EcoMobility World Festival 2013
1 - 30 September

EcoMobility 2013 Suwon Congress
1 - 4 September
## EcoMobility World Festival 2013 program overview

### WEEK 1

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Sun 01/09</td>
<td>Joint Opening Ceremony</td>
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<tr>
<td>Mon 02/09</td>
<td>EcoMobility 2013 ** Suwon congress</td>
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<tr>
<td>Tue 03/09</td>
<td>East Asia Low-carbon Cities Forum **</td>
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<td>Wed 04/09</td>
<td>National Conference on Sustainable Development **</td>
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<td>Thu 05/09</td>
<td>EcoMobility &amp; Future Generation **</td>
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<tr>
<td>Fri 06/09</td>
<td>Mobile Green Experience Hall **</td>
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<td>Sat 07/09</td>
<td>Resource Recycling Event **</td>
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<td>Sun 08/09</td>
<td>International Climate Change Film Festival **</td>
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<tr>
<td>Mon 09/09</td>
<td>Fostering Social Entrepreneurship Event **</td>
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### WEEK 2

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<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Mon 09/09</td>
<td>Suwon International Green Forum 2013</td>
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<tr>
<td>Tue 10/09</td>
<td>Local government &amp; organization promotion booths</td>
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<tr>
<td>Wed 11/09</td>
<td>Mobile Green Experience Hall **</td>
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<td>Thu 12/09</td>
<td>Joint Opening Ceremony **</td>
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<td>Fri 13/09</td>
<td>Joint Opening Ceremony **</td>
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<td>Sat 14/09</td>
<td>Joint Opening Ceremony **</td>
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<td>Sun 15/09</td>
<td>Joint Opening Ceremony **</td>
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### VEHICLE EXPERIENCE

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Ecomobile Vehicle Exhibition</td>
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<td>Ecomobile Vehicle Test-track</td>
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### VEHICLE TOURS

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<tr>
<th>Event</th>
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<tbody>
<tr>
<td>Impaired Mobility Tour **</td>
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<tr>
<td>Mayors’ Ride, Congress Tour **</td>
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<tr>
<td>King Jeongjo Tour **</td>
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<tr>
<td>Impaired Mobility Tour **</td>
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<td>King Jeongjo Tour **</td>
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### KOREAN CULTURAL EXPERIENCE

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<th>Event</th>
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<tbody>
<tr>
<td>Korean Traditional Cultural Experience</td>
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<tr>
<td>Art expositions and activities</td>
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<tr>
<td>Music, dance and art performances **</td>
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<tr>
<td>Homestay in Haenggung-dong **</td>
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<tr>
<td>Markets</td>
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</tbody>
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**KOREAN** **ENGLISH** **JAPANESE**
EcoMobility World Festival 2013, SUWON City, South Korea 1-30 September

WEEK 3

- Music, dance, and art performances
- National Volunteer Conference
- National Conference on Community Development
- Vehicle rental stations
- Future EcoMobility Neighborhood
- Village Renaissance Tour
- Fun bicycle activities
- Suwon Hwaseong Cultural Festival
- King Jeongjo Tour
- Impaired Mobility Tour

* These events/activities can also be enjoyed without translation and international visitors are warmly encouraged to participate.

** Registration required

WEEK 4

- LEV Tour
- Velotaxi Tour
- Fun bicycle activities
- Homestay in Haenggung-dong
- Markets

Closing Ceremony of EcoMobility World Festival and Hwaseong Cultural Festival
In my role as the President of ICLEI, I am proud to welcome you to Suwon on the historic occasion of the first EcoMobility World Festival, and the EcoMobility 2013 Suwon Congress.

As the global voice of local governments, ICLEI is honored to host the broad spectrum of decision makers, international agencies, and businesses gathering in Suwon with the objective of raising the profile, importance and commitment of local government action on sustainable mobility.

Our cities are growing both in terms of population and size. Our needs for mobility have to be met and at times, our actions in transport are trailing our responsibilities. EcoMobility offers an exit strategy for this situation based on walking, cycling, public transport and wheeling. The Festival aims to cater to those participants who face a long journey in making their cities more ecomobile alongside those who already have made significant progress.

It is my hope that the unique combination of theory and practice at the Festival will enable participants to find the inspiration and means to equip cities of today and tomorrow with flexible, efficient and human-centered transportation systems built to last. Building on the success of the EcoMobility Congress held in Changwon in 2011, attracting over 400 participants from 34 countries, the 2013 Festival promises to surpass all expectations while complementing the Congress with a unique application of a real-life EcoMobility neighborhood.

It is clear that in order to pilot radical solutions such as this, solid support such as that which has been shown by the Mayor of Suwon is essential. I would like to extend my sincere thanks to Mayor Yeom for his bold steps to forge a new path for Suwon and our urban future globally.

My congratulations and thanks also extend to the courageous residents of Haenggung-dong neighborhood for taking on the ecomobile challenge and providing the international community with a global precedent for a more sustainable future. I wish all participants a fruitful, engaging and inspirational time, and above all, thank you for playing your part in history in the making.
It gives me great pleasure to welcome you to Suwon for the inaugural EcoMobility World Festival. Since taking office as mayor, I have committed firmly to establishing Suwon as the environmental capital of the Republic of Korea. Standing here today at the launch of this month-long car-free experiment marks a new departure for Suwon as a world-class East-Asian city taking the lead on environmental issues.

The EcoMobility 2013 Suwon congress is the place and time where experts will converge on the most pressing challenges of greening our transportation systems, responsible for over 15% of carbon dioxide emissions worldwide. Through debate, information sharing and partnership building, it is my hope that the congress will build greater capacity to address these issues and offer a tangible contribution to the mitigation of the effects of global climate change.

EcoMobility World Festival is a forward looking and ambitious environmental undertaking, aiming to realize a city model for a future where fossil fuels such as oil, coal and natural gas are depleted beyond viability. During the Festival, Haenggung-dong neighborhood in Suwon will transform into a pedestrian haven, where walking, public transport and other human-scale and self-powered vehicles are prioritized in the modal split.

Taking place in a city like Suwon, where traffic congestion and automobile dependency have been well recognized as requiring swift action, the Festival project will provide the world with an international precedent: that with the support of strong leadership and engaged community participation, a car-free lifestyle can be implemented today, in any city in the world.

I warmly encourage all visitors to EcoMobility World Festival to fully explore the Suwon ecomobile neighborhood this September. Join the residents in trying out the wide variety of sustainable vehicles and immerse yourself in the rich cultural experiences on offer. Your participation is vital in showing the world that the moment for change has arrived, and it is already underway in Suwon.

The urban millennium has arrived and we know that the core population of 9 billion people in the next 40 years cannot live in the style of cities that we have today. For this reason, UN-Habitat is now advocating for a review of the World Urban Agenda. There is an emerging consensus that we need to imagine new forms of urban living which requires commitment to not only changing transportation patterns and energy consumption, but also the social and political structures which will prove crucial in coming terms with our changing environmental realities.

As we strive towards a new urban model for the 21st century, the time has come to showcase practical initiatives which counter the challenges of climate change and the excessive dependence of cities on cars using fossil fuels. It is imperative that we explore new urban lifestyles which confront the environmental and human development challenges of the modern era. I am proud to support EcoMobility World Festival and showcase the commitment of UN-Habitat as an organizing partner to this innovative natural experiment where people will see one of the possible alternatives to urban life in the future.

As a planet, we are facing a very important set of challenges and in every one of these chapters we must now begin to think in different ways. With our streets accounting for 80% of the unbuilt urban area, it is time to challenge the long established norms and restore a human-scale and people-focused transportation network.

Today, we are celebrating that Suwon has offered to take the lead in showcasing an ecomobile lifestyle in action and I would like to congratulate Mayor Yeom for this ambitious act of leadership. I want to thank ICLEI and Suwon City for orchestrating this watershed event and extend a warm invitation to urban development policy-makers and practitioners alike to join us in experiencing an ecomobile blueprint for our urban millennium in Suwon this September.
What is EcoMobility?

EcoMobility refers to travel through integrated, socially inclusive, and environmentally friendly options, including and combining walking, cycling, wheeling, public transport and car-sharing. It incorporates the use of small, light e-vehicles as well as charging stations to provide clean energy from local renewable energy sources. Intermodality is a key feature of EcoMobility as integrated, efficient coordination between modes is essential for a sustainable transport network.

At the local government level in an ecomobile city, public infrastructure, traffic systems, and policies are designed to give priority to non-motorized transport as well as to reduce urban congestion. When a city focuses on EcoMobility, quality of life is enhanced and happy and healthy communities are supported.

EcoMobility requires a change in habits and behavior. An ‘ecomobile city’ develops, improves, and encourages the use of alternatives to a personal automobile. It promotes an attractive environment and a high quality of life while enabling its citizens and visitors to meet their mobility needs without jeopardizing sustainability. A change in travel behavior requires coordination from various actors, including policy makers, companies, experts, and users.

Local governments develop roles as facilitators for local innovation and as testers of new models of cooperation between these groups. The cooperation among the cities is a vital collaboration to create livable, attractive, and happy cities for current and future generations.

Suwon 2013 EcoMobility Impulse

The Festival will produce the “Suwon 2013 EcoMobility Impulse”, a living document providing guiding thoughts, principles, examples and starting points for concrete improvements in urban planning & development, be it for existing municipalities or new towns, towards greening mobility in our cities worldwide.

Adopted by the EcoMobility 2013 Suwon Congress, the Impulse will be brought from Suwon to many events, networks and multipliers for enrichment and endorsement. The goal is to develop the Impulse into an EcoMobility Charter as a basis for local commitment and international cooperation. An online forum will be opened until mid-December 2013; ICLEI and Suwon City will jointly present the results of this consultation at the end of 2013.

See more information on page 33.
The Joint Opening Ceremony, marks the official launch of the EcoMobility World Festival 2013 and EcoMobility 2013 Suwon congress. Suwon, the host city of both international events cordially welcomes mayors, directors of international NGOs, CEOs of ecomobile vehicle businesses, heads of transportation departments and Suwon citizens to a future where cities focus on moving people using environmentally friendly transport means rather than the movement of cars.

The theme of the Opening Ceremony is Suwon Dongrak. This combines Suwon’s aspiration to become the environmental capital of North East Asia with the meaning of the old Korean idiom Donggodongrak, ‘harmony between humans and nature’. The ceremony will kick off with an EcoMobility parade led by Suwon Mayor Yeom and selected international guests on unique ecomobile vehicles through the converted ecomobile lanes of Jeongjo Street.

This will be followed by a formal ceremonial opening with artistic spectacles showcasing the best of Korean culture juxtaposed with EcoMobility-themed performances at Haenggung Plaza. The results of the two-year Festival and congress preparation will be presented to an audience of 5,000 individuals and broadcasted on the Gyeonggi Province broadcasting system (OBS).

