



Johannesburg
South Africa
1-31 October
EcoMobility
World Festival
2015



EcoMobility World Festival 2015

1-31 October 2015
Johannesburg, South Africa



a world class African city



Joburg - a city at work.

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www.ecomobilityfestival.org
www.joburg.org.za



Johannesburg Champions an EcoMobile Future!

In October 2015, Johannesburg will host Africa's first ever EcoMobility World Festival. We are delighted to invite you to a month-long celebration of sustainable urban transport, featuring activities, exhibitions, and dialogues!

And that's not all. As a part of the Festival, **we are closing certain parts of the Sandton Central Business District to private cars.** For one month, residents of and visitors to Sandton will be encouraged to get around by public transport, by bike, on foot, and with other ecomobile transport options that will be provided during the event.

The entire space of the Sandton CBD will be transformed. The streets – usually full of cars – will instead become available for walking and cycling, for leisure, for sport, for contemplation – for whatever residents, workers, and visitors choose to do.

The Festival will give us a chance to experiment with different kinds of transport, showing us a cleaner, less stressful, and more joyful urban future.

The infrastructure provided by the City to support the Festival – and the visionary plans to expand public transport within Johannesburg – will combine to leave a lasting legacy for generations to come.

Please read on for more information on the EcoMobility World Festival 2015 in Johannesburg!

What is EcoMobility?

EcoMobility is a vision for a more sustainable urban transport system!

It seeks to challenge the dominance of private cars in cities, and to give priority to greener, healthier modes of transport.

- Walking
- Bicycles
- Scooters
- Buses
- Trams
- Metros
- Sharing



Why does EcoMobility matter?

Private cars are efficient and useful, and they will be a part of a sustainable transport system. But they are not the only option!

Surveys show that the number of commuters in Sandton, where the Festival will be held, is increasing at more than 3% per year. If this growth continues, there will soon not be enough road space to accommodate all the private cars.

This many cars make our city congested and polluted. They slow us down and frustrate us in our day-to-day lives. What's more, the emissions from them contribute to global warming and are a serious threat to our future.

We need to move towards more sustainable transport options.

These options exist – we just need to use them more. They are better for us as individuals, better for our city, and better for the planet.

EcoMobility is about envisioning the future we want for transport, and making it happen in our cities.

The Festival at a Glance



Decongest Sandton

1-31 October 2015

The most visible part of the EcoMobility World Festival 2015 – just come to the Sandton Central Business District and feel the difference! As well as removing as many private cars as possible from the area, we'll be offering a range of EcoMobility-related activities for public participation.

[Read more here >>](#)

EcoMobility Dialogues

5-9 October 2015

The EcoMobility Dialogues are a series of dialogues involving international mayors, local stakeholders and citizens, focusing on how cities can advance sustainable and low carbon urban mobility. Solutions will be sought to reduce the dominance of private vehicles in cities and to build an urban transport system that meets the needs of residents while minimizing energy consumption, emissions, material use and space requirements.

[Read more here >>](#)



EcoMobility Exhibition

4-30 October 2015

The EcoMobility Exhibition at the EcoMobility World Festival will allow EcoMobility vehicle manufacturers, service providers, and innovators to display their products and obtain live feedback from Festival visitors. Visitors will have the chance to test vehicles on a specially-designed track and to learn about the history of mobility.

[Read more here >>](#)



Decongest Sandton

About Sandton

Sandton, Africa's richest square mile, is a bustling area in the very heart of Johannesburg. It is the financial district of South Africa and the region's premier business centre.

More than 85,000 vehicles, carrying close to 120,000 people, move in and out of the Sandton precinct during peak hour traffic each day – and 70% of these trips are undertaken in private cars.

