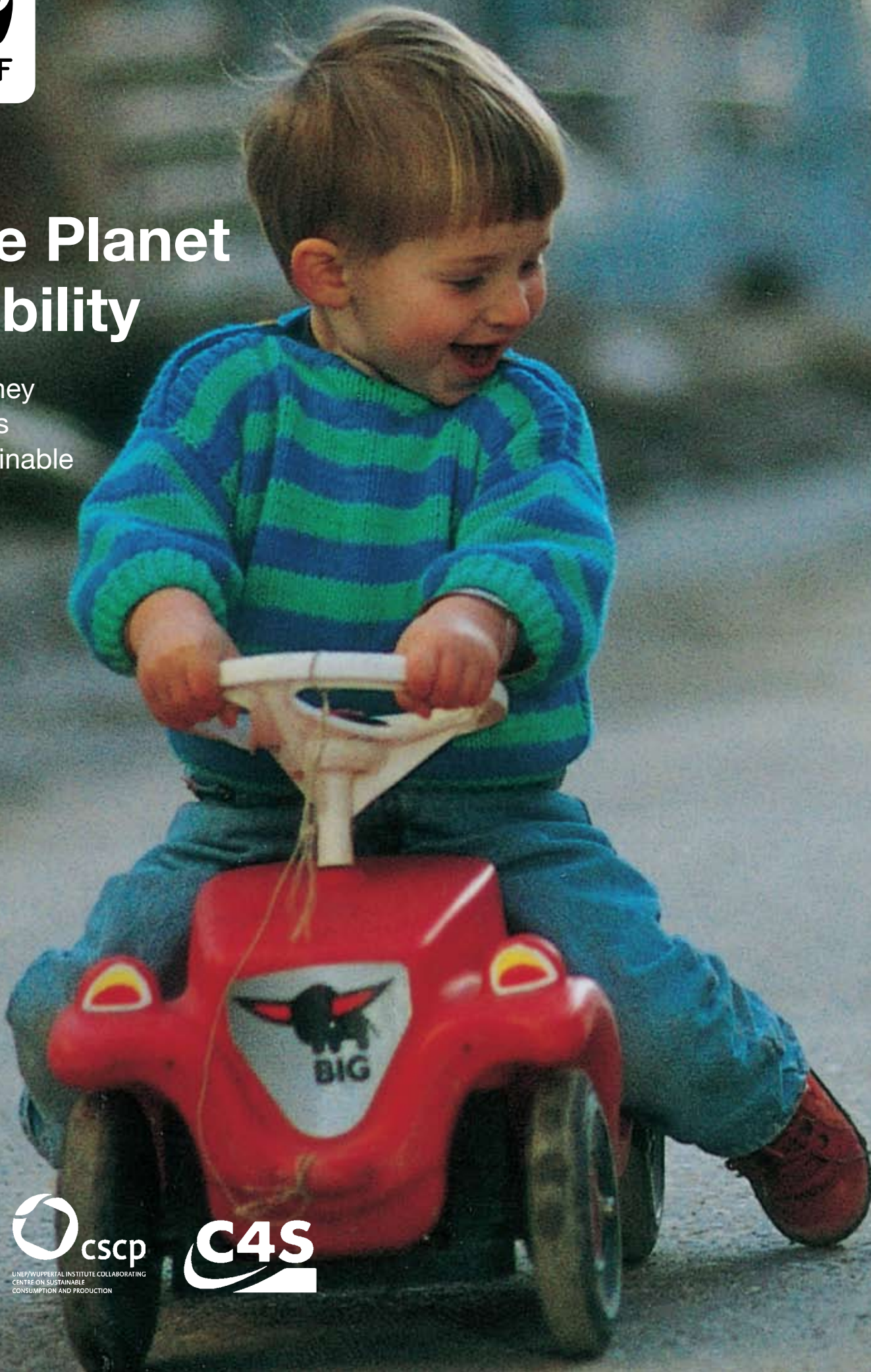




One Planet Mobility

A Journey
towards
a sustainable
future



ONE PLANET
FUTURE



Executive Summary

Travel has become an indispensable aspect of our lives. Our level of personal mobility was unheard of just 50 years ago, and it has shaped the way in which we build our communities, where and how we work, and how we spend our leisure time. In Europe, people today travel more often and over longer distances than in the past – whether commuting between home to work or school, to shop or for holidays.

But the freedom of personal mobility has brought it onto a collision course with the finite limits of our planet. On a global scale, personal mobility is now responsible for 26% of carbon dioxide (CO₂) emissions. In Europe, mobility has the fastest growing energy demands of all sectors and is the only sector with consistently increasing emissions in most countries.

