



Friends and colleagues,

First, on behalf of City on the Move, I would like to thank Professor Lu Huapu, our host today at Tsinghua University. We have been working together for a long time. One highlight of this partnership was the international conference we organised together in October 2005 to mark France Year in China. I would also like to thank Professor Pan Haixiao, of Tongji University. For more than 5 years he has run the “Cities on the Move” academic chair. The Chair is of course behind this seminar. My warmest greetings to its members present here (...). I must also thank the institutional partners involved in this seminar: the Urban Planning Society of China and its General Secretary, Mr. Shi Nan; the communication bureau of the Ministry of Environmental Protection; the Shanghai twenty ten Exhibition bureau and the French embassy. My thanks also to our partner journals: Urban Planning Overseas, City Planning Review and Urban Transport in China.

Launched by the carmaker PSA Peugeot Citroën in June 2000, City on the Move seeks to contribute to the emergence of innovative solutions for urban mobilities.

It brings together numerous disciplines – representatives of the corporate and academic worlds; researchers and practitioners from the social, cultural and voluntary sectors; municipalities – to work on joint action-research projects. It seeks to test concrete solutions, to promote international comparisons, to identify the most original approaches to urban planning and architecture.

In Asia, America, Africa and Europe, City on the Move mobilizes experts and expertise from multiple disciplines. It spreads knowledge and raises public awareness about the challenge that mobility represents for today’s societies.

Everywhere in the world, cities are expanding. In countries which remain largely rural, populations are increasingly moving to the towns. In countries where urbanization is already

well advanced, the everyday scale of urban life is shifting to cover huge areas. In parallel, there is ever increasing specialisation in economic, social and cultural development. This specialisation requires larger and more varied residential and employment centres. In these circumstances, urban transportation is becoming more and more extensive and represents a challenge that is – in certain respects – new. Mobility is no longer just about being able to move around for one reason or another. It involves access to real urban fluidity, i.e. the material and cultural capacity to reach the different parts of the city at any time. Access to work, to housing, to education, to health, to leisure, to consumption, etc, thus requires more and more mobility. So it may be said that we are witnessing the emergence of a right to mobility. And this right is, so to speak, “generic”, in that the efficacy of most other rights ultimately depends on it. Because the ability to move around cities has become so important in the day-to-day lives of individuals and businesses, more attention needs to be paid to quality in the times and places of urban transport. Moreover, this expansion raises problems of different kinds: problems of multimodality and intermodality, of development, of accessibility, of size, of safety, of the environment, etc.

Resolving these problems requires new approaches. Barriers between the different specialists and disciplines working on the city and transportation need to be removed. We need horizontal approaches that bring together previously separate stakeholders, greater awareness among public officials and the public alike. All these factors constitute IVM’s *raison d’être*. They are the reason for the diversity of its Scientific and Strategy Committee, for its choice of projects, for the conception of its operating methods.

In China, the City on the Move Institute has, since two thousand and one, been a focus of both resources and action.

This action has involved international conferences in Chengdu, Beijing and Shanghai on the big challenges of development in transportation and mobility. City workshops in Shanghai, Wuhan, Canton and Chongqing, bringing together European and Chinese experts to explore concrete issues. An Academic Chair of urban mobility at Tongji University which hosts international specialists for three one-week sessions each year. An architecture competition on the topic of sustainable mobility with eighty European and Chinese students. Architecture and urban design exhibitions providing a focus for subsequent encounters. And finally, publications arising out of partnerships with leading Chinese journals and publishing houses.

Created in April 2005, City on the Move’s Academic Chair in China is the outcome of a partnership with the College of Architecture and Urban Planning at Shanghai’s prestigious

Tongji University. Every year the Chair, under the scientific supervision of Professor Pan Haixiao, hosts three figures from the world of research for a week of lectures and discussions. The role of the Chair is to provide a focus for perspectives on urban mobility from experts in different disciplines: sociologists, transportation engineers, economists, geographers, etc.

IVM has now been present in China for eight years. For eight years, we have worked with our different partners to build bridges, to set up discussion platforms, to support exploration and debate for a new approach to mobility. We have organised conferences, meetings, publications and exhibitions in several Chinese cities. The aim is to put mobility on the agenda in discussions on the city and urban policy. As we say at IVM, mobility is not just about transport. For mobility to develop under the right conditions, and for the conditions of urban development to be linked to mobility needs, mobility needs to be approached in terms of lifestyles. So mobility is not just a technical question of transport but a social question of quality of life.

This year, in 2009, IVM has decided to launch a new project: the “better mobility, better life” prize, intended to promote innovative solutions in the sphere of mobility. Today’s seminar is an occasion for us to look together at the notion of mobility services. We will try to understand how, in the cities of contemporary China, initiatives that are sometimes entirely original are being invented to meet new mobility needs. Of course, we all understand that China’s big transportation infrastructures (subway, suburban railways, bus lanes, etc.) need to be developed. They are essential for good mobility conditions. But we also have to recognise that these infrastructures are not always enough: as in other countries, they are coupled with mobility services. It is this notion of mobility services that will be our focus in these two days.

Tomorrow, the “better mobility, better life” prize will be officially launched. Other events will follow. To begin with, in August, the invitation to enter for the prize will be published in several partner journals. The entry submissions will be collected in the autumn. They will be judged in spring twenty ten and the results will be announced in October twenty ten to coincide with the twenty ten Shanghai Exhibition. This year, the activities of the Chair will be coupled with an educational element in partnership with the Energy Foundation, based here in Beijing.

I look forward to rich and fruitful discussions and wish you all a good seminar.

Thank you.