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<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td>01/09</td>
<td>13:00</td>
<td>Main Congress Hall</td>
<td>Registration for Congress and tours</td>
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<td>Opening and welcome to international delegates.</td>
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<td></td>
<td>• Yeon-Hee Park, Director, ICLEI Korea</td>
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<td>• Tae-Young Yeom, Mayor of Suwon</td>
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<td>• Mary Jane Ortega, Vice President, ICLEI</td>
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<td>• Andre Dzikus, Coordinator, Urban Basic Services Branch, UN–Habitat</td>
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<td>• Explanation of tour logistics</td>
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<td>15:30-17:00</td>
<td>Main Congress Hall</td>
<td>International Participants’ Neighborhood Walking Tour Free participation</td>
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<td>17:00</td>
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<td>Tea Reception hosted by Suwon Mayor</td>
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<td>Suwon Cultural Foundation</td>
<td>For registered international participants and invited national guests. Congress badge required.</td>
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<td></td>
<td>17:30-18:10</td>
<td>Haenggung Plaza</td>
<td>VIPs’ EcoMobility Ride On special invitation only</td>
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<td>18:30</td>
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<td>Grand Opening Parade (open air)</td>
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<td>Start: Janganmun (North Gate)</td>
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<td>All are invited to join by walking. A group of around 30 international guests can join by bike (indicate your interest at registration) and shall gather at 18:00 at Jangan Mun.</td>
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<td>18:30</td>
<td>Haenggung Plaza</td>
<td>Opening Ceremony (open air/ live broadcast)</td>
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<td>All international guests are invited and asked to be seated at the Plaza at 18:10.</td>
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<td>• Opening performance</td>
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<td>• Opening Remark by Suwon Mayor</td>
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<td>• Congratulatory Speeches</td>
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<td>• Cultural Performance</td>
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<td>• B-Boy Battle Performance (bicycles vs. automobiles)</td>
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<td>• Mime Performance on Korean EcoCities</td>
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<td>• Traditional Performances</td>
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<td>20:00-21:00</td>
<td>NakNamHeon, backyard of Hwaseong Palace</td>
<td>Welcome Dinner for international delegates and invited guests Congress badge required. Smart formal or smart casual.</td>
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EcoMobility World Festival is the world’s first month-long presentation of an innovative urban transportation culture, in which residents forego cars and instead combine walking, cycling, use of public transport and/or various other ‘ecomobile’ modes.

Borne from the synergies between ICLEI, host city Suwon and UN-Habitat, the Festival will take place for the entire month of September 2013, creating an ecomobile neighborhood model which can be replicated and locally adapted to cities.

Cities must act now and adapt their urban mobility infrastructure in order to face the accelerating environmental uncertainties of today and in the future.

Through the unique EcoMobility World Festival and with the intensive participation of residents, Haenggung-dong neighborhood will serve as a world stage on which street space will be re-allocated, allowing ecomobile users to move safely and freely.

Residents of all ages and physical ability will be provided with various mobility options, matching the specific needs of their daily activities, contributed by over 20 manufacturers from more than 10 countries. Most importantly, citizens will take the lead in living out an ecomobile lifestyle as the eyes of the world look on amidst an engaging program of Korean culture and tradition.

‘One neighborhood, one month, no cars’

‘A melting pot for ecomobile ideas, inspiration and innovation’

The Festival is a global showcase of future mobility for governments, NGOs, businesses, researchers, cyclists and pedestrian associations throughout the month-long program containing:

- Conferences and forums
- Educational and informational activities
- Vehicle experiences
- Ecomobile neighborhood tours

‘Welcome to Suwon and enjoy the real-life possibilities of an ecomobile future!’

‘Can we imagine what a car-free neighborhood would look like?’
Transformation of the Haenggung-dong neighborhood

The revival of Haenggung-dong neighborhood, surrounded by the UNESCO World Heritage Site Hwaseong Fortress, has been the guiding ambition of the EcoMobility World Festival preparatory works.

Due to development restrictions surrounding the Fortress and owing to its former importance as the city center of Suwon, Haenggung-dong retains an old urban character distinguishing it from more developed districts of the city. Conventional market retailing is the main business activity in this area making shop and restaurant-owners a key consultation group in the participatory process.

Following a comprehensive residents survey in 2012, Suwon committed to regenerate the neighborhood into one prioritizing environmental sustainability and accessibility – particularly for the vulnerable and low income residents for whom access to employment and services was impaired.

A program of works was developed focusing on renewing the district while developing a high-value cultural and environmental tourism asset. Shop front façade improvements were funded and a program of alley refurbishments was carried out. A team of local volunteers painted the alleys with a series of colorful murals breathing life into the network of neighborhood passages.

Sewerage infrastructure was upgraded alongside the burying of overhead cabling. Neighborhood-wide leveling and re-paving of the street surface was completed. During the first week of the Festival, two lanes of the busy four-lane Jeongjo Street will be allocated for ecomobile vehicles only. Hwaseomun Street will be converted into a fully pedestrianized street, animated with cultural community events.

The rest of the neighborhood will be car-free, giving free reign to the residents to explore the ecomobile vehicles on offer through the rental stations. The sidewalks were widened to three meters on each side of Hwaseomun Street alongside landscaping, new street furniture and the insertion of numerous pocket parks. Post-Festival: the decision as to whether the ecomobile arrangements should remain or if the neighborhood should return to its former arrangements will lie ultimately with the residents of Haenggung-dong.

Residents Survey – 2012

- 34.4% "Narrow sidewalks are problematic"
- 20% "Streets unsafe for pedestrians"
- >50% of households have no car
- 18.7% of residents have a disability
- 37% of disabled are mobility impaired

Investment Package

- €4.7 million in street improvements
- €2 million for ‘City Renaissance Housing Improvements’
- €1.8 million for façade improvements
Suwon, the Human City of Korea

With more than 600 years of history, Suwon offers visitors an array of unique and memorable experiences. Located approximately 30 km south of Seoul, Suwon successfully balances tradition with innovation. With numerous universities and industries including the headquarters of Samsung Electronics and SK Group, Suwon enjoys the amalgamation of knowledge and industry. The city also has a strong international reputation with close ties to sister cities Curitiba, Brazil and Nizhny Novgorod, Russia. In the early history of Suwon, the Hwaseong Fortress walls surrounded the city. Over time this city grew beyond these walls. Now a UNESCO World Heritage Site, the Fortress and the surrounding neighborhood serve as the location for the EcoMobility World Festival 2013, featuring the EcoMobility 2013 Suwon congress.

A rapidly expanding city

Today Suwon is experiencing many effects from rapid industrialization including a growing population of 1.16 million inhabitants as well as an increase in car ownership from 80,000 cars in 1980 to over 400,000 cars today. Despite this, Mayor Yeom has taken a progressive approach to ensure that Suwon will be more ecomobile. As a former environmental activist for 20 years, Mayor Yeom has accepted the challenge to host the EcoMobility World Festival to show that neighborhoods can be successfully transformed.

Suwon’s environmental policies

Suwon’s climate protection goal is to reduce CO2 by 40% from 2005 levels by 2030, surpassing all national targets. The city has announced a profound commitment to greenhouse gas reductions, domestically and externally, by declaring Suwon an “environmental capital:” a low-carbon city fighting climate change.

Suwon is pursuing an urban policy that is harmonious with the environment and focuses on community culture. Projects like the citizen-driven Urban Planning 2030, the Village Renaissance project, and the Low Carbon Green City project focus on engaging all citizens. Through these initiatives, Suwon plans to create a people-oriented green city, fully committed to a green and eco-friendly spirit. Suwon has utilized communication and participation of its citizens to create the foremost environmental capital of Northeast Asia.
**CONFERENCES & FORUMS**

**EcoMobility 2013 Suwon congress**

- **Date:** 02/09 – 04/09
- **Time:** 09:00
- **Location:** Main Congress Hall, Sunkyung Library, Museum, Haenggung-dong Office

The EcoMobility 2013 Suwon congress enables international experts, united through mutual interest in sustainable transportation, to come together to share good practices and spark synergies in a setting that promotes and fosters creative collaboration, local city initiatives, and the EcoMobility agenda. (**Registration required**)

Organizer: ICLEI World Secretariat, ICLEI Korea Office, Suwon City

**East Asia Low-Carbon Cities Forum**

- **Date:** 03/09
- **Time:** 11:00
- **Location:** Main Congress Hall, etc

The Forum will present successful case studies of green cities and discuss joint policy proposals. (**Registration required**)

Organizer: ICLEI East Asia Secretariat, ICLEI Korea Office, Suwon City

**EcoMobility & Future Generation**

- **Date:** 03/09
- **Time:** 17:30
- **Location:** Sunkyung Library

Intergeneration dialogue on the environmental, economic, social, and cultural aspects of EcoMobility for the youth.

Organizer: EcoMobility World Festival Organizing Committee, International Youth Council (IYC)

**National Conference on Sustainable Development**

- **Date:** 04/09 – 06/09
- **Time:** 13:00
- **Location:** Main Congress Hall and in Haenggung-dong area

**Topic: Sustainable local communities**

This conference will present the future prospects of sustainable development through the recent achievements of Local Agenda 21. It will provide an arena for interaction between existing projects and the host city's sustainable development activities in order to stimulate the Local Agenda 21.

Organizer: Local Sustainability Alliance of South Korea (under the supervision of Suwon Local Agenda 21, Green Gyeonggi Local Agenda 21)

**Suwon International Green Forum 2013**

- **Date:** 11/09 – 12/09
- **Time:** 13:30
- **Location:** Main Congress Hall

Developing urban green space – keynote speeches, presentations, debate and excursions to significant green spaces.

Organizer: Suwon City, Suwon Green Trust Foundation, Korean Institute of Landscape Architecture
### Detailed Festival program

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<th>Date</th>
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<tr>
<td>24/09 - 26/09</td>
<td><strong>National Volunteer Conference</strong></td>
<td>Main Congress Hall</td>
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<td>Operating in conjunction with several other Festival programs, this conference will propose a new model for integrating the world’s first EcoMobility city with the practice of volunteering.</td>
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<td></td>
<td>Organizer: Suwon City Volunteering Center</td>
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<td>24/09 - 28/09</td>
<td><strong>National Conference on Community Development</strong></td>
<td>Haenggung Temporary Palace, Main Congress Hall</td>
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<td>Representative forum to share the capacity building achievements of the community development campaign. An on-site tour and debate with various sub-committees will take place to facilitate practical understanding of the issues under discussion.</td>
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<td>Organizer: Suwon City (sponsored by Gyeonggi Province), local government offices, Community Development Steering Committee and IBK</td>
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<td>Sunday 01/10</td>
<td><strong>Closing Ceremony</strong></td>
<td>Haenggung Plaza</td>
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<td>20:00</td>
<td>Closing Ceremony of EcoMobility World Festival and Hwaseong Cultural Festival.</td>
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<td>Organizer: Suwon Cultural Foundation</td>
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<td>01/09 - 08/09</td>
<td><strong>EDUCATIONAL &amp; INFORMATION ACTIVITIES</strong></td>
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<td>10:00 - 17:00</td>
<td><strong>Local government &amp; organization promotion booths</strong></td>
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<td>Promotion booths for national and international local governments, NGOs and ecomobile vehicle companies.</td>
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<td></td>
<td>Organizer: EcoMobility World Festival Organizing Committee</td>
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<td>01/09 - 07/09</td>
<td><strong>Mobile Green Experience Hall</strong></td>
<td>Haenggung Plaza</td>
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<td>10:00 - 19:00</td>
<td>A mobile experience hall, “Green Wing”, where everybody can enjoy and easily understand the global environmental issues such as climate change. Visitors will learn about the latest technologies, policy and practices that help our environment.</td>
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<td>• Green Time Machine: panoramic screen display of how the environment has been polluted and how it could be restored.</td>
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<td>• Green Land: visitors can experience renewable energy technologies such as the passive house, an environmental-friendly car, CCS(Carbon Capture and Storage) etc. with displays and working models.</td>
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<td>• Green Playground: learn how much carbon you produce and generate electricity by dancing and pedaling through various games.</td>
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<td>Organizer: Suwon City</td>
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<td>06/09</td>
<td><strong>Resource Recycle Event</strong></td>
<td>Haenggung Temporary Palace</td>
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<tr>
<td>10:00</td>
<td>Recycling-themed performances, drawing competitions, art expositions and markets will take place in honor of Resource Recycle Day.</td>
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<td>Organizer: Ministry of Environment Korea, Korea Waste Association, Suwon City</td>
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### International Climate Change Film Festival

**Location**
Haenggung Temporary Palace, Suwon Stream

An environmental film festival presenting eco-movies exploring eco-themes and illustrating the scale of the current environmental crisis.