Alongside the environmental impacts, some of the benefits borne out of the mobility revolution have not always brought higher levels of wellbeing. The average commuter in the UK, for example, now spends 29 working days each year travelling to work, equating to more than five years over a working life. Local air pollution and increasing noise levels impact poorly on physical and mental health and the costs of maintaining one's mobility, from the price of filling up with petrol to the high infrastructure costs – all have a significant economic impact.

Set against the growing consensus that most European countries will have to reduce their carbon emissions by 80% and possibly more by 2050, it is clear that the challenge faced by the mobility sector is enormous and will require radically different solutions to “business as usual”.

So far, these solutions have focused on incremental steps, such as efficiency improvements to vehicles. While this has been successful in relative terms, overall these efficiency gains have been outstripped by the growth in demand for mobility. Fully embracing the challenge, however, presents us with a unique opportunity to realise a new system of mobility in the 21st century – from achieving low carbon travel to improving human wellbeing within the context of a one planet future.

Transformational change is needed, but we need to overcome the barriers to such change. To help overcome these barriers, WWF created One Planet Mobility – a multi-stakeholder forum of key decision-makers and change agents from the personal mobility sector. Its task was to catalyse and inspire change within planetary limits.

During 2007 and early 2008, more than 30 European organisations from business, government and civil society came together in the first phase of One Planet Mobility. This was a unique process aimed at developing a deeper understanding of the barriers and leverage points for sustainable personal mobility. Most important, it set the framework for creating collaborative solutions across different stakeholders to work towards systemic change.

Over a series of six meetings, the following outcomes emerged.

1. Identification of the barriers to systemic change.

A common understanding of the current barriers to systemic change was established in the early stages of the work. Some key barriers identified in the project were:

- mobility prices should reflect their true cost, so that ecological and social costs are fully internalised;
- we need to invest in the development of long-term solutions and find ways to bypass our current political fixation on short-term outcomes;
- consumers need the right price incentives and market options to enable them to choose low-carbon options – on everything from how they travel to working closer to home.

2. Development of a series of pilot and research projects

Participants in One Planet Mobility collaborated in order to innovate sustainable solutions to overcome some of the barriers to change. For instance, a small coalition of partners are exploring collaboration on accelerating vehicle efficiency and the market breakthrough of disruptive technologies such as electric cars.

Other stakeholders are engaged in projects that are developing new business models intended to reduce the need to travel. This includes videoconferencing and setting up shopping facilities closer to people's homes.


3. Development of an alliance to address structural changes and market frameworks.

To facilitate this sustainable innovation, the creation of an alliance has been identified as a means for further collaboration outside the confines of what can be achieved within a market context. The proposed alliance has the potential to use the collective influence of stakeholder organisations to advocate changes to market frameworks – changes that are necessary to overcome the barriers to sustainable mobility, such as specific policies or price incentives.

Mobility, systems change and the One Planet Future

The work undertaken by One Planet Mobility is the first step in a longer journey aimed at intervening in a system to ultimately deliver transformational change. Through the One Planet Mobility process, participants have gained new insights into how systems change can occur and they will be building on this process within the mobility sector. The projects and alliances that emerged can be seen across three levels that range from short to long-term outcomes.

- **Ready to go:** These are actions that stakeholders agree can be realised in the short term. For our Mobility work, this includes developing an agreed framework to compare emissions from different modes of transport.
- **Experimenting with alternatives:** Stakeholders only roughly agree on the changes required. Experimentation and pilot projects are needed to test new ideas which could disrupt the system in the medium term. Examples have included a pilot project on the electrification of cars in a city context, and creating exclusive lanes for coaches on motorways.
- **Questioning paradigms:** Long-term systems change requires that we question mainstream beliefs and paradigms through informed deliberation. This could include thinking about the possibility of creating societal change, and business models that enhance quality of life while involving less and possibly slower travel.



One Planet Mobility clearly demonstrated that meaningful dialogues are critical to overcoming the differences in our assumptions and beliefs about the world's most pressing sustainability problems and to create meaningful actions to address them.

We have started a journey to systemic change.
We invite other leading organisations to join us.

The following organisations were among more than 30 organisations that participated in the One Planet Mobility project:

Arthur D Little



The views expressed in this report do not necessarily represent those of individual participating organisations.

Process design and facilitation:



The mission of WWF is to stop the degradation of the planet's natural environment and to build a future in which humans can live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- reducing pollution and wasteful consumption



for a living planet

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