

cities for : : : : : *mobility*

7th International Congress



City on the move
Rethinking and implementing mobility

Documentation Stuttgart, June 1-3, 2014

STUTTGART







Documentation

Stuttgart, June 1-3, 2014

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Dear Cities for Mobility Friends,

it is my pleasure to present you in this publication the main outcomes of the 7th International Congress, which took place on June 1-3, 2014 under the title "**City on the move – Rethinking and implementing mobility**". Over 200 representatives from more than 30 countries world wide gathered in Stuttgart to discuss the "software" of our cities, which means **behaviour, networking, communication, intelligent incentive systems** and, most of all, how we can improve our citizens' quality of life. I would like to thank particularly our moderators and speakers as well as all other participants for contributing with their presentations, workshops and debates to a lively event in step with actual practice. I am also very grateful for the support that our municipality received from the Cities for Mobility Premium Partners.



One of the most important conclusions of the congress is that we have to work together closely, no matter if we are a transport planner, politician or university professor, in order to make mobility and our cities more humane. The challenges in transport and mobility will not be solved solely by infrastructure. What we also need is more tolerance and mutual understanding among all participants, regardless of the transportation means they are using. Many cities have demonstrated at our conference that it is possible to advance urban mobility, having a clear goal and defining concrete measures to put in practice.

I would like to invite all of you to continue engaging in our network and to visit Stuttgart again on the occasion of the next Cities for Mobility Congress on June 19-21, 2016.

Yours sincerely

A handwritten signature in black ink, which appears to be 'F. Kuhn'. The signature is fluid and cursive, written on a white background.

Fritz Kuhn
Mayor of Stuttgart

The program

Sunday, June 1, 2014

7.00 pm

Welcome Get-together

City Hall Stuttgart (Rathaus)
Roof terrace, 4th floor
Marktplatz 1, 70173 Stuttgart

Monday, June 2, 2014

From 8:00 am

Registration

City Hall / Rathaus, 3rd floor

9:00 am

Moderation and introduction

Kathleen Elsig (Switzerland)

Director Smartmove

9:05–9:30 am

Opening speech

**Rethinking and implementing mobility in
Stuttgart**

Fritz Kuhn

Mayor of Stuttgart

9:30–10:00 am

Active mobility – Cities for people

Lars Gemzoe (Denmark)

Architect and urbanist, Gehl Architects

10:00–10:30 am

**The transformation of Rosario – More
mobility, More quality of life**

Mónica Alvarado (Argentina)

Sub-secretary of Mobility and Safety of Rosario,
Director of the Entity of Mobility

10:30–11:00 am

Coffee break



11:00–11:30 am

Achieving sustainable mobility through intelligent municipal policies

Klaus J. Beckmann (Germany)

President of the Academy for Spatial Research and Planning (ARL)

11:30 am–12:30 pm

Discussion with the audience

Introduction to parallel workshops

12:30–1:45 pm

Lunch

1:45–4:30 pm

Parallel Workshops

1) Avoid

New ways of urban planning; working and housing; city of proximity; mobility behaviour

2) Shift

Strategies for shifting motorized individual traffic to public transport; cycling and walking; mobility management; intermodal transport services

3) Improve

Traffic management and mobility management; e-mobility; city-logistics

4) Training Workshop GIZ: Providing priority for sustainable urban transport modes

Successful planning examples and tools regarding pedestrian mobility; integrated cycling networks; public transport



4:30–5:00 pm

Plenary session: Impressions from the workshops and conclusions

5:00–5:15 pm

Cities for Mobility: Current situation and outlook

Patrick Daude

Coordinator Cities for Mobility

6:00 pm

Joint transfer to evening event

Meeting point: City Hall entrance

7:00 pm

Evening event

KURSAAL Cannstatt

Königsplatz 1, 70372 Stuttgart

Tuesday, June 3, 2014

8:30–9:00 am

Morning coffee

9:00–9:45 am

Behaviour and mobility culture for sustainable cities

Jonathan Daly (Australia)

