, public agencies, cities, operators, industrial suppliers, financial institutions, universities, schools, developers, conference organizers, consultants, media groups, civil society. In cities of all sizes and on all continents. Specific references in each case available upon request.

### **International Organizations:**

European Commission, OECD, United Nations, ILO, UNIDO, UNEP, WHO, East African Community

### **National Government/Agencies:**

Argentina, Australia, Austria, Brazil, Canada, China, Colombia, Cost Rica, Dubai, Estonia, Finland, France, Germany, India, Italy, Kenya, Libya, Malawi, Mexico, Spain, Sweden, Switzerland, Taiwan, Tanzania, Uganda, United Arab Emirates, United Kingdom, United States, Vietnam

### **Cities:**

Adelaide, Ahmanson Ranch, Beijing, Beirut, Bilbao, Bogotá, Bridgeport, Buenos Aires, Faro, Guadalajara, Helsinki, Jiaozuo, Kaohsiung, Lisbon, Madrid, Monaco, Paris, Perth, Rome, Saigon, Sao Paulo, Taipei, Tallinn, Toronto, Westport, Zürich.

### **Private sector clients:**

These can be very rewarding associations, not only because these clients are prepared to pay properly and promptly for professional services, but also because it is our experience that they have very focused ideas of what they want to accomplish, which is not always the case with our public sector clients who are, having no fierce accounting bottom line to direct their thoughts and acts, as opposed to our public sector clients who often are more experimental and not so tightly focused. In truth it is good to be able to work in both these environments.

Among the prestigious firms with whom we have worked in the past, we are proud to be able to include: Bandag, Bridgestone, British Leyland, DAF, Fiat, Ford Motor Company, General Motors, IBM, MAN, Michelin, Peugeot, Renault, RVI, Scania, Shell, Toyota, Volvo.

# New Mobility Consult

## WHO READ WORLD STREETS TODAY (LAST 80 VISITORS)



## CONTACT

If you have a problem or a project that you think we may be able to help you with, give a call or better yet set up a Skype conference so that we can quickly review to see if there is a good fit and the competence to do the job that is needed. The goal at this point will be to come up with a concise draft work statement, schedule and budget to see if there is a base for continuing the discussions.

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