

William Borthwick

Thank you and thank you Chairman, Tom, thank you Ladies and Gentlemen. It's my pleasure to address this meeting of EMTA and I'd like to thank the organization for that opportunity. And I'd also like to thank Birmingham and CENTRO for hosting this event. It's a great city, Birmingham, and it's clear that a lot of ongoing activity is on the transport field. I'm only sorry, I wasn't able to come yesterday and visit some of that.

I'm going to tell you a little bit about future policy initiatives that are in the pipeline and also actions to promote sustainable mobility. Some of the points I think will emphasize what Brian has already mentioned and I certainly will echo some of his comments, also. I'd like to start though by paraphrasing the words of our Vice President, Siim Kallas, the commissioner for mobility and transport, who was addressing our CIVITAS forum last month. He said – and I paraphrase: “Climate change, energy security and economic recession all pose serious threats to our present way of life. Developing and implementing sustainable transport solutions is therefore vital to long term peace and prosperity. Europe has always been at the forefront of the move to sustainability. It must continue to lead and in doing so, it will secure its global competitiveness.”

Brian, I slightly take issue with your comment that the commission was somehow – well, I don't think you said this, but – not so much in favour of mobility. I think that we always see mobility as vital for economic growth. And of course, the issue for us is to see a move towards sustainability. And to uncouple the effect of transport growth from its impact on the environment. There is no doubt transport is the main pillar of Europe's economic success. We just have to look at the transport equipment industries, the automotive industry, the aircraft industry, etc., and these continue to generate huge wealth and employment. But of course we all know that each day we confront congestion, and it just gets worse. We breath polluted air and use up ever more of the world's scarce oil. Our view is that transport system will have to change and it will have to change substantially. You just have to look at the UN forecast on the trend towards organization: 72% of the population were living in cities in 2007 and it is forecast that it will be 84% by 2050. From EUROSTAT we had the prediction that today, 13% of the population, sorry, 17% of the population are over 65, but by 2050, 30% will be over 65. So the transport system has to change. It has to reflect these changes in demography and changes in the way the economic situation is progressing.

So the commission therefore set out ten ambitious goals in the recent White Paper – Brian mentioned it: the Roadmap to a Single European Transport Area. And these goals we consider are necessary to deliver a fully functional transport system and also to achieve a 60% reduction in carbon dioxide from transport by 2050 and to curb climate change. The White Paper identified urban areas as those with the greatest potential to contribute, and this of course reflects these growing trends. Cities must confront these issues if we are to achieve our goals. And it is in the cities that technology, spatial planning and behavioural change can have the biggest impact. Let's say, compared, it's like the low hanging fruit, if you want. That is not to trivialize the challenges that we face. But there are – and we have seen this from CIVITAS

many things that do not cost too much and that can substantially improve the situation for transports in our cities. But the Commission set the following, I would say pretty ambitious, goals for the urban level, halving the use of conventional fuelled cars in urban transport by 2030 and phasing them out in our cities by 2050 and achieving essentially CO₂-free city logistics in major urban centres by 2030. Cities are therefore crucial drivers of change. They have the power to bring together the interest of their citizens and industries and to plan and deploy innovative transport solutions. You are the people that will make this change happen.

There are of course those who argue that Europe should not become involved in urban mobility and that we should leave it to the local and regional communities, who know best what to do. But we do believe that the EU has a big responsibility here – always respecting the principle of subsidiarity. Why European action? Where is it needed? And what can be the added value? I think we have a strong and a useful support of role in identifying common features and common challenges that cities face. For the functioning of the single market, of course, we would need to see that there is no discrimination or blocking of access for visitors or transport of goods and services throughout Europe. And it is also important that we have the appropriate common and inter-operable standards, both to make systems walk together, but also to avoid administrative and financial burdens. You just have to think of smaller size cities that might wish to implement the smart card Brian mentioned and there, there are the issues of the back office. And these could be streamlined if we had this sort of economy to work. Learning from each other. CIVITAS has been a great experience for that, for those of you who know CIVITAS, I think there has been a very beneficial mutual learning experience. And of course not forget, the commission does have these programs for research and demonstration and support cities with funding, to assist them. But no question, the biggest responsibility lies with the cities themselves.

