

# ACEA Position Paper

## Shared sustainable urban mobility



## KEY MESSAGES

1. Mobility needs are not homogeneous, and thus a broad variety of mobility options is needed: private cars, shared vehicles, buses, commercial vehicles, walking, bicycles, mopeds, scooters, trams, and metros fulfil different mobility needs and all are therefore important.
2. Sustainable mobility means reaching economic, environmental, and social efficiency objectives. All modes need to be used in the most efficient way and need to be integrated within a connected network; a multimodal ecosystem that is convenient, affordable, and accessible for all citizens and customers.
3. Cities' action plans for Intelligent Transport Systems (ITS) should address issues linked to business models, notably for widening the concept of public transport and public incentives to new mobility services that complete public transport, such as commuting carpooling, car sharing, ride pooling, ride hailing and micromobility solutions.
4. Public policies should encourage traditional public mobility operators to embrace innovation in mobility by ensuring a level playing field and by encouraging further cooperation between private providers of shared mobility.
5. New types of shared mobility services with cleaner technologies provide clear benefits, including access to inclusive mobility with less emissions, significantly reduced traffic volumes and less need for public space. A sufficiently dense charging and refuelling infrastructure is a pre-requisite for rolling out zero-emission vehicles across Europe.
6. To make shared mobility systems profitable over time, the positive externalities (benefits) of mobility systems must be shared between the providers, users, and the territories.
7. Policies should further promote closer collaboration between all urban mobility stakeholders. It is vital for all relevant actors that they cooperate closely to develop tailored solutions that best fit the specific requirements of each city.
8. Addressing the environmental challenges of cities while further supporting the competitiveness of the European auto sector requires ongoing and constructive dialogue among European policy makers, national and local authorities, and all relevant stakeholders – including automobile manufacturers.

## INTRODUCTION

The European Automobile Manufacturers' Association (ACEA) fully supports the aim of striving for more sustainable, inclusive, affordable, and resilient urban mobility. Indeed, ACEA's members are committed to developing sustainable mobility solutions for 'liveable cities'.<sup>1</sup> Cities have specific layouts and requirements, and they face the following challenges:

- Increasing transport demand due to population growth and increasing traffic interactions / relations with the region.
- Decreasing availability of road space and its allocation between an increasing variety of stakeholders.
- Multimodality, mixed traffic, and the intensity of interaction with vulnerable road users.
- Changing customer behaviour, including increasing interest in active and shared transport modes.
- Co-existence of automated with non- or lower-automated vehicles.
- Multitude of road operators, particularly in inter-urban areas.
- Parking availability and regulations.
- Long-term investment cycle and urban planning, including strict public tendering procedures.
- Different levels of governance.

A European Commission urban mobility strategy should aim at delivering inclusive sustainable mobility for all citizens by stimulating increased efficiency and sustainable innovations. No one should be excluded in any mobility system, and the impact of transport policies on transport poverty<sup>2</sup> should be carefully assessed. Social challenges when addressing sustainable urban mobility are a key priority, in addition to environmental and economic challenges.

The auto industry, represented by ACEA, is driving the ramp-up of clean mobility by offering a wide range of attractive passenger cars and light commercial vehicles as well as technologies and services. In the coming years, electrified vehicles<sup>3</sup> will play a crucial role in this respect.

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<sup>1</sup> [Liveable cities provide access to safe, affordable, accessible, and sustainable transport systems for all.](#)

<sup>2</sup> Transport poverty is the combination of transport affordability (inability to meet the cost of transport), mobility poverty (the lack of - usually motorised - transport), and accessibility poverty (the difficulty of reaching certain key activities such as employment, education, healthcare services, shops and so on). Source: [Transport poverty and its adverse social consequences](#), Karen Lucas PhD, MA (Res), BSc (Hons) Professor of Transport & Social Analysis, Institute for Transport Studies, Faculty of Environment, University of Leeds, Leeds, UK and others, Proceedings of the Institution of Civil Engineers. Transport 169 December 2016 Issue TR6, Pages 353–365, TR6.

<sup>3</sup> See definitions in [ACEA 2021 Progress Report](#).

## IMPROVE TRANSPORT SYSTEM EFFICIENCY

When it comes to transport system efficiency, all modes are important for a modern, inclusive, and decarbonised transport system. The free movement of people and goods are two of the fundamental freedoms of the EU, and they are essential to the proper functioning of the Internal Market. Mobility needs are not homogeneous, and thus a broad variety of mobility options is needed.

Private cars, shared vehicles, buses, commercial vehicles, walking, bicycles, mopeds, scooters, trams, and metros fulfil different mobility needs and all are therefore important. Everyone should be able to choose the most suitable mobility option according to their specific mobility needs, individual circumstances, and personal preferences. The environmental and social impacts of the individual mobility choices, both in terms of benefits and costs, should be internalised by the users.

While the general perception seems to be that all modes of transport compete in all situations, the reality is that some modes are in competition for certain journeys or for transport of certain goods, but in general they are complementary.

