

## REFERENT PROJECT

# MobiliseYourCity



## PURPOSE OF THE INITIATIVE

**MobiliseYourCity (MYC)** is an international partnership launched by the French and German governments, and backed by the European Commission. It promotes the integrated planning of urban mobility in developing and emerging countries, in an effort to reduce greenhouse gas emissions generated by city transport.

Cerema is a founding member of MYC, launched at COP21 in 2015, along with the French Environmental and Energy Agency ([Ademe](#)), the French Development Agency ([AFD](#)), Cooperation for the Development and Improvement of Urban and Suburban Transport ([Codatu](#)), and the German government development agency, [GIZ](#) (*Deutsche Gesellschaft für Internationale Zusammenarbeit*).

**In 2020, 100 towns and cities and 20 national governments were committed** to implementing Sustainable Urban Mobility Plans (SUMP) and National Urban Mobility Policies and Investment Programmes (NUMP). MobiliseYourCity supports them in an effort to reduce their urban transport emissions by 50% by 2050 (ref. Business as usual scenarios).

MobiliseYourCity provides a methodological framework and technical support, skills development activities, and help with fundraising.

MobiliseYourCity is co-funded by Directorate-General for International Partnerships ([DG INTPA](#)), the French Ministry for the Ecological Transition ([MTES](#)), the French Facility for Global Environment ([FFEM](#)), and the German Ministry of the Environment ([BMU](#) - *Bundesministerium für Umwelt, Naturschutz und nukleare Sicherheit*).

## CLIENT/PARTNER NEEDS

The transport sector accounts for around 24% of all global greenhouse gas emissions (2016). Urban transport is responsible for around half of these emissions, and in 2050, two thirds of the global population will be living in an urban environment. It is estimated that the greenhouse gas emissions linked to people's everyday transport needs will double by 2050.

### CONTACT

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### RELATED ACTIVITIES

- Enjeux des politiques de mobilités

Future investments present an excellent opportunity for a successful transition to sustainable urban mobility. MobiliseYourCity is also aiming to:

- Accelerate the development of sustainable, low-carbon urban mobility for people and goods, through better planning.
- Improve the economic competitiveness of cities and urban quality of life by transforming urban mobility.
- Improve transport networks to reduce the impact of climate change, poverty, and social inequality.
- Bolster the inclusive and participative aspect of urban mobility planning, and implement transparent local and national governance, along with robust funding plans for urban transport.
- Reduce greenhouse gas emissions from public transport by at least 50% in participating cities.
- Plan close cooperation between cities and partners of the initiative, to promote the sharing of experience.

## CEREMA'S SOLUTION

**Cerema provided assistance with structuring the governance of the MobiliseYourCity initiative:** development of its methodological framework, technical support in SUMP and NUMP for pilot cities and countries, and creation of the MYC international practices community.

**In practice, in 2017 Cerema began to work to roll the initiative out in two regions: North Africa and Latin America.**

**In Morocco, Cerema provides technical support on both a national and local level.** Cerema is working with the Ministry of the Interior to update its NUMP and analyse current urban mobility in Morocco. The MobiliseYourCity programme is also helping the Moroccan cities of Rabat, Casablanca, Oujda, Kenitra and Khouribga to create, revise, or implement their NUMP. Cerema is involved mainly in Rabat and Oujda, while simultaneously providing general supervision for the five pilot NUMP, and making sure they are coherent with the initiative's national plans.

**In Tunisia, Cerema is assisting the national roll-out of MobiliseYourCity.** It is involved in the « Inventory - Diagnostic » of mobility, and is supporting the Tunisian Ministry of Transport in developing terms of reference for the creation of a national urban mobility watchdog, and in compiling a national guide to NUMP in Tunisia.

**Since 2017 in Latin America, Cerema has been involved with four exploratory projects** to develop a community of practice for urban mobility that spans the Latin American region. MobiliseYourCity is being rolled out in Latin America through the [Euroclima+ programme](#), launched in 2018. The programme supports three countries and seven cities in Latin America in the development and implementation of their SUMP and NUMP. Euroclima+ is funded by the European Union and managed by the French Development Agency (AFD) and the German government development agency, GIZ.

## **CLIENT**

MTES/Inter DG

## **PROJECT PILOT**

Cerema Territoires et ville

## **SCHEDULE**

2015-2020