

# SUSTAINABILITY AND THE NEW AUTOMOTIVE VALUE CHAIN

*International Symposium on Sustainability*

*16 - 17 October 2014  
Venice International University  
Island of San Servolo, Venice*

***SUSTAINABILITY ISSUE:  
MEETING THE CHALLENGES OF EUROPEAN  
CITIZENS' MOBILITY  
FROM A CIVIC POINT OF VIEW***



## ACTIVE CITIZENSHIP NETWORK PRESENTATION

- [Active Citizenship Network](#) (ACN) is part of a widespread European open and flexible network of more than 100 civic organizations.
- Established in 2001, it is coordinated by [Cittadinanzattiva](#), an Italian non-profit & consumer organization founded in 1978 independent from any political affiliation, trade unions, private companies and public institutions.
- The main objectives are the promotion of civic participation and the protection of citizens' rights.
- Over the past 10 years, ACN has promoted several political activities and carried out 30 EU projects together with partners from 27 EU Countries.
- Associated partner of "[European Mobility Week](#)" and the EU awareness campaign "Your passenger right at hand" led by DG Move, and official member of "Active citizenship Structured Dialogue Group", led by DG Education and Culture, European platform dealing with the civic participation.
- Partners of Connect4Climate (C4C), initiative for global cooperation on [climate change](#) sponsored by the World Bank.

## OUR COMMITMENT IN THE FIELD ON MOBILITY AND TRANSPORT

- **Daily citizen protection activities:** 10.000 complaints each year, 1 National + 30 local [Citizen Advisory Center on Public Services](#), born in 1998 with the support of the European Commission, DG Sanco
- [Annual Report](#) on citizens and public services
- **Institutional Relations and legal protection** to promote collective and not only individual protection (i.e. Costa Concordia shipwreck, rail disaster in Viareggio, etc.)
- **Civic monitoring of the quality of the local public transport**
- **Project activities, at local, national and European level**
- **Communications activities**

More details: <http://www.cittadinanzattiva.it/approfondimenti/consumatori/trasporti/4681-the-policy-of-cittadinanzattiva-on-mobility-and-transport.html>

# INFORMATION CAMPAIGN



2013:

- [Online quiz in 9 languages](#)
- [40 local/national event in 8 Countries](#)

2014:

- [64 events in 30 italian cities](#)
- [video](#) + [online consultation](#)
- [EU Webinar](#)



|  |  |  |  |  |  |
|--|--|--|--|--|--|
| Viaggiatore<br>nome <input type="text"/> cognome <input type="text"/>  |  |    |  | Viaggiatore<br>email <input type="text"/>                        |  |
| Partenza<br>località <input type="text"/> data <input type="text"/> ora <input type="text"/> numero treno <input type="text"/> |  |  |  | Arrivo<br>località <input type="text"/> ora <input type="text"/> |  |
| Segnalazione<br><input style="width: 100%; height: 40px;" type="text"/>  |  |  |  |  |  |
| Tipologia treno (es: IC, IR...) <input type="text"/>   |  | Frequenza viaggio<br><input type="radio"/> tutti i giorni <input type="radio"/> una volta al mese <input type="radio"/> più di una volta al mese |  |  |  |
| Cittadinanzattiva Onlus, Via Flaminia 53 00196 Roma tel 0636718555 fax 0636718333 toniniremo@cittadinanzattiva.it              |  |  |  |  |  |

# The main European challenges on mobility

## *Social sustainability*

- **accessibility to transport**, in terms of presence/absence of alternatives to private individual mobility, architectural barriers, etc.
- **liveability**, such as traffic congestion, noise pollution, safety, etc.

## *Economic sustainability*

- transport accessibility from an economic point of view, therefore addressed as an expense for the city (the importance of deregulating the sector, the need to introduce incentives, etc.)