CEO Mutfung

Sustainable mobility in action: An example from Stuttgart and Tübingen

Christian Riethmüller (Germany)

CEO Osiander Bookstore

9:45–10:45 am

Coffee break with poster presentation

10:45 am–12:15 pm

Transformation of cities in Latin America using the examples of Bogotá and Medellín in Colombia

Carlos Pardo (Colombia)

Director of the foundation Despacio

Sustainable mobility and urban planning in Scandinavian cities

Tom Rye (Sweden)

Professor of Transport Policy, Transport and Roads Department, University of Lund

Discussion with the audience

(followed by practical information about the afternoon program)

12:15–12:30 pm

Closing words

Fritz Kuhn

Mayor of Stuttgart

12:30–2:00 pm

Lunch

In the afternoon

Tours and visits

Car2go, intermodal city tour, Mercedes-Benz

Museum Stuttgart, Porsche plant

Stuttgart-Zuffenhausen, walking through the city centre







Participants at the Cities for Mobility exhibition

Plenary speakers and moderators

Overall moderator:

KATHLEEN ELSIG

Switzerland

Founder and Director of
smartmove - for better
road safety



Kathleen Elsig is an internationally recognized expert in road traffic safety. She has more than 15 years experience working with communities, national governments, international organizations, the international donor community, the private sector, and with NGOs to develop effective programs, policies and strategies aimed at decreasing the number and severity of road traffic incidents. Kathleen is Director and Founder of smartmove - for better road safety and is supporting clients from diverse sectors strengthen their approaches to traffic safety. Kathleen has provided expertise to the United Nations High Commission for Refugees and other countless organisations, national and municipal governments and several multinational corporations and their country representatives.

Speakers Plenary session:

FRITZ KUHN

Germany

Mayor of Stuttgart



Fritz Kuhn has been Mayor of the state capital of Stuttgart since January 2013. He was elected in October 2012, being the first member of the Green Party to reach such a position in a state capital in German history. He is a founding member of the German Green Party. Mayor Kuhn, born 1955 in Bad Mergentheim, studied German Language, Literature and Philosophy at the Universities of Munich and Tuebingen. From 1981 to 1984 he worked as a research assistant and consultant. In 1984-88 as well as 1992-2000 he was a member of the Baden-Wuerttemberg Land Parliament and Leader of the Green Parliamentary Group. He held a professorship of Linguistic Communication at the Merz Academy (a private university in Stuttgart) from 1989 to 1992. He was Party Leader of Alliance 90/The Greens from 2000 to 2002. From 2002 until 2013 he was a member of the German Bundestag, serving as the Leader of the Parliamentary Group from 2005-2009 as well as being Deputy Leader from 2009-2012. Fritz Kuhn is married and has two sons.

MÓNICA ALVARADO

Argentina

Sub Secretary of Mobility,
City of Rosario



Mónica Alvarado is the Sub Secretary of Mobility and Safety of Rosario and is also the Director of the Entity of Mobility of Rosario. She also serves as Executive Director of the Integrated Rosario Operations Center, dependent on the Municipality of Rosario. In the academic sector, she is responsible of the Civil Engineering's Transportation Department of the National University of Rosario and Professor of Transport in the same University. Mónica Alvarado has an extensive experience and career in terms of mobility and transportation in the city of Rosario, was Sub Coordinator of the thematic unit of urban development of Mercocities, Project Coordinator of Sustainable Transport and Urban Development of the Rosario Metropolitan Area (in the framework of the World Bank-GEF program) and coordinator of the project of transportation of Metropolitan Area (PTUMA). She was also a Director of the international project: Latin-American network for bonding in the Area of the urban pedestrian mobility.

