



## Water, Energy, Transport

# Sustainable urban mobility

### The challenge

Cities all over the world are currently competing for investment and human resources. Being able to offer an efficient public transport system, good facilities for pedestrians and cyclists and clean air is an important locational advantage.

But in many cities the reality is somewhat different: traffic jams, air pollution, accidents and noise impact adversely on the quality of urban life and on the prospects for sustainable development and growth. The upward trend of energy prices and the consequences of climate change make it even more important to redefine urban mobility and actively manage the process of change. This cannot be achieved without reliable data, greater expertise among stakeholders and a stable enabling environment.

### Our approach

We see mobility and environmental protection not as mutually contradictory but as two preconditions for sustainable development. On the basis of its experience of fast-growing cities in the developing countries and emerging economies, GIZ offers a flexible approach to the sustainable planning and organisation of urban transport.

Having analysed the existing situation we identify potentials and integrate them into existing transport strategies or draw up new ones. The measures that we recommend take account of the needs of all transport users. We involve policy-makers, experts, transport operators and members of the public, thereby ensuring that solutions work in practice and are accepted in the implementation phase. The components of our approach include advice, expert training, on-site analysis, visits to see examples of best practice and the provision and dissemination of information.

### Our services

Our range of services focuses on the following areas:

- We bring together decision-makers from all relevant institutions and create shared understanding with the aim of formulating appropriate **policy guidelines on urban transport**. We involve local, provincial and national institutions in drawing up and adopting these guidelines.
- We supply **promotion strategies** for public transport and pedestrian and cyclist mobility. We propose solutions that are practical, cost-effective and sustainable and continue to provide support in the field during their testing.
- We work with regulatory authorities, municipal institutions and transport operators to draw up an appropriate **regulatory framework** for local public transport.
- We introduce **Transport Demand Management (TDM)** in a form adapted to local circumstances.
- We put in place systems and instruments for the **financing** and **cost management** of public mobility services.
- We provide **technical know-how transfer**, especially in connection with environmentally friendly drives, technical standards, aspects of maintenance and issues such as fuel quality, air pollution control etc.
- We recommend that our partners integrate **transport planning, urban planning and land-use planning** into urban mobility planning and advise them on this.



## The benefits

Intelligent mobility planning enables towns and cities to reduce emissions, traffic jams, accidents and noise. It improves quality of life and promotes mobility for all groups. It facilitates participation in economic life for everyone.

Sustainable mobility planning triggers short- and long-term infrastructure improvements and galvanises urban development. GIZ engages actively in international cooperation on environmental protection on a scale that few other consultancy firms can match. The experience thus acquired – for example in connection with air pollution control measures in cities and climate change mitigation – benefits your project.

## An example from the field

The Romanian city of Sibiu has grown continuously in recent years. This has been accompanied by a sharp rise in motorised personal transport without any strategies for alternative transport scenarios being put forward.

Acting on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), GIZ therefore initiated a new traffic management system in Sibiu to control and restrict private vehicular traffic among the crowded buildings of the old town centre. The system provides for pedestrian zones, one-way streets and defined parking zones. In order to develop alternatives, we also carried out a strengths and weaknesses analysis of the existing infrastructure and public transport services. Having involved local residents, traders, restaurants and interest groups, the city used this information to draw up a plan that focused on measures that could be implemented quickly – for example, better traffic-light phasing and markings for local public transport vehicles.

In addition a database was set up containing all the information relevant to future projects. This is of benefit to the city administration, planning offices, the city tourism office and other institutions.

Sibiu is already seeing reduced traffic congestion in previous problem zones and the city's public spaces have been revitalised. The car-free zones, some of which have been planted with new greenery, attract new businesses and restaurants and thus bring in both local people and tourists. Capacity building has taken place within the city administration to enable it to carry out similar projects on its own in future. Air quality has significantly improved. At the same time acceptance among local businesses and residents has increased – as has awareness of the environment and of quality of life.

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