

## Final report of the Sustainable Mobility Project to be launched in July

*"Mobility2030: Meeting the Challenge to Sustainability" will be launched in the European Market on 5 July 2004 in Brussels, Belgium. Many leading figures from the automotive and oil industries will attend the launch event, hosted by WBCSD President Björn Stigson. Mrs Margot Wallstrom, the EU's Commissioner for the Environment, is the guest of honor at a stakeholder dialogue during the afternoon of 5 July.*

Geneva ([PRWEB](#)) June 6, 2004 -- "Mobility 2030: Meeting the Challenge to Sustainability" will be launched in the European Market on 5 July 2004 in Brussels, Belgium. Many leading figures from the automotive and oil industries will attend the launch event, hosted by WBCSD President Bjoern Stigson. Mrs Margot Wallstrom, the EU's Commissioner for the Environment, is the guest of honor at a stakeholder dialogue during the afternoon of 5 July.

Mr Louis Schweitzer, President of sponsoring company Renault, will deliver the keynote speech at the gathering. Sir Charles Nicholson of BP and the Chairman of the project's working will present the report to the Brussels' press corps. Bjorn Stigson, project director Per Sandberg, and lead consultant George Eads will be on hand to answer questions from journalists.

"After four years of work, we now have the texts approved and at the printer. This was no small task with 12 companies wishing to sign off the report but we have achieved a remarkable consensus with our seven goals or conclusions", says Per Sandberg,

"Publishing the final report is of course not the end of the story," he continues."It is the beginning of our putting the case for change to ensure that road transport will be sustainable one day in the future. We cannot continue to live the way we do now if we all want to have a sustainable future."

The next stage of the project will be handled by Mr K. Yoshida, who has been seconded by Toyota to the WBCSD in Geneva. With the assistance of Project Coordinator Claudia Schweizer, they will act as a clearing house for requests and will match subject-matter experts from the various sponsors to the requests. The WBCSD team also anticipates a substantial interest from academics and transportation specialists as this report is arguably the most comprehensive study ever carried out on road transportation.

The Brussels launch on 5 July is the first of the regional launches of the reports to take place. The Japanese launch will follow later in the week and the US launch will take place in Detroit on 20 July 2004.

Distribution of the full report in English will start later in the summer and readers who would like a copy should send an e-mail Claudia Schweizer ([schweizer@wbcisd.org](mailto:schweizer@wbcisd.org)) with their name and address.

Further information about the launch events will soon be available on the WBCSD website and will be distributed in the Sustainable Mobility newsletter (  
<http://www.wbcisd.org/includes/getTarget.asp?type=w&id=NjE>).

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Further information

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Mobility 2001 - World mobility at the end of the twentieth century and its sustainability (

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The Sustainable Mobility Project - July 2002 Progress Report (

[http://www.wbcisd.org/DocRoot/c90I7QagRwv0QWQvRljH/20020724\\_mobility.pdf](http://www.wbcisd.org/DocRoot/c90I7QagRwv0QWQvRljH/20020724_mobility.pdf)



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