KLAUS J. BECKMANN
Germany

President of the Academy
for Spatial Research and
Planning (ARL)



Prof. Dr. Klaus J. Beckmann is an international well-known expert in mobility behaviour, transportation planning, town and regional planning, infrastructure planning and management. Having more than 40 years experience in science, lectures and practice he is working with municipalities, regional organisations, public transport, private sector and NGOs to develop sustainable transport systems. He is member of a lot of academies and scientific and advisory Boards of federal and state governments, communities as well as transport organisations. Till 2013 Klaus J. Beckmann has been scientific director of the German Institute of Public Affairs. Now he is president of the Academy for Spatial Research and Planning.

JONATHAN DALY
Australia

Co-founder of Mutfung
and The Change Creative



Jonathan Daly is a co-founder of Mutfung, where he leads the practice's urban behaviourology services. He is also a co-founder of a creative agency called The Change Creative, which focuses on delivering behaviour change campaigns for social good. He is a member of the policy and research committee at the Amy Gillett Foundation, Australia's national bicycle safety charity, and an adviser on behaviour change to the award-winning New Zealand Charity Sustainable Coastlines. His formal education combines environmental psychology, urbanism and transportation, and he has more than 15 years experience working across Europe, North America and Australasia. Jonathan's work explores the relationship between human behaviour and evolving urban environments, particularly shared urban public spaces. He applies environmental psychology in the design of urban spaces, helping people adapt their behaviour to align with new urban environments and helping to shape urban environments to better align with the human condition.

PATRICK DAUDE
Germany

Coordinator
Cities for Mobility,
City of Stuttgart



Patrick Daude is an expert in international cooperation. He is Licentiate in International Relations (State University of Uruguay, Law Faculty) with a M.A. in European Labour Studies (University of Bremen, Germany). His special fields of activities are international networks of local and regional governments, decentralized cooperation, marketing and branding of cities, and sustainable urban mobility. In 2006 he joined the policy staff of the Mayor of Stuttgart where he is in charge of coordinating the global network "Cities for Mobility" and participating on behalf of the City of Stuttgart in several European and Latin-American projects. Additionally he supports the implementation of "soft mobility" policies in Stuttgart as part of the municipal Mobility Office.

LARS GEMZOE
Denmark

Architect and
Senior Consultant
at Gehl Architects



Born 1945. Architect M.A.A., Senior consultant and associate partner in Gehl Architects APS – Urban Quality Consultants, Copenhagen. Senior lecturer of Urban Design at The Center for Public Space Research, School of Architecture, The Royal Danish Academy of Fine Arts (1979-2006). Lecturing at the University of Copenhagen since 2005. Lars has been teaching and lecturing in most of Europe, Asia, Australia and North and South America. Publications include "Public Spaces - Public Life - Copenhagen 1996" awarded the Edra/PLACES Research Award in 1998, "New City Spaces" 2001 and "New City Life" 2006.



Panel discussion with Mayor Kuhn

CARLOSFELIPE PARDO

Colombia

Director of Despacio,
Bogota



Carlos Felipe Pardo is a Colombian psychologist with an MSc in Contemporary Urbanism from the London School of Economics. He has worked on transportation issues from the organizational, advocacy and policy perspectives, with several projects in his country and abroad. He worked with a foundation in Bogotá as mobility coordinator in 2002-2004. During 2005-2009, he coordinated the GTZ Sustainable Urban Transport Project in Asia and Latin America and was later ITDP Country Director for Colombia. He has taken part in the development of documents and more than 50 training courses in various fields of mobility. He has edited various documents on gender and urban transport, social aspects of transport, induced travel, Travel demand management, and a 250 page handbook on Cycling-inclusive policy development. He has been the manager or coordinator of various international projects on sustainable transport. He is the Executive Director of Despacio.

Christian Riethmüller

Germany

CEO of Osiander



Christian Riethmüller, 39 years old, is the CEO of Osiander, with 30 stores in southwest Germany on one of the 5 largest German Booksellers. As a response to Amazon and other Internet-companies with a good market share in the E-Commerce of books, Osiander is delivering all Webshop-orders with the bicycle – in Stuttgart, Frankfurt, Tübingen, Reutlingen and Heilbronn. In 2013 more than 40.000 parcels were delivered by bike. It is a simple, quick and for the customer free of charge way to order books via internet, and it helps to reduce the big amount of delivery-vans in these cities.

