

	VIAJEO PLUS
	D8.3 City Mobility Week in China - Report

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Abstract	<p>The City Mobility Week in China was organised in conjunction with Michelin Challenge Bibendum (MCB). MCB is a major annual sustainable mobility event, sponsored by the French tire company Michelin. The 12th edition of the event was held in Chengdu, China from 11 to 14 November 2014. This was the 3rd time for MCB to be held in China. The event consisted of sessions, associated events, experiential activities, innovation centre, etc. The event gathered experts and stakeholders from different places in the world to discuss technologies, public policies and economic tools for sustainable mobility, and to advocate and demonstrate new solutions that foster a better life through sustainable mobility. The Viajeo Plus consortium organised an associated event during the MCB in Chengdu. The event, named "VIAJEO+ - Sustainable Urban Mobility sharing experiences between Europe and China", was opened by Dr. Patrick Oliva, Chairman of the MCB. The event invited speakers from Chinese government, Chengdu Transportation Commission, Chinese and European Cities and Chinese and European industry to share their experiences on sustainable mobility. All experts invited to join the associated event, also join many activities during MCB including participating in live demonstration of clean vehicles and attending other sessions on discussion how to facilitate sustainable mobility.</p>
Keyword list	Michelin Challenge Bibendum, clean vehicles, sustainable mobility

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1. Introduction

1.1. About Michelin Challenge Bibendum

Initiated by Michelin in 1998, the Michelin Challenge Bibendum (MCB) is an event that brings together all transportation stakeholders, including users, manufacturers, suppliers, public and private operators, universities, energy suppliers, research institutes, political leaders, and NGOs to discuss the issues involved in the challenges of sustainable mobility. "Bibendum" is the name used in France for the iconic figure known in English language countries simply as "The Michelin Man".

The Challenge Bibendum was initially planned as a showcase of technological research into clean vehicles and to allow clean vehicles to be assessed in real operating conditions. However, today the Challenge Bibendum has grown to be a global summit for sustainable mobility which consists of not only clean vehicle showcases but also conference sessions, innovation centre and associated events.

The first two editions of the Challenge Bibendum were held in the headquarter of Michelin in Clermont-Ferrand, France, in 1998 and 2000 respectively. Since 2001, the event has held in different locations in the world, such as in Fontana, California in 2001, in Shanghai in 2004 and 2007, in Rio de Janeiro in 2010 and in Berlin in 2011.

After the two successful editions in Shanghai, Michelin announced in 2014 that Michelin will hold the 2014 edition of MCB in Chengdu in November.

1.2. About the host city: Chengdu

It was announced at a joint press conference by Michelin Group and the Chengdu municipal government that the 12th Michelin Challenge Bibendum will be held in Chengdu, China from 11th to 15th this November 2014. Chengdu, the capital city of Sichuan Province, is the commerce, finance, logistics, and science and technology centre of western China. Chengdu is 4th biggest city of China with over 14 million inhabitants and 4000 years of history.

In recent years, Chengdu has been benefiting from the Chinese government's 'Go West' initiative and attracting many major Chinese and international companies. The city, whose automotive industry output surged over 40% last year, is also the nation's third-largest automobile producer and the biggest in the western region.

Key figures about Chengdu and its transport systems are shown below:

Table 1 Key figures about Chengdu

ITEM	Figure
Total area (including surrounding counties)	12390 km ²
Total population	16,900,000
Central area	541 km ²
Population in Central area	6,600,000
Total length of urban road	3,150 km
Car ownership	1,240,000
Number of electric bicycles	1,300,000

Chengdu has an extensive public transport network consisting of metro, Bus Rapid Transit (BRT) and conventional bus. Chengdu has been rapidly extending its metro network. Currently, there are two metro lines in operation and 5 metro lines are under construction. Current and planned capacities of Chengdu metro are shown below:

