

Replace, Retake, Remake

Perspectives on Urban Mobility **after the Car**



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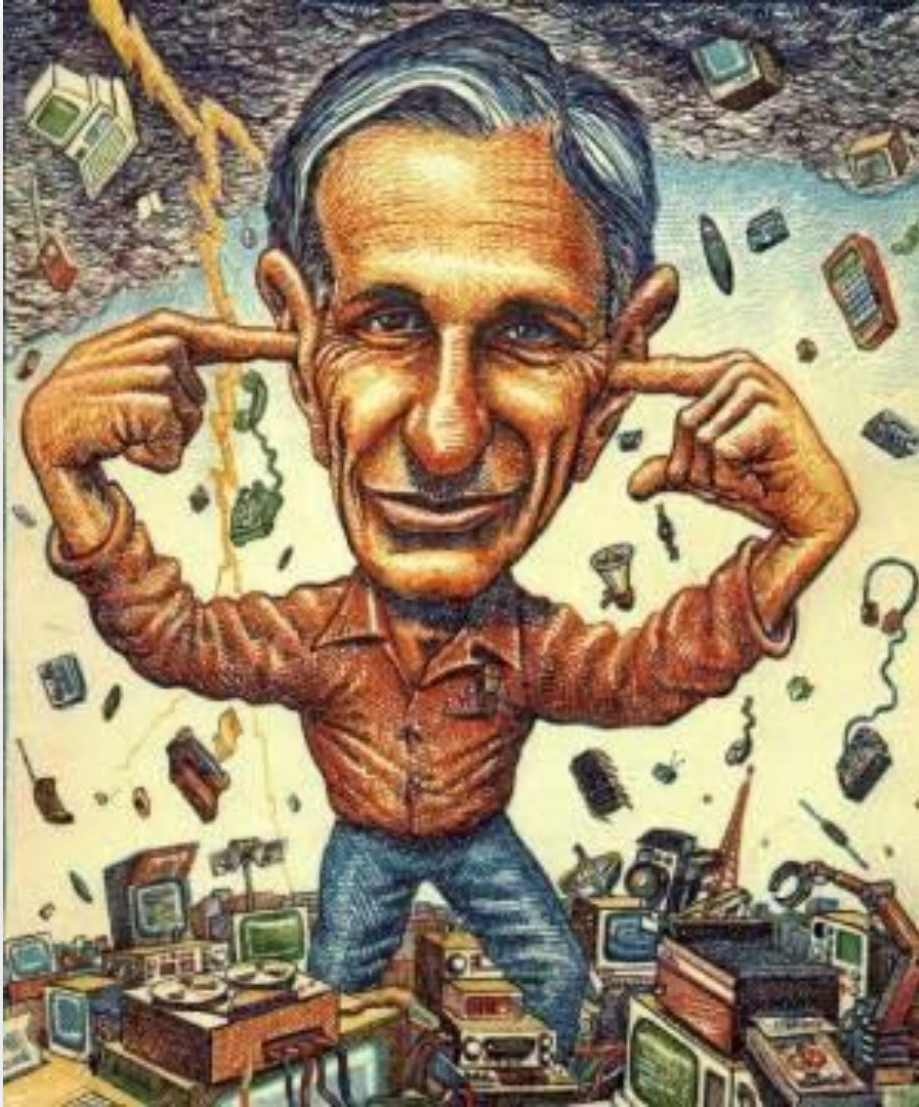
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100 Years of Mobility



100 Years of Counter-Productivity!



Illich, I. 1973. Tools for conviviality. Harper & Row.

Changing Environments

Regulatory

- | **Hong Kong** cut down on its traffic and emissions by **taxing personal vehicles** and **investing in mass transit**.
- | **Mexico City** drastically reduced its pollution with **tighter fuel regulations**, a **Metrobus system**, and **car travel restrictions** (vehicle demand management strategy) steadily; today, over 20 million of its residents' 32 million trips a day are on public transit.
- | **Guangzhou's** greenway, **bus rapid transport system**, **vehicle quota system** (VQS), and some 5,000 **bike-share bikes** are expected to cut 86,000 tons of CO2 per year over their first 10 years and reduce particulate matter, a cause of respiratory illnesses, by 4 tons.

Cultural

- | **Falling car mileage** as persistent trend in high-motorized countries.
- | Demographics working against car ownership **as less young people** are licensed drivers.
- | Empirical evidence that we reached **Peak Car** in most of the developed countries.

Business

- | The meteoric rise of **carsharing as a business case** – after its invention more than 25 years before.
- | **Ridesharing** as an alternative (original) form of carsharing, both commercial as well as social/community oriented.
- | Managing **intermodality** as a business case (and task for city planners).
- | **E-mobility** as the next big... at least it could play a role in local renewable energy management.

