

Corporate leadership for Vision Zero: collaboration beyond technology for the next decade of action

Irene Martinetti
Sustainable Mobility
Manager



World Business Council for Sustainable Development

WBCSD is a global, CEO-led organization of 200 forward thinking businesses working together to accelerate the transition to a sustainable world.

Our **vision** is to create a world where more than **nine billion people** are all **living well** and **within the boundaries of our planet**, by 2050.



GLOBAL



UNIQUE BUSINESS PLATFORM



CEO-LED



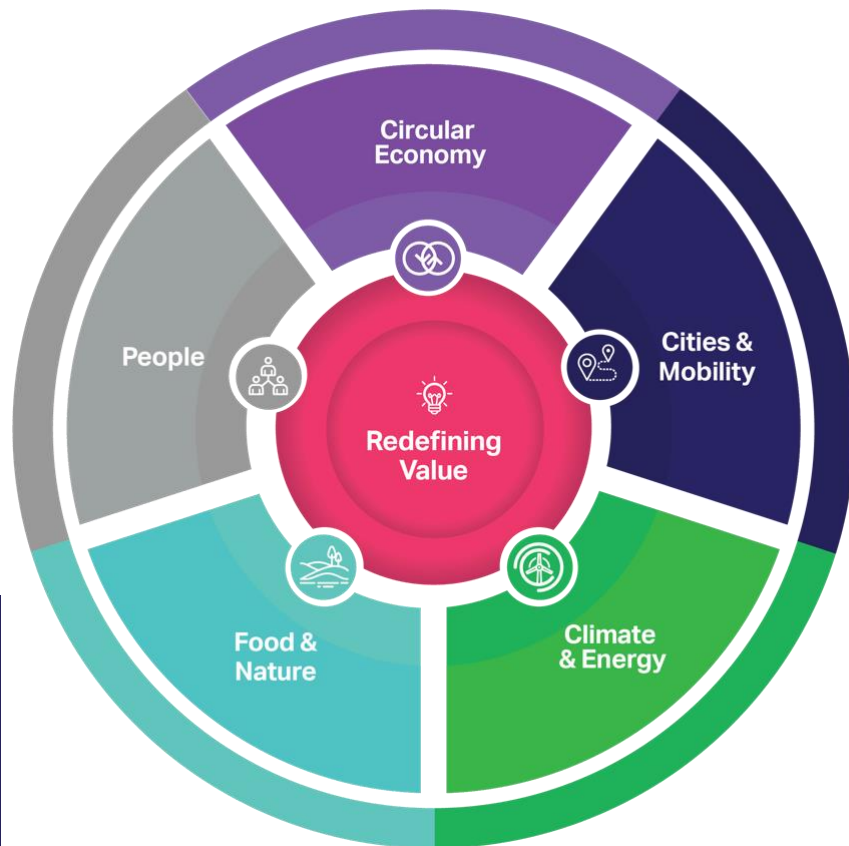
MARKET-DRIVEN



WBCSD's Approach

We target the realization of the **Sustainable Development Goals (SDGs)** through 6 work programs to achieve systems transformation.

- Science-based targets
- Climate-related financial disclosure
- ESG information



Our starting point:

1,35 million

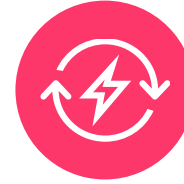
Road deaths / year

How can corporate leadership contribute to saving lives?