Table 2 Chengdu Metro Network and Ridership

	In 2014	In 2017	In 2020
Number of lines	2	6	7
Total length	60 km	170 km	290 km
Daily passengers	800,000	3,000,000	5,500,000

Since May 2013, BRT has been in operation on the 2nd Ring Road in Chengdu. It was the first BRT running on elevated urban motorways. Currently, there are two lines of BRT (K1 and K2), with a total length of 29 Km and 28 BRT stops. The average distance between stops is 1,046 m which gives great convenience to the public to access a BRT stop. Most BRT stops are equipped with elevators to transport passengers to the elevated road level. On the ground level, passengers can cross road to arrive the bus stop via zebra crossings with traffic light. There are 180 BRT vehicles (18 meter long bus). Daily passenger volumes in 2014 are 250,000. In morning and evening peak hours, the interval of BRT bus departure can reach 90s.

There are a total of more than 309 lines of conventional bus route in Chengdu, reaching 3.1 km per km². There are also rental bicycles for public use. It is also notable that there is a large number of electric bicycles which cover 25% of the total journeys in Chengdu.

2. Format of the 12th Edition of Michelin Challenge Bibendum

Following the theme of “Innovation in Mobility at the Heart of Growth & Urban Well-being,” the Challenge Bibendum in Chengdu aimed at bringing together users, providers, and decision-makers to make a difference in sustainable mobility. *“The Michelin Challenge Bibendum aims to develop a shared vision of tomorrow’s sustainable mobility. We strongly believe that, in addition to creating new business opportunities, sustainable mobility will benefit both individuals and society as a whole”*²

The 12th Edition of MCB took place at the Chengdu International Intangible Culture Heritage Exposition Park, which covers an area of more than 1.1 million square meters. The event consisted mainly of four types of activities:

- MCB Backbone Sessions;
- Experimental Activities;
- Associated Events;
- Private Working Meetings.

The MCB Backbone Sessions included Opening Ceremony, The TED City 2.0 Salon, Green Paper Thematic Debates, Leaders’ Forum, Leaders’ Roundtable and Closing Session and Closing Ceremony.

Experimental Activities were demonstrations, exhibitions and other activities that allowed participants to have first-hand experience of new vehicles and new technologies. Hackathon, Innovation Centre, Intercity & Urban Bus Rallies, Ride and Drive and Smart City Exhibition demonstrated electric or hybrid lorries, buses and passenger cars, electric tricycles and bicycles, e-scooters as well as cutting edgy mobility technologies and solutions.

Associated Events were organised by MCB’s partner organisations on different topics such as Arthur D. Little on Future Urban Mobility, AVERE/EVVAP on China and France Cooperation on Electric Mobility, HTS on Best Practices on Door-to-Door Mobility Solutions, etc. One of associated events was organised by the Viajeo Plus consortium named “VIAJEO Plus - Sustainable Urban Mobility sharing experiences between Europe and China”.

² Michelin Press Release, Beijing, March 25, 2014

3. Viajeo Plus Event in Challenge Bibendum

The associated event named “VIAJEO Plus - Sustainable Urban Mobility sharing experiences between Europe and China” was organised by ERITCO and Michelin. The event was attended by policy makers, road and public transport operators, industry and researchers from Europe and China. The event consisted of presentations, roundtable discussions, and question and answer sessions. The event facilitated exchanging and sharing experiences and knowledge among European and Chinese stakeholders. Leading European cities on sustainable mobility, e.g. London, were invited to introduce their practices which may be good references for Chinese cities. Good practices from Chinese cities were also presented. The agenda of the event is in Annex A.