**Organizer:** Green Festival (Korea Green Foundation)

### Fostering Social Entrepreneurship Event

**Location**
Main Congress Hall

Collaborative sessions, a local conference and storytelling competition will explore the issues surrounding the fostering of a supportive environment for social entrepreneurship.

**Organizer:** Social Enterprise Gyeonggi Foundation

### Suwon Lifelong Study Exposition

**Location**
Haenggung Temporary Palace

An exhibition of local adult education opportunities and achievements.

**Organizer:** Suwon City

### VEHICLE EXPERIENCE

#### VIP Ride

**Location**
Haenggung Plaza

International and national VIPs will explore the transformed Haenggung-dong neighborhood with unique ecomobile vehicles before joining the Grand Opening Parade.

#### Grand Opening Parade (Opening Ceremony)

**Location**
Janganmun (North Gate)

The Grand Opening Parade led by Mayor Yeom of Suwon will inaugurate the Opening Ceremony. 1,000 VIPs and Suwon citizens will march through the converted ecomobile lanes of Jeongjo Street with the performance artists. The parade will end at Haenggung Plaza, where the Opening Ceremony takes place. The highlights will be broadcasted on OBS.

#### Vehicle Exhibition

**Location**
Exhibition Hall

The exhibition displays 35 types of ecomobile vehicle alongside a bicycle race simulation, information panels on the history of the bicycle, a tram promotion hall that displays the latest bi-modal tram (see exhibition floor plan).

#### Vehicle Test track

**Location**
Haenggung Plaza

Try out unique ecomobile vehicles showcased at the promotion booths and the entrance of the test-track, and ride them on the designated test track. (see page 21)
### Detailed Festival Program

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>01/09 - 30/09</strong></td>
<td>10:00 - 19:00</td>
<td><strong>Vehicle Rental Station</strong>&lt;br&gt;Ride various ecomobile vehicles such as bicycles, electric scooters and LEVs in the EcoMobility Neighborhood free of charge. <strong>(see page 21)</strong></td>
</tr>
<tr>
<td><strong>01/09 - 30/09</strong></td>
<td></td>
<td><strong>Fun Bicycle Activities</strong>&lt;br&gt;Generate electricity with the pedal-power generator to make cotton candy and fruit juice!</td>
</tr>
<tr>
<td><strong>Fri - Sun</strong></td>
<td></td>
<td><strong>Singing Contest</strong>&lt;br&gt;Karaoke contest using the pedal-power generator.</td>
</tr>
<tr>
<td><strong>01/09</strong></td>
<td>15:30</td>
<td><strong>International Participants' Neighborhood Tour</strong>&lt;br&gt;Starting / ending points: 1 hr 30 mins – Registration desk of the Main Congress Hall. <strong>Cost:</strong> Free&lt;br&gt;For more information, see page 7.</td>
</tr>
<tr>
<td><strong>03/09</strong></td>
<td>17:30, 18:00, 18:30</td>
<td><strong>Congress Tour</strong>&lt;br&gt;Starting / ending points: 1 hr 30 mins – Registration desk of the Main Congress Hall. <strong>Cost:</strong> Free&lt;br&gt;Guided tours through the EcoMobility World Festival neighborhood will welcome participants and highlight the history of Haenggung-dong neighborhood. More information will be given at the congress registration. <strong>registration required</strong></td>
</tr>
<tr>
<td><strong>03/09</strong></td>
<td>10:30</td>
<td><strong>Mayors Ride</strong>&lt;br&gt;More information will be available in the handout. <strong>Cost:</strong> Free&lt;br&gt;Led by Mayor Yeom, a special ride exclusively for mayors, vice mayors and elected officials that offers an extensive tour of the EcoMobility World Festival neighborhood on featured ecomobile vehicles. Mayor Yeom will highlight the history as well as the transformation of Haenggung-dong neighborhood. <strong>registration required</strong></td>
</tr>
<tr>
<td><strong>04/09</strong></td>
<td>14:00</td>
<td><strong>Suwon Tour</strong>&lt;br&gt;Starting / ending points: 3 hr – Haenggung Plaza (with shuttle bus) / Haenggung Plaza. <strong>Cost:</strong> Free&lt;br&gt;Guided tours to the representative project sites in Suwon and the headquarters of Samsung Electronics. <strong>registration required</strong></td>
</tr>
</tbody>
</table>
**Visually Impaired Mobility Tour**

**Starting / ending points:** Course 1: 1hr - Hwaseomun (West Gate) / Janganmun (North Gate), Course 2: 1hr - Hwaseomun (West Gate) / Haenggung Plaza.

**Cost:** Free

The EcoMobility World Festival introduced the concept of a ‘barrier free’ neighborhood so that everybody, including babies in stroller and elders on wheelchair, can move easily through Haenggung-dong.

The accessibility of the EcoMobility neighborhood alleys has been improved through the principle of universal design, an urban planning method designed to benefit not just the physically impaired, but the general population at large.

Visitors will be blindfolded and guided by the visually impaired volunteers to tour the EcoMobility Neighborhood. Without eyesight to depend on, visitors will rely on their other four senses to experience the city from a new point of view. (Maximum 10 people per tour).

**Wheelchair Mobility Tour**

**Starting / ending points:** Course 1: 1hr - Hwaseomun (West Gate) / Haenggung Plaza, Course 2: 1hr - Hwaseomun (West Gate) / Haenggung Plaza.

**Cost:** Free

Visitors will use wheelchairs (provided) to tour the ecomobile neighborhood on wheels guided by volunteers to widen appreciation for the experience of a mobility-impaired resident.

**King Jeongjo Tour**

**Starting / ending points:** 1hr Haenggung Plaza / Haenggung Plaza

**Cost:** Free

A walk through the old alleys with King Jeongjo – this course will follow King Jeongjo’s outing track when he worshiped the tomb of his father and visited the Haenggung Temporary Palace. King Jeongjo is a symbol of reformation in the Joseon Dynasty who built Hwaseong Fortress in an attempt to make Suwon the capital city.

**Small Alley Tour**

**Starting / ending points:** Course 1: 1hr - Old Hwaseomun St (2hr) Hwaseomun (West Gate) / Haenggung Plaza, Course 2: 1 hr - Na Hyeseok historic site (2hr) Janganmun (North Gate) / Haenggung Plaza.

**Cost:** Free

Stroll around the EcoMobility neighborhood with a cultural tour guide who will guide you through the old alleys full of history.

**Bicycle Bus Tour**

**Starting / ending points:** Course 1: 40 min – Haenggung Temporary Palace / Haenggung Plaza, Course 2: 40 min – Haenggung Temporary Palace / Haenggung Plaza.

**Cost:** 10,000 KRW (1 Festival coupon provided) per person

Ride the 12-seater Bicycle Bus around Hwaseong Fortress and learn about its history and the process of the EcoMobility Neighborhood development.
### Detailed Festival Program

#### Bicycle Tour along Hwaseong Fortress

**Starting / ending points:** 2hr Haenggung Temporary Palace / Haenggung Temporary Palace  
**Cost:** Free  
Enjoy a bicycle tour around the beautiful landscape surrounding Hwaseong Fortress.

#### LEV Tour

**Starting / ending points:**  
- Course 1: 1hr - Neighborhood Office / Neighborhood Office  
- Course 2: 1hr - Woori Parking lot / Woori Parking lot  
**Cost:** 10,000 KRW (1 Festival coupon provided) per person  
Discover the ecomobile streetscape of Haenggung-dong via a LEV tour (course 1: 1st week / course 2: 2nd-4th week).

#### Velotaxi Tour

**Starting / ending points:**  
- Course 1: 1hr - Janganmun (North Gate) / Janganmun (North Gate)  
- Course 2: 1hr - Janganmun (North Gate) / Janganmun (North Gate)  
**Cost:** 5,000 KRW (1 Meal voucher provided) per person  
Explore Haenggung-dong neighborhood in a Velotaxi tour with the friendly neighborhood volunteer driver who will share the interesting stories from Haenggung-dong neighborhood, North and West Gate. (course 1: 1st week / course 2: 2nd-4th week).

#### Future EcoMobility Neighborhood Tour

**Starting / ending points:**  
- Course 1: 2hr - Elementary school Hwaseomun (West Gate) / Haenggung Plaza  
- Course 2: 2hr - Middle school Janganmun (North Gate) / Haenggung Plaza  
**Cost:** Free  
Experience the ecomobile vehicles, attend exhibitions, explore the promotion booths, watch EcoMobility related videos * Group registration for youths.

#### Village Renaissance Tour

**Starting / ending points:** 2hr Hwaseong Temporary Palace / Haenggung Plaza  
**Cost:** Free  
An excursion to the most successful Village Renaissance project site in South Korea to learn its practices on the ground. Recommended tour for the city officials involved in Community Development projects, experts and interested citizens. * Group registration for city officials.

#### Donkey Carriage Tour

**Starting / ending points:** 1hr Residency / Residency  
**Cost:** Free  
How did people transport themselves before cars? Experience public transportation from the past! *Operation booth at Sinpung Elementary School.
### KOREAN CULTURAL EXPERIENCE

**27/09 - 01/10 18:00**

**Suwon Hwaseong Cultural Festival**

This landmark festivity in Suwon, Suwon Hwaseong Cultural Festival celebrates its 50th year along with the joint Closing Ceremony of EcoMobility World Festival. Various traditional performances commemorating King Jeongjo's loyalty to his father will be held at the site of the UNESCO World Heritage Site: Hwaseong Fortress.

Organizer: Suwon Cultural Foundation

**Location**

Haenggung Temporary Palace

**Weekends**

**Homestay in Haenggung-dong**

Stay overnight in the EcoMobility Neighborhood and explore Hwaseong Fortress, Haenggung Temporary Palace, unique vehicles, a rooftop concert and an EcoMobility Tour from an insiders’ perspective. (Registration required, 70,000 KRW per person).

Organizer: EcoMobility World Festival Organizing Committee

**01/09 - 22/09 13:30 - 17:00**

**Traditional Medicine Experience**

Explore Korean medical treatments and substances, as used by oriental doctors historically, and in the present day.

Organizer: Association of Korean Medicine in Suwon

**Location**

Haenggung Temporary Palace (Jibsacheong)

**02/09 - 15/09 11:00 - 21:00**

**Traditional and Multicultural Cuisine Experience Event**

Have a free taste of locally originating Suwon foods. More representative food will be sold by the restaurants in Haenggung-dong.

Organizer: Suwon City

**Location**

Jeil Church Parking lot

**04/09 - 06/09 15:00 - 21:00**

**Events on Market Street in Paldalmun**

Hanbok (traditional Korean costume) contest, citizens’ song contest, campus song contest etc.

