



Global Alliance for EcoMobility

walking



cycling



wheeling

'passenging'



A new partnership
for sustainable mobility
in cities and towns

welcome/intro

The Global Alliance for EcoMobility is a cross-sectoral partnership for the integrated promotion of walking, cycling, wheeling and 'passenging' (use of public transport).

The Alliance involves the world's leading companies and organizations from the business, user, expert and governmental sectors.

Launched at the United Nations Climate Change Conference in Bali, Indonesia in December 2007, the Alliance works towards sustainable, low-carbon local transport by promoting walking, cycling, wheeling and 'passenging' as a basic, sustainable mobility system for all. It will drive change in local mobility patterns to effect a significant shift in citizens' transport choices towards EcoMobility.

The Alliance's key activity areas are:

- **Advocacy.** Positioning EcoMobility as a solution in the climate change debate. Raising our voice at international policy fora and negotiations.
- **Promotion.** Raising awareness of the benefits of EcoMobility through an EcoMobility Label as a distinction for city districts, public and private facilities, and the Cities Enjoy Bicycles Awards.
- **Investment.** Encouraging investment in EcoMobility infrastructure, vehicles and mobility aids.
- **Innovation.** Building EcoMobility systems in cities through product innovation and creative cooperation in cross-sector partnerships.

www.ecomobility.org



It is quite clear that we must promote EcoMobility.

Climate change must be addressed here and now – by me, by you, by everyone. In every city. We cannot just wait for governments to come to an agreement. Acting now is a wiser and more economical strategy than letting global warming continue.

Let's pay attention to what business leaders say. Bjørn Stigson, President of the Geneva-based World Business Council for Sustainable Development (WBCSD), stated that "a revolution of society on a scale never witnessed in peacetime is needed if climate change is to be tackled successfully".

The challenge, Mr Stigson said, is for developed nations to cut carbon emission levels by 60 to 80 per cent from current levels by 2050. (Financial Times, 5 September 2007)

"We're going to have to go into some sort of crisis before it's going to be resolved. I don't think people have realised the challenge. This is more serious than what people think", Mr. Stigson told the newspaper.

Urban transport is a major source of CO₂ emissions, and in many of our urban agglomerations traffic is already in a state of crises.

Cycling – a smart way of moving.

The bicycle is one of those vehicles in the world that is so common that you would almost forget about it! Bicycles have been invented more than hundred years ago, and there are hardly people on our planet that don't know what a bicycle is. You can use a bicycle in the most remote, most competitive, and most urbanized areas you can image.

However there are also people that do not ride a bicycle. People not riding a bicycle think that it is dangerous, difficult and complex. This thinking is based on the idea that our society needs speed and that mobility needs to be comfortable and glamorous.

So, how to go about the necessary revolution? Here is my proposal:

Let's instigate an "EcoMobility revolution" in our cities and towns. And while billions are being spent on having engineers make the car less environmentally harmful, let's be aware:

The "zero carbon vehicle" was invented more than 200 years ago and is called bicycle. Push and pull carts even have a history of thousands of years. Walking was invented when humans began to walk upright – and thus saved 75% energy. With the bicycle, humans even surpassed evolution – moving by bicycle requires less energy input per kilometer than walking!

Coming back to the challenge of climate change: as far as urban transport is concerned, we have got a solution to offer: EcoMobility!

A great partnership has emerged. I look forward to the Global Alliance for EcoMobility unfolding its potential.

Konrad Otto-Zimmermann
Secretary General

**ICLEI – Local Governments
for Sustainability**

Riding a bicycle is the perfect solution for micro mobility in the developed world, it also contributes to the space we need in congested cities. Seeing the bicycle as a potential option in the low carbon society debate should not be a discussion point; it is simply a fact.

Decisions to be made towards this low carbon society are complex and the world will need decades to see some improvement. Riding a bicycle can contribute from today. It is time to take a serious look at it.

Hans van Vliet
Corporate Communications Director

SHIMANO Europe





SHIMANO

Shimano – Shimano Inc.

Shimano is a manufacturer who develops, produces and supplies bicycle components and fishing tackle globally. More than 7,000 Team Shimano members work in 34 bases in 22 locations. Shimano's mission is to promote health and happiness through the enjoyment of nature and the world around us. It supports people realizing their dreams of healthy and worthy new life styles. For Shimano, cycling is not only fun – it can also contribute to people's healthy lifestyle. The bicycle can be very

good sustainable means of transport, fitting especially well in urban surroundings. Shimano sees that cycling has a lot of potential for the future and we should make use of it.