3.1. Opening Session



Opening Session Speakers from right to the left: Patrick Oliva, Yanying Li and Haoran Chu

The event was opened by Dr. Patrick Oliva, the chairman of the Challenge Bibendum, as the first associated event at the 2014 MCB. He underlined the importance of knowledge exchange and international cooperation on sustainable urban mobility. At the opening session, Dr. Haoran Chu, Transport Planning and Research Institute, Ministry of Transport China gave a high level overview of the current central government’s policy on public transport in metropolitan areas in China. Dr. Chu introduced 3 key policy instruments on public transport in China: promotion of mode shift to public transport, integration of land use and rail transport and innovation of funding and financial schemes. Dr. Yanying Li presented ERTICO’s two decade’s experiences on cooperation

with China in ITS technologies, including EC funded R&D and demonstration projects such as Dynasty (2004 – 2006) and Viajeo (2009 – 2012).

3.2. Session I: Sharing Good Practices from Cities



Session I Speakers from right to the left: Francois Job (City of Montpellier), Joakim Svensson (VOLVO Group), Natalia de Estevan-Ubeda (TfL), Antoine Feral (Michelin)

Session I Speaker: Jacques Saint-Marc, Chairman's delegate, Inter-ministerial committee "First Sustainable development agreement China-France"

At the Session II, Mr Jacques Saint-Marc, Chairman's delegate, Inter-ministerial committee "First Sustainable development agreement China-France", gave a comprehensive overview on global challenges and French solutions and policies on sustainable mobility including use of electric vehicles, car sharing schemes, electric bicycle rental schemes in different French cities. Ms. Natalia de Estevan-Ubeda, head of International ITS Policy and Strategy, Transport for London (TfL), presented challenges faced by London and the strategic policy framework to address such challenges. She gave detailed information on London's actions on facilitating cycling and walking modes as well as on promoting electric vehicles including application of electric buses. Mr. Mogens Lokks from ECOMOVE introduced E-Mobility in Horsens, a sister city of Chengdu in Denmark. Mr. Joakim Svensson from VOLVO Group presented VOLVO's practices on innovative and green public transport and urban logistics in Gothenburg where Viajeo Plus hosted the first innovative city showcase in May 2014³. Francois Job gave an overview of the city of Montpellier in France.

³ Information about the Viajeo Plus Event in Gothenburg and the report of the event can be found at <http://viajeoplus.eu/Documents/gothenburg-innovation-week-report/>

3.3. Session II: Successful Examples on Urban Mobility



Session II Speakers from right to the left: Liyuan Gong (City of Jinan), Hao Zhu (Shanghai Comprehensive Transport Planning Institute), Xinmiao Yang (Tsinghua University) and Hui Chen (Tongji University)

Five Chinese speakers were invited to present their experiments and knowledge on sustainable urban mobility, ranging from using big data from mobile phones to analyse travel patterns, obtaining O-D (Origin-Destination) matrix in Jinan, BRT network in Zaozhou and other Chinese cities, ITS policy and key projects in Shanghai, as well as research carried out by Tongji University on vehicle automation.

3.4. Session III: Technologies & Sustainable Mobility



Session III Speakers from right to the left: Samuel Loyson (Orange Smart Cities), Mao Xiang (Chengdu Transportation Commission), Tiejun Liu (Siwei Surveying and Mapping Technology), Zhengguan Guo (Shanghai Hangsheng Industry Co) to the right Manuela Flachi (ERTICO-ITS Europe), Richard Harris (Xerox).



Session III Speaker: Richard Harris (Xerox)

Session III Speaker: Stephanie Leonard (UITP)

At this session, four representatives from industry in China and Europe presented their latest technological solutions and applications of the technologies on sustainable mobility in different cities in the world. Solutions included in-vehicle information services, connected vehicles, car sharing schemes, traffic information services (e.g. through Mobile Apps) and dynamic parking management. Those solutions have been implemented in many cities in China, France and the US.

At this session, Mr. Mao Xiang from the host city's transportation commission gave a comprehensive introduction on Chengdu's public transport system including its metro, BRT and conventional bus systems. His presentations gave detailed on public transport operation, finance and statistical data on usage. He also presented challenges, government policies on financing public transport and plans for future development for Chengdu public transport.

