

ACEA Position Paper

The new EU Urban Mobility Framework



INTRODUCTION

How to make European cities more liveable is an ongoing debate at EU level. This is why the recently published 'New EU Urban Mobility Framework'¹ (UMF) is timely, as it provides a renewed policy framework to help cities meet their objectives for sustainable mobility.

The European Automobile Manufacturers' Association (ACEA) fully supports the UMF's aim of striving for more sustainable, inclusive, affordable and resilient urban mobility. Indeed, ACEA's members are committed to developing sustainable mobility solutions for 'liveable cities' that provide access to safe, affordable, accessible and sustainable transport systems for all.

NINE KEY POINTS FOR A SUCCESSFUL IMPLEMENTATION OF THE UMF

The initiatives proposed in the UMF are numerous and varied. However, they will only be successful if local, regional, national and European authorities fully consider these nine key points when implementing them:

1. Users at the centre of transport planning

Rather than focusing on transport flows², authorities should place transport users from rural, peri-urban and urban areas at the centre of their mobility and transport vision and practice. Transport plans should therefore acknowledge that mobility needs - and users' individual circumstances and preferences - are not homogenous and therefore a broad variety of sustainable mobility options is needed. The impact of individual mobility choices (costs and benefits) should be internalised by the users.

2. Inclusive mobility thanks to coherent pricing policies

Addressing transport-related issues of lower income and special needs groups (such as the disabled and the elderly) as well as connectivity issues between rural, peri-urban and urban areas are a priority for cities.³ The lack of, or poor access to, transport options restricts access to jobs, education, health facilities, social networks, etc. Authorities should set coherent pricing policies for all transport modes, supporting both sustainable mobility and social inclusion goals.⁴ They should consider offering 'mobility budgets' that people can then allocate freely to their mobility choices.

3. Sustainability depends on framework conditions, not on modes

Sustainable mobility is primarily about meeting mobility needs. However, it is also about meeting economic, environmental and social efficiency objectives. Reaching sustainability in

¹ COM(2021)811 final, Strasbourg, 14.12.2021.

² §8, COM(2021)811 final.

³ §4, §12, §31, §36, COM(2021)811 final.

⁴ [Social benefits of shared mobility: metrics and methodologies, Prof Greg Marsden](#), University of Leeds, 26th ACEA Scientific Advisory Group Report, February 2022.

cities and regions will depend on balanced framework conditions, not on modes. Only adequate framework conditions will ensure compliance with the EU fundamental freedom of movement of people and goods.

4. No mode of transport is consistently 'more sustainable' per se

Individual, collective and active transport modes offer different services and therefore fulfil different needs. There are no modes of transport that are consistently 'more sustainable' *per se*. The sustainable modal split differs between cities and rural areas, between cities and districts within a city, as well as during the course of a day. It is a result of heterogeneous mobility needs, mobility options and framework conditions, which reflect the respective costs and benefits. Thus an approach that expands demand-driven, attractive and, at the same time, climate-friendly mobility solutions that complement each other should be a priority for the strategy.

5. A level playing field between public and private transport providers

Authorities should embrace innovation in mobility by ensuring a level playing field and through encouraging better integration and further cooperation between new mobility solutions providers and public transport operators, namely shared mobility.^{5,6} This is particularly important for rural areas, where access points are far apart or the frequency of public transport is low. On sustainability requirements, the same standards should apply for both private mobility providers and public transport companies.

6. The key role of cars and commercial vehicles in cities

State-of-the-art passenger cars, vans, trucks and buses are - and will continue to be - a key option in urban and rural areas. They help ensure affordable, sustainable and efficient individual and collective mobility, logistics, service and last-mile delivery operations, thanks to the uptake of the latest vehicles technologies.⁷ Electrified vehicles⁸ will play a vital role here in the coming years.

7. Sufficient charging and refuelling infrastructure

Electrified vehicles are a key technology for reaching environmental goals in road transport in cities. However, making them the preferred choice for citizens, transport operators and service providers requires strong enabling conditions, in particular the adequate deployment of recharging and refuelling infrastructure⁹ and incentives for users.

8. A positive business environment and an alignment of regulations across cities

There is a need to provide a local policy framework and private-public partnerships capable of supporting automobile manufacturers in launching innovative and sustainable business models and new urban mobility technologies, such as operating autonomous vehicles. This can be facilitated by aligning regulations on urban access policies¹⁰ to realise economies of

⁵ §30, COM(2021)811 final.

⁶ [Shared sustainable urban mobility – ACEA position paper, November 2021.](#)

⁷ §46-50, COM(2021)811 final.

⁸ [2021 Progress Report – Making the transition to zero-emission mobility.](#)

⁹ §14, §29, §66, COM(2021)811 final.

¹⁰ [Urban vehicle access regulations – ACEA position paper, November 2021.](#)

scale and lower costs. They should also provide private companies with a level playing field where they can launch innovative business models that can represent a major opportunity for companies.^{11,12}

9. Efficient governance

The sustainable mobility of people and transport of goods in urban areas can only be achieved through ensuring the engagement of public and private stakeholders in a collaboration and constructive dialogue between society, local authorities and industry.¹³ The automobile industry should be fully involved in the dialogue in a structured and timely manner. Policies should systematically promote such collaboration at local, regional, national and European levels.

CONCLUSION

The automobile industry, represented by ACEA, reiterates its ambitions to support the transition to sustainable mobility and liveable cities. The industry is driving the ramp-up of clean mobility by offering a wide range of attractive passenger cars and commercial vehicles, as well as technologies and services that will be key to sustainable urban mobility.

ACEA's members stand ready to work constructively and actively with all relevant stakeholders to tackle the challenges facing urban areas and to further enhance the global competitiveness of the European automotive sector.

¹¹ *Idem* 6.

¹² §58-61, COM(2021)811 final.

¹³ §50, §71-74, COM(2021)811 final.



ABOUT THE EU AUTOMOBILE INDUSTRY

- 12.7 million Europeans work in the auto industry (directly and indirectly), accounting for 6.6% of all EU jobs
- 11.5% of EU manufacturing jobs – some 3.5 million – are in the automotive sector
- Motor vehicles are responsible for €398.4 billion of tax revenue for governments across key European markets
- The automobile industry generates a trade surplus of €76.3 billion for the European Union
- The turnover generated by the auto industry represents more than 8% of the EU's GDP
- Investing €58.8 billion in R&D per year, automotive is Europe's largest private contributor to innovation, accounting for 32% of the EU total

ACEA REPRESENTS EUROPE'S 16 MAJOR CAR, VAN, TRUCK AND BUS MANUFACTURERS

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