Safety in a context of **mobility disruption**



Digital Connectivity and Big Data



Energy Generation from Renewable Sources



Vehicle Electrification



Vehicle Automation



Mobility Services
(Ride-hailing and – sharing, MaaS)

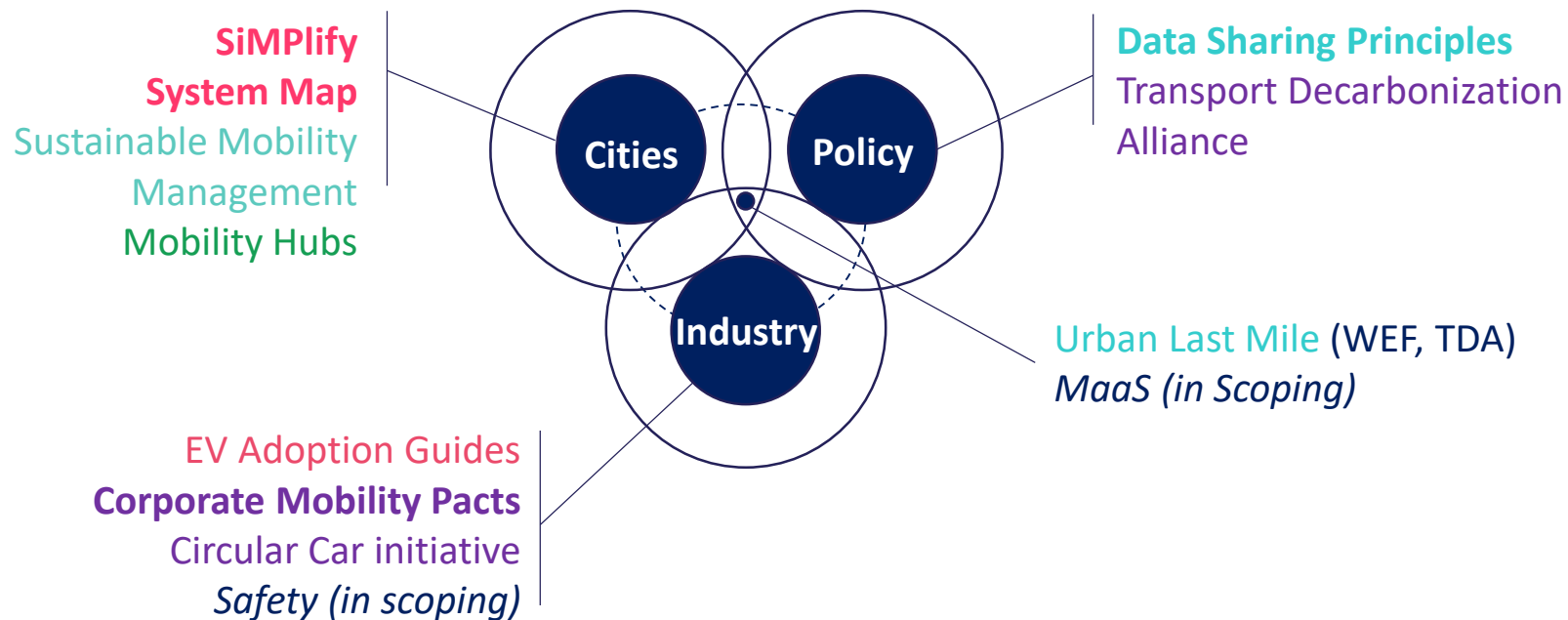
WBCSDs' Sustainable Mobility Goals



VISION ZERO 
Safety. Health. Wellbeing.

WBCSD's Transforming Urban Mobility

INSIGHTS, TRANSITION TOOLS, PILOTS and COALITIONS
to steer the mobility transition at system level