Stephanie Leonard from UITP gave a concrete example of sustainable mobility project using the latest technologies, Zero Emission Urban Bus Systems (ZeEUS), a FP7 project to evaluate societal, environmental and economic feasibilities and impacts of electric urban buses and facilitate market uptake of electric buses in Europe.

3.5. Session IV: Roundtable Discussion



Panelists at Session IV from right to the left: Jacques Naves (Michelin Travel Partner), Natalia de Estevan-Ubeda (TfL), Yan Ding (Deutsch Telekom China), Xiaoyong Deng (Beijing Transportation Research Centre), Tom Voege (UN)

At the roundtable discussion, panelists and the audience exchanged their experiences and expectations on international cooperation on sustainable mobility. While everyone acknowledged the importance of international cooperation, it was expected that government should continue to support international cooperation and cities should be more involved with international cooperation. Topics for cooperation between EU and China may focus on addressing ageing society which is a common challenge faced by both EU and China, and use of new technologies to address social exclusion as well as promotion of electric vehicles and soft modes in cities through technologies (smartphones and Mobile Apps). Ms. Natalia de Estevan-Ubeda from Transport for London concluded that more tangible outcomes from international cooperation would be expected in the future.

4. Clean vehicle demonstration in Challenge Bibendum

Every MCB is a key event for clean vehicles. Clean vehicle exhibition and tests remain as one of the most important activities at this MCB in Chengdu as at the previous MCB. This gave a unique opportunity for Viajeo Plus Consortium members and stakeholders invited to join the Viajeo Plus event to view the latest technologies of clean vehicles.

In Chengdu, there were many different types of the clean vehicles ranging from pure electric passenger car, LNG (Liquefied Natural Gas)-powered HGV (Heavy Goods Vehicles) to electric scooter and bicycles. In Chengdu International Intangible Culture Heritage Exposition Park, there was a large outdoor space used for the vehicle exhibition and test tracks for vehicles. There were also rallies outside the exhibition area on urban roads in Chengdu.

At the MCB, most of the clean vehicles presented at the MCB 2014 are available at market, e.g. Renault Twizy, SAIC's Roewe E50, but some vehicles exhibited were concept vehicles only, e.g. the Driverless Shuttle EZ-10 from Vision Guidance Tech.

All the vehicles presented in Chengdu can be grouped into the following categories;

- Two wheels: Electric bicycles and motorbikes, electric scooters
- Electric Tricycles for last mile delivery
- Passenger cars with ICE, powered by batteries, fuel cells and hybrids
- Automated vehicle
- Buses
- HGV

4.1. Two Wheels: Electric Bicycles, Motorbikes and Electric Scooters

Electric bicycle has become a key transport mode in many Chinese cities. For example, in Chengdu, about 20% of journeys are carried out by electric bicycles. The global bicycle manufacturer, Giant, presented a number of different types of electric bicycles.

There were also different types of scooters powered by batteries. BMW Motorrad also showed its electric motorbikes.



Electric scooters

4.2. Electric Tricycles

Electric tricycles are widely used by Chinese delivery companies for urban delivery. Many of the tricycles presented at the MCB can also be seen on streets in many Chinese cities. The last mile delivering using small and clean vehicles were also promoted by the Green Paper from Michelin as a key technology for Innovative urban last-mile logistics systems, one of the five game changers. Therefore, electric tricycles attracted much attention in Chengdu.

Most tricycles presented at MCB were for logistics but there were also few for people mover. Such tricycles can carry two passengers. Such tricycles can also be seen in some Chinese cities, mainly for tourists to use for sightseeing.



Electric tricycles for logistics and passengers

4.3. Passenger cars

Passenger cars with ICE, powered by batteries, fuel cells and hybrids were exhibited at the MCB. Some examples of the clean passenger cars are:

- BMW i3
- Tesla
- Renault's ZOE, Kangoo and Twizy
- SAIC's (Shanghai Automotive Group Co) Roewe E50 pure electric car, Roewe 550 plug-in hybrid and Roewe 750 fuel cell.

