

## TRAINING FICHE

### 02. THE WEIGHT OF THE ECONOMY IN MOBILITY

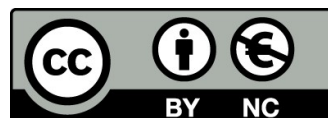
<b>Area</b>	Mobility
<b>Level</b>	ADVANCED
<b>Topic</b>	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #92d050;"></div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #4a90e2; color: white; padding: 2px;">2. Economic implications of RC production and consumption</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #ff00ff;"></div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #ffff00;"></div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #ff8c00;"></div> </div>
<b>Module</b>	<div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #92d050;"></div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #4a90e2; color: white; padding: 2px;">The weight of the economy in Mobility</div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #ff00ff;"></div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #ffff00;"></div> </div> <div style="display: flex; align-items: center;"> <div style="width: 20px; height: 20px; border: 1px solid black; margin-right: 5px;"></div> <div style="width: 100%; height: 20px; background-color: #ff8c00;"></div> </div>
<b>Keywords</b>	Responsible mobility – economic implications – business models on mobility – green growth
<b>Introduction</b> (500-1000 characters including spaces)	<p>Transportation stakeholders usually focus on user prices and low production costs to increase competitiveness, without taking into consideration that cost reductions increase demand for transportation, leading to negative environmental impacts and infrastructure shortages/congestion, depending on the region.</p> <p>A solution to this issue is to invest in transport eco-innovations, which produce economic long-term benefits that out-weight short-term losses. Moreover, from a macro-economic perspective eco-innovation can also help to relieve market failures.</p>

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	<p>For this reason, when assessing economic impacts of sustainable mobility it is necessary to move away from the common one-dimensional approach (the user prospective) and introduce multiple perspectives (e.g., the macro-economy, the distribution of impacts across social groups or across regions, global competitiveness.).</p>
<p><b>Economic Impacts/Benefits</b> (1000-1500 characters including spaces)</p>	<p>To facilitate an effective and sustainable introduction of eco-innovations municipalities should adopt a Sustainable Urban Mobility Plan. SUMP's are initiatives promoted by the European Commission as a new planning concept able to address transport-related challenges to reach EU climate and energy targets and create more sustainable transportation system.</p> <p>The economic aspects of sustainable mobility are undoubtedly relevant for making policy choices and a SUMP can produce concrete economic benefits; for instance, it improves <b>efficiency and cost-effectiveness of the transport system</b>. Cost effectiveness can be calculated by measuring the amount of money spent to save CO2 and the investment required for each SUMP's measure implemented.</p> <p>Current economic analyses mainly focus on:</p> <ul style="list-style-type: none"> <li>- Cost-benefit analysis (CBA), which generates the highest impact in users (time savings or cost changes due to taxes paid by the transport users)</li> <li>- Total cost of ownership (TCO) of owning and using a vehicle, which usually estimates the balance between increased investment costs and decreased energy costs from a user perspective.</li> </ul> <p>The common assumption that the user perspective is the comprehensive basis for policy making in sustainable mobility should be challenged. When analyzing the economic impacts additional dimensions should be considered (sectoral, macro-economy, societal, distributional, authority and government).</p>

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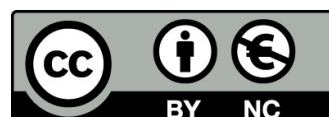
<p><b>Good practices</b> (1000 -1500 characters including spaces)</p>	<p><a href="#"><u>BICIPOLITANA of Pesaro</u></a></p> <p>The BICIPOLITANA is an initiative developed in the city of Pesaro (IT) in the framework of a Sustainable Urban Mobility Plan. It refers to an underground metro that uses bicycles as the cars and bicycles as the rails. The system being employed is common to metros around the globe. Different regions of the city are connected by lines (yellow, red, green, orange, etc.), making it possible to travel quickly without spending any money, causing any pollution, or adding any stress. The Bicipolitana is being built; some lines have already been built, others will be finished soon, and yet others will take more time.</p>
<p><b>Current and future challenges</b> (1000 -1500 characters including spaces)</p>	<p>Passenger traffic will approach 80,000 billion passenger km by 2030, representing a 50% increase, while freight volume will climb by 70% globally.</p> <p>The COVID-19 pandemic-related crisis should be used as an opportunity to speed up the decarbonization and modernization of the entire transportation and mobility system. The green and digital transitions should reshape the sector, redraw connectivity, and reinvigorate the economy. The Commission recognises that this transformation, which must be socially just and fair, will not happen quickly and will require the full commitment and support of all transport actors, as well as a significant increase in investment from the public and private sectors that will spur growth. The transportation sector should serve as a showcase for European ingenuity and tenacity, leading the way in research, innovation, and entrepreneurship and guiding the twin transitions. Both the Green New Deal and the 2030 Agenda can contribute to the development of more sustainable transportation networks. SDG 11.2 aims to provide safe, affordable, and sustainable transportation systems for everyone by 2030. Apart from cost-efficiency, the plan is to make transportation safer</p>

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	and more accessible for everyone, including vulnerable groups, by improving public transportation and road safety.
<b>Language</b>	<i>English</i>
<b>Partner</b>	<i>IHF</i>
<b>Further references</b>	<a href="https://etrr.springeropen.com/articles/10.1186/s12544-022-00536-3">https://etrr.springeropen.com/articles/10.1186/s12544-022-00536-3</a> <a href="https://www.mckinsey.com/featured-insights/themes/how-emerging-trends-are-shaping-the-future-of-mobility">https://www.mckinsey.com/featured-insights/themes/how-emerging-trends-are-shaping-the-future-of-mobility</a> <a href="https://www.startus-insights.com/innovators-guide/top-10-mobility-industry-trends-innovations-in-2021/">https://www.startus-insights.com/innovators-guide/top-10-mobility-industry-trends-innovations-in-2021/</a> <a href="https://www.eltis.org/sites/default/files/trainingmaterials/reform-eu_good_practices_on_sustainable_mobility_planning_and_sump.pdf">https://www.eltis.org/sites/default/files/trainingmaterials/reform-eu_good_practices_on_sustainable_mobility_planning_and_sump.pdf</a>

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