



**Transforming
Urban Mobility**

Project Outline: Transforming Urban Mobility

Context

Mobility is a driving force for economic activity enabling access to jobs, education, health as well as the production of goods and services. Yet, traffic congestion is diminishing economic development, 80% of cities exceed World Health Organization's air quality standards and on average transport contributes to 23% of CO₂ emissions.

Digitalization, new technologies and business models present opportunities for business and cities to collaborate and accelerate the creation and deployment of sustainable mobility systems.

Project overview

WBCSD's Transforming Urban Mobility (TUM) project brings business and cities together to implement system-level and integrated workstreams to steer urban mobility systems towards a safer, cleaner, more accessible and more efficient future.

Approach

Value

- Develop insights on the fast-moving transformation of urban mobility.
- Foster strategic partnerships with business and cities to scale up action.
- Lead the transformation towards a sustainable urban mobility ecosystem.

Impact

- Scale-up new business models and prove the business case of sustainable mobility.
- Collaborate on tangible pilots with leading companies and cities.

Voice

- Take a leading role at global sustainable mobility events.
- Amplify a forward-thinking business voice inside the mobility community.

Who is involved

More than 20+ companies spanning the new mobility value chain.

Options for engagement

- **Join** the TUM project to gain cutting-edge mobility insights.
- **Collaborate** on concrete pilots with leading companies and cities.
- **Engage** with public stakeholders and influence the wider mobility community.

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Find out more at:

<https://www.wbcسد.org/Transforming-Urban-Mobility>