There were also passenger cars from Daimler, PSA Peugeot Citroën, Porsche, etc.

The Intercity Rally for electric drive vehicle, fuel cell vehicle and hybrid vehicles was held on 11th November. 12 vehicles participated in the rally. Two itineraries, one of 110 km, specifically designed for electric vehicles, and one of 170 km for other types of vehicles, took the competitors through Chengdu city, its suburbs and the Sichuan countryside. All vehicle categories were represented: electric vehicles powered by batteries or fuel cells, diesel or gasoline engine cars, and, of course, hybrids. SAIC's Roewe E50 won the first position for electric vehicle award.

Some pictures from the MCB are shown below.



Renault Zoe (five door electric car) Renault Twizy (two passenger electric car)



Mercedes E400L Hybrid

Porsche Panamera S E-Hybrid

Examples of passenger cars in MCB

4.4. Buses

A number of bus manufacturers, most from China, presented their buses at the MCB and participated in the City Bus Rally which was a 50 km driving in the International Intangible Culture Heritage Exposition Park with simulated bus stops and volunteer passengers. All buses presented at this Challenge Bibendum were dedicated buses for urban transit.



Buses at the MCB

There are two awards given from the City Bus Rally: electric bus category and ICE (internal combustion engine) category. Winner of the electric bus category is Yutong E7, as shown below.



Electric Bus Winner - Yutong E7

4.5. Heavy Goods Vehicles (HGV)

Different from the number of bus manufacturers in the MCB, only one HGV manufacturer, SHACMAN, presented its HGV in the MCB. The two HGVs, D'Long M3000 and X3000, were LNG powered.



LNG powered HGVs at MCB

Annex A: Agenda of Viajeo Plus - Sustainable Urban Mobility sharing experiences between Europe and China

8:30 Registration			
Opening and keynote presentations		Moderator: Mr. Antoine Feral, Michelin	
9:00 - 10:00	Welcome to the workshop	Mr. Antoine Feral, Michelin	PDF
	Key note speech from the Michelin group	Mr. Patrick Oliva, Michelin	
	Successful experiences of cooperation between Europe and China on ITS	Dr. Yanying Li, ERTICO – ITS Europe	PDF
	Overview of China Transit Metropolis Policy	Dr. Haoran Chu, Transport Planning and Research Institute, Ministry of Transport, China	PDF
Session I: Sharing Good Practice from Cities		Moderator: Mr. Antoine Feral, Michelin	
10:00 – 11:15	Saving energy and new uses in cities: A Sustainability Challenge	Mr. Jacques Saint Marc, Interministerial group Mobility, French Government	PDF
	Successful experiences from Montpellier	Mr. Francois Job, City of Montpellier	PDF
	Successful experiences from London	Ms. Natalia De Estevan-Ubeda, Transport for London	PDF
	Successful experiences from Horsens and e-Mobility activities	Mr. Mogens Løkke, ECOMOVE, City of Horsens (sister city with Chengdu)	PDF
	Gothenburg's experiences and electric buses in urban mobility	Mr. Joakim Svensson, VOLVO Group, City of Gothenburg	PDF
11:15 – 11:30 Coffee break			

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Session II: Successful Examples on Urban Mobility		Moderator: Dr. Yanying Li, ERTICO – ITS Europe	
11:30 – 13:00	Big data and public transport	Ms. Liyuan Gong, Transport Research Centre, Jinan, China	PDF
	Implementation of Zaozhuang's BRT network	Dr. Xinmiao Yang, Tsinghua University, China	PDF
	Shanghai Transportation Policy and ITS Solutions	Mr. Zhu Hao, Shanghai Comprehensive Transport Planning Institute	PDF
	Last mile intelligent driving in urban mobility	Prof. Hui Chen, Tongji University	PDF
13:00 – 14:00 Lunch & networking			
Session III: Technology and Sustainable Mobility		Moderator: Ms. Manuela Flachi, ERTICO – ITS Europe	
14:00- 15:20	Big Data Services of Commercial Vehicle Telematics Market	Mr. Zhengguang Guo, Shanghai Hangsheng Industry Co., Ltd	PDF
	Electric car sharing deployment within large company fleet	Mr. Samuel Loyson, Orange Smart Cities	PDF
	Parking management and sustainable mobility	Mr. Richard Harris, Xerox	PDF
	China Smart Traffic's Construction and Application	Mr. Tiejun Liu, China Siwei Surveying and Mapping Technology Co. Ltd.	PDF
	Public transport in Chengdu	Mr. Xiang Mao, Department of Public Transport, Chengdu Transportation Commission	PDF
	Zero Emission Urban Bus System	Ms. Stephanie Leonard, UITP	PDF

