

ECOMM 2008 - Travel Demand Management Tackling Climate Change

**The Road Less Travelled
Toward a Road Less Travelled**

Experience from the Mobius Sustainable Mobility Programme

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June 2008, London***

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- 1. Mobius Overview**
 - 2. Programme Implementation & Operation**
 - **Lessons Learned**
 - 3. Results of Programme**





1. Mobius Overview

3PC

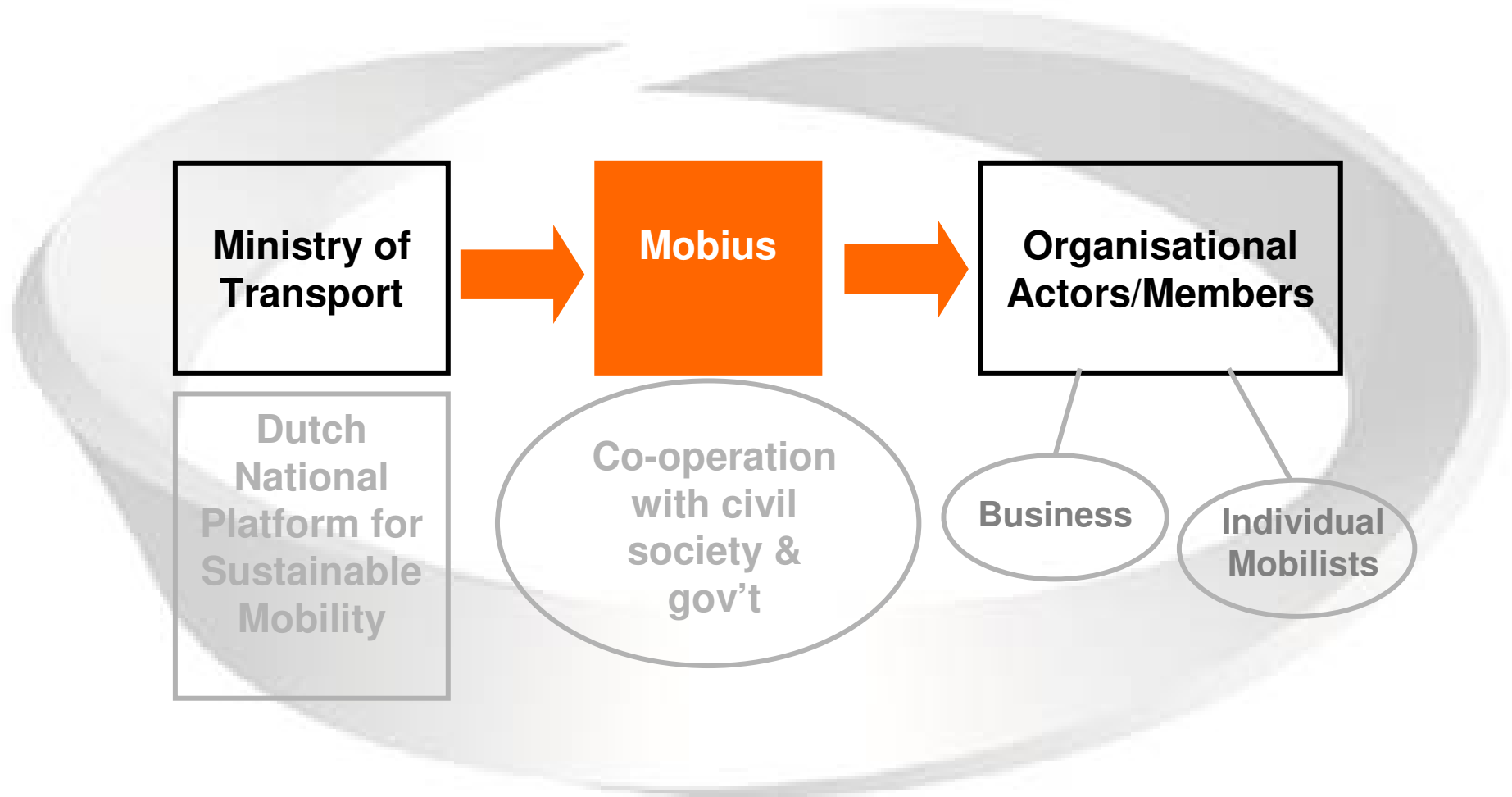


- **Voluntary 3rd party certification programme that focuses on sustainable mobility management in the organisational setting**
- **National programme with international ambition**