Organizer: Shop Owners Association in Paldalmun

**Location**

Jidong Bridge on Suwon Stream

**06/09 16:00 - 20:30**

**Paldal Eullim Hanmadang**

Street performances, experience booths, exhibitions, snack corners etc.

Organizer: Suwon City

**Location**

Front yard of Hwaryeongjeon

**27/09 - 29/09 11:00 - 21:00**

**Food Cultural Events**

Purchase the famous Suwon seasoned ribs alongside Chinese and Japanese food at discount prices while enjoying the cooking contest with famous chefs from the sister cities of Suwon. Various events such as a multicultural home cooking demonstration will also be held.

Organizer: Food Cultural Festival Promoting Council

**Location**

Haenggung Parking lot
### Detailed Festival program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weekends</strong></td>
<td>Various Markets</td>
<td>Hwaseomun Street</td>
</tr>
<tr>
<td><strong>Tuesdays - Sundays</strong></td>
<td>Martial Arts 24 Gi</td>
<td>An energetic and active performance of the martial arts practiced during King Jeongjo’s rule. Organizer: Suwon Cultural Foundation</td>
</tr>
<tr>
<td>11:00, 15:00</td>
<td>Suwon Hwaseong Haenggung On-going Performances</td>
<td>Sinpung Podium, Haenggung Temporary Palace</td>
</tr>
<tr>
<td>Mar - Nov Every Saturday</td>
<td>Join a reenactment of the traditional party which took place to celebrate the construction of Hwaseong Fortress 200 years ago. Organizer: Suwon Cultural Foundation</td>
<td></td>
</tr>
<tr>
<td>Starts from 14:00</td>
<td>Jangyongyeong Guard Ceremony</td>
<td>Sinpung Podium, Haenggung Temporary Palace</td>
</tr>
<tr>
<td>01/09 - 30/09 Every Sunday</td>
<td>Watch the military rituals and training of the courageous Jangyongyeong soldiers, the royal guards of King Jeongjo. Organizer: Suwon Cultural Foundation</td>
<td></td>
</tr>
<tr>
<td>14:00 - 14:30</td>
<td>Art expositions, activities and performances</td>
<td>EcoMobility Promotion Hall</td>
</tr>
<tr>
<td>09:00 - 18:00</td>
<td>Various Markets</td>
<td>EcoMobility Promotion Hall (1st floor)</td>
</tr>
<tr>
<td></td>
<td>Restaurant art gallery</td>
<td>Hwaseomun Street</td>
</tr>
<tr>
<td></td>
<td>A photo and document exhibition of the EcoMobility World Festival preparation process (1st floor) and a ground floor exhibition of old residents' photographs.</td>
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<tr>
<td></td>
<td>Alley -Snapshot</td>
<td>Cultural Playground ‘Pum’</td>
</tr>
<tr>
<td></td>
<td>A joint photo/essay/painting exposition of ‘Cider’ alley magazine archives.</td>
<td></td>
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</tbody>
</table>
Reformed Life Exhibition

**Location:** Residency & Space ‘Noon’

Recycling-themed arts and crafts. (Space ‘Noon’: 13/09 – 29/09)

Sinpung Elementary School Exhibitions

**Location:** Sinpung Elementary School

Explore an exposition of works from Neighborhood Center and Lifelong Study program participants and an art exhibition from Suwon Art and Culture Organization.

Ongoing neighborhood art attractions

(Visit: www.ecomobilityfestival.org/program for detailed schedule).

- The Fly Bicycle, Haenggung-dong Office
- Artists Benches, Hwaryeongjeon, zelkova tree, mural village
- Pin Wheel Hill, Lawn hill between West Gate ~ North Gate
- Embrace the Earth sculpture area, Residency
- Moving Outdoor Sculptures, Outside of Sunkyung Library
- Ecology in Arts, Haenggunggjae

EcoMobility Citizen Film Screening

Eco-themed short films and documentaries. **Location:** Haenggung-dong Cultural Supermarket

Haenggung-dong Cultural Supermarket craft workshops

On-going arts and crafts workshops (Visit: www.ecomobilityfestival.org/program for detailed schedule).

Free Nail Arts

**Location:** Next to Sinpung Elementary School

Free beauty experience! (Weekdays 16:00~19:00, Sunday 12:00~15:00)

Earth Day

**Location:** Hwaseomun Street

Create eco-friendly T-shirt drawings with the famous eco-designer Prof. Yoon.

Fringe Game and Road Performances

**Location:** Hwaseomun Street

Various games and performances on the road – long legged Pierrot, sculpture mime, road show magic limbo, tricycle race, etc.

Street performances

On-going weekend performances in front of the Haenggung-dong office and Hwaseomun crossroad (visit: www.ecomobilityfestival.org/program for detailed performance schedule).

60s Musical Troupe Performance

**Location:** Main Congress Hall

Reminisce with golden oldie Korean songs from the 30-50s.

Fringe Performances

**Location:** Hwaseomun Street

Various alternative fringe performances (Visit: www.ecomobilityfestival.org/program for detailed schedule)
Ecomobile vehicles showcased: exhibition & promotion booths

For the entire Festival duration the most unique and interesting ecomobile vehicles will be exposed at two prominent spots at the Festival: the EcoMobility vehicle exhibition and the promotion booths.

At the EcoMobility vehicle exhibition, visitors can explore the broad range of ecomobile vehicles available. The promotion booths give an opportunity to check out some of these ecomobile vehicles for trial on test tracks! An EcoMobility parade will be organized at the Joint Opening Ceremony and will showcase the ecomobile vehicles to be used by the residents and visitors throughout the month-long Festival as well as during special ecomobile vehicle events.

Witness how a future ecomobile neighborhood will function without the use of fossil fuel powered automobiles: Residents will commute with ecomobile vehicles or public transportation, mail and food will be delivered with LEVs, electric cars will be used as emergency vehicles, and police as well as some supervisors will be using Segways.

EcoMobility vehicle exhibition

The 700m² EcoMobility vehicle exhibition will be open from 1 – 30 September from 10:00 – 17:00.

The exhibition will display 35 types of ecomobile vehicle alongside a bicycle race simulation, information panels on the history of the bicycle, a tram promotion hall that displays the latest bi-modal tram developed by Korea Railroad Research Institute and Hyundai Rotem, and a screen displaying the EcoMobility World Festival videos.

Test track

See an unusual vehicle in the promotion booths? Take it for a test ride! You can experience these extraordinary ecomobile vehicles on Jeongjo Street (1 – 8 September) and on Haenggung Plaza (1 – 30 September). After 8 September the track from Haenggung Residency Building to the Neighborhood Office (Shinpung-Ro), instead of Jeongjo Street, will be available for trying out the ecomobile vehicles. Staff will be on hand to assist curious visitors in trying out the range of vehicles provided. Some showcased vehicles may only be available at certain time slots to ensure fair access to the vehicles for the many visitors in attendance. All test rides will be free of charge! Visitors may try these vehicles for up to 30 minutes, operating from 10:00 to 19:00 every day for the whole month of September. All together over 150 ecomobile vehicles will be available for testing by visitors and residents on the test tracks.

Rental stations

EcoMobility World Festival is a showcase of ecomobile vehicles in a real-life setting! Vehicles can be experienced by international visitors as well as by residents of the Festival area exploring alternatives to their cars for everyday life. Around 500 bicycles and some other ecomobile vehicles will be available for use every day during the Festival for neighborhood residents and visitors. Around 250 of these bicycles, in addition to several electric scooters and e-bikes, will be rented out free of charge to the residents living in the ecomobile neighborhood for the entire month of September. The vehicles are available from four rental stations located within the Festival area and at Suwon Station free of charge, also for visitors. The rental process is easy: only an official identification document (i.e. national ID) is required to gain access to the vehicles on offer. Vehicles can be rented for 2 hours maximum and can freely circulate around the whole Festival area. Vehicles must be returned to the rental stations by 18:30 the same day.

Ecomobile tours through the Festival neighborhood

There are many more opportunities to see and experience ecomobile vehicles at the Festival including: parades, special guided tours, individual Velotaxi tours through the neighborhood, and much more to be discovered on site.

See the Festival program for more information.
Unique ecomobile vehicles (10:00 – 19:00)

**Recumbent Bikes**

AZUB bike s.r.o. ORIGAMI & TRICON
Toxy Liegerad GmbH – Smart cycling performance: Trimobil multi purpose trike

**Cycles**

ARYEN MOTOR & AERONAUTICS CO., LTD EGRETTA
Pedersen Manufaktur Kalkhoff GbR Pedersen Bicycles

**Person Mobility Support**

Access Vital Active Walker & Breeze Walker

**Electric Bikes**

gobax GmbH Get1 ambulance E-Bike
Inskey Energy Technology Co., Ltd. iLady E-Bike & iSport E-Bike
Saekyung EV Ionic5 & Voltric5

**LEV**

Minimove GmbH kickTrike
M–Products B.V. Virto
TÜNKERS Maschinenbau GmbH MoVi
YikeBike YikeBike Fusion & Synergy

**SHOPPING & DELIVERY**

Free Parable Design Co., Ltd. T1 Trailer/Luggage
Nordic Cab AS All Season Cargo trailer

**KIDS & PETS**

Inskey Energy Technology Co., Ltd. Pico Kids Trike
Nordic Cab AS All Season Cargo trailer
Zigo Inc. Zigo Leader X1 carrier bicycle

**FUN; SPORTS & LEISURE**

Free Parable Design Co., Ltd. T2 Single-wheel Trailer
Nordic Cab AS All Season Sport 5-in-1 Bike Trailer
Rowngo Inc. Row’n’Go Bike
The EcoMobility World Festival Area

Festival area: 0.34 km²
- 63 football fields
- Population: circa 4,300
- Vehicles involved: 1,500 cars & motorbikes

Haenggung-dong neighborhood

Local governments & Org. promotion booths & vehicle test track
Vehicle exhibition
Main Congress Hall (Plenary and session 3)
Suwon EcoMobility Street
Transformed street for pedestrians
Start of velotaxi tours

On-going performances
Haenggung-dong Cultural Supermarket
Haenggung-dong Mural Village
New artistic alleys
Bus stop
Information center
First Aid
Vehicle rental station
Art Gallery
Toilet
ICLEI Korea office
EcoMobility World Festival Suwon Office

Population: circa 4,300
Vehicles involved: 1,500 cars & motorbikes

Before

After
gobaX GmbH is an expert in developing robust cargo bikes, including electrified models, for professional use. Their bikes are made of high quality components from renowned manufacturers and are developed in-house, offering tailored solutions to each client need. The cycles are tested in real-life professional contexts, enduring the toughest trials and professional simulations. Thanks to gobaX, the e-mobility neighborhood will be serviced by a specially customized ambulance bike supporting the medical emergency services during the Festival.

Pedersen Manufaktur Kalkhoff GbR Pedersen Bicycles

The inventor of this bicycle, Michael Pedersen, was a keen cyclist. Unsatisfied by the uncomfortable leather saddles of the 1890s, he invented the hammock bicycle saddle and supported it with a parallel-tubed steel frame consisting of 21 triangles. Due to the structural strength of the triangle, the frame looked light and elegant but had enormous strength. 120 years later the flexible hammock saddle is still up-to-date, especially since the upright riding provides a very comfortable ride.