Session IV: Roundtable discussion – Moderator: Dr. Tom Voegelé, UN DESA

15:20 –
16:20

Panelists:

Ms. Niomi Ding, Deutsche Telekom AG China

Mr. Jacques Naves, Michelin Travel Partner

Mr. Xiaoyong Deng, Beijing Transportation Research Centre

Ms. Natalia De Estevan-Ubeda, Transport for London

16:20 –
17:50

Questions & Answers

16:50 –
17:00

Summary and conclusion by Dr. Yanying Li, ERTICO – ITS Europe

17:00 –
18:00

Challenge Bibendum event

Annex B: Participant list of Viajeo Plus - Sustainable Urban Mobility sharing experiences between Europe and China

Name	Company	Country
Joseph Beretta	AVERE	Belgium
Dorothee Coucharriere	DG MOVE, Unit Urban Mobility	EC
Laurent Bochereau	European Delegation in Beijing	EC
Mgens Lokke	ECOMOVE, Horsens	Denmark
Philippe SAUREL	City Council of Montpellier	France
Olivier Garden	Nantes City council	France
Yanying Li	ERTICO - ITS EUROPE	Belgium
Xingmiao Yang	Tsinghau University	China
Haoran Chu	Transport Planning and Research Institution, Ministry of Transport	China
Liyuang Gong	Transport Research Centre, Jinan	China
Niomi Ding	Deutsche Telekom (China)	China
Tom Voge	Department of Economic and Social Affairs, UN	UN
Xiang Mao	Public Transport Department, Chengdu Transportation Commission	China
Natalia de Estevan-Ubeda	Transport for London	UK
Hao Zhu	Shanghai City Comprehensive Transportation Planning Company	China
Charlee Tao	Shanghai City Comprehensive Transportation Planning Company	China
Richard Harris	Xerox	UK
Zhengguang Guo	Shanghai Hangsheng Industry Co., Ltd	China
Qian Jiang	China Siwei Surveying and Mapping Technology Co. Ltd.	China
Tiejun Liu	China Siwei Surveying and Mapping Technology Co. Ltd.	China
Manuela Flachi	ERTICO - ITS EUROPE	Belgium

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Joakim Svensson	VOLVO Group	France
Antoine Feral	Michelin	France
Samuel Loyson	Orange	France
Jacques Naves	Michelin Travel Partner	France
Xiaoyong Deng	BTRC	China
Yong Gao	BTRC	China
Yuefeng Yang	South West Jiaotong University	China
Bo Zhang	South West Jiaotong University	China
Ling Hu	South West Jiaotong University	China
Hui Chen	Tongji University	China
Michael Cruz	ORANGE	France
Philippe Mariotti	EDF	France
Philippe Geoffroy	SAP	German
Geraldine Pinol	TOTAL	France
Serge Delchambre	GDF Suez	France
Huaiming ZHAO	China Railway Eryuan Engineering Group Co. Ltd	China
Shu Yang	Chongqing Transport Commission	China
William Pelletier	3DS	France
Laetitia Debray	AIRLIQUIDE	France
Jacques Naves	Michelin Travel Partner	France
J.B. Rougue	CAPGEMINI	France
Stephanie Leonard	UITP	Belgium