Therefore, all modes need to be used in the most efficient way and need to be integrated within a connected network, a multimodal ecosystem that is convenient, affordable, and accessible for all citizens and customers. Sustainable mobility means reaching economic, environmental, and social efficiency objectives and depends on framework conditions, rather than on modes. Sustainability is about user-centricity, efficiency, and innovation, and not about modal redistribution or restrictions.

A fact-based approach to policy making is needed, with a fair and scientific comparison of transport modes, based on better statistics. The limited availability of comparable data in the field of urban transport makes this task challenging, as information is lacking on key sustainability variables such as space efficiency, parking pressure, congestion, environmental impacts, and many others. That is why the European Commission should investigate the possibility of establishing an EU data collection framework in the area of urban transport and mobility.

Based on the experience of recent decades, the Commission should reconsider the 'modal shift' approach and aim for a more updated, balanced, realistic, holistic, and sustainable approach.

## PROMOTE ITS AND DIGITAL PLATFORMS

Intelligent Transport Systems (ITS), digital platforms, connected vehicles, and intelligent infrastructure can contribute to delivering clean, safe, accessible, affordable and efficient mobility. Platform solutions such as Mobility as a Service (MaaS) and Transport / Logistics as a Service (TaaS / LaaS) bring all modes

together in an efficient mobility ecosystem that optimises the use of transport infrastructure and vehicles.

An ITS action plan should therefore address issues linked to ITS business models, particularly in order to widen the concept of public transport and public incentives to new mobility services that complete public transport, such as commuting carpooling, car sharing, ride pooling, ride hailing and micro mobility solutions.

Shared mobility services, MaaS and TaaS / LaaS will benefit from higher levels of driving automation and from cities becoming smarter. Cities and regional transport authorities should prepare for the upcoming rollout of increasingly connected, automated and autonomous vehicles. They should begin to shape the policies needed to enable and facilitate their deployment in a constructive and open dialogue with all relevant stakeholders.

Public policies should encourage traditional public mobility operators to embrace mobility innovation by ensuring a level playing field and by encouraging further cooperation with private shared mobility providers. On connected and automated driving, the industry needs a harmonised technical and market legislation framework throughout the EU.

## ADDRESS THE ENVIRONMENTAL AND SOCIAL ASPECTS OF SHARED MOBILITY

Shared mobility improves the environmental footprint of urban mobility and reduces transport poverty. New types of shared mobility services using cleaner technologies provide clear benefits, including access to inclusive mobility with less emissions, significantly reduced traffic volumes, and less need for public space. This positive impact of mobility services can be further enhanced by using electrified light-duty vehicles and buses, and by deploying them for territories with low accessibility.

Future EU policies should therefore support the uptake of electrified<sup>4</sup> vehicles in new mobility and public transport services. A sufficiently dense charging and refuelling infrastructure across the EU is a pre-requisite for rolling out zero-emission transport modes. Technology openness should remain a core principle for the future policy framework.

Restricting access to transport solutions can be a barrier to employment, can reduce access to education and training, healthcare, and can lead to social isolation.

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<sup>4</sup> See definitions in [ACEA 2021 Progress Report](#).

Smart shared mobility services provide an excellent opportunity for sustainable transport. These services can help provide equity in transportation, as they complement existing public transport and provide citizens with multimodal and on-demand mobility solutions. They have a high positive potential for low-income populations.

To make these shared mobility systems profitable over time, the positive externalities (benefits) of mobility systems must be shared between the providers, users, and the territories.

## FOSTER EFFICIENT GOVERNANCE

Managing traffic in urban areas is a complex, multilayered, and multifaceted process, generally involving a range of diverse stakeholders. From a governance perspective, ACEA members fully support an efficient, integrated dialogue with cities, regions and member states.

Policies should further encourage closer collaboration between all urban mobility stakeholders. The auto industry should have a full involvement in the discussions regarding the concepts of liveable carbon-neutral cities and sustainable mobility in a structured and timely manner. It is vital that all relevant actors co-operate closely to develop tailored solutions that best fit the specific requirements of each city.

The EU should support local, regional, and national initiatives aiming at:

- Harmonising rules that provide private companies with a level playing field where they can launch innovative business models.
- Promoting policies that offer a positive and quality business environment for automobile manufacturers seeking to deploy new urban mobility technologies.

Addressing the environmental challenges of cities while further supporting the competitiveness of the European auto sector and its importance in terms of employment and tax contribution requires ongoing and constructive discussions among European policy makers, national and local authorities, and all relevant stakeholders – including automobile manufacturers. ACEA's members stand ready.



## ABOUT THE EU AUTOMOBILE INDUSTRY

- 12.6 million Europeans work in the auto industry (directly and indirectly), accounting for 6.6% of all EU jobs
- 11.6% of EU manufacturing jobs – some 3.5 million – are in the automotive sector
- Motor vehicles are responsible for €398.4 billion of tax revenue for governments across key European markets
- The automobile industry generates a trade surplus of €76.3 billion for the European Union
- The turnover generated by the auto industry represents more than 8% of the EU's GDP
- Investing €62 billion in R&D per year, automotive is Europe's largest private contributor to innovation, accounting for 33% of the EU total

## REPRESENTING EUROPE'S 15 MAJOR CAR, VAN, TRUCK AND BUS MANUFACTURERS

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