WBCSD's SiMPLify

Feira de Santana, Brazil

+ **200%** public
transport &
active mobility

26 Million
USD
Mobility Plan

- **18%**
motorized
vehicles use



WBCSD's **Corporate Mobility Pacts**

Lisbon, Portugal

80
signatories

280 actions

100 k
employees

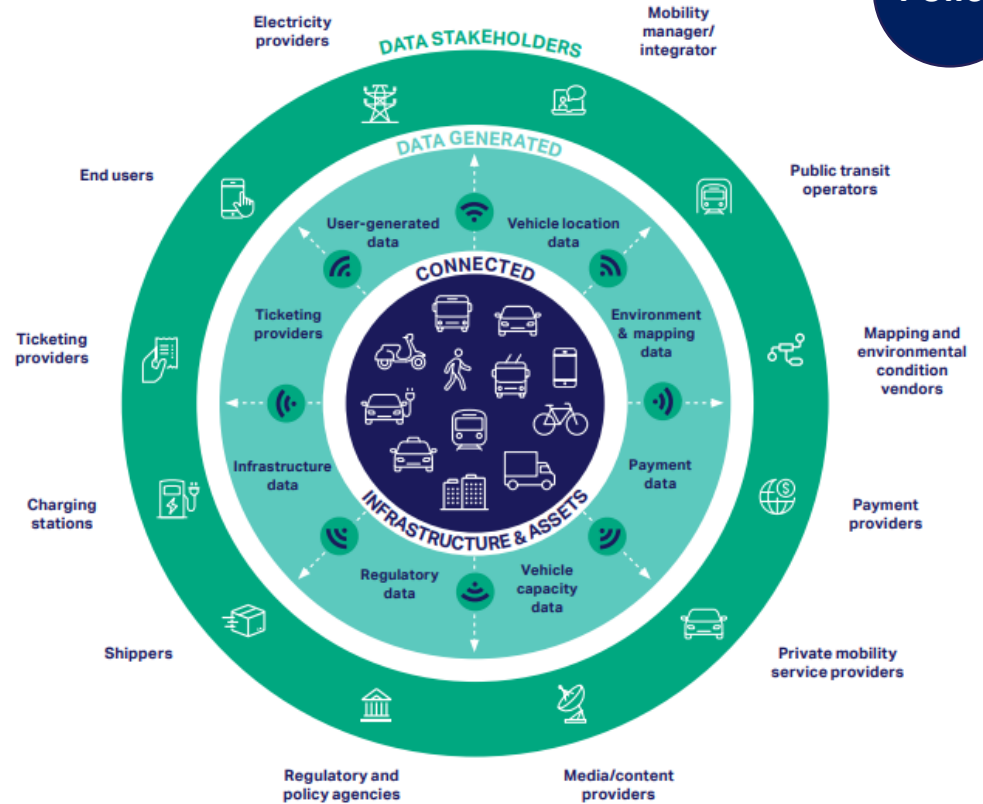
Industry

WBCSD's Data Sharing

Policy

Infrastructure
monitoring

Accident
prevention &
management



Safety – Fostering corporate leadership





- Zero-speed
- Investments

- Sustainability reporting
- Data sharing
- Insurance
- Procurement

- Corporate fleets
- Global fleets
- Capacity-building



- Infrastructure design



- Shifts in user behavior
- Awareness campaigns

Our contact details

Irene Martinetti

Manager, Sustainable Mobility

Maison de la Paix | Chemin Eugène-Rigot 2B
CP 2075 1211 Geneva 1

Main: +41 (0)22 839 31 64

Thomas Deloison

Director, Mobility

Maison de la Paix | Chemin Eugène-Rigot 2B
CP 2075 1211 Geneva 1

Main: +41 (0)22 839 31 64





WBCSD (Delhi)

WBCSD India, 4th Floor,
Worldmark 2,
Aerocity New Delhi 110 037
India

WBCSD (Geneva)

Maison de la Paix | Chemin
Eugène-Rigot 2B
CP 2075 1211 Geneva 1
Switzerland

WBCSD (London)

WeWork Mansion House
33 Queen Street
London EC4R 1BR
UK

WBCSD (New York)

We Work NY
300 Park Avenue, 12 Floor
NY 10022, NY
USA

WBCSD (Singapore)

WBCSD Asia Pacific
2 Science Park Drive
#01-03 Ascent
Singapore 118222
Singapore

Safer **Operations**

- Sustainability reporting
- Data sharing
- Insurance
- Procurement



Safer **Vehicles**

- Corporate fleets
- Global fleets



Safer **Roads**

- Zero-speed
- Capacity-building



Safer Infrastructure

- Infrastructure design
- Investments



Safer **Users**

- Incentivize shifts in user behavior
- Awareness campaigns



Lead.
Transform.
Succeed.