

EcoMobility is the urban transportation solution of the future

EMBARGOED until 23 October 2011, 5pm KST (10am CET)

CHANGWON/Republic of Korea – **Today cities are often planned around the car rather than the needs of their residents. EcoMobility promotes sustainable transport options, focusing on the needs of people in our cities and offering real choices on how to get around our cities in a smarter way.**

The concept of EcoMobility refers to mobility without dependency on private motorized vehicles, such as a car or a motorcycle, and covers both public transport and active means of transport such as cycling and walking. EcoMobility can provide real solutions to the challenges cities are facing in sustainable urban transport.

The EcoMobility Changwon 2011 congress on Mobility for the Future of Sustainable Cities, organized by Changwon City and ICLEI – Local Governments for Sustainability, is bringing together over 300 participants from all over the world to talk about sustainable transport solutions for cities. Changwon, also known as the environmental capital of the Republic of Korea, is taking the lead, for example, through its innovative Changwon NUBIJA bicycle sharing system.

Gil Penalosa, former Director of Parks and Recreation of Bogotá, Colombia and Executive Director of 8-80 Cities, underlined in his inspiring keynote address: *“EcoMobility is not only walking, cycling and public transportation. It is about these 3 systems clicking together: connectivity is the key”*.

The economic and social benefits of EcoMobility were also highlighted. *“Eco’ does not have to mean difficult or inconvenient: in most cases, it will also mean significant financial savings. Right now we prioritize cars. When we get our priorities right, we will get our systems right”*, according to Debra Efrogmson, Regional Director of Healthbridge.

The congress reached a resounding consensus: a paradigm shift of planning processes in cities is needed to achieve successful EcoMobility. Urban sustainable transportation plans should focus more on moving people rather than moving vehicles. Stephen Yarwood, Lord Mayor of Adelaide, Australia, highlighted that cities, as places for people to live, work and play, should aim to reduce car dependence and encourage walking and cycling.

The congress showcased examples from pioneering EcoMobile cities around the world, including Tokyo, Boulder and Utrecht, highlighting outstanding examples of bike sharing systems, intermodality and EcoMobility innovations.

EcoMobility Changwon 2011 is also hosting the official launch of the new EcoMobility Alliance. Changwon City and ICLEI have select pioneer cities from all over the world which are eager to take on the challenge of becoming cities of EcoMobility excellence. The vision is that of vibrant cities where citizens can enjoy a high quality of life and access goods, services, people and information in a sustainable way.

Any questions? Please contact

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Congress program and speakers

Download the full [congress program](#).

More information needed?

About EcoMobility Changwon 2011, 22-24 October, Changwon, Republic of Korea

EcoMobility Changwon 2011 will provide fresh, visionary and enriching perspectives on sustainable urban mobility. Renowned transportation experts from around the globe will present some of the world's best case studies, and participants will learn how to kick start and implement good policies while engaging in fruitful debates about mobility for the future of sustainable cities.

EcoMobility refers to environmentally sustainable forms of mobility that combines the use of non-motorized means of transport such as walking, cycling, skating or scooting with the use of public transport. EcoMobility describes mobility without dependency on a private motorized vehicle such as a car or a motorcycle.

www.iclei.org/ecomobility2011

About Changwon City, Republic of Korea

Changwon, Korea is the generous host of the EcoMobility Changwon 2011. Changwon is located in the mid-southern part of Gyeongsangnam-do. It is a time-honored city with 600 years of history, where people have been living ever since the New Stone Age. As the first planned city in Korea, Changwon developed into the most livable and business-friendly city in the nation. With the establishment of integrated Changwon City in July 2010, Changwon became a huge city with a population of 1.08 million. It is now taking a big leap forward to becoming an innovative eco-city and the World's Environmental Capital based on citizen participation and effort.

ecomobility2011.iclei.org/changwon-iclei/about-changwon

About ICLEI

ICLEI is a global membership association of more than 1200 local governments and municipal organizations representing over 440 million people in 74 countries, which have made a commitment to sustainable development.

ICLEI provides information, delivers training, organizes conferences, facilitates networking and city-to-city exchanges, carries out research and pilot projects, and offers technical services and consultancy.

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We greatly appreciate notifications on coverage resulting from this press release. Thank you!