

DO DEMAND MANAGEMENT STRATEGIES REALLY WORK: INVENTORY AND PROSPECT IN SUSTAINABLE TRANSPORT**J. Whitelegg, G. Haq***Stockholm Environment Institute, University of York, York, UK*

There is general agreement in most world cities that car use must be curbed, lorry trips re-routed and reallocated and mobility re-engineered to reduce greenhouse gases, reduce accidents and pollution and deliver social and community objectives. There are good case studies to support the rhetoric and the policy. The London congestion charge has reduced traffic level within a well-defined city centre zone by 20 per cent. Significant progress has been made in the UK with commuter strategies (sometimes known as travel plans) with an average 18 per cent reduction in car use for employee journeys to work. Impressive results have also been shown in so-called individualised marketing projects pioneered by Social Data in Munich and applied in several countries. All this best practice sits uneasily with national trends in the developed and developing world and in new accession countries joining the EU. Car use is increasing, greenhouse gases from transport are increasing rapidly, land use systems are becoming more dispersed, air quality is declining and the poor and disadvantaged are becoming more isolated. Mobility is increasingly seen as a clear marker for social and economic progress and this receives political support in away that sustainability does not. Public administrations embrace the rhetoric of sustainable development and add expensive road and parking infrastructure. In this paper we will evaluate the overall progress towards sustainability in urban transport both regionally and globally and assess the contribution that demand management can make towards delivering sustainability.