ARYEN MOTOR & AERONAUTICS CO., LTD EGRETTA

Egretta combines both sophistication and practicality, achieving a perfect balance between fashion, construction, and aesthetics. The 20-inch city road bike was developed from an intensive study of the aesthetics and structures of the most successful bicycle designs. The unique angle of the front fork combined with the direct transmission of pedal power to the road results in top quality responsiveness. The long flexible saddle tube transforms the shocks of road biking into a comfortable riding experience.

gobaX GmbH Get1 ambulance E-Bike

gobaX GmbH is an expert in developing robust cargo bikes, including electrified models, for professional use. Their bikes are made of high quality components from renowned manufacturers and are developed in-house, offering tailored solutions to each client need. The cycles are tested in real-life professional contexts, enduring the toughest trials and professional simulations. Thanks to gobaX, the e-mobility neighborhood will be serviced by a specially customized ambulance bike supporting the medical emergency services during the Festival.

Inskey Energy Technology Co., Ltd.
iLady E-Bike & iSport E-Bike

Inskey e-bikes run on lithium batteries with a battery lock and a lightweight structure (19kg). A special feature is the hidden cable design and lightweight frame.

Saekyung EV Ionic5 & Voltric5

The Li-ion battery powered scooter from Saekyung EV is designed as an easy-load delivery vehicle with a spacious storage compartment. Charging fully in 2.5 hours and weighing 115kg the scooter can travel up to 108km/h and last up to 90 kilometers on a single charge. Saekyung EV is working with KAIST a renowned technical University in Korea to bring new technological advances to mass-production.
Nordic Cab AS All Season Sport 5-in-1 Bike Trailer

The All-Season Sport 5-in-1 Bike Trailer is a multipurpose attachment with a number of useful applications. It is perfect for transporting your children by bike, easily adaptable by adding a jogger fork and wheel to go for a run, ideal for cross country skiing, or simply towing cargo. This quality trailer is made without any PVC or harmful phthalates and designed with both a hard plastic shell and reinforced aluminum roll-bar for improved family safety. An all-season vehicle, the trailer is ideal from snow to sun.

Rowngo Inc. Row’n’Go Bike

This extraordinary bike can be used like a regular bicycle by pedaling, but also with the optional rowing function which transforms it into a rowing bike (with push and pull actions). It switches from a regular paddle action to a rowing function by simple turning the left handle grip. A brand new way to exercise, the rowing exercise targets hands, arms, chest, stomach and legs, instead of only feet; every hand-push will help you keep in shape.

Trolli Master Sdn. Bhd. Trizer Scooter Adult & Junior

Trizer Scooter features a brand new model of three wheeled swing scooter. The scooter is easy to use by moving your body from side to side while standing. Kids and adults will enjoy using this for fun and exercise purposes. It features a compact folding design for easy storage and transport, a deluxe footplate for a comfortable drive and a single brake system for speed control.

Zigo Inc. Zigo Leader X1 carrier bicycle

Zigo Leader Carrier Bicycle – human powered family transportation system. Place one or two children in the ChildPod, put on a helmet, and you are ready to ride. The LeaderLink System allows the Leader to uncouple in 30 seconds or less, transforming it into the separate elements, Zigo ChildPod and Zigo Cycle.

Access Vital Active Walker & Breeze Walker

The Active Walker is the ultimate outdoor walker. Sturdy and comfortable, with large front wheels the Active takes you anywhere you want to go. With a comfortable seat to sit down when you need a break and a convenient, secure shopping-basket, the Active Walker has every feature required in order to enjoy an active life both indoors and out. Also try out the Breeze Walker, the ‘smaller brother’ of the Active - With this walker, mobility is a Breeze.
Minimove GmbH kickTrike

The kickTrike is a 3-wheel electrically-powered scooter with two wheels in the front and one wheel in the back. It has been designed for the simultaneous transport of individuals and goods. When not being used for transport, the kickTrike has an easy to foldup mechanism, which in turn allows for convenient maneuverability and stowing as well as bringing the device into buildings and onto elevators. The prototype exhibited hints at an upcoming EcoMobility revolution!

Nordic Cab AS All Season Cargo trailer

With a hard cab for insulation and protection, the kids' trailer offers a quick and convenient attachment vehicle to help transport the tiniest ecomobile enthusiasts around the city. Your pets might also be curious to try out the dog trailer – great exercise for them and perfect for transporting some groceries. The trailer is designed for a maximum cargo of 50 kg and its coated top is expandable to adapt to both small and large loads.

Minimove GmbH kickTrike

The kickTrike is a 3-wheel electrically-powered scooter with two wheels in the front and one wheel in the back. It has been designed for the simultaneous transport of individuals and goods. When not being used for transport, the kickTrike has an easy to foldup mechanism, which in turn allows for convenient maneuverability and stowing as well as bringing the device into buildings and onto elevators. The prototype exhibited hints at an upcoming EcoMobility revolution!

M-Products B.V. Virto

The Virto is a comfortable electric tricycle with a striking design and the ideal height to be perfectly visible while having a clear overview in traffic. Its maximum speed is no less than 25 km/h, making it a safe and quick means of transportation. Virto is perfect for street use, but also as a logistics solution within industrial estates, exhibition grounds or halls and airports.

TÜNKERS Maschinenbau GmbH MoVi

MoVi is a safe, convenient and flexible inner-city vehicle. It combines a host of benefits with a lot of fun, without causing a problem for the environment. Exhibiting high-quality materials and a robust design, every detail was important in developing a long-lasting product that people can enjoy in any situation. MoVi accelerates up to 18 km/h and one battery charge is enough to ensure up to 5 hours of operation. Any power socket is suitable to charge MoVi.
YikeBike YikeBike Fusion & Synergy

Launched into production in 2010, the YikeBike is officially the smallest and lightest folding electric bike in the world. It is the ultimate urban freedom transport machine. At the Festival people will be able to experience two types of YikeBikes: YikeBike Fusion and YikeBike Synergy.

www.yikebike.com

AZUB bike s.r.o. ORIGAMI & TRICON

The two innovative handmade recumbent bikes provided by AZUB BIKE are worth trying out! The AZUB Tricon folding recumbent bike is an ultra-folding, very comfortable trike with rear suspension and a wide range of components and options – perfect for touring as well as for short trips. The AZUB Origami bike is a folding recumbent and comfortable alternative to an upright bicycle. Both bikes are small and handy when folded.

www.azub.eu

Toxy Liegerad GmbH – Smart cycling performance: Trimobil multi purpose trike

Toxy developed an outstanding multi-purpose tricycle concept – Trimobil – for sustainable urban mobility, transportation and marketing. It can be used as a professional velotaxi, a sightseeing vehicle, an industrial cargo delivery bike, a practical family tandem (able to carry up to 6 children), a marketing and promotional bike for mobile outdoor advertising and much more. It offers up to 5 square meters of advertising space and solid carrier plates for many assembly options, as a mobile point of sale or information desk.

www.toxy.de

Free Parable Design Co., Ltd. T1 Trailer/Luggage & T2 Single-wheel Trailer

The T1 is an award-winning bicycle trailer that can be transformed into hand luggage. The endurable T2 Single-wheel trailer is a lightweight, high efficiency, cross-country trailer, bringing EcoMobility into the countryside. The aluminum alloy frame is retractable, coming with a 100% waterproof bag. Perfect for sport purposes and for travelling, this trailer is designed for people in movement.

www.freeparable.com

DOUZE Cycles The Traveller

DOUZE Cycles introduced a new concept for convenient cargo bicycle inspired by the famous freight cycles of the Netherlands and Denmark, specifically designed for urban riders. Their structures are perfect for carrying kids for a ride, going shopping, or transporting large heavy loads. The unique aspect of this vehicle is its easy adjustability and separation into parts for different uses. Once split into two parts, they are no bigger than a conventional bicycle and become easily transportable and storable.

www.douze-cycles.fr
Vehicle types collage

Look out for these ecomobile vehicles!
EcoMobility World Festival 2013, SUWON City, South Korea 1–30 September
## Congress program overview

<table>
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<th>SUNDAY 1 SEPTEMBER</th>
<th>MONDAY 2 SEPTEMBER</th>
<th>TUESDAY 3 SEPTEMBER</th>
<th>WEDNESDAY 4 SEPTEMBER</th>
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<td><strong>Opening Ceremony</strong></td>
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<td>Closing, summary and outlook plenary</td>
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### Monday, 2 September

- **Keynote Plenary**
  - A1 Urban Regeneration
  - A2 Non-Motorized Transport
  - A3 Public Spaces

### Tuesday, 3 September

- **Mayors Plenary Session**
  - C1 Social Inclusion
  - C2 Implementing EcoMobility

### Wednesday, 4 September

- **Plenary: EcoMobility across cities & disciplines**
- **Closing Reception**
- **Side events, post congress meetings & tours, additional workshops**
- **Urban Regeneration**
- **Non-Motorized Transport**
- **Low-Carbon Cities**

### Coffee breaks

- **Coffee break**
- **Coffee break**
- **Coffee break**
- **Coffee break**
- **Coffee break**

### Evening events

- **Dinner**
- **Leaders’ Roundtable**
- **Dinner**
- **Evening Festival site tour**
- **Festival site tour**

### Lunches

- **Lunch in the EcoMobility neighborhood**
- **Lunch in the EcoMobility neighborhood**
- **Leaders’ Roundtable**
- **Leaders’ Roundtable**

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Congress themes and goals

The EcoMobility 2013 Suwon Congress focuses on transforming cities and spaces to encourage healthy communities and improved livability, with a particular focus on people rather than on automobiles.

Discussions center on a variety of the latest trends in creating cities and spaces for people. Themes include:

- Regeneration of old towns through EcoMobility
- People-friendly public spaces
- EcoMobility and innovation
- Institutional and financial solutions

High-level participants at the congress will have focused discussions with their peers to foster knowledge and experience sharing.

Suwon Impulse

The Congress and Festival will produce the “Suwon 2013 EcoMobility Impulse” which will be available as a draft for all participants at the beginning of the congress. After continuous improvement through comments, the City of Suwon and ICLEI will release the Suwon 2013 EcoMobility Impulse as a key document on EcoMobility by the end of 2013.

Congress and Festival attendees and international transport community can participate:

- We envisage participation, comments and proposals for improvement. Please be aware that the length of the document shall not grow and that we want to focus on EcoMobility as integrating various transport modes. The Suwon Impulse shall not replace established sustainable transport principles, e.g. for biking in cities or public transport, but to complement the principles.
- Please let us have your comments during the Congress: via email to ecomobility2013@iclei.org or by approaching ICLEI EcoMobility staff. Dedicated staff will take your comments in person.
- On the last day of the congress, the latest version will be shared and discussed in the closing plenary, comments received will be integrated and discussed again towards the closing of the Festival.
- Until mid-December an online discussion forum on LinkedIn will allow you to share further comments with us, please see the congress website.
- For further questions, please contact: Santhosh Kodukula, EcoMobility Program Manager, ICLEI World Secretariat. ecomobility@iclei.org

Suwon 2013 EcoMobility Impulse

Adopted at the EcoMobility Congress, 01-04 September 2013, in Suwon, Rep. of Korea
Draft as of 30 August 2013

On the occasion of the EcoMobility World Festival 2013 and upon invitation of the Mayor of Suwon and ICLEI – Local Governments for Sustainability, mayors, city planners and mobility experts convened in Suwon, South Korea, in September 2013 for the second EcoMobility 2013 Congress. Among these were many representatives from the EcoMobility Alliance of ICLEI.

