



CONFERENCE NEWS

NEWSLETTER #1
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**MOBILITY IN TRANSFORMATION:
SAFER, CLEANER, SMARTER**

THE GLOBAL SUSTAINABILITY AGENDA: FIA IN ACTION

The first panel discussion of the 2018 FIA Mobility Conference provided an overview of the major trends shaping the global sustainability agenda and the FIA's strategy in this regard, collecting high level experts from the public and private sectors, as well as FIA Clubs.



This lively session focused on a number of key areas relating to the topic of sustainability, including how a global framework is relevant to FIA Member Clubs, what innovations are being made to advance the sustainability of transportation around the world and how best practices can be integrated into the activities of the Clubs.

One of the fundamental qualities of the FIA Mobility Conferences is to include a wide diversity of stakeholders who can offer different yet complementary perspectives on the core issues being discussed. This panel was no exception, featuring: Felipe Calderón, President of the FIA Environment and Sustainability Commission; Pablo Inthamouso, Mobility Director for Montevideo City; Roberto Falkenstein, Head of Research and Development for Pirelli Tyres, Latin America; Monika Froehler, Chief Executive Officer of the Ban Ki-moon Centre for Global Citizens; and Sean

O'Connor, Director of Strategy for Automobile and Touring Club of United Arab Emirates (ATCUAE).

Felipe Calderón opened the discussions by identifying a number of important changes that need to be made at a policy level in order to balance the economic and environmental impacts of sustainable mobility systems. "Tackling climate change is becoming an increasingly important policy around the world," he said. "Being responsible to the environment is believed to have huge costs, but it is possible to be responsible both economically and environmentally. There are three big systems that need changing: land use – such as reducing deforestation; energy – moving towards electrification; and finally cities – which must become more compact as density is an issue to improve productivity and sustainability."

Focusing on that final key point, Calderón continued, "I believe the trend clearly is in mass transportation systems. We will need more connected cities, oriented towards an integrated system rather than individual vehicles."

Pablo Inthamouso was well placed to continue the discussion on this theme, as a representative of the public sector working specifically on Mobility in the Conference's host city of Montevideo. "Our first goal is to work towards sustainable development and a model to improve our relations with citizens through transparent management.

"Congestion is causing a lot of trouble in Montevideo. We are trying to convey the message to our citizens that we need





sustainable mobility – sometimes they don't understand what this means, so communication is key."

Discussions then moved from the experiences of a single city to ways in which global policy is being formed and directed. Monika Froehler explained that the missions of the United Nations Sustainable Development Goals – established by former UN Secretary-General Ban Ki-moon – may not initially seem relevant but are actually hugely influenced by sustainable mobility, and that issues such as poverty can never be tackled without a sustainable global transport system.

"Ban Ki-moon is remembered for two things, the Paris Climate Agreement and the UN Sustainable Development Goals," said Froehler. "I think both are incredibly relevant for this FIA Mobility Conference. It affects all of us on an individual to global level. 75 per cent of people will live in urban centres by 2050, so if we get the city level right now, we'll be a very long way towards achieving the UN Sustainable Development Goals. Mobility will become more shared and cleaner. A bigger segment will be taken by public transport, and sophisticated systems will play a bigger and bigger role over time."

From policy makers to industry leaders, the floor was then given to Roberto Falkenstein, Head of Research and Development for Pirelli Tyres in Latin America. He explained ways in which the company was committed to safer, cleaner, and smarter mobility. "We are developing technologies that can actively reduce the risk of crashes on the road through our 'cyber tyres'", he said. "We are also focusing on increasing efficiency through 'green tyres' which can reduce rolling resistance."

The final panel member to discuss the topic of the global sustainability agenda was a representative of ATCUAE, the FIA's joint Sport and Mobility Club, in the United Arab Emirates. Sean O'Connor, ATCUAE's Director of Strategy, explained ways in which pursuing environmentally sustainable policies can be financially beneficial to Clubs. "We were the first Club to be awarded the FIA Environmental Accreditation for both Motor Sport and Mobility. Our Mobility pays for our Motor Sport, and having accreditation on the Sport side has given us the credibility to deal with stakeholders and governments. The FIA is offering the right framework for us to be successful – it's free to get the first star accreditation, and my President Mohammed Ben Sulayem will be more than happy to speak to you about how we went about this."

Panellists then picked up on a number of the points raised in the initial discussions, focusing on examples such as the balance between economic growth and carbon emissions. "It is important for governments to prioritise massive transportation systems rather than infrastructure designed to cater for individual travellers," added Calderón. "We need to prioritise that in order to give an incentive for people to use these systems. The name of the game is we need to get more economic growth with less carbon emissions. Carbon pricing and road pricing might be a way to do this. Innovation is the most important driver of economic growth, and common standards can improve behaviour and performance."

Inthamouso added, "Perhaps the most important thing we are doing is to improve our massive transport system. We are trying to stop the reduction of passengers – in each of the the past five years we've lost five per cent of journeys – we are asking people not to use cars on a daily basis, but without doubt we have to offer alternatives."

One of the key themes that crossed all areas of analysis was the need to effectively communicate on sustainability policy. Froehler added, "We need to adopt systems that adapt to new technology, and the young need to be educated about this. Half of the world is under the age of 25, and that proportion is set to increase. It will be their demands that drive the economy, but we need to pave the way now to ensure we can succeed in a future that has to be environmentally friendly."

The session closed with comments from the floor, which prompted a relevant analysis of how Clubs can balance the immediate needs of their members whilst fulfilling their long-term environmental sustainability goals.



BIENVENIDO A MONTEVIDEO

The 26th annual FIA Mobility Conference officially opened on Tuesday afternoon, with FIA President Jean Todt welcoming over 160 delegates from 77 different countries to the Uruguayan capital of Montevideo.



SHAPING THE FUTURE OF MOBILITY

As a Professor at the Massachusetts Institute of Technology (MIT), and the Founder and Director of its Senseable City Laboratory, Carlo Ratti, is shaping much of the world's thinking on the transformation of mobility, and especially in the realm of self-driving cars. He was therefore the perfect starting point to set the scene for the conference focusing on "Mobility in Transformation".



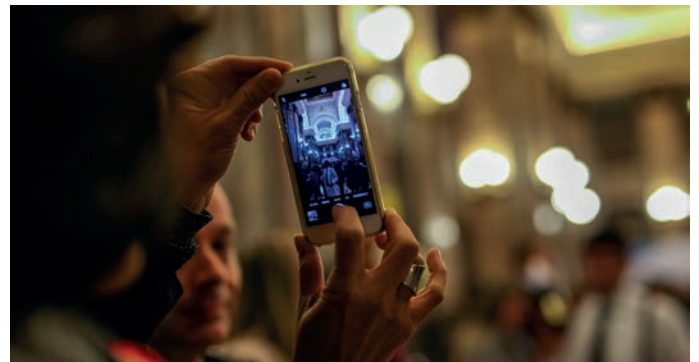
MEET THE FIA FAMILY

For the first time at an FIA Mobility Conference, delegates had the opportunity to meet key FIA Mobility staff members, and to discuss customer-focused areas such as the FIA Road Safety Grants Programme, FIA University, FIA Smart Cities, FIA Networks & e-Directory, FIA Tourism Agenda and the FIA's #3500LIVES global Road Safety campaign.



FAMILY REUNION

The global FIA family came together for the first social event of this Conference Week, as Montevideo's historic Palacio Legislativo hosted the Welcome Cocktail for the 160 gathered delegates. It was a striking setting for lively conversations, as Club representatives from around the world took the opportunity to reignite old friendships and form new connections.







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23-27 JULY



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