And let me now just inform you about the White Paper and some of the other ongoing initiatives. The White Paper introduces a number of sustainable urban transport initiatives as main stream elements of EU transport policy. And that's a significant development. The approach is very much supporting cities, supporting and facilitating, to achieve their objectives for sustainable mobility – and respecting subsidiarity. To achieve its goals, the White Paper presents an ambitious range of actions grouped into forty activities and addressing a broad range of issues. Many of them touch on the urban dimension of transport.

- Activity 31 seeks to support cities in developing sustainable urban mobility plans and to link access to reach with the Development and Cohesion Funds to cities and regions with a sustainable urban transport strategy.
- Activity 32, which announces the development of a framework for urban road user charging with access restriction schemes and their application. So you see that the focus is in developing frameworks that cities could adopt if it meets their needs.
- Activity 33 is a strategy for moving towards zero emission urban logistics. And this will be defined in the joint public procurement and low emission vehicles will be promoted. This helps stimulate the market for these otherwise more expensive vehicles in the initial stages of their development.
- Activity 22 is to support the deployment of systems for inter-operable and multi-modal scheduling: information systems for travellers, on-line reservation

and smart ticketing. Brian mentioned the importance of having seamless door to door transport, where you can use a smart card or your mobile phone device or your personal assistant device to pay and book your travel.

- And on the research front, activities 24, 25 and 26 force to renovation and deployment of urban transport technologies, including vehicles, alternative fuels, management and information systems. And this is supported through demonstration projects, development of standards, smart mobility partnerships, guidelines for public procurement, and so on.

These initiatives will build upon actions and progress under action, planning urban mobility that was introduced in the end of 2009. And the action plan is ongoing and we have a number of studies. We've just published studies on access restriction zones and also on public transport smart cards. We have a number of other studies in progress or about to be launched and these include:

- funding needs and opportunities, including Structural Cohesion Funds and the EIB,
- passenger rights in urban public transport, including access for the mobility impaired,
- a study on urban dimension... the urban dimension of the internalization of transport related external costs,
- a study on urban mobility, gathering data and statistics, including health aspects,
- and we have a study ongoing on urban freight transport and logistics.

And all these studies will help the Commission consider further actions at EU level. And we plan to set up an urban mobility observatory. It is already partly underway on the ELTIS project and it will have a website for sharing information and promoting best practice. And our intention is to review progress on the various actions and the action plan in the second half of 2012.

Reaching our ambitious goals for halving the use of conventional cars in urban areas by 2030 and phasing them out by 2050 will certainly require research and innovation. And here we have horizon 2020. This is the future Framework Program. And it will include initiatives for tackling societal challenges, create an industrial leadership and an axis on science it has a budget proposed of 80 billions. Smart, green and integrated transport is one of the seven societal challenges. To help prioritize and focus our efforts on transport research, we plan to bring forward a strategic transport technology plan which will launch an extensive consultation with stakeholders during 2012. And on the urban, inter-urban, Brian has mentioned it already, the Connecting Europe Facility, I will, I think, skip over that because I think time is a little bit challenged. I think he has addressed most of the points about corridors, etc. and the huge importance that we have of developing this core network. Because it will be the basis on which major transport flows kind of come.

So, concluding, it's more than ever clear that as we face new and tougher economic and environmental challenges and competitive threats, we need to deepen cooperation, share knowledge and develop generic solutions that are cost-effective and meet the needs of Europe's cities and their citizens. And, to quote Brian, we must avoid retrenchment, behind national lines, we must develop these partnerships. I hope to have conveyed to you, how the EU plans to support cities in achieving their

goals for the environment, liveability and prosperity. As you will see, we are continuously developing our thinking through studies, consultation, and adapting to changing circumstances. It is very important to work with organizations such as EMTA, to listen to its views and their views and the views of their members. I therefore encourage you to share your views and experiences with us. There will be opportunities for public consultation, and I very much encourage EMTA to respond to that. Ladies and Gentlemen, thank you for your attention.