TOM RYE

Sweden

Professor and Head of
Transport Planning at the
Division of Transport and
Roads, Lund University;
Research Coordinator at
Sweden's new National
Knowledge Centre for
Public Transport, K2



Tom is Professor and Head of Transport Planning at the Division of Transport and Roads, Lund University in Sweden; he is also Research Coordinator at Sweden's new National Knowledge Centre for Public Transport, K2. He has degrees in Geography, and Spatial Planning, and a PhD in Mobility Management. Before joining Lund in April 2012 he worked for London Transport and then at Edinburgh Napier University; alongside academia, he spent much time seconded to consultants and local government, as well as on projects for Scottish and UK Governments and the EC. His specialisms are transport training, mobility management, transport policy evaluation and implementation, parking policy and planning for slow modes of transport. In his spare time, Tom enjoys ski touring, vegetable gardening, real ale, learning other languages and crochet.

Moderators of the workshops:

NIKLAS SIEBER**Germany**Transport Economist
and Regional Planner

Niklas Sieber is a Transport Economist and Regional Planner with 25 years of professional experience in the fields transport economics, spatial planning and environment. He worked as research assistant at the Karlsruhe Institute of Technology where he was involved in numerous European studies on sustainable transport. Up to date he teaches at the University as part time lecturer. Niklas Sieber was Deputy Executive Secretary of the International Forum for Rural Transport and Development in London, Senior Consultant within PTV Karlsruhe and Technical Advisor with the German Technical Co-operation (GIZ). He worked as self-employed consultant on behalf of the World Bank, German KfW, GIZ, AfDB and many others. Niklas Sieber is the founder and Executive Secretary of the Transport Training Initiative TTI, an NGO which has the goal to improve education and training in the transport sector of Developing Countries. He is founder and Managing Director of TCP International, a consultancy which works on sustainable transport in Europe and overseas.

SANTHOSH KODUKULA**India**EcoMobility Program
Manager and Global
Coordinator for
EcoMobility at the ICLEI

Mr. Santhosh Kodukula has a Master's Degree in Industrial Ecology and Environmental Management from Mahidol University, Thailand. During his Master's, Santhosh specialised in Urban and Regional Planning with focus on Urban Transport Planning and Management. Since 2012, Santhosh works as the EcoMobility Program Manager and Global Coordinator for EcoMobility at the ICLEI - Local Governments for Sustainability. Prior joining ICLEI EcoMobility, he was working with the GIZ Sustainable Urban Transport Project (SUTP) providing technical assistance, organizing training courses and implementing project activities in Asia and Pacific. He has also worked extensively in the areas of non-motorised transport and pedestrianisation. His research interests include public space design, planning for pedestrians and cyclists and, transport and liveability.

HEATHER ALLEN**United Kingdom**Programme Director
Sustainable Transport, TRL

Heather has worked internationally in urban passenger transport for more than 20 years. She joined TRL in August 2011 where she is the lead on climate change and land transport, low carbon mobility strategies, sustainable transport policy development and deepening TRL's knowledge and skills in rail and public transport. She is involved in a variety of UK based, European and International projects. This includes work on electric mobility and its charging infrastructure in Europe, sustainable transport development in Addis Ababa, alternative fuel for buses in Indonesia, giving public transport input into and international research study on low carbon transport 2050 in 7 countries in Asia and developing a sustainable transport forum for Africa for the SSATP (Transport Policy Programme) with the World Bank. She is on a number of committees and boards and a founding member of the SLOCAT partnership and a founding member of the international multi-stakeholder initiative on land transport and climate change called Bridging the Gap. Previous to this she developed and managed the Sustainable Development Charter at UITP (the International Association of Public Transport).



