



SUWON City, South Korea

1-30 September

Get inspired by the future!

Media Advisory

16 August 2013, Bonn, Germany

Join us at “EcoMobility in Cities Worldwide”, a Mayors’ Press Conference on 2 September 2013, 5pm at the Suwon Congress Press Room

*Held in **Suwon, Republic of Korea during 1-30 September 2013**, the EcoMobility World Festival 2013 offers a peek into the ecomobile city of the future by transforming an urban neighborhood into a people-oriented environment. While citizens and visitors can experience a safe, healthy, low-carbon and resource-efficient lifestyle, the culturally rich city of Suwon will serve as a real-life and dynamic showroom for government leaders, experts and businesses from around the world to demonstrate their advanced green vehicles and exchange sustainability solutions.*

During the press conference, Mayor Yeom Tae-young will speak about his groundbreaking initiative while invited Mayors of other cities will contribute ideas, challenges and perspectives to the greening of the urban transport landscape worldwide.

When: 2 September 2013, 5: 00 – 5: 25 pm

Where: Suwon Congress Press Room

Who are the speakers:

- Yeom, Tae-young, Mayor of Suwon City
- Daisaku Kadokawa, Mayor of Kyoto
- Kampala: Kawempe, Uganda (tbc)
- Professor Dr. Martin Haag, Vice Mayor of Freiburg, Germany
- Mayor, Surakarta, Indonesia (tbc)
- Mayor, Altai city, Gobi-Altai province, Mongolia
- Mayor, Bhopal Municipal Corporation, India (tbc)

Moderated by: Konrad Otto-Zimmermann, Creative Director, EcoMobility World Festival

For more information, please contact, Katrina Borromeo or Shermaine Ho at media@iclei.org , T: +49 228 / 97 62 99 16



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Press Release

27 August 2013, Bonn, Germany

Suwon takes the stage as the world's first ecomobile city

When it kicks off the world's **first EcoMobility Festival** on 1 September, Suwon, a city 30 km from Seoul, South Korea will prove that a truly ecomobile city - one where citizens can move freely, safely and sustainably – can exist.

Showcasing the world's first ecomobile city, Suwon will engage 4,300 residents to swap some 1,500 cars for ecomobile vehicles, and adopt an ecomobile lifestyle for the entire September. Haenggung-dong, one of the most crowded neighborhoods in Suwon, will be designated as a car-free zone, where various cultural and arts performance will take place.

This unique undertaking is backed by a €9 million euro (13 billion KRW) public investment to regenerate the inner city of Suwon. It is part of Mayor Yeom Tae-young's program to transform the neighborhood into one that prioritizes sustainability and accessibility – particularly for low-income residents whose access to employment and services was impaired.

Around 5,000 international visitors, led by influential Mayors, policy makers, CEOs and concerned citizens, will witness the transformation of a neighborhood and test the suite of human-powered and electric vehicles from around 39 manufacturers from eight countries including the United States, Germany, Taiwan and South Korea.

The newest lineup of ecomobile vehicles are: Yikebike, the smallest foldable bike; Trimobile, a tricycle that can carry three people at a time but only requires one to pedal; Nordic Cab's multipurpose bike trailer made out of eco-friendly aluminum and hardened plastic; Gobax, a customized ambulance bike; Egretta, a bike that consolidates both sophistication and practicability; MoVi, a safe and robust light electric vehicle, and many more.

Taking place on 1 September, the grand opening parade through the converted ecomobility streets of Jeongjo road will mark the start of the Festival and the Ecomobility 2013 Suwon congress. Serving as a melting pot of ideas, the EcoMobility 2013 Suwon congress – 2nd of the EcoMobility congress series, is the perfect platform for exchanging urban transport solutions and experiencing ecomobile lifestyle in reality.

Alongside month-long exhibitions and vehicle test tracks, visitors and residents can take part in concerts, movie festivals, singing contests using pedal-powered karaoke, art fairs, street tours, conferences and workshops – all celebrating the ecomobile lifestyle.



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“If we can’t build a truly ecomobile city, why not assemble a temporary one for a month?”, said Konrad Otto-Zimmermann, Creative Director of the Festival. “The EcoMobility World Festival will help visualize this future with a showcase neighborhood demonstrating what a car-free, ecomobile future will look like; a mise-en-scène in a real city, by real citizens, in real time.”

“With this Festival, we strive to deliver the message that an ecomobile city is possible. We aim to lead and inspire other cities around the world to follow suit,” Mayor Yeom Tae-young added.

ICLEI – Local Governments for Sustainability, the world’s leading network of cities for sustainability is organizing the Festival together with the City of Suwon and UN-Habitat.
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Media Kit

What is the EcoMobility World Festival?