"As a corporate enterprise, we believe that industry has a fundamental responsibility to reassess its role in regard to protecting our natural environment."

Yoshi Shimano, Chairman

www.shimano.com



GIANT BICYCLES

GIANT – Giant Manufacturing

Giant Manufacturing Co. Ltd. is a Taiwanese bicycle manufacturer established in 1972. Giant is well-known around the world as a manufacturer of quality bicycles and sales across seven continents. For nearly three decades, Giant has devoted itself to the growth of both cycling and cycling culture. Giant has actively participated in the development of cycling, from that of simple transportation to its current popularity as a recreational and sport activity.

Giant believes the bicycle brings quality to life, and it takes personal responsibility for improving the cycling experience.

www.giant-bicycles.com



TREK – Trek Bicycle Corporation

The Trek Bicycle Corporation is the largest US manufacturer of bicycles and related aftermarket products and is becoming a major industry player worldwide. Trek is committed to changing lives through cycling through innovative products, dynamic partnerships and bicycle friendly development. With the world facing skyrocketing obesity rates, escalating traffic congestion and the concerns of global climate change, Trek is taking steps to alleviate

the obstacles that prevent people from using bicycles for transportation, as well as recreation.

www.trekbikes.com



Accell Group – Accell Group N.V.

Accell Group is an international group of companies active in the design, development, production, marketing and sales of innovative, high-quality bicycles, bicycle parts and accessories and fitness equipment. Well known brands of Accell Group are: Batavus, Bremshey, Hercules, Koga-Miyata, Lapierre, Loekie, Mercier, Redline, Sparta, Staiger, Tunturi and Winora. Accell Group wants to be a trendsetter in the field of development and sales of durable consumer goods relating

to short-distance mobility, fitness and active recreation. In pursuing this goal, Accell Group aims to realize healthy and sustainable returns for its shareholders and a stimulating working environment for its employees.

"Accell Group's contribution to society derives from the nature of its products: a bicycle is a clean means of transportation and exercise is healthy. EcoMobility fits well within Accell Group's mission."

Rene J. Takens, CEO

www.accell-group.com



DENK Engineering – DENK Engineering GmbH

Denk is a German engineering firm specialized in carbon fibre product development. From 1995 to 2007 Denk was the official Research & Development partner for the bicycle company Scott USA, responsible for many of Scott's frame and suspension hallmarks over the past twelve years.

www.denk-engineering.de



Chariot – Chariot Carriers Inc.

Chariot is a leading designer & manufacturer of high-quality outdoor child carrier products. By providing safe, durable & user friendly child transportation solutions, chariots products help families stay healthy, mobile and out of their cars. Chariot is perhaps best known for the innovative CTS™ (Child Transport System) technology, which allows one Chariot carrier to be quickly & easily transformed for strolling,

jogging, cycling, hiking and/or x-country skiing. Based in Calgary, Canada since inception in 1992, Chariot's products have been distributed worldwide for more than a decade.

"As a father of four children & an avid bike commuter, I fully support EcoMobility in promoting alternative, earth friendly forms of transportation."

Dan Britton, President & CEO

www.chariotcarriers.com





wanzl

Wanzl – Wanzl Metallwarenfabrik GmbH

Wanzl is a global leader in developing and supplying products to the retail trade. The main product is the shopping trolley of which Wanzl manufactures over 2 million each year. And for many years Wanzl’s transport solutions have been doing service at airports around the world, helping to improve traveller comfort. Wanzl is also a supplier to the logistics sector, with products for order-picking, transport and storage. Wanzl is continually expanding their product programme, and

already offer many products for the hotel and catering trade, too.

“ We have ideas to change the way of shopping in the inner cities. Our concepts help to reduce the carbon emission. The EcoMobility Alliance allows Wanzl to introduce these concepts to the broad public.”

Dr. Rainer Eckert, Director of R & D

www.wanzl.com



business associations

is currently dealing with EU enlargement in 2004, innovation policies, the promotion of the European (CEN) safety standard and VAT reduction.

www.colibi.com



COLIBI – Comité de Liaison des Fabricants Européens de Bicyclettes

Founded in 1973, COLIBI is a grouping of 10 national bicycle associations in 10 EU member states. COLIBI’s objectives are to defend the interests of the European bicycle industry and to study issues pertinent to the development and the future of bicycles and the bicycle industry in general. COLIBI, together with COLIPED,



COLIPED – Comité de Liaison des Fabricants de Pièces et Equipements de Deux-roues des pays de la C.E.

