

ONLINE TALK - APRIL 08th

Sustainable Mobility

Common challenges for cities
and businesses





Are you in charge of mobility in your city and facing challenges working with the private sector?

This international mobility talk will showcase existing solutions, help local leaders to build partnerships and give the necessary tools to make mobility more sustainable.

Participants will see how to use these operational partnerships embodied in Corporate Mobility Pacts (CMP) as developed by the WBCSD and take advantage of their benefits.

How can the private sector contribute to making mobility more sustainable?

Mobility has considerable impacts on the environment, space consumption and individuals' health and well-being.

Making mobility sustainable is one of the great challenges cities face: 24% of greenhouse gas emissions comes from this sector with a projected increase in emissions in the coming years.

Businesses as employers have a great influence on mobility choices and can lead the transformation towards a sustainable mobility. They can have a direct effect on mobility trends by choosing more viable options for their fleets and for transporting goods. In addition to this, they can have an indirect effect by encouraging suppliers, employees, and customers to shift behaviors.



In a logic of experience sharing, WBCSD and INTA invite to a meaningful talk between practitioners and decision-makers to confront and find solutions to the complexity of current urban evolutions.

This session is designed to provide the tools for analysis and implementation of practical measures optimising the management of urban territories and promoting social cohesion.

Through this meeting, we will foster exchanges between city and business representatives, illustrating how collaboration between stakeholders can take place and accelerate impact, highlighting the levers for joint action and the related benefits, beyond emissions reduction.

What will this session provide you with:

Through concrete examples coming from cities, businesses, INTA and WBCSD, you will acquire:

- **Tools to open a dialogue with the private sector**
- **Knowledge to identify relevant collaboration with the private sector**
- **Knowledge on creating mutual beneficial collaborations**
- **Examples of benefits and tools for measuring them**

What this session is not :

This session is not an academic presentation. Its goal is to have professionals sharing their experience and the lessons they have learned. It is also not aimed at identifying public-private funding opportunities.



Who is this session aimed at?

It is a session aimed at professionals around the world:

- Public authorities and leaders from the public and private sectors
- CEOs and decision makers of entities whose operations are linked to cities' mobility
- Opinion makers, consultants and professional NGOs engaged in sustainable mobility

Who we are and why we can help:



WBCSD is a global, CEO-led organization of over 200 leading businesses working together to accelerate the transition to a sustainable world.

We help make our member companies more successful and sustainable by focusing on the maximum positive impact for shareholders, the environment and societies. To help cities achieve their sustainable urban mobility plans, we have developed Corporate Mobility Pacts (CMP), where businesses and cities work together to make mobility more sustainable.

Our member companies come from all business sectors and all major economies. Our global network of national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues. WBCSD is the leading voice of business for sustainability: united by our vision of a world where more than 9 billion people are all living well and within the boundaries of our planet, by 2050. www.wbcasd.org



INTA is a global membership association of urban policy-makers and practitioners who share knowledge, experience and tools for integrated territorial development.

Since its foundation 40 years ago, the International Urban Development Association (INTA), is **gathering urban professionals, public and private leaders and stakeholders**; it surveys the world, cities and neighbourhoods, makes diagnoses and designs action plans with the help of practitioners from all disciplines and nationalities.

In doing so, INTA develops strong relationships with Government officials, local authorities, communities, business corporations and other stakeholders who build, manage and care for the city.

INTA's areas of intervention include urban and territorial strategies, future of mid-sized cities, local ecological and climate transitions, post Covid recovery, transitory planning....

www.inta-aivn.org/en/presentation

Interactivity & Format

The WBCSD & INTA online talk is scheduled to take place on **April 8th from 16h00 to 18h00**. The audience will have the opportunity to ask questions and to participate in a short survey that will enrich the discussion.

Registration

Please register through the link below:

[Click here](#)

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