



Urban Innovation Session Metropolis Congress 2011

Urban Mobility: Building the city
of proximity, the experience of
Stuttgart and the network
Cities for Mobility



(Image by MIT Media Lab)

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Stuttgart

- 600.000 inhabitants (region 2,7 million)
- Strong economy, high-tech and innovation
- International city (120 languages)
- Strong mobility sector



Mobility IT´S ABOUT PEOPLE!





More streets are not the solution

- **Demand for cars is rising**
China: 21 Pkw/1.000 inh.
Germany: 500 Pkw 1.000 inh.
- **Reduced availability of fossil fuels**
- **Problems of accessibility and congestion, increasing density of urban space**

**Do we want our cities
to look like this?**



Or like this?





Till the 70s: **Paradigm of car-friendly city**



Today:



Building the **City of Proximity** by more public transport, cycling and walking, social spaces, traffic management

Building The **Green City** city, reducing congestion, focusing on incentives, innovations, awareness and information



Cities for Mobility: A big family (620 members in 83 countries)





FIFA World Cup 2014

Cooperation between
Stuttgart and host cities Porto
Alegre, Belo Horizonte



Transfer of know-how and
lessons learnt from World
Cup 2006

Focus on urban mobility
Exchange of experts,
workshops, joint events

Documentary of Deutsche Welle about World Cup 2014 and Cities for Mobility

→ Visit www.dw-world.de and put „Cities for Mobility in the search box

Key factors for successful cooperation:

- Political will and commitment
- Good basis of cooperation between municipalities
- Continuous exchange on the working level



**Is technology the driving force
for innovation?**

**How much will car ownership decline
in future societies? Is sharing only a
current trend?**