



SUWON City, South Korea

1-30 September

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Press Release

Car-free Suwon hosts the first EcoMobility World Festival

Pledging to reduce 40% of the city's CO2 emissions from 2005 levels by 2030, the city of Suwon – Korea's first planned city which houses the UNESCO site of Hwaseong Fortress and the global headquarter of tech giant Samsung Electronics, is hosting the first EcoMobility World Festival in September 2013.



Hwaseomun Street before.



Hwaseomun Street after.

With support from UN-HABITAT, the EcoMobility World Festival co-organized by ICLEI and the City government of Suwon will see the Haenggung-dong neighborhood transformed into a car-free zone. For the entire month, citizens and festival participants will experience an ecomobile lifestyle by favoring walking, cycling and passenging – transport means that are low-emission, safe and resource-efficient.

Instead of getting stuck at Hwaseomun Street – a street that is usually congested with illegally parked cars and bottle neck traffics, citizens will be able to walk and enjoy the fresh air that come along with the expanded footpaths and newly planted trees. Plans are already underway to improve the infrastructure of the neighborhood, such as burying electric cablings underground and upgrading the sewerage system.

"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," said Yeom, Tae-Young, Mayor of Suwon.

"With this festival, we will work together to show what an eco-mobile city looks like and deliver the message that this new urban lifestyle is possible," added Mayor Yeom, Tae-young.



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Konrad Otto-Zimmermann, Creative Director of the Festival project, said that **“the EcoMobility Festival will be exciting for all: the Suwon citizens will demonstrate healthy and environmentally-friendly mobility; the EcoMobility industry can promote their vehicles and test innovative products; city decision makers and urban planners from all over the world will visit Suwon and gain an impression of 'urban EcoMobility in action'”**.

The first city to report its Local Agenda 21 projects to the UN, Suwon has hosted various national and international conferences on sustainability, including the Asia-Pacific Agrobiodiversity symposium in 2010 and the Suwon Conference on Low Carbon, Green Cities in North-East Asia in 2011.

Showcasing the world's latest innovation on urban sustainable mobility solutions, the EcoMobility World Festival welcomes people from all walks of life, including citizens, leaders of governments, business, NGOs and institutions. ###

More information:

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Press 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	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
15-18 Sept (tbc)	Environmental Movie Festival	A full week exhibition of the best ecomobile film entries culminating to an awards night
Sept. (tbc)	Street Art Festival	Street artists will put their talents on display
Sept (tbc)	Suwon Hwaseong Cultural Festival	Get to know the rich history of Suwon's culture
2-30 Sept.	Test Course & EMV awards	Featuring exciting and fun tracks, the best and most innovative ecomobile vehicles will be tested and awarded
14 Sept	Unplugged concert	Jam with Korean pop idols as they sing songs about the environment
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.
- 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.



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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.”

“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



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



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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

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