Founded on 9 November 1960 under the full name “Comité de Liaison des Fabricants de Pièces et Equipements de Deux-roues des pays de la C.E.”, COLIPED represents more than 180 European manufacturers of two-wheeler parts and accessories. COLIPED was founded to promote European production and design in the world of bicycle components. The Committees

activity is centred on the main items: European legislation/regulations, production, market, general promotion, safety and quality standards..

www.coliped.com



ETRA – European Twowheel Retailers’ Association

The European Twowheel Retailers’ Association (ETRA) is the European professional association for independent bicycle, moped and motorcycle retailers. ETRA represents some 5,000 companies, which employ approximately 11,500 people, in Belgium, Denmark, France, Germany, Holland, Sweden and the United Kingdom.

www.etra-eu.com



UITP – International Association of Public Transport

UITP represents over 2,900 urban, local, regional and national mobility actors from more than 90 countries on all continents. UITP covers all modes of public transport - metro, bus, light rail, regional and suburban railways, and waterborne transport. It also represents collective transport in a broader sense. UITP acts as the point of reference and a centre of best practices and benchmarking for

the public transport sector. As such, UITP is THE worldwide expert on public transport and related issues.

“ There is a huge potential to shifting trips to public transport, walking and cycling. This is one of the most cost effective ways to reduce CO2 emissions and it is vital that the developing world keeps a high share of trip on these sustainable modes”

Hans Rat, Secretary General
Heather Allen, Sustainable Development Manager

www.uitp.org



IFBMA – International Federation of Bike Messenger Associations

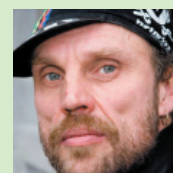
The mandate of the IFBMA includes promoting the use of pedal power for commercial purposes, and fostering a spirit of cooperation and community amongst bicycle messengers worldwide. The IFBMA sanctions yearly events involving messengers from around the world, bringing together a wide realm of experiences in the alternative transportation industry. With individual & association members worldwide the IFBMA is

representative of the workers who provide our non-motorized alternative transportation service industry.

“ Cycle messengers are uniquely placed to consult with urban planners and policy makers in developing integrated transport systems that are not dependent on automobiles.”

Andy Duncan, President

www.messengers.org



users



ECF – European Cyclists' Federation

ECF is the umbrella federation of 48 national cyclists' associations in Europe and beyond. On behalf of half a million cyclists, ECF promotes cycling for daily transport and recreation. Cycling has many angles: In the ECF Declaration of Berne ECF asks the European institutions to adopt cycling-friendly policies as a means for tackling climate change and for saving our cities from air pollution and congestion. Sustainable tourism is the very meaning of the European cycle route

network, EuroVelo[®]. ECF develops and shares new concepts on cycling by organising a biennial Velo-city[®] conference.

"Cycling is EcoMobility. This globe is desperate for more cycling."

Manfred Neun, President

www.ecf.com



BFA – The Bicycle Federation of Australia

The Bicycle Federation of Australia (BFA) is a non-profit organisation that works with the Australian government and other organisations to secure a better, safer, more enjoyable environment for cycling; so more Australians ride bikes for recreation, transport, tourism, health and fitness, and fun. The BFA is a national peak body that represents bike riders who belong to its member groups in each Australian State and Territory.

"The Global Initiative will increase awareness of solutions to climate change. By riding a bike for transport you can be part of the solution."

Jeff Ibbotson, President

www.bfa.asn.au



EPF – European Passengers' Federation

EPF is an association of passenger organisations and organisations promoting sustainable mobility committed to improving standards on public transport and long distance international rail services in Europe. By conducting research, publishing reports, holding conferences and working constructively with transport operators and decision makers, EPF campaigns for more passenger rights throughout Europe.

www.epf.eu



LAB – League of American Bicyclists

The League of American Bicyclists is the oldest national bicycle advocacy group in the United States, founded in 1880 to promote and protect the rights of cyclists. Today they promote bicycling as a practical strategy to tackle congestion, energy consumption, physical inactivity, air quality, land use, and - of course - climate change. They have 25,000 members and more than 600 affiliated clubs and advocacy groups across the United States.