These champions of EcoMobility have adopted the Suwon 2013 EcoMobility Impulse and encourage colleagues worldwide to further improve this statement, which shall serve as a guide for inspiration, commitment and action of city leaders on all continents.

The purpose of the Suwon 2013 EcoMobility Impulse is to provide guidance towards sustainable transport solutions.
EcoMobility pioneers at the 2013 EcoMobility congress

On all continents, some cities spearhead the EcoMobility debate and reality by showing exemplary activities in selected areas. Their next step shall be the integration of these sectors and further innovation in technologies, organizational forms, tariffs and communication as well giving general priority to EcoMobility in the urban development.

The following cities represent pioneers from all parts of the world. Many of them cooperate within the EcoMobility Alliance, founded at the First EcoMobility Congress in Changwon in 2011. Their cooperation is generously financed through the city of Changwon and managed by the EcoMobility Team in the ICLEI World Secretariat. See: www.ecomobility.org/alliance

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<th>City</th>
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Further EcoMobility Alliance cities are: Suwon, Republic of Korea; Almada, Portugal; Münster, Germany; Portland, OR, USA; Buenos Aires, Argentina; Rosario, Argentina; Sydney, Australia.

Local governments present at the EcoMobility 2013 Suwon Congress

- Adelaide, Australia
- Altai City, Mongolia
- Baku, Azerbaijan
- Baoji, China
- Berlin–Lichtenberg, Germany
- Bogor, Indonesia
- Bogotá, Colombia
- Bonn, Germany
- Boulder, USA
- Changwon, Republic of Korea
- Chiang Mai, Thailand
- Curitiba, Brazil
- Davao City, Philippines
- Dhaka, Bangladesh
- Dunhuang, China
- Freiburg im Breisgau, Germany
- Guangzhou, China
- Hanoi, Vietnam
- Ho Chi Minh City, Vietnam
- Huizhou, China
- Jilin, China
- Johannesburg, South Africa
- Kampala (Kawemppe), Uganda
- Kampala (Nakawa), Uganda
- Karachi, Pakistan
- Kathmandu, Nepal
- Kyoto, Japan
- Lagos de Moreno, Mexico
- Lima, Peru
- Lugazi, Uganda
- Nansana, Uganda
- Oaxaca de Juárez, Mexico
- Odense, Denmark
- Palembang, Indonesia
- Panshi, China
- Petaling Jaya, Malaysia
- Qujing, China
- Sainshand, Mongolia
- Saitama, Japan
- San Francisco, USA
- Shaanxi, China
- Shanghai, China
- Shenyang, China
- Stockholm, Sweden
- Surakarta, Indonesia
- Suwon, Republic of Korea
- Taiyuan, China
- Tianjin, China
- Toyama, Japan
- Ulaanbaatar, Mongolia
- Vadodara, India
- Vienna, Austria
- Xiamen, China
- Yogyakarta, Indonesia
- Zhejiang, China
- Zhongxiang, China

* Registrations as of 26 August 2013

Indicates ICLEI Member
Indicates EcoMobility Alliance Member
Speakers from all over the world

The EcoMobility 2013 Suwon Congress is honored to welcome 75 speakers from 25 countries, among them many representatives from local governments, internationally renowned experts, CEOs of business, leaders of NGOs and representatives from international organizations and national & regional governments. All these transportation experts, with a variety of backgrounds, are united in their commitment to EcoMobility and will share excellent examples from their own work and experiences.

Keynote presenters and representatives of EcoMobility supporters include:

**Gil Peñalosa** Director, 8-80 Cities, Toronto, Canada
Gil Peñalosa has a breadth of experience in sustainable mobility. As internationally known communicator on the benefits of non–motorized transportation, he has been acting as EcoMobility Festival Ambassador for the last months. Gil is the former Commissioner of Parks, Sport and Recreation for the City of Bogotá, Colombia and passionate about the creation of vibrant cities and healthy communities for all: from 8 to 80 years old.

**Heiner Monheim** Professor, Trier University, Germany
Heiner Monheim is a leading expert and longstanding advocate for public and non–motorized mobility in Germany. He is Professor em. for Urban and Regional Planning & Transport at the Trier University, Germany and Head of the private Raumkom Institute for Spatial Development and Communication. Heiner has founded and co-founded various organizations, such as the Association for Sustainable Mobility (VCD) in Germany, and provides advice to a variety of professional and NGO groups.

**Troels Andersen** Chairman, Danish Cycling Embassy, Denmark
Troels Andersen is a senior expert in mobility with a long list of projects being implemented in Denmark and in cities around the world. He is the chairman of Cycling Embassy of Denmark and his upcoming mobility action plan for Odense is becoming a forerunner in the field, demonstrating how ambitious a city must be to challenge the needs of the future.

**Manfred Neun** President, European Cyclists’ Federation (ECF), Belgium
Manfred Neun is a key figure in the world of global cycling advocacy. By initiating a scientific based approach, he has ensured that important global decision makers are hearing the ECF’s key messages. He is instrumental in activating thought-provoking debates and initiatives in urban cycling in various cities through the Velo–City conferences to display cities’ cycling achievements.

**Choudhury Rudra Charan Mohanty** Program Coordinator, UNCRD
Choudhury Mohanty is Environment Program Coordinator of the UN Center for Regional Development. He spearheads the sustainable transport forums in the Asian region. Mr. Mohanty has long-standing experience in promoting sustainable transport in developing cities.

We welcome further renowned speakers, including:

- Laura Ballesteros, MoP, Mexico City, Mexico
- Paul Barter, Professor, National University, Singapore
- Amit Bhattacharjee, Director – UTIPEC, DDA, Delhi, India
- William Bird, Director, Intelligent Health, UK
- Manfred Breithaupt, Senior Transport Advisor, GIZ, Germany
- William Fernando Camargo Triana, Head of Roads & Transport, City of Bogotá, Colombia
- Jason Cheng, Professor, National Taiwan Uni.
- Kee-choo Choi, Professor, Ajou University, Republic of Korea
- Andre Dzikus, Coordinator, Urban Services Branch, UN-Habitat, Nairobi, Kenya
- Mark Elford, Exec. Director Dept. Plan., Transport & Infra., South Australian Government, Australia
- Jonas Ericson, Project Manager, City of Stockholm, Sweden
- Martin Haag, Transportation Mayor, City of Freiburg, Germany
- Connie Huizenga, Joint Convener, SLoCaT, Shanghai, China
- Wolfgang Illes, Wien Energy, Vienna, Austria
- Naureen Kabir, Director, New Cities Foundation, Paris, France
- Oliver Lah, Wuppertal Institute, Germany
- Daisaku Kadokawa, Mayor, Kyoto, Japan
- Santhosh Kodukula, EcoMobility Program Manager, ICLEI World Secretariat
- Florian Lennert, Director, InnoZ, Berlin, Germany
- Shy–Fang Liu, Vice Mayor, Kaohsiung, Chinese Taipei
- Wilfried Nünthel, Councillor, Berlin–Lichtenberg, Germany
- Erik Nyborg, General Manager, NordicCab, Norway
- Peter O’Neill, Chief of Transport Policy, UNESCOAP, Bangkok
- Bram von Ooijen, ITDP, China
- Mary Jane Ortega, ICLEI Vice President, San Fernando, Philippines
- Konrad Otto-Zimmermann, Creative Director, EcoMobility World Festival
- Timopy Papandreou, Deputy Director, Sustainable Streets, City of San Francisco, USA
- Carlosfelipe Pardo, Director, Despacio, Bogotá, Colombia
- Heungsoo Park, Head of Transport Bureau, City of Suwon
- Wan-su Park, Mayor, Changwon, Rep. of Korea
- Yeomhee Park, Director, ICLEI Korea Office, Suwon
- Ritchie Anne G. Roño, Clean Air Asia, Pasig City, Philippines
- Hugo Rene Ruiz, Mayor, Lagos de Moreno, Mexico
- Daisake Saito, Mayor of Toyama, Japan
- Hayato Shimizu, Mayor, Saitama, Japan
- Vivek Shrotriya, Mun. Comm., Ujjain, India
- Chandramauli Shukla, CEO, Bhopal City Transport Services Ltd., India
- R.K. Singh, Min. of Urban Development, India
- Robert Stüssi, Director, Perform Energy, Lisbon, Portugal
- Bronwen Thornton, Walk21, UK
- Werner Wingenfeld, Commissioner, Bonn, Germany
- Lloyd Wright, Senior Transport Expert, ADB, Manila, Philippines
- Tae-young Yeam, Mayor, City of Suwon
- Monika Zimmermann, Deputy Secretary General, ICLEI World Secretariat

EcoMobility World Festival 2013, SUWON City, South Korea 1–30 September
### Sunday, 1 September

**FESTIVAL & CONGRESS OPENING FOR INTERNATIONAL GUESTS**

Please see page 7 for more details of the opening ceremony and registration details.

### Monday, 2 September

<table>
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<td><strong>Keynote Plenary</strong></td>
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- **Location**: Main Congress Hall (Pavilion)

This plenary session will open the congress, exploring why EcoMobility is important for sustainable development, and the various social, environmental, and economic benefits it delivers. Mainstreaming EcoMobility by creating an EcoMobility culture can restore livability of our cities. A variety of examples of integrated EcoMobility approaches are presented.

**Moderator:** Mary Jane Ortega, Vice President, ICLEI

**Presenters:**
- Tae-Young Yeom, Mayor, Suwon, Republic of Korea
- Mary Jane Ortega, Vice President, ICLEI
- Monika Zimmermann, Deputy Secretary General, ICLEI
- Heiner Monheim, Professor of Transport em., University of Trier, Germany
- Gil Peñalosa, Executive Director, 8-80 Cities, Toronto, Canada
- Konrad Otto-Zimmermann, Creative Director, EcoMobility World Festival 2013

| 10:30 – 11:00 | **COFFEE BREAK** |

| 11:00 – 13:00 | **Parallel sessions** |

**The role of EcoMobility in urban regeneration**

The introduction of ecomobile options can transform a city. Streets once strictly for cars, can be redesigned to be safer, livelier, and less polluted by the sounds and emissions of traffic. This in turn changes the dynamic of the area, bringing life and energy to the urban scene.

**Moderator:** Naureen Kabir, Director, Urban (co)Lab, New Cities Foundation, Paris, France

**Presenters:**
- Changing the urban scene through EcoMobility in Toyama
  Daisaku Saito, Policy Supervisor, Toyama, Japan
- Saitama city’s measures to realize a “green city of the future”
  Hayato Shimizu, Mayor, Saitama, Japan
- Revitalizing public transport in a historic city
  Vivek Shortriya, Municipal Commissioner, Ujjain, India
- Transforming cities with EcoMobility
  Andre Dzikus, Head and Coordinator, Urban Basic Services Branch, UN-Habitat, Nairobi, Kenya
- Reviving urban areas through non-motorized transport
  Gabrieli Gomez, President, Foundation More Spaces, Mexico City, Mexico

**Public spaces promoting EcoMobility**

This session will explore the effects of the built environment on mobility choices and behavior, and how the presence of public spaces can enhance EcoMobility in cities. Elements of a people-friendly public space will be explored and detailed with a variety of examples implemented by cities and organizations across the world.

