

SiMPLify

Sustainable Urban Mobility



SiMPLify is a global city-business collaboration to foster innovation for easy, safe and clean urban mobility systems for all.

Context

As the world becomes increasingly urban, achieving sustainability of cities worldwide has become one of the defining challenges of our times. People live in urban areas to access a better life but along with urbanization come challenges related to congestion, pollution and inequalities of access.

Decisions taken today in cities across the world will shape the future of humankind. Realizing sustainable urban mobility in cities is about ensuring better quality of life, a cleaner environment, equal access to services and economic opportunities.

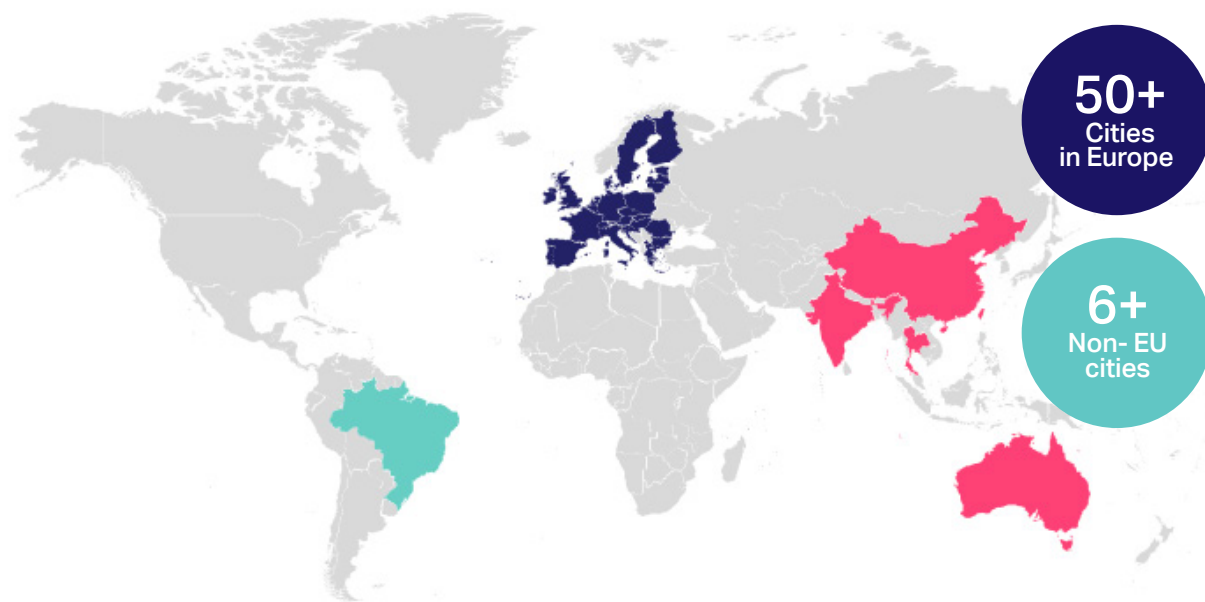
In order to enable more effective and inclusive decision making in response to today's urban mobility challenges, WBCSD developed a set of tools to help cities improve their overall mobility system performance, with a specific focus on improving commuter's quality of life, lower environmental impact and improve air quality.

SiMPLify Sustainable Urban Mobility

In 2016, WBCSD launched SiMPLify, a data-driven, multi-stakeholder approach showing how cities and businesses can collaborate better to develop sustainable mobility, leading to accelerated implementation of solutions in an integrated, multimodal, and comprehensive way.

The deployment of SiMPLify resulted in better, more inclusive decision making and the implementation of solutions for cleaner, easier and more accessible mobility systems. As a result of its success, an increasing number of cities are adopting SiMPLify worldwide.

The European Commission endorsed WBCSD sustainable mobility indicators and deployed support for 55 cities in Europe to use SiMPLify to advance their mobility plans.