"We have a huge opportunity, and responsibility, to shift short and polluting trips by car to bicycling, walking and transit. If we are successful, we'll have a profound impact on global greenhouse gas emissions and countless other issues facing our unsustainable 20th century cities."

Andy Clarke, Executive Director

www.bikeleague.org

Invited for Membership:

DPI – Disabled Peoples' International

Disabled Peoples' International is a network of national organizations or assemblies of disabled people, established to promote human rights of disabled people through full participation, equalization of opportunity and development. As a cross-disability organization DPI is active in over 160 countries around the globe, and has regional offices on every continent.

DPI strives for the full participation of people with disabilities in all segments of society as well as their attainment of equal opportunity and integration into education, the work force, all social spheres in all aspects of everyday life.

www.dpi.org

Invited for Membership:

IFP – International Federation of Pedestrians

IFP is the umbrella-organisation of pedestrian associations, and of some institutions and individuals (experts, advocates, and for anyone interested in walking). The goals of IFP are to promote and to defend the pedestrian's right to full access and mobility. The fields of interest of IFP are Road Safety, Urbanism, Health and Environment.

IFP is an UN-accredited NGO founded in 1963 and re-launched in September 2005.

www.pedestrians-int.org



experts



ITDP – Institute for Transportation and Development Policy

ITDP was founded in 1985 to promote environmentally sustainable and socially equitable transportation worldwide. ITDP works with city governments and local advocacy groups to implement projects that reduce poverty, pollution, and oil dependence. ITDP primarily focuses on work in developing high-quality, low-cost mass transit, planning and advocacy for

cycling and walking and strengthening the bicycle and rickshaw industries. ITDP is also playing an increasingly critical role in several emerging areas as the revitalization of city centres, the transports for healthcare and the traffic demand management.

www.itdp.org



ITDP Europe – Institute for Transportation and Development Policy - Europe

The European Section of the Institute for Transportation & Development Policy is a non-profit policy research and advocacy organization based in Germany promoting sustainable transportation and land use policies worldwide, with a particular focus on developing and transition countries. ITDP Europe major objectives are designing people-centered cities, promoting safe and attractive routes for

bicycling and walking, extending the public transport systems, improving mobility for vulnerable populations and limiting the negative impact of transportation on the environment, health and economy.

www.itdp-europe.org



ISOCARP – International Society of City and Regional Planners

Isocarp is a global association of experienced, professional planners founded in 1965.

The ISOCARP network consists of both individual and institutional members from more than 70 countries. Isocarp is a non-governmental organisation, recognised by the United Nations and the Council of Europe and with a consultative status with UNESCO. Members are planners and other stakeholders involved in the development and

maintenance of the built environment. The objectives of ISOCARP are to improve cities and territories through planning practice, training, education and research.

www.isocarp.org



GTZ – SUTP German Technical Cooperation (GTZ) - Sustainable Urban Transport Project (SUTP)

GTZ is an international cooperation agency for sustainable development with worldwide operations. GTZ promotes complex reforms and change processes. Its corporate objective is to improve people's living conditions on a sustainable basis. The Sustainable Urban Transport Project (SUTP) is a global partnership between GTZ and various actors such as the Bangkok Metropolitan

Administration (BMA), CITYNET, UNESCAP, ARPEL and CAF, which aim to help developing world cities achieve their sustainable transport goals.

"Mobility beyond oil calls for strong alliances. Therefore we support the EcoMobility Initiative in its drive to promote smart and sustainable means of transport, such as public transport, cycling and walking."

Stefan Opitz, Head of Unit Energy and Transport
www.sutp.org, www.gtz.de/transport



CAI-Asia Center – Clean Air Initiative for Asian Cities Center, Inc.

The CAI-Asia Center promotes and demonstrates innovative ways to improve the air quality of Asian cities through partnerships and sharing experiences.

It hosts the secretariat of the multi-stakeholder CAI-Asia Partnership of government agencies, NGOs, research institutes, international organizations, and private sector. The CAI-Asia Center, together with international partners, implements the Sustainable Urban Mobility in

Asia (SUMA) Program, which aims to strengthen the formulation and implementation of SUT policies in Asian cities and countries. SUMA is supported by Sida and the ADB.

"I see the Global Alliance for EcoMobility as a way to help us realize our dream in which it will be fun again to walk and cycle in Asian cities..."