- **The world's first EcoMobility Festival set in Suwon, Republic of Korea 1-30 September 2013**
- **A month-long event of unique ecomobile experience** where residents and visitors can enjoy a safe, healthy, low emission and resource-efficient lifestyle
- **The world's largest green mobility showroom** where manufactures of bicycles, scooters, tricycles, segways, velo-taxis, cargo-bikes, light electric vehicles, etc. from around the world will feature their latest innovations
- **A peek into the ecomobile city of the future** where innovations and technologies combine with people's livelihoods and optimizes the use of our urban and natural resources.



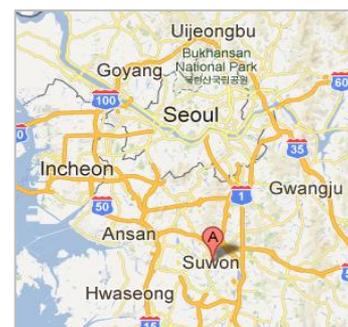
What is EcoMobility?

EcoMobility is travelling with integrated, socially inclusive, and environmentally-friendly transport options, such as walking, cycling, wheeling, and passenging

Where?

About Suwon

- Lying 30km from Seoul, it is the **capital city of the province of Gyeonggi-do**. It can be easily accessed by subway, commuter train and major roadways.
- **Korea's first planned city** with over one million inhabitants





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- Blending traditions with modernity, it is **home to the UNESCO World Heritage site Hwaseong Fortress and the international electronics giant Samsung.**
- Pledging to cut 40% of the city's CO2 emissions from 2005 levels by 2030, it is the **first Korean city to report its Local Agenda 21 projects to the UN.** It hosted the Asia-Pacific Agrobiodiversity symposium in 2010 and the Suwon Conference on Low Carbon, Green Cities in North-East Asia in 2011.

Learn more: <http://eng.suwon.ne.kr>



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What will happen?

- The Suwon neighborhood of **Haenggung-dong, with a population of 4,300**, will be home to ecomobile vehicles for residents and visitors to experience as they move about the **4000 m² area**. **The 1,500 fossil fuel vehicles registered in Haenggung-dong** will be moved off the streets and placed in temporary parking lots
- Street infrastructures will be transformed from car-centered to pedestrian-friendly spaces
- Manufacturers of bicycles, scooters, tricycles, segways, velo-taxis, cargo-bikes, light electric vehicles, etc. from around the world will feature the latest ecomobile solutions.

Festival Program Highlights:

1 Sept.	Grand Opening & Festival Parade and VIP ride	A ceremonial opening packed with interesting personalities, topics and activities.
1-4 Sept.	EcoMobility World Congress	A four-day forum for debates, knowledge exchange between experts, businesses and local governments.
3 Sept.	Congress Tour	Guided tours through the EcoMobility World Festival to know the history of Haenggung-dong neighborhood.
3 Sept.	Mayors Ride	A special ride led by Mayor Yeom exclusively for mayors, vice mayors and elected officials.
7-9 Sept.	International Climate Change Film Festival	An environmental film festival presenting eco-movies exploring eco-themes and illustrating the scale of the current environmental crisis.
14 Sept	Vehicle Test track	Try out unique ecomobile vehicles showcased at the promotion booths and ride them on the test track.
1-30 Sept.	Suwon Hwaseong Cultural Festival	Get to know the rich history of Suwon's culture.
1-30 Sept.	Vehicle Exhibition	35 vehicle types displayed alongside a bicycle race simulation, information panels on the history of the bicycle.
1 Oct.	Closing Ceremony	An evening gala to mark the beginning of a new ecomobile future for Suwon.

Learn more: <http://www.ecomobilityfestival.org/index.php?id=89>



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Facts and Figures

Sustainable transport promotes productivity

- According to the Asian Development Bank, road congestion costs economies 2-5% of GDP annually due to lost time and higher transport costs.
- In a statement made by Christiana Figueres at the UN Commission on Sustainable Development on May 2011, Shanghai – China's second largest city by population, loses 10% of its annual GDP due to traffic congestion, while Bangladesh loses 1.5% of the country's GDP due to traffic congestion.
- The European Union loses 1% of its GDP annually due to traffic congestion costs.

