wbcsd

**SiMPlify**
Sustainable
Urban Mobility

# Project Outline:
## SiMPlify - Sustainable Urban Mobility

### Context

Cities worldwide face increasing challenges caused by transport and traffic. While the need for urban mobility is growing, the way we trade and transport goods must change. The question of how to enhance mobility while at the same time reducing congestion, accidents and pollution is a common challenge to all major cities across the world. To become better, smarter and more sustainable, cities and businesses must work together on tailor-made solutions.

### Project Overview

WBCSD's SiMPlify project facilitates collaboration between business and cities to meet a city's sustainability needs and create livable, sustainable and equitable cities where people can prosper. Its neutral, data-based and participatory approach helps cities solve the urban mobility challenge by promoting needs-based innovation and providing citizens with safe, clean and efficient mobility.

### Approach

#### Value

• SiMPlify deployment facilitates collaboration between business and cities to provide citizens with safe, clean and efficient mobility.

#### Impact

• SiMPlify helps solve the mobility challenge in cities through an objective, fact and data-based approach to evaluating mobility systems.

#### Voice

• SiMPlify ensures that companies and city authorities can work together to foster innovation in mobility systems.

### Who is involved

• A broad range of companies from the technology, automotive, public infrastructure, tires and oil and gas industries are supporting this project.

### Options for engagement

• Join our SiMPlify project to bring sustainable mobility to cities worldwide

• Start a SiMPlify Sustainable Mobility Project in your city

• Include your sustainable mobility solutions in our database (subject to review)

**Roland Hunziker, Director, Sustainable Cities and Buildings**
hunziker@wbcsd.org

**Irene Martinetti, Manager, Sustainable Mobility**
martinetti@wbcsd.org