How the Festival will work

Closing this district to as many private cars as possible is a significant challenge. To meet this challenge, Johannesburg has developed a detailed transport plan for the month of October. Major aspects of the transport plan include:

- **Closure of identified streets** – some for the entire period, others on the weekends.
- **Alternative arrangements with regards to private vehicles**, delivery, public transport, and pedestrian movements.
- **Changes to public transport routes and services**, park and rides, the contracting of additional services, and alternative offerings such as pedi cabs.
- **Additional temporary or minor infrastructure changes and maintenance.**
- **Traffic flow management** for the duration of the road closures for safety and mobility.
- **Signage for vehicular, visitor, cycling, and pedestrian traffic**

The plan will seek to discourage people from using private cars to come to Sandton, whilst making it easier and more attractive to use ecomobile modes of transport (public transport, walking, and cycling).

A public transport loop will be constructed on a temporary basis for the Festival, and will be made permanent afterwards, with construction to be completed by June 2016.

[Learn more about the Transport Management Plan >>](#)



What will be achieved in Sandton?

We are hoping to:

- **Initiate the transition to a pedestrian, cycling and public transport-friendly Sandton CBD.**
- **Encourage behavioural change**
- **Make Joburg a cycle-friendly city**
- **Reduce carbon emissions**
- **Create a lasting infrastructure legacy for sustainable transport.**
- **Position Johannesburg as a world leader in sustainable transport with innovative approaches to reduce carbon emissions.**

EcoMobility Dialogues 2015

Where? IDC Conference Centre in the Sandton Central Business District.

The EcoMobility Dialogues will bring together more than 300 people, including representatives of the City of Johannesburg's leadership, business experts, thought leaders, practitioners, and academics.

The Dialogues will focus on topics including transport and climate change, transport demand management, clean bus fleets, behavioral change, and parking management. They will also foster exchange, discussion and debate.

TUESDAY 06 OCT

Reshaping cities
for EcoMobility:
strategies & tactics

STAKEHOLDERS DIALOGUE

Public dialogue/Imbizo:
Mayor of Johannesburg and
experts answer residents

THURSDAY 08 OCT

Making the
commuting
decision
safe,
sustainable
& popular

**STAKEHOLDERS
DIALOGUE**

Leaders roundtable
on road to Paris:
Transport and
climate change

**DECISION-MAKER
DIALOGUE**

MONDAY 05 OCT

Clean
Bus
Fleet
(C40)

WORKSHOP

Transport
Demand
Management

WORKSHOP

WEDNESDAY 07 OCT

Achieving &
enabling
EcoMobility:
New and
shared forms
of mobility

**STAKEHOLDERS
DIALOGUE**

Technical
experts
meeting on
road to Paris:
Transport and
climate change

**EXPERT
DIALOGUE**

Public dialogue/Imbizo:
Mayors demonstrate commitment
to EcoMobility

FRIDAY 09 OCT

International press conference

Release of "Declaration
on Low Carbon Urban Transport"

Mayors EcoMobility Ride

DECISION-MAKERS DIALOGUE

[Click here to register >>](#)

EcoMobility Exhibition

The Exhibition is a unique opportunity for both local and international entities to demonstrate and test their innovative products with a live audience. The Exhibition will give visibility for local companies at an international level and vice versa.

Exhibition Elements



Historical and Future Perspective – “EcoMobility Yesterday, Today and Beyond”

This section will provide a global historical perspective on how mobility has evolved over time, along with tipping points that led to new innovations and the impacts of different kinds of mobility. A “timeline” showing the development of mobility through the years will be setup inside a building.



Vehicles exhibition – “Touch and Feel & Listen and Imagine”

This section will introduce and present various EcoMobility options. The public will have an opportunity to test and ride the products on display.