Sustainable transport is a fast-growing sector worldwide

- According to Pike Research, the annual global sales of electric or plug-in hybrid cars should reach 3.8 million by 2020, and their sales will grow by 40% annually. During that same period, general car sales will only grow by 2%.
- The Asia-Pacific is a leading region for development and deployment of fuel-efficient and electric vehicles.
- In China, a US\$952 billion government-subsidy program for purchasing electric vehicles and fuel-efficient cars with engines of less than 1.6 liters has led to a 14% increase of car sales, clearly indicating people's growing willingness to adopt low carbon transport. (UNESCAP)
- In Japan, government incentive has increased the sales of EVs and eco-friendly vehicle models in general by 60 % in 2012. (UNESCAP)
- To encourage commuters to switch to low-carbon driving, Hong Kong offers free charging for electric vehicles (EVs) across all of the city's 18 districts to cater for the needs of private cars, light trucks, minibuses, vans and even 10-tonne trucks.
- Suwon, Republic of Korea, pledges to reduce 40% of the city's CO2 emissions from 2005 levels by 2030. It is not the first Korean city to push the envelope when it comes to ecomobility, in 2006, Seoul was awarded the Sustainable Transport Award for replacing a 6.5 km section of an elevated highway with a riverfront park, high quality walkways and public squares.



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- Mexico City, México and Medellín, Colombia are also making great strides in sustainable transport, they have both successfully put into place bus rapid transit systems (BRT) helping to alleviate traffic congestion.

Sustainable transport enhances energy-efficient

- In London, 20% of commuters spend more than two hours a day travelling to and from work, which adds up to one working day per week. (Transport for London, 2009). In Germany, 37% commuters spend one hour a day commuting (Mobilität Deutschland 2008)
- In the European Union, transport depends on oil and oil products for more than 96% of its energy needs. Meanwhile, 83.4% of EU's crude oil depends on imported oil.

Sustainable transport benefits our health and the environment

- According to the World Health Organization, "promoting healthy and sustainable transport alternatives prevents the negative effects of transport patterns on human health, such as those caused by air pollution and obesity."
- According to the European Commission, urban mobility accounts for 40% of all CO₂ emissions of road transport and up to 70% of other pollutants from transport.
- According to the American Journal of Public Health, a person who cycles as a commuter consistently can expect to live longer than those who don't.
- According to Better Health Channel, daily walking reduces the risk of heart disease and can prevent strokes.



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What do the EcoMobility experts say?

“EcoMobility means priority for walking, cycling, wheeling, 'passenging'. It describes a new paradigm for both our personal mobility choices and urban transport planning.”

Konrad Otto-Zimmermann

Creative Director and former ICLEI Secretary General. Coined the term EcoMobility

Learn more about him: <http://www.ecomobilityfestival.org/index.php?id=94>

“EcoMobility is not just about improving transportation. We also end up with cleaner air and a better environment, improved public health, and a more vibrant economic development.”

Gil Penalosa

Ambassador for EcoMobility World Festival and the Director of 8-80 Cities

Learn more about him: <http://www.8-80cities.org/about-us/our-team.html>

“Being able to commute in an affordable and environmentally friendly way, while at the same time feeling healthy, enjoying urban public space and being more socially included – this is what EcoMobility means and this is what the Festival will showcase.”

Joan Clos

UN Habitat Director

“Our city is attempting to improve the street facilities in a neighborhood that has always been lagging behind due to the development restrictions relating to the preservation of Hwaseong Fortress. Our aim is to create streets where modernity and tradition can coexist.”



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“With this Festival, we will work together to show what an ecomobile city looks like and deliver the message that this new urban lifestyle is possible.”

Yeom, Tae-Young
Mayor of Suwon City

Who are organizing the Festival?

About ICLEI

Founded in 1990, ICLEI is the world’s leading network of 12 mega-cities, 100 super-cities and urban regions, 450 large cities, and 450 small and medium-sized cities and towns in 84 countries dedicated to sustainable development.



Learn more: www.iclei.org

About UN - Habitat

The United Nations Human Settlements Programme, UN-HABITAT, is the United Nations agency for human settlements. It is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all.



Learn more: www.unhabitat.org

What are some possible story topics?

- Sustainable Transport sector estimated to grow 40% annually
- Solving traffic nightmares, Korean/Asian style
- Suwon, Korea to host the world’s largest “green” vehicle showroom
- Transport in an urbanizing world
- EcoMobile living reduces health risks
- Asia leads the way in green transport
- Experience the city of the future today
- The world’s most advanced cities
- Is your city investing enough on infrastructure?
- Extended life expectancy in smart / ecomobile cities



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- EcoBusiness trends, EcoConsumer trends
- Commuting in eco-friendly fashion / style

Who can I contact?

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Where can I find more information?

WWW	www.ecomobilityfestival.org
	www.facebook.com/ecomobilityfestival.org
	@ecomobility #EcoMobilityFestival
	Video www.youtube.com/watch?v=UL3BSZboNUc&list=UUFcmN7CK6BV9lbr_H8C-pQw&index=1
	Photo Gallery www.flickr.com/photos/45236753@N04

Past press releases

- [World's first EcoMobility Festival to showcase a new urban lifestyle](#)
- [Car free Suwon hosts the first EcoMobility World Festival -](#)
- [The world's first EcoMobility Festival](#)