VEOLIA TRANSPORT

Sustainability in Cities - Public Transport

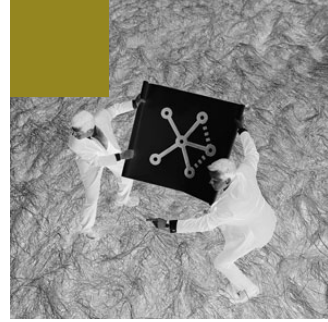
Emerging solutions and critical issues for their realization

Tomas Wallin, CEO Veolia Transport Sweden

Round Table on January 23, 10.00-12.00

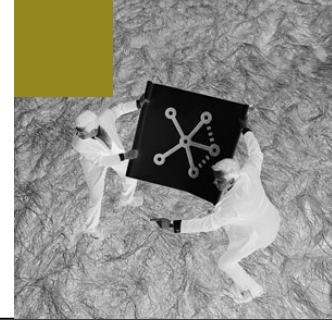
European Presidency Conference
on Innovation and Clusters
22-23 January 2008, Stockholm

Industrial example: Towards an idealised design for *Sustainability in cities* – the case of energy



From:	To:
Systems are currently operating by traditional patterns – rigid by historical causes	PTA should purchase functionality, define system criteria, not specific solutions. Allows transfer of solutions from different regions, with economies of scale around best practice
System solutions are defined in detail by Public Transport Administration (PTA)	Choice on use of buses, minicabs, trams, trains etc should be left to the industry parties, not PTA. Balance all public transit needs (Limburg)
Pricing is defined by politicians, not market based pricing. It does not reflect true values and costs.	System needs and solutions should be defined in a customer value/cost driven system approach. Policy makers should require creativity from the industry to meet criteria
Subsidising of the systems lead to non-optimised system	Differentiated pricing reflecting value and costs, including environmental costs
	Allow revenue responsibility for the operator, under sufficiently long concessions to allow pay-back

Idealised design for *Sustainability in Cities*:
Public Transport – example of multi-modal system

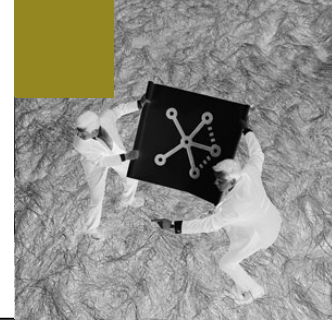


Multi-modal contract, with operators responsible for managing and coordinating several transport modes