1. Mobius Overview

Constellation of Actors





1. Mobius Overview Resources



- **Reward follows results!**
- **3 years funding from Ministry of Transport**
- **Mobius Team: 2 part-time and 2 extras**
- **1 postal address**
- **1 online storage platform**
- **Creative communication & sustainable mobility**
- **One year anniversary in July 2008 and growing!**



1. Mobius Overview

Goals & Objectives

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Moving right into the future...

Programme Goals

- Encourage integration of the *principles of sustainability* into *mainstream business operations* as related to mobility, transport and logistics
- Promote and reward *leadership in innovation*
- **Set the standard** for sustainable mobility and *good corporate citizenship*
- **Create** an *international front-runners* network for information sharing, learning and innovation

Social Goals

- **Reduce environmental impact** of mobility
- De-couple association between increased mobility and economic growth & competitiveness
- **Generate market demand** for sustainable solutions
- Change the *culture of mobility!*

„The way people and goods are transported today is not sustainable if the present trend continues. „

WBCSD Mobility 2030



1. Mobius Overview

The Holy Trinity of Mobility



- **Mobility is a choice**
- **Mobility is about human behaviour**
- **Mobility is a competitive business factor**

*annual distance travelled
by average global citizen*

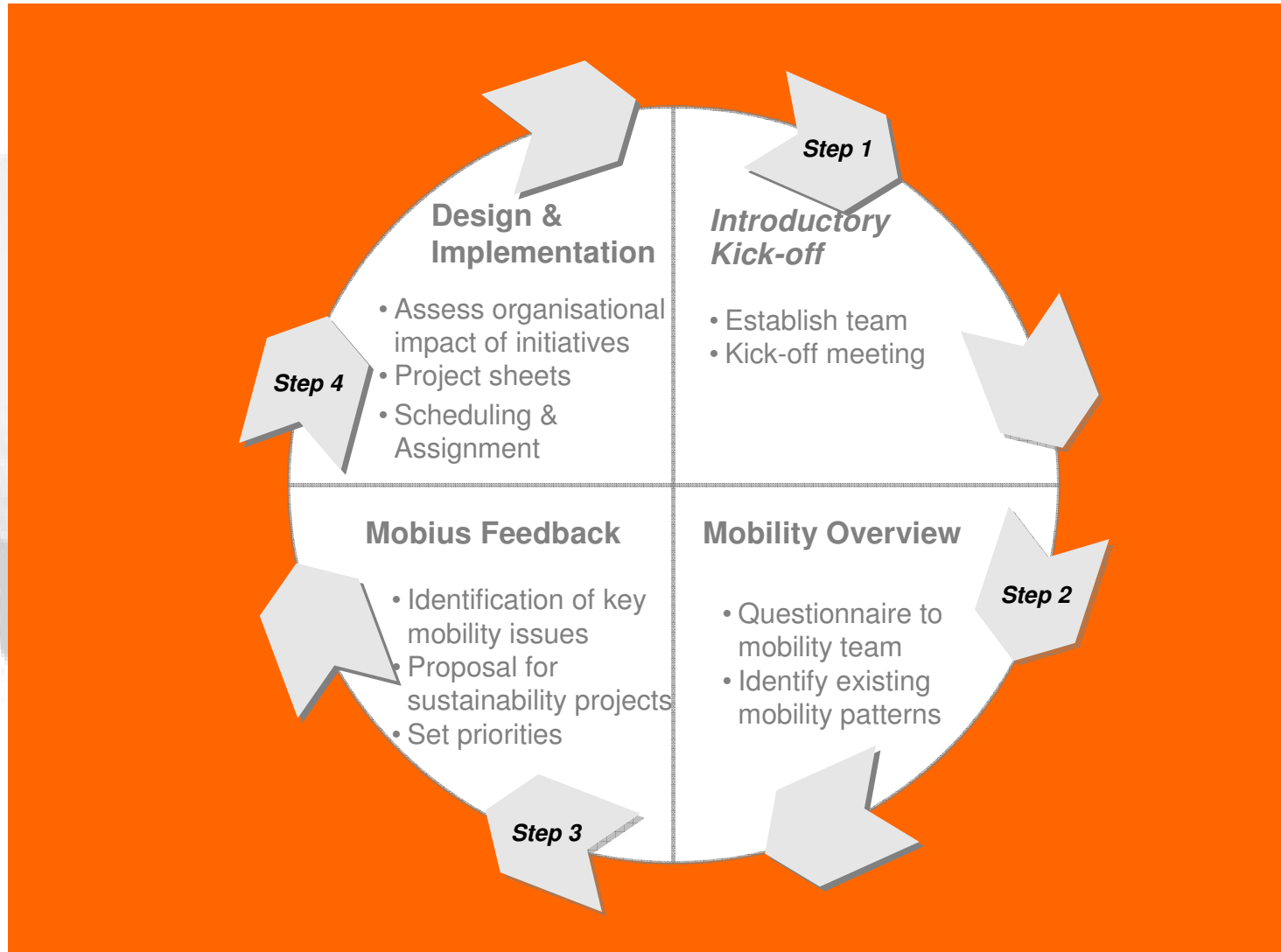
in 1950: 1,334 km

*in 2000: 4,781 km **

**Thakara 2005*



2. Mobius Implementation Membership Procedure

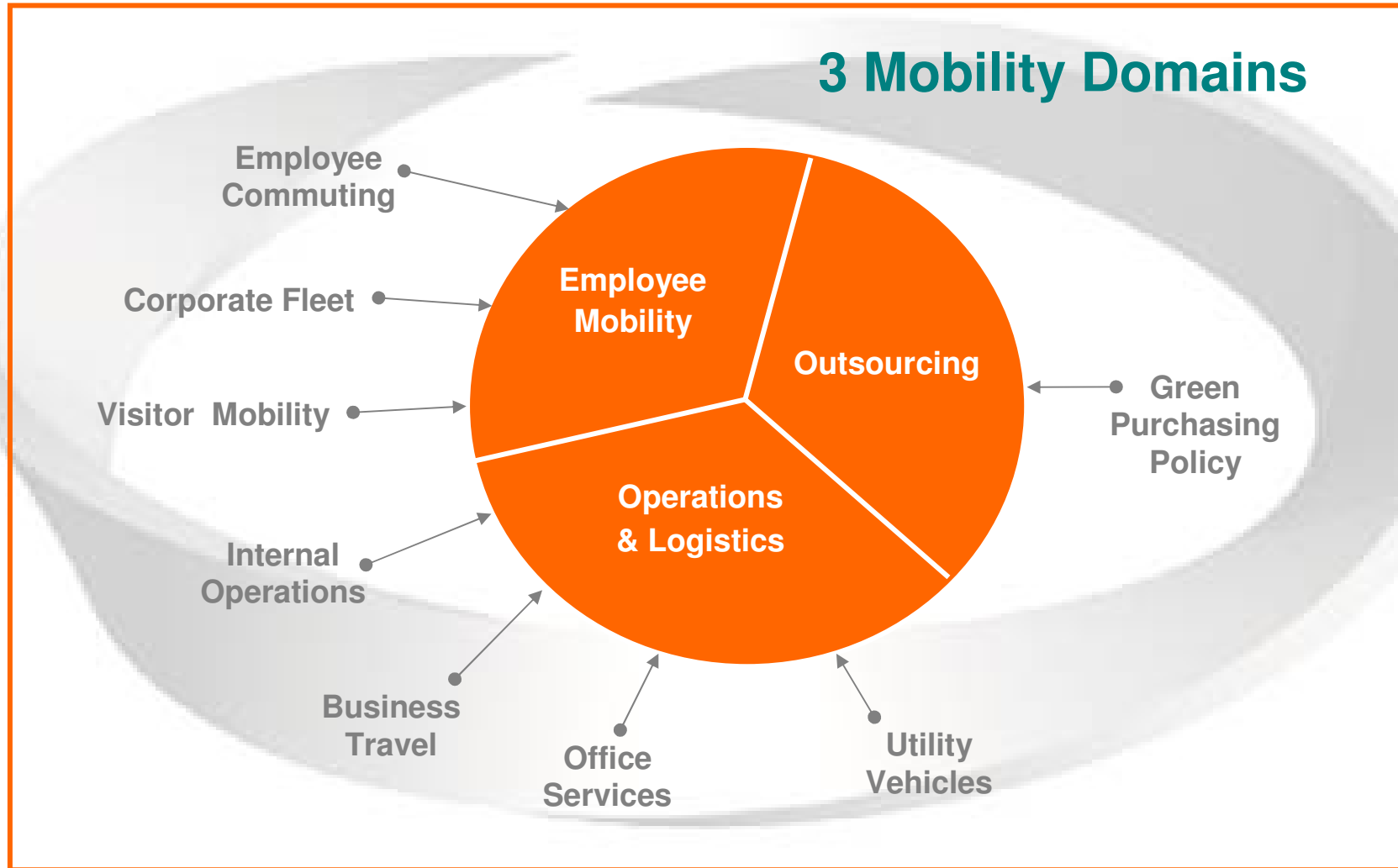




2. Mobius Implementation Scope of Activity

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2. Mobius Implementation Basis for Projects



- **Reduction, compensation, transition**
- **Creating options**
- **Business needs an incentive to seek sustainable mobility options**
- **Mobilists, decision-makers, or employees, operate within the parameters of job function, personal need, and private ambition**
- **Individual standards – mutually agreed criteria based on mobility overview**



2. Mobius Implementation Lessons Learned & Unexpected Problems

M o b i u s

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Lessons Learned

- Top brass decision makers
- Industry clusters
- Fear of loss of control
- Small & medium-sized organisations

Unexpected Problems

- Critical mass
- Decision lag time
- “who wants another certification anyway?!”
- “we want our certification today!”

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SUSTAINABLE MOBILITY

DECLARATION OF PARTICIPATION

In the spirit and ambition of the Mobius Foundation initiative for
Sustainable Mobility, we hereby declare that

"Mobius Member"

is a first year **Participating Member** of the Mobius programme,
and is, in compliance with mutually established criteria,
actively seeking sustainable mobility solutions for:

Employee Mobility | Operations and Logistics | Outsourcing

Place
The Hague

Date

Signed

Dr. Wendy Williams
Mobius Foundation

A project initiated and supported by



d from to



3. Programme Results Benefits to Members



- **Help with transformational change in meeting mobility requirements**
- **Front-runner position and demonstration of commitment to sustainable development**
- **Improved environmental performance**
- **Compliance with existing and better preparation and influence on future regulation & policy developments**
- **Competitive edge - operational efficiencies and cost-savings**
- **Marketing and PR tools**
- **International learning network**





3. Programme Results Effectiveness



- **5 actives members**
- **9000 mobilists**
- **5 potential new members for Q2 2008**
- **25 projects: awareness building, bike plans, car wash ...**
- **New business model – green leasing, CO₂ neutral chauffeur service**
- **Ministry hosted event to showcase certification & sustainable mobility**
- **Invitations to speak at company seminars on sustainability**
- **Inspiring positive cultural change toward a road less travelled!**

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