Plenary session





Group portrait, June 3rd, 2014

See you again in 2016

Presentation of the 7th International Cities for Mobility Congress Main activities and outcomes

Cities for Mobility brought together more than 200 urban transport sector representatives from around the world for the 7th Cities for Mobility International Congress, which took

“Mobility is more than just mobility”

place 1 – 3 June in Stuttgart. The Congress was opened by Mayor Fritz Kuhn under the

title **“Rethinking and implementing mobility”**.

Kuhn underlined the importance of citizen involvement in designing effective transport policies and spoke about Stuttgart’s new Action Plan for Sustainable Mobility.

He also underlined the need to use an interdisciplinary approach in mobility policies.

The program focused on the importance of connecting mobility and city planning for a better quality of life in cities. The congress included a dynamic and interactive mixture of expert presentations, panel discussions, poster presentations, workshops and field visits designed to

“Political will is decisive”

showcase international good practice in

sustainable mobility and engage the participants in an active discussion on diverse relevant issues.



Networking at the Cities for Mobility exhibition



Impressions of the plenary sessions, workshops and exhibition

Speakers from Denmark, Colombia, Germany, Sweden, Argentina and Australia showcased examples of cities that have prioritized creating healthy and sustainable urban environments and implemented mobility systems designed to maximize the use of urban space and enable people to choose active forms of mobility. Cross-cutting issues addressed in the presentations included role of technical innovation, values, culture, and behavior change.

Participants were able to interact with the speakers during two panel discussions. Political will was discussed by the

“Public participation is a key factor for generating citizen support and ideas”

panellists as a key enabler. The conscious involvement of a broad range of citizens and citizen groups in discussions about a city's mobility plans can be a highly effective way of generating both public support and ideas. The panellists also agreed that sustainable urban mobility systems must be intuitive and easy for people to use, such having one ticket or card for all modes and ensuring smooth transitions between modes.

The Congress workshops addressed three issues that are key for new thinking, acting and planning on urban mobility: **Avoid, Shift and Improve**. Congress participants were able to see and experience practical examples of the issues

“Capacity building is an important aspect for generating know-how in municipalities”

during the congress as part of visits and tours, including an insight into an environmentally-friendly car-sharing system (Car2Go), a walking tour of Stuttgart, and an intermodal city tour.

As capacity building is one of the main fields of interest of transport practitioners, GIZ-SUTP (Germany's Gesellschaft für Internationale Zusammenarbeit) organized in cooperation with Cities for Mobility a **training on sustainable urban transport modes**.

Workshops and training

The three workshop programs were one of the highlights of the 7th congress, backed up through some smaller presentations from appreciable speakers.

Thanks to Gerhard Ablasser (Head of division of EU-programs und international cooperations, Austria), Wolfgang Aichinger (Researcher on sustainable urban mobility, Germany), Sebastian Althen (Head of Integrated Solutions, Germany), Juan Carlos Escandero (Director of the Environmental Studies Centre, Vitoria-Gasteiz City Council, Spain), Antoine Feral (Public affairs chez Michelin, Belgium), Christophe Fondrier (Managing Director highQ Professional Services, Germany), Gisa Gaietto (Project Manager Integrated Traffic Management Center, Germany), Birgit Maier (Manager of the German Association for Sustainable Mobility VCD Baden- Württemberg, Germany), Andrew Nash (Managing Creative Director, Austria), Clemens Rudolf (1st chairman of the german based NGO "Bicycles for Africa" and founder of the Stuttgart based initiative lastenrad-stuttgart.de, Germany), Christoph Welz (Architect and Managing Director, Germany) and Satyendra Yadav (Deutsch-Indisches EntwicklungsForum e.V., India).

Workshop I – Avoid

Moderator: Dr. Niklas Sieber

The workshop had the purpose to present practical approaches on how to avoid transport before it is generated and included presentations such as Transport and settlement structures, Car-free city centre (Vitoria Gasteiz, Spain), Car-free living (Vienna, Austria) and Urban planning for e-mobility and sharing. Sustainable mobility can be created if we can manage to avoid motorized private transport. This is possible with land use planning and housing development concepts that concentrate on short distances, for instance between work and home. With a good and safe network of footpaths and amenities close-by to meet everyday needs, active mobility is possible without a car.

