EVIDENCE

- of the *proven economic benefits* of sustainable transport initiatives
- to facilitate effective integration in urban mobility plans

Co-funded by the Intelligent Energy Europe Programme of the European Union
Return on Investment Crucial

- Transport-related investment aims to maximise economic returns.
- Sustainable transport measures and initiatives offer very impressive return on investment.
Infrastructure Bias Prevails

The promises for job creation of road infrastructure are exaggerated

Vaunted claims that new roads and motorways create jobs often lack evidence while detracting from greener transport solutions

John Whitelegg
Guardian Professional, Friday 19 April 2013 09.00 BST

Building new roads in areas such as Lancashire is not a sustainable job creation scheme. Photograph: Alamy
Reviewing the Evidence

• Evidence is dispersed.
• Some deny it even exists.
• We will find it and bring it all together.
• Then undertake an independent review of its credibility.

WE NEED YOU!

Provide reports or papers that include evaluation of costs and benefits of sustainable transport measures & initiatives.
Call for EVIDENCE

MOBILITY AND TRANSPORT

CALL FOR EVIDENCE ON THE BENEFITS OF SUSTAINABLE URBAN MOBILITY MEASURES

The European Commission has selected a partnership of three leading European Academic Universities in the field of sustainable transport to review the evidence of the economic benefits of sustainable urban mobilities.

The European Commission is asking interested stakeholders to submit evidence on the tangible benefits of sustainable urban mobility measures.

Contributions are for a global study to review the evidence base currently available to substantiate reported cost-benefit ratios (or return on investment) for sustainable transport measures and initiatives. The EC is working towards a form of mobility that is sustainable, energy efficient and respectful of the environment. This evidence is therefore important to build confidence for future investment decisions.

Evidence in the form of scientific papers, reports and studies, valuation studies, or examples of policy implementation, is needed in all areas of the project. Submissions are welcome from all sectors including scientific and research institutions, governments, local authorities and managers of natural resources, the private sector, NGOs and other experts in Europe and around the world. All contributions are welcome.
Produce Credible Evidence

• Leading European Universities will review the credibility of evidence.
• Report will be available on-line.
• Summary translated into 22 languages.
Change Policy Debate

• Educate profession, policy makers & politicians to recognise crucial role of sustainable transport

• Change debate - focus on costs of not implementing sustainable transport.
Who Needs to See the Evidence?

- Politicians & policy makers
  - To build consensus across all parties
- Transport professionals
  - Those informing policy
- Future generation
  - To have the right skills
Need to Know Who’s Who?

Creating database to assist targeted dissemination in every member state.
Bring your SUMP to life!

Heineken. Refreshes the parts other beers cannot reach.

EVIDENCE. Influences SUMPS in ways others cannot.
Evaluation of SUMPs

• JRC Technical Report – 2013
• ”Quantifying the Effects of SUMPs”
• Measure scoring
• NUTS 3 regions / scores weighted
• AVOID - SHIFT - IMPROVE
• ECONOMIC - SOCIAL - ENVIRONMENTAL
• Based on 21 Measures
1. Investment
2. P/T Coverage
3. Ticketing and Payment Schemes
4. Taxi Services
5. Dedicated Walking/Cycling i/fs
6. City Logistics
7. Energy Efficiency of Alt Modes
8. Mobility Plans
9. Car Sharing
10. Tele-comms
11. Multi-Modal Platforms
12. Multi-Modal Travel Info
13. Park & Ride
14. Re-allocation Road Space
15. Parking Management
16. Traffic Management
17. Low Speed Zones
18. Info and Marketing
19. Eco Driving
20. Congestion Charging
21. Low mission Zones
However...

- Mobility Issues also touch on –
  - UNEMPLOYMENT
  - LAND USE
  - PUBLIC SPACE
  - SEGREGATION
  - LACK OF SOCIAL COHESION
  - POOR HEALTH (Pollution / Inactivity)
  - P.E.S.T.L.E factors...
SUMP Process of Planning and Implementation

SUMP – Finalised
Paper Plan of Action

SUMP – Implementation
Plan of Action
What evidence is EVIDENCE looking for?

• **Benefits** – such as additional jobs, travel money and travel time savings, revenues from fees and charges.

• **Socio-economic benefits** – social and environmental components such as local air pollution, CO2-emissions, noise, access, traffic safety and liveability.

• **Costs** – including planning and implementation, project management, investment, as well as recurrent expenditure such as operation, maintenance, administrative and enforcement.
Group Discussions

- What level of information on cost and benefits is really essential to make informed decisions?

- Which externalities, co-benefits, synergies and/or trade-offs included?
Group Discussions

- How can we measure the un-measureable (e.g. quality of live)?

- What evidence on economic, social, and environmental costs and benefits of sustainable mobility measures do you know?
Follow the Debate

• www.evidence-project.eu

• SUMPsevidence

• evidence@evidence-project.eu

• Initiate a discussion – also Linked In /Facebook
Get in Touch

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