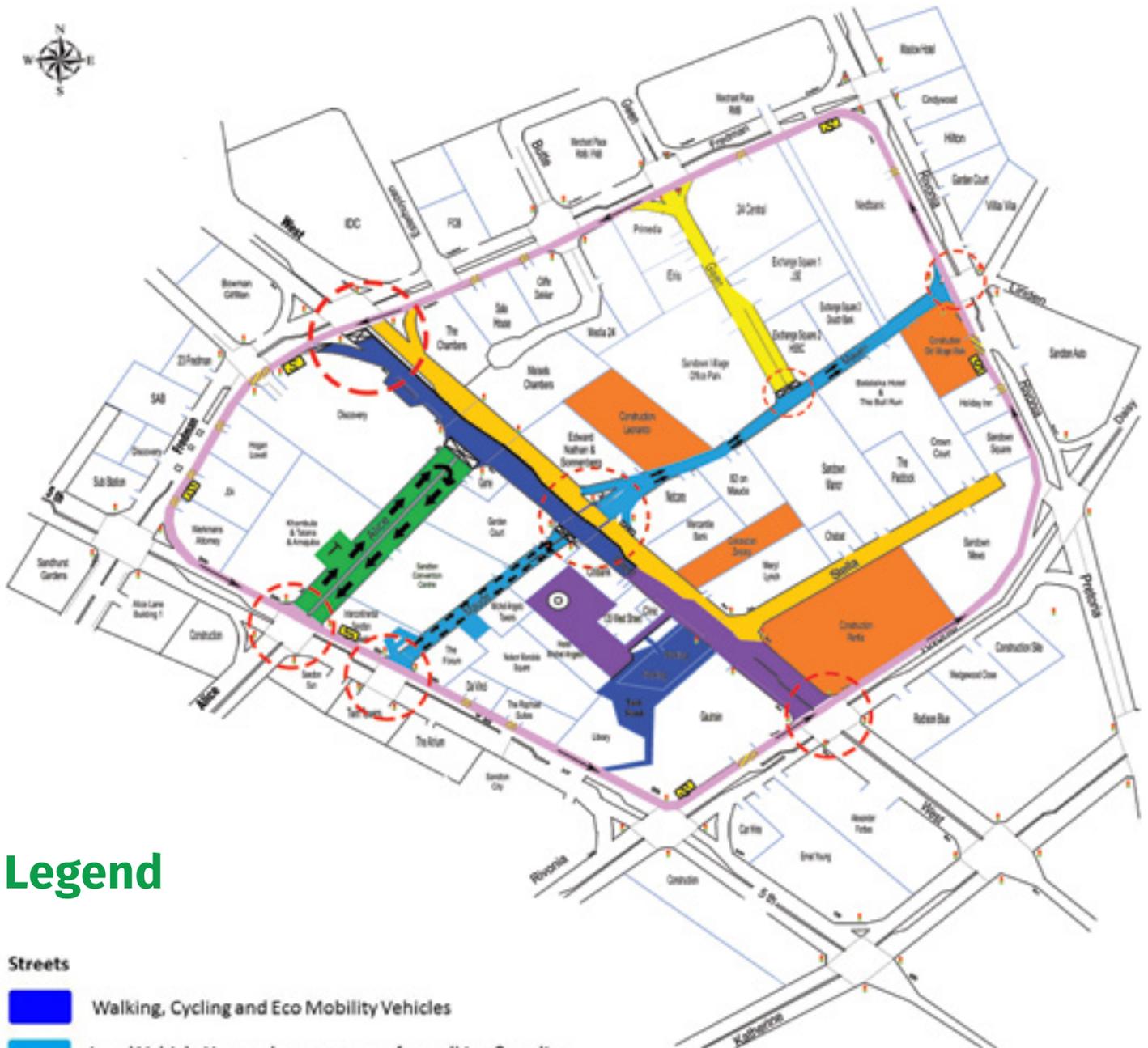


Fun & Educational Interactive Events – “Look, challenge & learn while having FUN!”

The aim of this section is to raise awareness, educate, and motivate. It is an interactive, fun, and exploratory experience aimed at schoolchildren in particular, but of interest to all ages.

[Visit the Expo online >>](#)

EcoMobility Footprint Sandton CBD



Legend

- Streets**
- Walking, Cycling and Eco Mobility Vehicles
 - Local Vehicle User only, more space for walking & cycling
 - Local Vehicle User & Public Transport
Holding, metered taxis, tuk-tuks
 - Construction and Local Vehicles User Only
 - Weekend Eco Mobility activation-Gwen
 - Managed Access to be finalised with Stakeholders
 - Public Transport Loop (One dedicated public transport lane and increased sidewalk)
- S Public Transport Stop Managed Access Point
- X Closure for Cars T Tuk-Tuk & Metered Taxi stop
- Hoarding Construction Site

For more information contact:
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