## *Environmental sustainability*

- issues relating to the environmental impact of transport and the promotion of non-polluting vehicles such as bicycles or vehicles powered by alternative fuels, as well as the promotion of new ways of driving

## *Rights and obligations of passengers/travellers*

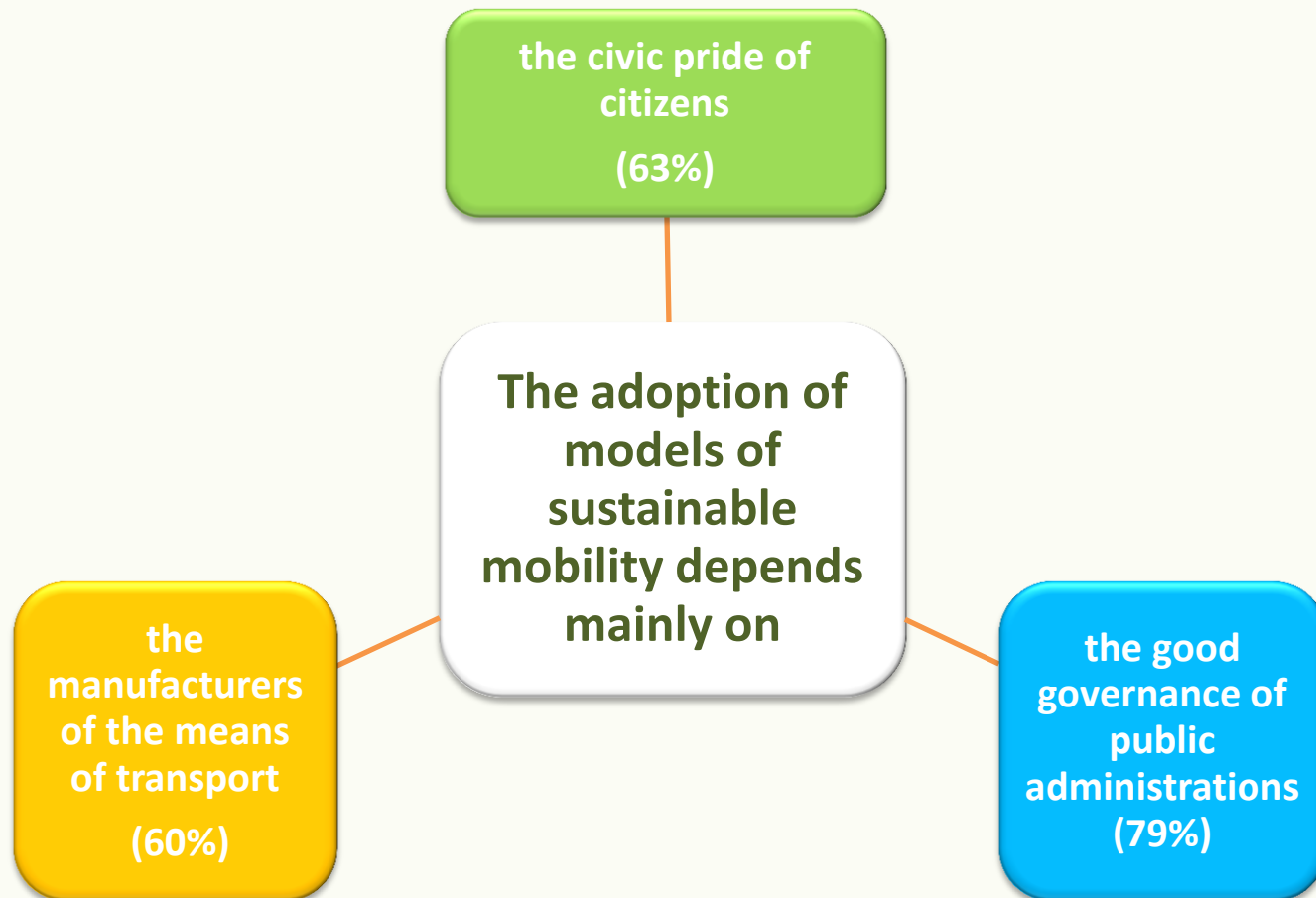
- in terms of non-discrimination, accuracy, timeliness, accessibility to information, solving inefficiencies and most importantly knowing one's rights as a passenger/traveller.