Stakeholders engagement

The critical element is that the city goes through an engagement process with city stakeholders, including business, academia, citizen groups, to identify its priorities and develop a mobility roadmap. SiMPLify promotes a collaborative approach to ensure that all necessary stakeholders have a say and contribute to the future of their cities. Generally, stakeholders include:

- Citizens from communities where solutions will be implemented
- NGOs active in areas such as accessibility, community development, transport, environment and energy
- Academics and researchers in subjects such as technology, social development, transport, land use, economic development and sustainability
- Entrepreneurs and companies, especially those involved in IT, innovative products and services, real estate, planning and architecture, tourism, transport and logistics
- Venture capitalists and other development banks, donors and international NGOs

How SiMPLify works

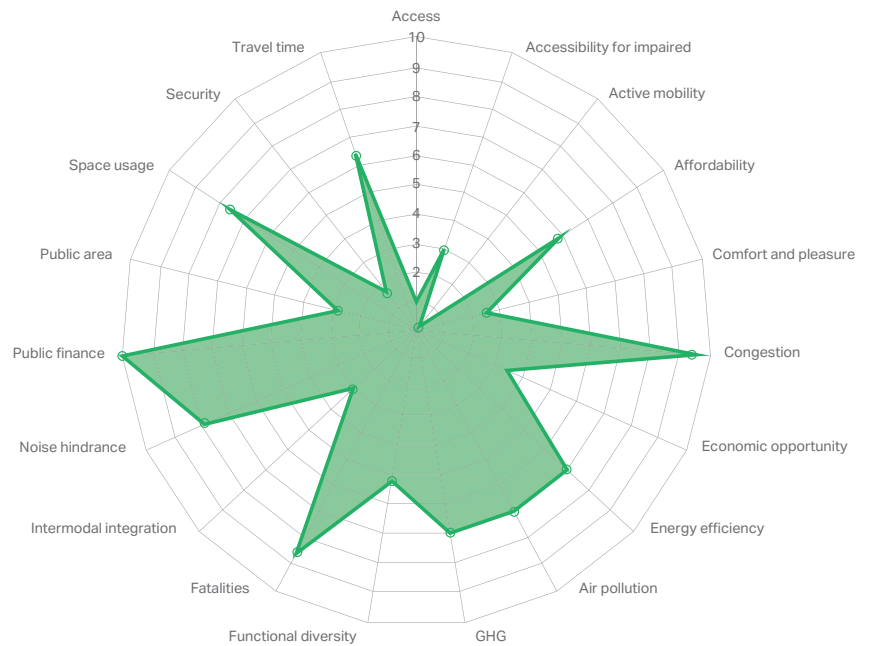
SiMPLify has developed a set of sustainable urban mobility indicators that help describe sustainable mobility in cities. Indicators are both quantitative and qualitative. An online mobility tool (www.wbcscdsmp.org) supports cities in calculating the data-based indicators and in running citizens surveys to inform survey-based ones. The online tool creates a spider chart that provides an overview of strengths and weaknesses of the mobility in a city.

Once all necessary city and survey data is gathered, the online tool allows to move to the next stage of the project – choosing priority indicators and creating a solutions portfolio from 200+ best practices. The city can see how selected solutions impact indicators and the city itself.

This step is best implemented through a consultative process, a stakeholder dialogue that involves all relevant players in the city's mobility.

The SiMPLify online mobility tool allows to record all these interactions and to generate a city mobility plan. The outcome is an integrated solutions portfolio based on global best practice and matching local priorities.

The system of indicators and solutions proposed by the SiMPLify mobility tool has been developed via an extensive consultative process with independent experts worldwide.



How you can engage

SiMPLify's methodology is globally applicable and widely available for cities to use in developing more effective and inclusive sustainable urban mobility plans. If you are a city representative, you can apply for an account on our online mobility tool: www.wbcscdsmp.org.

Our online tool contains over 200 mobility solutions, if you have an innovative mobility solution that you would like to see included in our mobility tool, you can get in touch with us to let us know about it!

Get in touch

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Find out more

<https://www.wbcscd.org/Programs/Cities-and-Mobility/Transforming-Mobility/SiMPLify>

WBCSD members engaged with SiMPLify



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