Cornie Huizenga, Executive Director

www.cleanairnet.org/caiasia
www.cleanairnet.org/suma



FIA Foundation – FIA Foundation for the Automobile and Society

Working with a global network of partners, the FIA Foundation leads campaigns and carries out research into sustainable mobility issues. It manages and supports an international programme of activities which promote sustainable mobility, environmental protection and road safety. The FIA Foundation is an NGO member of the UN Environment Programme's Partnership for Cleaner Fuels and Vehicles and a regular

participant in UN bodies dealing with road safety and environmental issues, including the UN Road Safety Collaboration and the World Forum on Harmonisation of Vehicle Standards.

"The Global Alliance for Eco Mobility will ensure that policy makers do not ignore the needs of pedestrians, cyclists and other vulnerable road users."

David Ward, Director General

www.fiafoundation.org





I-CE – Interface for Cycling Expertise

I-CE is an international NGO for low cost mobility and integrated cycling planning; it is an interface to the Dutch cycling culture and capabilities. I-CE has 4-year programs for support to local processes in developing countries. I-CE hosts Locomotives, the Low Cost Mobility Initiatives Support network for civil society organisations; the Bicycle Partnership Program for cycling inclusive cities; and Cycling.nl, the professional practitioners' network for non-profit

technical assistance. I-CE initiated the Cycling Academic Network with universities in the Netherlands, Brasil, India and South Africa. I-CE interacts with other international agencies in support and knowledge management.

"Cycling is a catalyst for a people and ecological oriented planning of mobility"

Roelof Wittink, Executive Director

www.i-ce.info



BEN – Bicycling Empowerment Network

BEN's mission is focused on poverty alleviation. BEN promotes the use of the bicycle to enhance low-cost, non-motorised transport, to improve health through linking exercise and mobility, and to reduce greenhouse gas emissions. In collaboration with development/donor agencies, the project facilitates the transportation of bicycles from Europe, Great Britain and the United States to South Africa, the establishment of bicycle workshop projects and

the introduction of bicycle user paths and networks.

"There is no better way to travel a city or rural area than bicycle - there is no environmental impact, it is healthy, you can engage with the local people and the bicycle shows us all the right path into the future."

Andrew Murray Wheeldon, Managing Director

www.benbikes.org.za



IHPVA – International Human Powered Vehicle Association

The International Human Powered Vehicle Association is an association of national associations and organizations, dedicated to promoting improvement, innovation and creativity in the use of human power, especially in the design and development of human-powered vehicles.

"Human powered vehicles are affordable, efficient, and sustainable — EcoMobility."

Richard Ballantine, Chair

www.ihpva.org



governments global



UNEP – United Nations Environment Programme

UNEP is the voice for the environment within the United Nations system. It is an advocate, educator, catalyst and facilitator, promoting the wiseuse of the global environment for sustainable development. UNEP's mission is to provide leadership and encourage partnership in caring for the environment by enabling nations and peoples to improve their quality of life. Together with the Global Alliance for EcoMobility, UNEP is

working to combine the road safety, poverty, and environment agendas for more effective global action on environmentally friendly, safe, and accessible mobility in developing countries.

"We are determined to assist and encourage the transition to more intelligent and environment-friendly transportation choices that reflect the challenges of our age."

Achim Steiner, UN Under-Secretary General and UNEP Executive Director

www.unep.org



UN-HABITAT – Programme in urban Transport Planning and Management

UN-Habitat provides analyses and studies on human settlement patterns, and develops methods for controlled settlement with the preservation of the environment in mind. The main challenge for UN-HABITAT'S programme in Urban Transport Planning and Management is how to promote urban productivity and improved living and working conditions of the urban population by appropriately meeting mobility needs.

"We promote the use of non-motorized transport, not only as a tool for poverty alleviation but also as a hedge against the over-use of the private automobile. The EcoMobility Alliance will be an invaluable tool for the realization of both and we are pleased to be a part of it"

Ms Anna Tibaijuka, Executive Director

www.unhabitat.org



governments local



ICLEI – Local Governments for Sustainability

ICLEI is an international association of more than 700 local governments and municipal organizations in 67 countries committed to achieving tangible improvements in global sustainability through local action. ICLEI works with these and other local governments through international results-oriented campaigns and programs, such as Cities for Climate Protection (CCP). We provide technical consulting, training, and information services to build capacity, share knowledge, and

support local government in the implementation of sustainable development at the local level.