The European citizens interviewed were **over 4000** and were handed a questionnaire regarding:

- *the use of bicycles*
- *the use of local public transport*
- *car-sharing*
- *private vehicles*
- *general interventions on mobility*

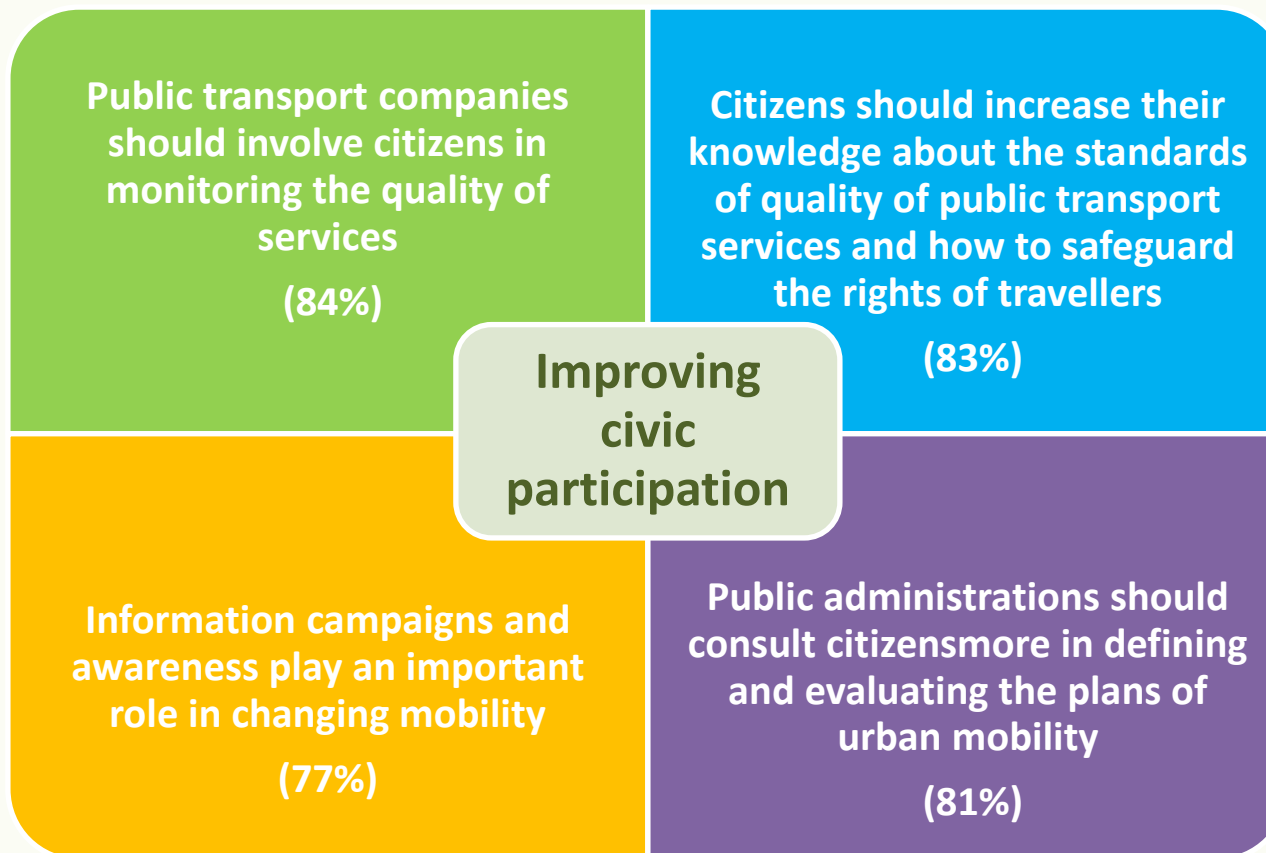
## Social responsibility

Who is responsible for promoting and adopting new models for sustainable mobility?  
Firstly public administrators, secondly us citizens and thirdly businesses.



## Civic participation

59% of EU citizens do not know if their own towns have an Urban Mobility Plan or not.  
21% of EU citizens do not know if their own towns are being used vehicles of public transport with alternative power supply.



