

## Mobile Technology & Sustainable Transportation Webinar: Key Takeaways

The Green Electronics Council hosted the *Mobile Technology and Sustainable Transportation* webinar on September 20, 2018. Supported by GSMA, the webinar featured six panelists:

- Nancy Gillis, Green Electronics Council
- Damon Fordham, Cadmus Group, LLC
- Colin Peppard, LA Metro
- Virginia Fuse, United Nations Economic Commission for Europe
- Francesco Dionori, United Nations Economic Commission for Europe
- Dr. Stanley Young, National Renewable Energy Lab

Below are some key takeaways from the webinar. [Click here](#) to watch a recording of the full webinar and learn more from this panel of experts.

- Sustainable transportation systems can reinforce livable and economically strong communities, distribute system benefits and burdens equitably across society, and minimize raw material use and disposal during construction and maintenance. Public policy incentives can play a role in advancing sustainable transportation goals.
- Emerging mobility options tend to rely on the use of mobile devices, like reserving shared bikes and e-scooters or hailing a rideshare vehicle. These new options can also have unintended consequences, such as decreasing transit ridership and increasing vehicle miles traveled, so they should continue to be studied.
- Private-sector innovation is disrupting existing mobility, and transportation officials have never faced more challenges or had more opportunities. Transit agencies can serve as brokers for sustainable transportation by developing a digital ecosystem that connects bus and rail transit with other modes through a single payment platform.
- European cities are sharing the successes and challenges of their sustainable transportation initiatives with one another through a series of workshops. This sharing of lessons learned can contribute to the integration of transportation, health and environmental objectives into urban-planning policies, as well as support the UN Sustainable Development Goals.
- Inspired by the popular Walk Score and Bike Score, the U.S. Department of Energy has developed a Mobility Energy Productivity (MEP) metric. MEP quantifies the number of opportunities that people can reach within a certain travel time threshold by different transportation modes.

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