



The emergence of mobility services in China

Inauguration of the “Better mobility, better life” prize

June 29-30, 2009, University of Tsinghua

Chinese urban society is going through profound changes: the individuation of lifestyles, diversification of urban strategies (residential, professional, etc.), variegation of consumption patterns. The result is that the use of space has become more complex, making mobility a core concern for all: getting to work, taking children to school, shopping, visiting friends, returning home, holidaying, etc. Mobility choices are not always easy to make. They often reflect subtle compromises. Of course, the current development of urban transportation networks – whether subway systems, suburban railways or dedicated bus lanes – make a necessary contribution. At the same time, private car ownership is becoming a solution for an ever-growing number of city dwellers. However, mass transit networks and private cars are only one aspect of the mobility systems that are beginning to be established in China’s cities. Other, more unusual solutions, are emerging alongside. Varying in their success, they nevertheless reflect the inventiveness of urban populations, whether individuals, local authorities or enterprises. These solutions may be devised by city dwellers for other city dwellers, or by institutions or businesses to meet the specific needs of certain social groups. All of them are characterised by their association with the concept of service. In this respect, they can be described generically as mobility services. Some, like car sharing or short-term bicycle hire, have already been explored outside China. Others are part of a more local dynamic, such as suburban moped taxis or informal car and driver hire services. It is essential for both experts and politicians to take account of these increasingly complex mobility practices and the increasingly diverse needs that these emerging innovations seek to meet. Urban developments and urban services need to reflect the specific requirements that accompany the new social reality of China’s cities.

This seminar is part of a long-standing partnership between City on the Move and the Universities of Tongji in Shanghai, Tsinghua in Beijing and the University of Science and Technology in Canton, to explore and work together on the multidisciplinary dimensions of mobility. A first conference in Chengdu looked at intermodality issues in China’s fast-growing cities. An academic colloquium in 2004

brought together the top French and Chinese researchers and other international experts to explore the issues of research on urban mobility. Competitions, city workshops, exhibitions, seminars run by IVM's "Cities on the Move" academic chair focused on the different dimensions – architectural, technical, urban, social, institutional – of mobility. Today, the challenge is to identify prospects for innovation in China's fast moving cities, with the potential to fit into comprehensive systems of urban mobility.

University of Tsinghua

Lecture hall, Building 10

Building 10, No.1, East Road of ZhongGuanCun, HaiDian District
海淀区中关村东路1号

Contact:

NIE Cong: smyzncdyx@163.com

The City on the Move Institute

Launched by PSA Peugeot Citroën in June 2000, the Institut pour la ville en mouvement [City on the Move] seeks to contribute to the emergence of innovative solutions for urban mobilities. It brings together representatives of the corporate and academic world, researchers and actors from the social, cultural and voluntary sectors, alongside municipal authorities, to work on joint action-research projects. IVM's remit is to test concrete solutions, to facilitate international comparisons, to identify the most original approaches to urban planning and architectural design, to mobilise experts and expertise from multiple disciplines, disseminate knowledge and raise public awareness about the challenge that mobility presents for the societies of today. In China, the City on the Move Institute has since 2001 been a focus of both resources and action.

<http://www.ville-en-mouvement.com>

www.ivmchina.org.cn

Contacts

In France: vilmouv@vilmouv.com

Xavier Fels, General Secretary of IVM

Mireille Apel-Muller, Chief Executive

Jean-François Doulet, head of the China program: jean-francois.doulet@vilmouv.com

In China: ivm.tongji@hotmail.com

Pan Haixiao, Director of the "Cities on the Move" academic chair

Zhuo Jian, IVM's representative in China: zhuo@vilmouv.com

MONDAY, JUNE 29

9:00 - 10 a.m. Opening

LU Huapu,
Professor at Tsinghua University, Directeur Director of the Transportation Research Centre

Xavier FELS,
General Secretary of City on the Move (IVM)

Donatienne HISSARD,
Deputy Cultural Counselor, French Embassy in China

10 a.m. – 12 noon Introductory talks

Mobility services in metropolitan areas

Jean François Doulet
Lecturer at the University of Provence and head of the City on the Move Institute's China Program
"Comparative dynamics of mobility services: how mobility management is developing in industrialised countries and emerging countries"

LU Huapu,
Professor at Tsinghua University, Director of the Transportation Research Centre
"The restructuring of China's urban transportation sector: new mobility practices, new services"

Jose Viegas,
Professor at the University of Technology of Lisbon
"The conditions of the development of mobility services in Europe"

Pan Haixiao,
Professor at Tongji University and President of the City on the Move Academic Chair in China
"The emergence of mobility management in China"

12 noon - 2 p.m. Lunch break

2 p.m. - 5 p.m. Round table

With new mobility practices, has China become an area of business innovation?

The perspectives of transportation operators, car manufacturers, telecommunications firms and transportation organising authorities on the market for mobility services, its commercial opportunities and its regulatory forms: How to understand mobility practices differently? Does the growing diversity of mobility needs require transformation in the traditional transportation sectors? What services are needed to manage multimodality effectively? What role do information and communication technologies play today?

Led by: Jean François Doulet

With: representatives of Veolia Transport (transportation operator), Yuyang United Auto Rental, PSA Peugeot Citroën (car manufacturer), City8.com (interactive urban mapping), France Télécom R&D Beijing (telecommunications services)

TUESDAY, JUNE 30

9 a.m. - 12 noon Round table

The conditions of the emergence of new mobility services in China

A presentation of initiatives in the sphere of mobility services. Examples taken from several Chinese cities will sketch the outlines of an emerging sector in the overlap between private initiatives and public programs. How are these services set up? What are the procedures and where does the funding come from? Are the private initiatives always legal? What can they do to obtain public backing? Are the public programs influenced by international examples? In what way? Overall, what are the solutions for improving quality of service?

Led by: Pan Haixiao

Examples include:

The short-term bicycle hire service run by the firm Beikelantu in Beijing

The city of Hangzhou's car sharing and self-service bicycle program

The city of Shanghai's dedicated services for people with reduced mobility

The person-to-person taxi service websites in several of China's cities

12 noon - 2 p.m. Lunch break

2 p.m. - 5 p.m. Round table

To mark the launch of City on the Move's "Better mobility, better life" prize: what do scientists think about the emergence of mobility services in China?

Chinese researchers and academics from different disciplines, members of the "Cities on the Move" academic chair, examine new urban mobility practices in China and the emergence of new mobility services. What can we learn about life in the big cities from current mobility practices? How are individuals adapting their mobility patterns to the ongoing urban transformations? In what way can mobility services be seen as reflecting this adaptation? How can a better understanding of these services help in devising more coherent transport policies?

Led by: SHI Nan, Secretary General of the Urban Planning Society of China

With WANG Shifu (South China University of Science and Technology in Canton), JIANG Luquan (Shanghai Transportation University), LIU Hui (Xi'an Architecture University), LIU Jian (Tsinghua University in Beijing), CHENG Yingfang (Huadong Institute of Shanghai), FENG Shiqing (Hefei University of Science and Technology), NING Ho (Southeast University in Nanjing), GUO Licheng (Southeast University in Nanjing), XU Jiangang (Nanjing University), MAO Qizhi (Tsinghua University in Beijing), WANG Shijun (Tongji University in Shanghai)