| Reduce the environmental impact of private vehicles   | UE         | Italy |
|---|------------|-------|
| Introduce tax breaks for eco-friendly car purchases   | <b>62%</b> | 81%   |
| Request more dedicated infrastructures (charging stations for electric cars, dedicated parking spaces for LPG cars, etc.)   | <b>60%</b> | 75%   |
| Introduce tax relief for vehicle manufacturers in order to reduce the selling price   | <b>59%</b> | 71%   |
| Apply discounts on additional costs (e.g. car insurance, car tax, etc.)   | <b>52%</b> | 64%   |
| Promote educational programs about safe and environmentally friendly driving in order to reduce road accidents as well as noise and environmental pollution             | <b>51%</b> | 64%   |
| Apply discounts on highway tolls  | <b>46%</b> | 53%   |
| Provide free/reserved parking for eco-friendly cars   | <b>46%</b> | 52%   |
| Restrict the circulation of polluting vehicles  | <b>45%</b> | 50%   |
| Introduce/increase the penalties for omitting to check vehicle exhaust emissions  | <b>44%</b> | 42%   |
| Introduce/increase occasional traffic bans  | <b>33%</b> | 26%   |
| Introduce/increase a tariff policy on different parking (e.g. distinction between residents and non-residents, including most polluting and least polluting cars, etc.) | <b>30%</b> | 36%   |
| Introduce/increase circulation number plate   | <b>20%</b> | 15%   |



| 18 Civic Recommendations  | %   | Sector                       | Sustainability               |
|---|-----|------------------------------|------------------------------|
| 1. Introduce/increase discounts and tax breaks for tickets for public transport (e.g. cost deductibility)   | 67% | Local public transport (Lpt) | Economic sustainability      |
| 2. More facilities for vulnerable segments of the population (e.g. students, senior citizens, the unemployed, etc.)   | 67% | Lpt                          | Economic sustainability      |
| 3. Remove barriers preventing access for passengers with reduced mobility/disabled  | 65% | Lpt                          | Right & duties               |
| 4. Increase infrastructures in the city (e.g. more bike lanes, etc.)  | 65% | Use of bicycles              | Social sustainability (A)    |
| 5. Introduce tax breaks for car purchases   | 62% | Private vehicles             | Economic sustainability      |
| 6. Request more dedicated infrastructures (charging stations for electric cars, dedicated parking spaces for LPG cars, etc.)                                    | 60% | Private vehicles             | Environmental sustainability |
| 7. Make the use of bicycles in combination with other vehicles easier (e.g. Parking for bikes in the vicinity of railway stations, metro, etc.)                 | 60% | Use of bicycles              | Social sustainability (A)    |
| 8. Introducing/increasing Travelcards (e.g. the same ticket for the use of multiple means of transport) as well as extending its validity time                  | 60% | Lpt                          | Economic sustainability      |
| 9. Improve the connection between stations and other transport options  | 59% | Lpt                          | Social sustainability (A)    |
| 10. Introduce tax relief for vehicle manufacturers in order to reduce the selling price   | 59% | Private vehicles             | Economic sustainability      |
| 11. Possibility to buy a ticket on board at no extra cost   | 57% | Lpt                          | Social sustainability (A)    |
| 12. Increase Park&Ride areas  | 56% | Lpt                          | Social sustainability (A)    |
| 13. Invest in the state-of-the-art vehicles   | 54% | Lpt                          | Social sustainability (L)    |
| 14. Increase the frequency of service   | 53% | Lpt                          | Social sustainability (A)    |
| 15. Promote the use of technologies for intelligent traffic control and the improvement of road safety  | 53% | Lpt                          | Social sustainability (A)    |
| 16. Ensure greater safety in vehicles (e.g. Use of video surveillance systems)  | 52% | Lpt                          | Social sustainability (L)    |
| 17. Apply discounts on additional costs (e.g. car insurance, car tax, etc.)   | 52% | Private vehicles             | Economic sustainability      |
| 18. Promote educational programs about safe and environmentally friendly driving in order to reduce road accidents as well as noise and environmental pollution | 51% | Private vehicles             | Right & duties               |

## The first 4 Civic Recommendations

**Improve public transport:** among the 4 Civic Recommendations with the highest consensus (greater than or equal to 65%) **three refer to local public transport and one to an increase in the use of bicycles.**

| The first 4 Civic Recommendations   | %   | Sector          | Sustainability            |
|---|-----|-----------------|---------------------------|
| 1. Introduce/increase discounts and tax breaks for tickets for public transport (e.g. cost deductibility)           | 67% | Lpt             | Economic sustainability   |
| 2. More facilities for vulnerable segments of the population (e.g. students, senior citizens, the unemployed, etc.) | 67% | Lpt             | Economic sustainability   |
| 3. Remove barriers preventing access for passengers with reduced mobility/disabled                                  | 65% | Lpt             | Right & duties            |
| 4. Increase infrastructures in the city (e.g. more bike lanes, etc.)  | 65% | Use of bicycles | Social sustainability (A) |

In order to be able to use the bicycle in town there is the need to increase the infrastructures starting with bicycle lanes.