**Moderator:** Martin Haag, Mayor for Transport, Regional Planning and Urban Development, Freiburg, Germany
Non-motorized Transport Session organized by ADB/GIZ/EcoMobility Alliance (Part 1)

This session, jointly organized by ADB, GIZ, and ICLEI, will focus on non-motorized transport and its role in creating people-friendly public spaces, how it can be used to promote and spark innovation for other forms of EcoMobility, and why it is an essential cornerstone of EcoMobility in urban spaces.

Presenters:
- Welcome speech: Jaejuun Lee, 2nd Vice Mayor, Suwon City, Rep. of Korea
- NMT planning principles: Manfred Breithaupt, GIZ, Germany
- Infrastructure, cycle ways: Carlosfelipe Pardo, GIZ, Colombia
- Greenways: Bram van Ooijen, ITDP, China
- Car-free days: Lloyd Wright, ADB, Philippines
- Korea Pedestrian Design Guide: Jin Young Park, KOTI, Rep. of Korea
- Bicycle sharing: Bradley Shroeder, ADB Consultant, Philippines
- Pedicabs: Noel Wilson, Catapult Design, USA
- NMT integration with public transport: Santhosh Kodukula, EcoMobility Program Manager, ICLEI
- Promoting NMT: Carlosfelipe Pardo, GIZ, Colombia

Marketing EcoMobility

There are many effective approaches to communicating the benefits of EcoMobility. Conceiving an idea for implementing EcoMobility is only the first step; effective promotion of the idea is necessary to fully realize it. This session will explore some of the various ways to market EcoMobility, including the perspectives of local governments, businesses, NGOs, and research institutes.

Moderator: Gil Peñalosa, 8-80 Cities, Toronto, Canada

Presenters:
- NordicCab: Vehicles for EcoMobility
  Erik Nyborg, General Manager, NordicCab, Norway
- Active mobility: Achieving human rights through cycling
  Manfred Neun, President, European Cyclists’ Federation, Netherlands
- GO Boulder: Sustainable transportation planning & programs, great options for walk – bike – bus
  Kathleen Bracke, GO Boulder Manager, City of Boulder, USA
- Best practice on Danish mobility initiatives
  Troels Andersen, City of Odense, Denmark and Chairman, Danish Cycling Embassy, Denmark
- Future mobility in the intelligent city
  Florian Lennert, Director, Inno2, Berlin, Germany
Transport Demand Management
Currently many cities cater for the needs of automobiles. Transport Demand Management encourages the active inclusion of other modes and various actors.
Moderator: Robert Stüssi, Perform Energy, Lisbon, Portugal
Presenters:
- Mobility management by involving companies: An experience from Bonn, Germany
  Werner Wingenfeld, Commissioner, City Development and Planning, City of Bonn, Germany
- Parking policies for avoiding car dependence
  Paul Barter, Adjunct Professor, National University of Singapore
- Public transport as a demand management tool
  Laura Valente de Macedo, Sustainability Policies and Management, WRI, Brazil
- TDM: Some prospects and future research & practice agenda
  Keechoo Choi, A-jou University, Rep. of Korea
- Economics for transport demand management for Mumbai
  Ashok Datar, Chairman, Mumbai Environmental Social Network, India

Non-motorized Transport Session organized by ADB/GIZ/EcoMobility Alliance (Part 2)
A prerequisite attendance in session A3 is essential.
This session, jointly organized by ADB, GIZ, and ICLEI, will focus on non–motorized transport and its role in creating people friendly public spaces, how it can be used to promote and spark innovation for other forms of EcoMobility, and why it is an essential cornerstone of EcoMobility in urban spaces.
Presenters:
- Noel Wilson, Catapult Design, USA
- Bram van Ooijen, ITDP, China
- Bronwen Thornton, Walk21, United Kingdom

Leaders’ Roundtable
Leadership is a crucial element to the transformation process of a city toward a more ecomobile future. A variety of perspectives when approaching mobility exists. The priorities of a local government leader may synchronize or differ wildly from those of the president of a transport organization. Discussions such as this round can lead to more integrated and efficient work toward EcoMobility goals.
Chair: Cornie Huizenga, SLoCaT, China
Panel:
- Werner Wingenfeld, Commissioner for Transport, Bonn, Germany
- Florian Lennert, Director, InnoZ, Berlin, Germany
- Manfred Neun, President, European Cyclists’ Federation, Netherlands
- William Bird, Intelligent Health, United Kingdom
- Andre Dzikus, Head and Coordinator, Urban Basic Services Branch, UN-Habitat, Nairobi, Kenya
- Laura Ballesteros, City Councillor, Transportation, Mexico City, Mexico
- Peter O’Neill, Chief of the Transport Policy and Development, UNESCAP, Thailand
- William Fernando Camargo Triana, Director of Roads, Transportation and Public Utilities, Bogotá, Colombia
- Choudhury Rudra Charan Mohanty, Environment Programme Coordinator, UNCRD, Japan
Tuesday, 3 September

09:00 - 10:30  
Mayors’ Plenary

This plenary shall stimulate dialogue among a diverse and international group of mayors and to create constructive discussion that local government leaders can learn from and apply in order to better integrate EcoMobility into policies and plans for their cities.

Chair: Konrad Otto-Zimmermann, Creative Director, EcoMobility World Festival 2013
Panel:
- Tae-Young Yeom, Mayor, Suwon, Rep. of Korea
- Wan-su Park, Mayor, Changwon, Rep. of Korea
- Professor Dr. Martin Haag, Vice Mayor, Freiburg, Germany
- Daisaku Kadokawa, Mayor, Kyoto, Japan
- Hugo Ruiz, Mayor, Lagos Moreno, Mexico
- Shyh-Fang Liu, Vice Mayor, Kaohsiung, Chinese Taipei
- Hitendra Patel, Steering Committee Chairman, Baroda, India

10:30 - 11:00  
COFFEE BREAK

10:30 - 11:30  
Mayors Ride  Please see page 14 for details.

11:00 - 13:00  
Parallel sessions

Social inclusion through EcoMobility

Automobile dependent transport projects often tend to create social exclusion and create social inequity. In this session, the speakers suggest that urban transport can also be a means to create socially inclusive and equitable cities by adopting the principles of EcoMobility.

Moderator: Heiner Monheim, Professor of Urban Planning and Transport, University of Trier, Germany

Presenters:
- The Experience of travel as a social component of mobility  
Carlos Felipe Pardo, Director, Despacio, Bogotá, Colombia
- Gender equity in transportation  
Mi-hye Chang, Korea Woman’s Development Institute, Republic of Korea
- Mobility in Mumbai: Towards social exclusion?  
Trupti Amritwar Vaitla, Chief of Operations, Mumbai Environmental Social Network, India
- Social inclusion through transport in an Indian context  
Anuj Malhotra, Director, Center for Green Mobility, Ahmedabad, India
- Promoting social inclusion through active travel  
Greg Mews, Active Living Coordinator, The Heart Foundation, Canberra, Australia
- Promoting EcoMobility as a social inclusion strategy  
Jessica Tantalean Noriega, Special Project for Non-Motorized Transport, Department of Urban Transport, Municipality of Lima, Peru

Implementing EcoMobility

This session will feature the required institutional arrangements for implementing EcoMobility and will discuss various innovative means for executing EcoMobility projects in cities.

Moderator: Florian Lennert, Director, InnoZ, Berlin, Germany

Presenters:
- Institutional setup for implementing sustainable transport  
Manfred Breithaupt, Senior Transport Advisor, GIZ, Germany
- Provision of charging infrastructure for electric vehicles in Berlin  
Wilfried Nünthel, District Councillor for Urban Development, Berlin-Lichtenberg, Germany
Low-carbon Cities and Mobility (Low-carbon Cities Forum, Part 1)

Transportation is the major source of CO2 emission in cities. How can we transform urban mobility as part of the great low-carbon strategy of the cities?

Moderator: Gil Peñalosa, Executive Director, 8-80 Cities, Toronto, Canada

Presenters:
- Ching-Fu, Chen, Director-general of Transportation Bureau, Kaohsiung City
- Daisaku Kadokawa, Mayor, Kyoto City
- Hiroyoshi Yahagi, Director of Environment Bureau, Saitama City
- Liu Jian, Vice Director of planning bureau, Xiamen City
- Amit Bhatt, Strategy Head, EMBARQ India

Innovative instruments in Transport

Innovation in urban transport broadens the extent of service that current transport systems offer. Presenters will inform the audience of the various innovative aspects currently being implemented in cities to increase the appeal of EcoMobility.

Moderator: Robert Stüssi, Perform Energy, Portugal

Presenters:
- Cloud Taxi: An innovative service for public transport
  S.K. Jason Chang, Professor, National Taiwan University
- Challenges and worldwide context of E-Mobility
  Robert Stüssi, Perform Energy, Lisbon, Portugal
- Connected commuting
  Naureen Kabir, Director, New Cities Foundation, Paris, France
- Creating a market for low carbon mobility: The experiences of Stockholm
  Jonas Ericson, Project Leader, Clean Vehicles, City of Stockholm, Sweden
- Integrating Informal transport into formal public transport: Case of Bhopal
  Chandramaulli Shukla, CEO, Bhopal City Transport Services Ltd., India

Promoting public health through EcoMobility

EcoMobility and health are strongly connected; transport choices have a direct effect on individual psychological and physical health, and eliminate polluting forms of mobility.

Moderator: Manfred Neun, President, European Cyclists’ Federation, Netherlands

Presenters:
- Active travel: The perfect medicine
  William Bird, Dr. med., Intelligent Health, London, United Kingdom
- Improving public health through walking
  Bronwen Thornton, Development Director, Walk21, London, United Kingdom
- Public health and mobility in a broader perspective: The Despacio approach
  Carlosfelipe Pardo, Director, Despacio, Bogotá, Colombia
- A Study on the impacts of residential neighborhood built environment on personal health indicators
  Hyungun Sung, Research fellow, KOTI, Seoul, Republic of Korea
- Health and urban transport
  Ritchie (Chee) Anne Roño, Clean Air Asia, Pasig City, Philippines
Low carbon cities and energy (Low-carbon Cities Forum, Part 2)

Cities are responsible for 70% of global energy related CO2 emissions. What kind of options and strategies cities can have to be low-carbon?

Moderator: Hyuk Jae Son, President, Suwon Research Institute, Rep. of Korea

Presenters:
- Hee-eun Kang, Director, Seoul City
- Jungsam Lee, Head of Environment Policy Division, Gwangju Metropolitan City
- Bat-Erdene Togooch, Vice Mayor, Ulaanbaatar City, Mongolia
- Wang Zhong Yuan, Researcher, Chinese Academy of Social Sciences
- Weihai City, Shandong Province, China (tbc)

17:00 - 17:30
COFFEE BREAK

Low carbon cities in East Asia (Low-carbon Cities Forum, Part 3)

Cities are responsible for 70% of global energy related CO2 emissions. What kind of options and strategies cities can have to be low-carbon?

Moderator: Konrad Otto-Zimmermann, Founding Director, ICLEI East Asia Secretariat

Presenters:
- Oliver Lah, Wuppertal Institute for Climate, Environment and Energy
- Jae-Joon Lee, Vice Mayor, Suwon City
- Xi Xian New City, Shan Xi Province
- Kangding County, Sichuan Province (tbc)

17:30 - 19:00

Dialogue: Is EcoMobility a valuable decision for the Future Generation?

