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

Irene Martinetti
Sustainable Mobility Manager
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.

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

- **Efficient**
- **Safe**
- **Clean**
- **Accessible**

**SUSTAINABLE MOBILITY GOALS**
WBCSD’s Transforming Urban Mobility

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

SiMPlify System Map
Sustainable Mobility Management
Mobility Hubs

Data Sharing Principles
Transport Decarbonization Alliance

Cities

EV Adoption Guides
Corporate Mobility Pacts
Circular Car initiative
Safety (in scoping)

Policy

Urban Last Mile (WEF, TDA)
MaaS (in Scoping)

Industry
WBCSD’s SiMPlify

Feira de Santana, Brazil

+ 200% public transport & active mobility

- 18% motorized vehicles use

26 Million USD Mobility Plan
WBCSD’s Corporate Mobility Pacts

Lisbon, Portugal

80 signatories

100 k employees

280 actions
WBCSD’s Data Sharing

Infrastructure monitoring

Accident prevention & management
Safety – Fostering corporate leadership

- Safer infrastructure / road safety management
- Safer vehicles
- Safer road users
- Safer operations and post-crash response
- Safer roads
• Sustainability reporting
• Data sharing
• Insurance
• Procurement

• Corporate fleets
• Global fleets
• Capacity-building

• Zero-speed
• Investments

• Infrastructure design

• Shifts in user behavior
• Awareness campaigns
Our contact details

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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.