**On the positive side,** a strong sense of solidarity stands out, since the first three Civic Recommendations wish to further promote access to public transport for those citizens economically/socially most vulnerable or with reduced mobility - compared to what is already being done.

## Liveability (social sustainability)

| Civic Recommendations   | Sector                 |
|---|------------------------|
| <b>13.</b> Invest in the state-of-the-art vehicles                                    | Local public transport |
| <b>16.</b> Ensure greater safety in vehicles (e.g. Use of video surveillance systems) | Local public transport |

## Environmental sustainability

| Civic Recommendations   | Sector           |
|---|------------------|
| <b>6.</b> Request more dedicated infrastructures (charging stations for electric cars, dedicated parking spaces for LPG cars, etc.) | Private vehicles |

## Right & obligations

Two Civic Recommendations address the subject of rights & obligations:

on the one hand, they call for the real enjoyment of a right, the right to mobility for people with disabilities, specifically on the reduction of barriers;

on the other, they urge people to acknowledge their obligations as citizens, giving high priority to the education for safe and environmentally friendly driving.

| Civic Recommendation  | Sector                 |
|---|------------------------|
| <b>3.</b> Remove barriers preventing access for passengers with reduced mobility/disabled | Local public transport |

| Civic Recommendation   | Sector           |
|--|------------------|
| <b>18.</b> Promote educational programs about safe and environmentally friendly driving in order to reduce road accidents as well as noise and environmental pollution | Private vehicles |

## 1 - EUROPEAN CITIZENS ARE WELL AWARE:

- a) that in the world of transport there is no magic wand to help meet all our mobility needs and that the resources available are few. This is an important starting point because it allows us to address these issues with healthy realism, thus recognizing the responsibilities of and difficulties encountered by all the actors involved;
- b) that we are all - and not just the commuters - called upon to contribute to both individual and collective mobility needs, public and private;
- c) of the complexity of mobility since there is a link between:
  - public services, to which certain rules and responsibilities apply, and the market, governed by other rules;
  - collective and individual mobility;
  - public and private actors;
  - local/regional/national/supranational dimensions, as well as short-and long-term needs related to the present generations and to the future ones, with needs difficult to foresee at the moment;
- d) of mobility as a means to makes us feel European citizens.

## 2 - WE NEED TO ACT ON WHAT WE ALREADY HAVE (I)

- a) Most Civic Recommendations ask to systemise what is currently split and occasional. There are low-cost solutions which could meet the diverse mobility needs, and not seeing them implemented is annoying. More than revolutionising the system, the mobility of many Europeans would improve by implementing already tested solutions. Not surprisingly, the implementation of most Civic Recommendations requires the ability to enforce them more than investment in them;
  
- b) the awareness of the situation citizens experience every day does not correspond to the knowledge of what has been achieved or is being done through the work of the EU institutions;

## 2 - WE NEED TO ACT ON WHAT WE ALREADY HAVE (II)

c) recent Directives have strengthened the legal conditions for a greater protection of passengers' rights, but they still need to strengthen the tools of protection and, in parallel, to support information to citizens by:

1. supplying information at international airports, railway stations and main transport interchanges;
2. promoting the APP that the European Commission has launched for air and rail transport, useful also for bus/coach transport and river and sea transport;
3. involving civil society as a vehicle to reach a target of citizens otherwise not accessible since they do not know how to use new technologies or social media;
4. regarding conciliation as a fast and economical way to resolve *small disputes* in transport;
5. organising counselling and protection centres within the major interchange areas and where there is the most passenger flow.

*We wish that this work be regarded as a constructive contribution to what associations and citizens have forwarded to the attention of institutional decision-makers at local, national and European level, as well as to the various stakeholders who are committed to working for a more sustainable mobility and in line with citizens' expectations.*

*Thank you for  
your attention!*

**Mariano Votta**

*Director Active Citizenship Network*

*m.votta@activecitizenship.net*

*www.activecitizenship.net*

*www.cittadinanzattiva.it*

*Be informed, follow us on:*

*Free monthly newsletter "Active Citizenship Network News"*

*Facebook and Twitter*