

# Foreword

One of the characteristics of modern society is its need for and reliance on mobility. People are used to travelling worldwide, and goods may travel long distances. This dramatically increased mobility comes at a high cost, however, and the editors of this book claim no less than the fact that mobility is in crisis. Air pollution, material use, car safety, congestion and climate change are just a few aspects to consider when thinking about the future of mobility. Current problems demand radical change and dramatically new perspectives on mobility—to quote the editors of this book: ‘new thinking’ on mobility. Systematically improving current systems of mobility with a major role for individual personal vehicles poses difficult questions: What would new systems of mobility look like? How could these be developed and implemented? How would they affect daily lives? Can the actors involved, such as the automotive industry, governments and citizens, combine forces? Who is going to take the lead? These are the very questions the contributors in this volume address.

The book’s editors and many of the contributors are long-standing participants of the Greening of Industry Network (GIN). GIN is an international network of professionals from research, education, business, civil-society organisations and government, focusing on issues of industrial development, environment and society, and dedicated to building a sustainable future. With co-ordinating offices in The Netherlands, Thailand and the United States, we engage participants from more than 50 countries to respond to the challenge of sustainable development. Through linked conferences, publications and communications, the Network creates new relationships, visions and practices for sustainability. The GIN conferences, 25 events in 12 countries around the world since 1991, comprise a unique record and experience of bringing people and the issues together for a big perspective on sustainability, forging productive connections among research, policy and practice. The questions raised in the book go to the heart of the debate within the Network.

The book is based on the Sustainable Mobility stream in the 2003 International Greening of Industry Network Conference in San Francisco. This event brought together experts from industry and government, and the book combines some of the papers presented there, developed and updated into full chapters, with a number of additional chapters to capture some of the themes that emerged from the conference.

Much of the debate within GIN goes to the question of how to envision sustainable societies. As mobility is central and will play a major role in future societies, this book addresses crucial issues in creating sustainable societies. We welcome its contribution to the debate and hope the reader will find inspiration in it.

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[www.greeningofindustry.org](http://www.greeningofindustry.org)