

[0:08Skip to 0 minutes and 8 seconds](#) Accelerating transitions to zero carbon sustainable urban mobility systems is crucial to achieving sustainability targets and policy objectives at the International, national, and subnational level. Why is it so crucial? What is at stake? The transport sector has a significant impact on our climate and our environment, and it is one of the sectors that is most difficult to decarbonize. Road transport CO<sub>2</sub> emissions represent the highest proportion of all transport emissions and they have been steadily increasing across the world. Over the past five decades. In many countries or regions, such as the European Union, greenhouse gas emissions have been going down overall. The only sector where emissions have been continuously increasing or have stabilised at best is the transport sector.

[1:07Skip to 1 minute and 7 seconds](#) In the European Union, for example, it is the only sector whose emissions have not been decreasing over time. In the European Union, for example, nearly 3/4 of greenhouse gas transport emissions come from road transport. Whilst only 23% of the EU's transport greenhouse gas emissions are generated within urban areas, most longer distance trips either begin or end in an urban area. And while 70% of the EU population lives in cities, this is projected to reach almost 84% by 2050. Road transport is also a major contributor to air pollution in European cities. And beyond issues linked with engine emissions, road traffic also generates harmful particulates via vehicles brake systems.

[2:10Skip to 2 minutes and 10 seconds](#) And it is one of the main contributors to microplastic pollution in the marine environment due to the wear and tear from car tyres. The transport related challenges that cities around the world face are quite substantial and multifaceted. The majority of them can be related to the fact that the car has been dominating our cities for way too long and that we're currently facing the legacy of decades of car centric planning. Now, what challenges are we talking about? Well, transport is current responsible for about one fifth of the global CO<sub>2</sub> emissions, and nearly a third of transport related CO<sub>2</sub> emissions come from urban passenger transport.

[2:49Skip to 2 minutes and 49 seconds](#) At the same time, cities and their citizens face severe health threats caused by transport-related air and noise pollution. And on top of that, every single day, still way too many people die or get severely injured in road crashes. And finally, our economies and quality of life is also suffering from excessive car-based congestion. Now, addressing these negative externalities is really the biggest challenge ever faced by urban mobility decision makers, especially if we consider that, as urban populations keep on growing, we can also expect a steady increase in urban transport demand. So it is clear that action is needed and that it is needed now.

[3:28Skip to 3 minutes and 28 seconds](#) If we want our urban mobility ecosystems to become more sustainable, we will need a radical shift away from the private car in cities with public transport and active travel as the backbone, we need integrated packages of measures that address several of the challenges I mentioned in one go. We need multimodality and intermodality, and for that, we will need to deploy both carrots and sticks, incentives, as well as disincentives. But we also have to make sure that the transport transformation ahead of us will be just, equitable, and inclusive, and for that, we do not only require a modal shift but also a motor shift onto cleaner and right-sized vehicles.

[4:09Skip to 4 minutes and 9 seconds](#) A space shift, where we reallocate public space in favour of sustainable modes. A cost shift, where we change the price for access and mobility but also internalise finally the external costs of unsustainable modes. A risk shift in view of safety and moving towards vision zero, but also in terms of security and environmental harm. And finally, a budget and investment shift to prioritise investment in sustainable modes of transport. Now, this may sound like an impossible endeavour but the good news is actually that many cities, small, medium, and large are acting already and show political leadership and courage, and they are the first responders to health and social crises and the early adopters of transport innovations.

[4:54Skip to 4 minutes and 54 seconds](#) They manage complexity and develop multimodal and integrated solutions every single day. So cities hold many of the keys required to address the transport-related crises we face, and they are stepping up more and more.