Since the participants were invited to contribute own short examples, an interesting presentation from India completed the presentations. The following discussion involved many of the audience and resulted in a fruitful discussion.



Impression of Workshop I - Avoid



Impression of Workshop II - Shift

Workshop II – Shift

Moderator: Santhosh Kodukula

In the workshop Shift, participants explored diverse strategies to facilitate a shift from personal vehicles to shared mobility through group discussions and practical collaboration aimed at exploring the various strategies that can be replicated in other cities and identifying the obstacles in implementing strategies.

Focussing on Mobility Management in companies, Smart Card services in Stuttgart and on using bicycles for moving cargo in cities, the main outcomes were influential. Implementing mobility management can be useful and financially beneficial not only for a city but also for a private company, while the major ingredients to attract people on public transport are information, comfort, cost or pricing, priority, promptness, and accessibility. Parking, acting as a catalyst in using automobiles, is a very important element to consider when implementing mobility management.

Cities have benefitted with lesser parking spaces and more public spaces. Furthermore bicycles need not be only used to transport people but innovative designs can make bicycle use for cargo transport. In conclusion priority needs to be given to sustainable modes of transport in the following order: walking, cycling, public transport and shared transport. All in all integration among the existing modes of transport must be seen as crucial.

Workshop III – Improve

Moderator: Heather Allen

Four short presentations covered different aspects of the ‘improve’ spectrum of activities that can be undertaken especially at city level. Stuttgart’s own ongoing project to reduce local emissions, improve air quality and save fuel by managing traffic through dynamic speed control as an environmental action was presented. The potential for using electric vehicles for freight was discussed and innovations in transport technologies as a solution to the growth in mobility, a core feature of the Challenge Bibendum 2014, were presented. A lively discussion followed that looked specifically at improvements across the whole ecosystem of transport, rather than focus on one particular aspect, such as technological improvements. As much effort was required to generate a change in behaviour as is needed in implementing new technologies. New efficiency measures associated with ITS were discussed. The key challenges identified by the group were congestion, air quality, safety, affordability, noise and climate change. These all impact negatively on our quality of life and in particular our health. In the main, it was felt that there was a gap in leadership especially politically but the difficulties in overcoming these were also recognised.

Game changers were seen to be around CO2 reduction objectives, increased funding from the private sector, Ultra-low Emission approaches (zones and vehicles) and Last-Mile Delivery, Door-to-door solutions and more use of ITS. It was, however, agreed that although technology would certainly play an important role in improving the present service offer and today’s transport systems, a cultural and behavioural shift was also needed for a sustainable future.

Training Workshop GIZ

This course described basic guidelines for prioritizing sustainable modes of transport in the planning and implementation process accordingly. Topics addressed included examples of successful planning regarding sidewalks, safe crossings, pedestrian first schemes, integrated cycling networks, and signaling priority for high capacity bus corridors. The training course aimed to provide information on successful planning guidelines and tools as well as to show good and bad examples of efforts to comprehensively incorporate non-motorized transport in the design of streets. GIZ-SUTP conducted almost 130 courses that included over 4,600 participants.



Carlos Pardo at Training Workshop GIZ



Impression of Workshop III - Improve

Impressions from the tours and visits and the evening event

Congress participants were able to see and experience **practical mobility examples** in Stuttgart as part of visits and tours, including an insight into an environmentally-friendly car-sharing system, a walking tour of Stuttgart, and an inter-modal city tour.





SAVE THE DATE



STUTTGART



**8th International Congress, 19-21 June 2016
in Stuttgart (City Hall), Germany**

More than 600 members in 85 countries moving together for a better mobility!

Congress Office

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See you in Stuttgart in June, 2016

For more information about Stuttgart please visit
www.stuttgart-tourist.de/en

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Imprint

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October, 2015

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FOR A BETTER URBAN FUTURE