"Cities can make a difference in mitigating global climate change – EcoMobility is a key response to ever-increasing CO2 emissions from urban transport."

Konrad Otto-Zimmermann, Secretary General

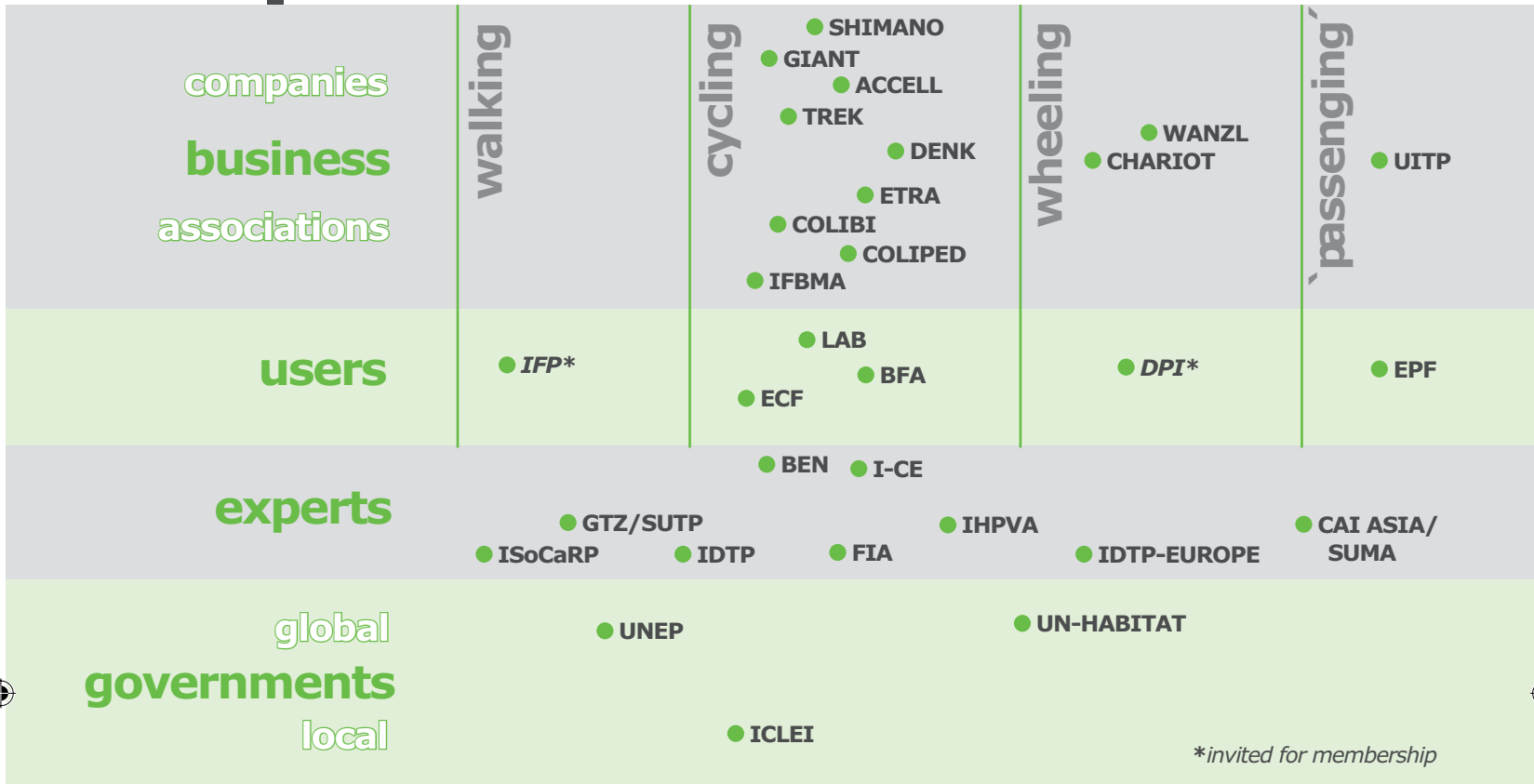
www.iclei.org





Global Alliance for EcoMobility

MAP



*invited for membership

Imprint

Contact

Global Alliance for EcoMobility
 Secretariat
 Leopoldring 3
 D-79098 Freiburg
 Germany

Tel: +49 -761 / 368 92 - 0

Fax: +49 -761 / 368 92 - 29

Email: global.alliance@ecomobility.org

www.ecomobility.org