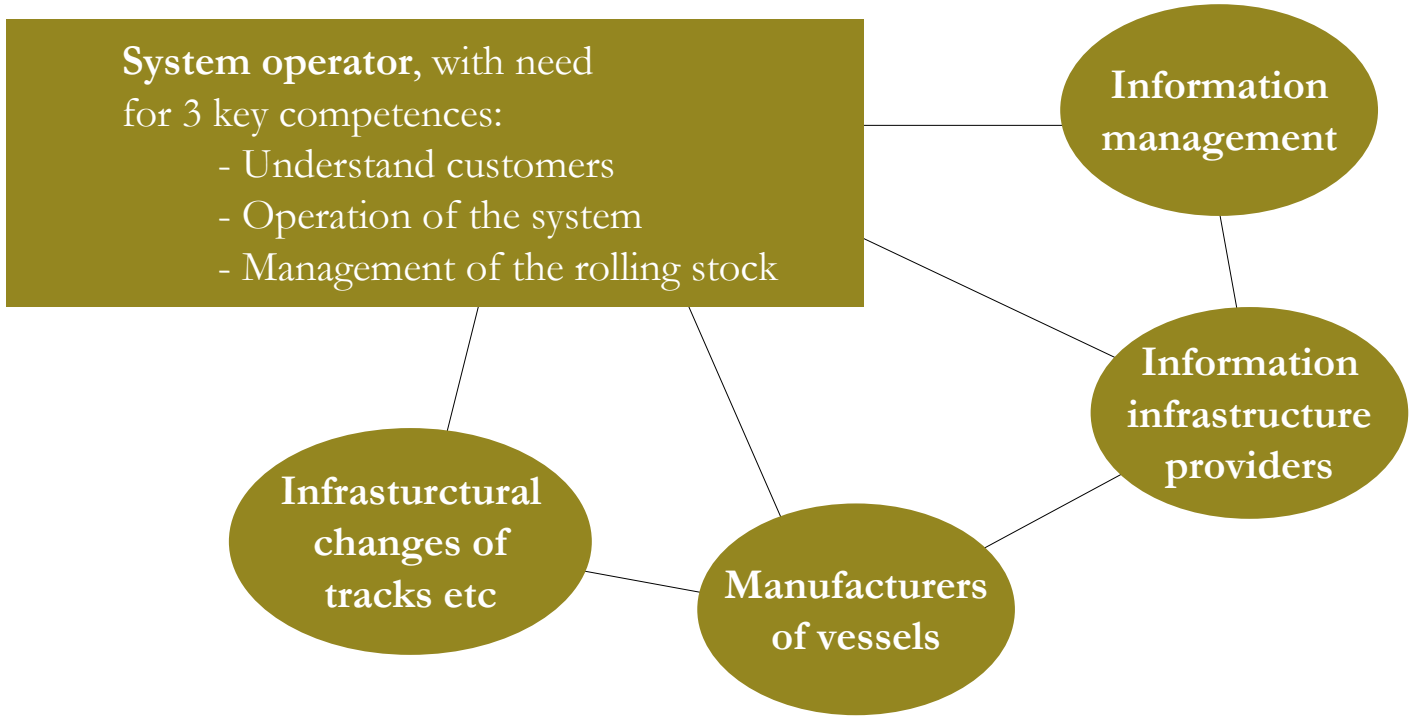
Passengers/ customers

The system solution must be governed by ***customer satisfaction***

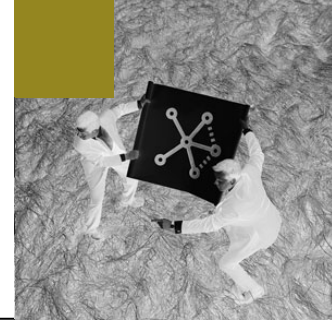
Idealised design for *Sustainability in Cities*:
Public Transport – example of multi-modal system



System innovation and renewal requires international collaboration between industrial actors from several clusters - in dialogue with policy makers



Idealised design for *Sustainability in Cities*:
Public Transport – challenges and renewal role of policy

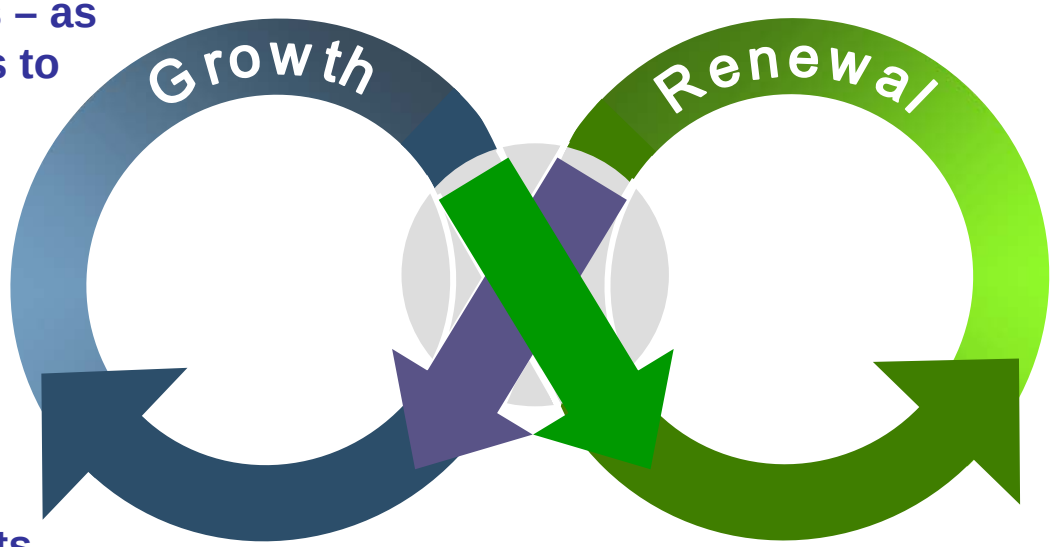


Public sector hesitant about information centric changes focusing more on customers needs – as using travel patterns to change supply

No true cost/value benefit

No revenue responsibility on operator

Over-specifying system requirements



Stimulate enabling research, as on building large systems and realising value

Be attentive to demarcation of policy makers role

Concrete long term goals – as double passengers and reduce emissions with 50%

Existing transportation administrators – purchasing transportation solutions – tend to preserve the system, as they often are rewarded for running the existing solution without disruption

Define criteria for external factors as environmental impact, in close dialogue with industrial and other actors with in-depth insights of system potentials and constraints

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