Changing **Business** Environment

Accounting for an Ecological Bottom Line



Business as usual

Focus on production, sales und car ownership

Virtually no carsharing

*Gross value added
automotive industry*

100%

Ecological Overshoot

2,16



Technology as (un)usual

Doubling efficiency throughout entire lifecycle

Virtually no carsharing

*Gross value added
automotive industry*

100%

Ecological Overshoot

1,17



Smart Business Mix

Privat car + Carsharing as hybrid business model

12% of fleet is carsharing

*Gross value added
automotive industry*

98%

Ecological Overshoot

1,00

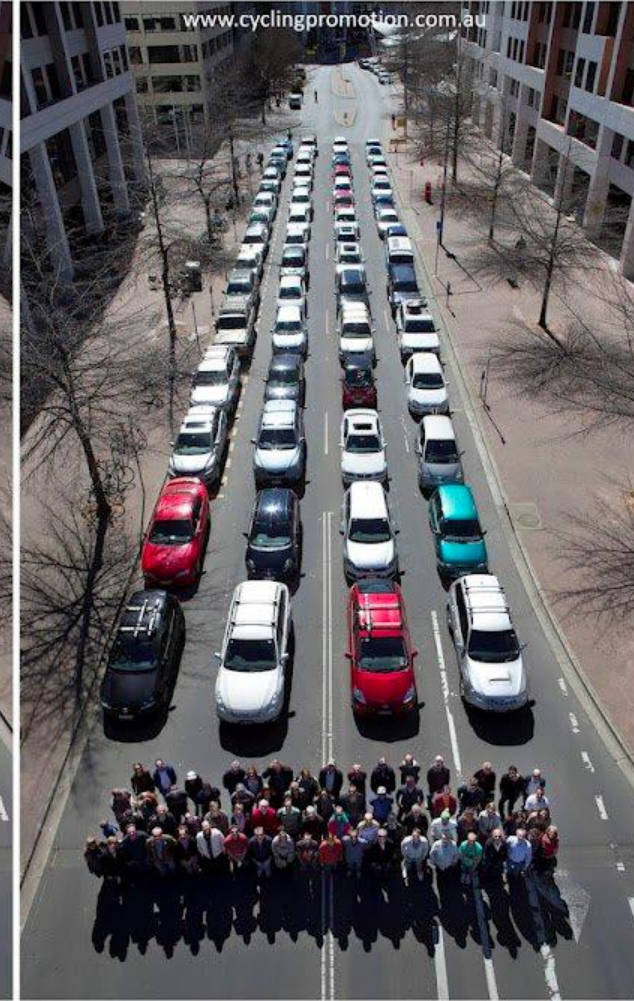
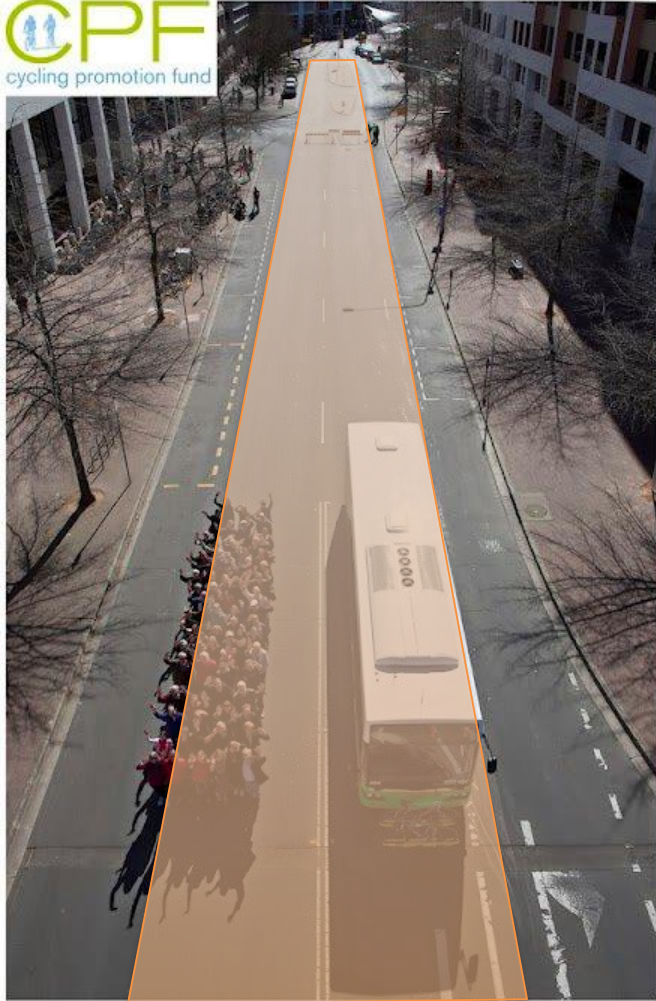
Car inventory
-25%

100 Years of Mobility in our future Urban Lifeworlds



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CPF
cycling promotion fund



100 Years of Mobility in our future Urban Lifeworlds



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