Location
Sunkyoung Library

Wednesday, 4 September

09:00 - 10:30
EcoMobility in Action Plenary

The necessary drivers for implementing EcoMobility projects will be addressed. Selected examples of EcoMobility initiatives and the available funding mechanisms for cities are a part of the discussion.

Moderator: Manfred Breithaupt, Senior Transport Advisor, GIZ, Germany

Presenters:
- Financing sustainable urban transport
  Lloyd Wright, Senior Transport Specialist, ADB, Manila, Philippines
- Adelaide’s journey to becoming a cycle friendly city
  Mark Elford, Executive Director in the Department of Planning, Transport and Infrastructure, South Australian Government, Australia
- Implementing urban transport in Indian cities
  R.K. Singh, Urban Transport Director, Ministry of Urban Development, India
- E-Mobility in Vienna, interoperability of the charging stations across countries
  Wolfgang Illes, Wien Energy, Vienna, Austria
- Weaving out of San Francisco transport challenge
  Timothy Papandreou, Deputy Director, Sustainable Streets, City of San Francisco, USA
## Closing, Summary and Outlook

Insights gained from the congress and how these insights can be used for future EcoMobility in cities. The diverse perspectives, innovative ideas, and practical examples explored in the congress can be taken home, adapted, and applied to the cities, organizations, businesses, research, and everyday lives of participants.

Moderator: **Monika Zimmermann, Deputy Secretary General, ICLEI**

- Reflections on the Congress
- ICLEI's EcoMobility Program for Cities
- Suwon 2013 EcoMobility Impulse (Adoption)
- Impressions of the Festival
- Closing remarks from Host City: Sungkyun Yun, 1st Vice Mayor, Suwon City, Rep. of Korea
- Formal Closing

### Closing reception

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**For your notes:**
Useful contacts

Organizers general contacts
Please find the general contacts on the last page.

Contacts of the Festival team in the Haenggung-dong neighborhood

Suwon Organizing Committee
2F Hwaseomun-ro 60 (Sinpung-dong)
Paldal-gu 442-040
Suwon City Gyeonggi-do
Tel.: +82-31-228-3271
Email: ecomobilitysuwon@gmail.com
Website: emwf2013.suwon.go.kr

ICLEI World Secretariat Festival team
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Suwon City Gyeonggi-do
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In Bonn: +49-228 / 97 62 99 00
Email: ecomobility.festival@iclei.org

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Fax: +82-31-256-3257
Email: iclei-korea@iclei.org
Website: www.icleikorea.org

Contacts ICLEI Congress team
Congress Secretariat, 1 – 5 September
Main Congress Hall (Pavilion)

In Suwon (mobile): +82-10-6884-3014
In Bonn: +49-228 / 97 62 99 00
In Suwon (landline): +82-31-255-3257
Email: ecomobility2013@iclei.org

Languages
English and Korean will be the Congress working language for plenaries, workshops, and theme sessions. Simultaneous interpretation into Japanese will be offered in plenary sessions and some parallel sessions. The Low-Carbon Cities Forum (3 September) will, additionally, offer simultaneous interpretation in Chinese. The sessions A3 and B3 on 2 September will offer simultaneous interpretation for Russian, Mongolian, and Vietnamese. See also the detailed session descriptions.

Enjoying the Festival neighborhood

EcoMobility in the Haenggung-dong neighborhood
During the Festival, cars are not allowed in the EcoMobility Neighborhood of Haenggung-dong. We encourage participants to use public transportation and ecomobile vehicles to reach Suwon.

From 1–8 September, two lanes of Jeongjo Street will be converted into EcoMobility lanes where visitors and residents can freely ride their ecomobile vehicles, while the other two lanes will be dedicated to public transport vehicles and taxis.

Information points and vehicle rent stations
At the entrance of the Haenggung-dong neighborhood, five information points are available to advise visitors with some combined with rental stations for vehicles. For their location, please see the map on page 24. At five dedicated rental stations, visitors can rent an EcoMobility vehicle free of charge, please also see page 21.

There is no legal requirement in Korea to wear bike helmets, but everyone is strongly advised to wear one while operating the vehicles.

EcoMobility 2013 Suwon congress

Venues
The congress will be located at the same site as the EcoMobility World Festival, please see the congress legend on the Festival map on page 24.

Session locations are as follows:

Main Congress Hall (Pavilion):
Registration
Opening Session
Closing Session
Plenary 1, 2, 3 and Session 3: A-3, B-3, C-3, D-3, E-3

Sunkyung Library:
Session 1: A-1, B-1, C-1, D-1, and E-1 (Youth Session)

Haenggung-dong Office:
Session 2: A-2, B-2, C-2, and D-2

Naknamhun:
Opening Dinner and meeting of the ICLEI East Asia Regional Committee meeting

Registration and Information Desk
Sunday 1 September: 13:00 – 18:00*
Monday 2 September: 8:00 – 9:00*
Tuesday 3 September: 8:00 – 19:00
Wednesday 4 September: 8:00 – 12:00

* We ask congress participants to please register on Sunday or on Monday morning from 8:00–9:00.
Press and Media Services during the Festival and Congress

Press room: All accredited journalists and press representatives can use the press room located next to the Main Congress Hall (Pavilion).

For interview requests and general queries, please contact:
Katrina Borromeo, ICLEI World Secretariat
Languages: English, German, Spanish
Shermaine Ho, ICLEI World Secretariat
Languages: English, Chinese
Yeongmee Choi, ICLEI Korea Office
Languages: Korean, English

Email: media@iclei.org
Mobile: +82 10 9995 2298

Website and social media: Daily Festival and Congress updates will be posted on www.ecomobilityfestival/blog.

We will be tweeting from:
@Ecomobility_ and @ICLEI using the hashtags #EcoMobilityFestival and #EcoMobility2013.
Tweet to us or email media@iclei.org if you wish to contribute.

Photo opportunities: The official photographer will be available to take your photos at designated Festival areas. Additionally, we welcome photo contributions from participants. Please send them to media@iclei.org or upload them on Picasa or Flickr with the tags #EcoMobilityFestival and #EcoMobility2013.

Photography and video disclaimer: During the Festival and Congress, activities and sessions will be documented with photographs and video material.

The materials may be used by ICLEI and partners for print and web publication in the future. If you do not wish to appear in any visual material please inform ICLEI immediately by contacting media@iclei.org

Congress documentation: Presentation from plenaries and parallel sessions will be available after the congress for download on our website: www.iclei.org/ecomobility2013

Catering

The goal is to support the local economy, including restaurants within the Festival area. Therefore meals will be available with Festival Coupons which can be used at designated restaurants at your convenience. These restaurants offer a variety of options for various diets. Information is available at registration and on the Festival website. Please note that no change will be given at these restaurants.

Catering during the Congress

Festival Coupons for lunch will be provided to registered congress participants for local restaurants and cafes which are located near the Congress on 2 and 3 September. Dinner will be provided on 1, 2, and 3 of September. Details are available at registration for registered participants.

Catering outside the Congress days

Festival Coupons that can be spent on the restaurants in the neighborhood will be given to Festival visitors of certain paid tours (Segway Tour, Bicycle Bus Tour, etc.) to support the local economy.

Water

Tap water in Suwon is drinkable although local practice is to drink bottled or boiled water.

Greening the events

The EcoMobility World Festival, the 2013 Suwon Congress, ICLEI and the City of Suwon are committed to making events more sustainable and green. We are encouraging all participants to keep in mind their environmental impacts and to exercise environmental consciousness when possible. Therefore please make use of Suwon’s outstanding public transportation system and pedestrian zones, buy from local vendors, and recycle materials.

Hotels

Please show the Korean address of your hotel to your cab driver.

Ramada Plaza Suwon
라마다 프라자 수원
940 Ingye-Dong Paldal-Gu, Suwon City
+82-31/ 230-0001

Hotel Castle
호텔 캐슬 수원
144-4, Uman-dong, Paldal-gu, Suwon
+82-31/ 211-6666

MS Hotel
MS 호텔
1010-5 Gwonseon-dong, Gwonseon-gu, Suwon
+82-31/ 221-1100

Internet access during the entire Festival period

Free Wi-Fi will be available at the Main Congress Hall, Haenggung Plaza, Hwaseomun Street and Sinpung Street (1.4km in total), as well as at Hotel Ramada Plaza, MS Hotel, and Hotel Castle.
**ATM**: As ATMs accepting foreign credit cards are limited near the Congress and Festival venues, we highly recommend using the ATMs at the airport as soon as you arrive in Korea. ATMs are available at the arrival level, right side when coming out from bagging claim.

**Currency**: Korea’s monetary unit is the won (₩). The exchange rates are about 1,500 ₩ for 1€; 1,100 ₩ for 1 US$.

**Electricity**: The standard voltage in Korea is 220 volts. The outlet has two round holes and is the same type used in most EU countries and many other countries. Visitors will require plug adaptors for continental Europe and potentially voltage converters.

**Weather**: Early September can be warm and pleasant; however participants should prepare for rainy days.

**Time zone**: The Republic of Korea is 9 hours ahead of UTC

**Holidays during the Festival**: Please note that the Korean national holiday is from 18–20 September for observance of Chuseok, Korean Thanksgiving. Many shops will be closed during this period.

**Emergency Phone Numbers**

Crime Reporting and Police: 112
Fire and Medical Service: 119
Korea Travel Phone: 1330 (it provides foreign tourists with emergency rescue service)

Within the Festival ground, first aid points/posts are indicated on the map page 24.

**Calling to and within Korea**

**Dialing into Korea**: When you make a phone call to Korea from abroad, first dial 82 (Country Code for Korea), then Area Code (except for the first number 0), finally, dial the number you wish to call. For example: Calling Seoul (Area Code 02) with 777-7777 as the phone number, dial +82-2-777-7777.

**Dialing out of Korea**: First dial any of the following international call company numbers and then the country code, area code and finally the number you are calling.

**Dialing within Suwon**: Please use the Suwon area code (031) and then add the number, e.g. 031-777-7777

**Useful Korean phrases**

Hi, how are you? - 안녕하세요 (Annyeonghaseyo)
My name is ... - 제 이름은 ...입니다 (je ireum-eun ... imnida)
Nice to meet you - 반갑습니다 (bangawomun)
How much is it? - 얼마예요? (eolmayeyo?)
Cheers! - 건배! (Geonbae)
ICLEI - Local Governments for Sustainability

ICLEI is a powerful movement of 12 mega-cities, 100 super-cities, 450 large cities and urban regions as well as 450 small and medium-sized cities and towns in 86 countries. ICLEI promotes sustainability, resource-efficiency, biodiversity, low-carbon and resilient cities, green urban economies, healthy and happy communities, smart urban infrastructures - and EcoMobility.

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EcoMobility Congress Team
Email: ecomobility2013@iclei.org
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Suwon City, Republic of Korea

The city of Suwon, Republic of Korea, is the generous host of the World EcoMobility Festival 2013. Suwon is the provincial capital of Gyeonggi – do. It is an important city of over a million inhabitants, 30 kilometers south of Seoul.

UN-HABITAT

The United Nations Human Settlements Programme, UN-HABITAT, is the United Nations agency for human settlements. It is mandated by the UN General Assembly to promote socially and environmentally sustainable towns and cities with the goal of providing adequate shelter for all.

For on-site office locations during the Festival and Congress, see practical information page 44.

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