

Annual Report
RACC Foundation
2014-2015

Summary of contents



The annual report of the RACC Foundation gathers the most outstanding activities carried out in 2014 and 2015 in our main fields of action: safe mobility, sustainable mobility, intelligent mobility and affordable mobility. The multimedia format gives you the chance to access the complete documents and the information gathered in these two years, as well as the different multimedia elements that have been created.

Towards a new mobility culture



Josep Mateu
RACC President

The RACC, through its Foundation, has been dealing with mobility as an economic and social model that at the same time is reflected in the model of the city and the country, for twenty-two years. Mobility is a collective action which is not exempt of values, values that are in deep evolution.

These last two years have witnessed this evolution: With the European "Zero Accidents" target in mind, the fight against road accidents has turned issues like the high **accident rate on the N-340 road** into a public backlash, concerning the media, the civil society and the local administrations, with the direct involvement of the RACC, claiming for immediate measures to prevent more deaths on this road. The fight for **safety** has continued to be a key target of the Club, which has also revealed and searched for the causes of the **standstill of the descending curve of the road accident rates**.

This debate on safety has been joined in recent years by **sustainability**. The emergence of the **Volkswagen case**, which the RACC has analysed close-up, has been an example of this evolution of the value that we all collectively give to the **quality of the air** and the fight against the greenhouse gases. To efficiently solve the productive model and the question about the exhaustion of fossil fuels forms part of the debate that we are carrying out collectively about which is the new mobility we want.

Likewise, the recovery and the economic growth have led to an increase of mobility. However, the debate does not seem to lie in moving more, but in moving better, in a more **intelligent** way. The RACC has paid attention to the opportunities provided by the **digital transformation applied to mobility** and the evolution of the intelligent vehicle, as well as to the debate it generates in the field of data protection both of the user and the vehicle.

Mobility has emerged as a value in itself. As a **fundamental right** of people, which is necessary to live in freedom and, mainly, in community. An individual and collective right that, as such, involves the duty to move following civic, sustainable, respectful and reflexive behaviours and habits. This is the new mobility culture that comes into view. The Annual Report 2014-2015 of the RACC Foundation is a testimony of it.

Presentation



In 2014 and 2015 the Foundation continued to carry out a wide range of activities in all those fields that are part of its scope of work. Being aware of the current evolutions, the Foundation has paid special attention to the emergence of new mobility services - boosted by the massive application of communication technologies - as well as to the impact of the economic improvement recorded from 2013 onwards on questions as varied as the accident range, the congestion or the air quality.

Several activities have been carried out in the field of road safety, both as regards the behaviour of users, as well as the evolution of the vehicles and the road condition. As regards the latter, the studies carried out with regard to the possibility of diverting trucks from conventional roads to highways in those sections in which these two types of roads run parallel, with the aim of reducing the high accident rate, have been particularly important. These studies focussed initially on the case of the N-340, to be precise, on the section of this road in the province of Tarragona, but were later extended to become an analysis of almost 2,000 km of the Spanish road network, in which there are similar problems and where the diversion of trucks to safer roads could be applied as well.

As regards the environment, we continued carrying out activities focussed on the reduction of the impact of mobility on the CO2 emissions and the climate change, as well as on the improvement of the air quality. We obviously made an exhaustive follow-up of the so-called “Volkswagen case”, which arose after it was discovered that the manufacturer had incurred in fraudulent practices in the emission measurement tests of its vehicles. This case – which hasn’t been closed yet – will surely have a significant impact on the way that manufacturers, authorities - policymakers – and also users are going to face the environmental risks implied in mobility with the private car.

The Foundation has also been very active in a series of initiatives, with a more horizontal character, focussed on questions concerning the management of mobility or the dissemination of new services and new technologies. The participation in I+D projects, with essentially European funding, has significantly increased. Worth to be mentioned, in this sense, is the I-CVUE project for the promotion of a shift towards the electric vehicle in company fleets. This is a project that will have a real and major effect on the way in which companies manage their mobility, and it is a paradigmatic example of the role that the Foundation can play as a transmitter of the knowledge created in research projects, taking it to companies that will apply it and benefit from it.

Last but not least, we have to mention the celebration during the year covered by this annual report, of the 20th anniversary of the Foundation. Twenty years are many years, but they go by very fast, particularly in a field that is as dynamic as mobility. And especially if they are lived with the passion and the commitment that they have been and are lived by the Foundation. A proof of the work carried out along these 20 years – and of what is still left to do – was gathered in two publications prepared especially for this occasion: *20 Years Contributing to the Improvement of Society and Moving Forward to a Better Mobility*.





Safe Mobility



The **report on the high accident rate on the N-340 road** and the proposal by the RACC of specific and immediate measures to solve this issue, such as the diversion of heavy trucks to the highway, in agreement with the affected town councils and the regional administration, have been key actions in terms of road safety in 2015. Likewise, based on the so-called **Vision Zero**, the Foundation has been encouraging impact campaigns aimed at the most vulnerable road users, like the **elderly**, the **bicycle riders**, especially those aged 16 years or less, encouraging the voluntary use of helmets in the city, or the **pregnant women**, with the collaboration of CatSalut and Fundació Faros de Sant Joan de Déu.



Sustainable Mobility



As regards the debate on the air quality and the CO₂ emissions, the Foundation has been paying special attention to the information and the consequences for its members and users in general of the **Volkswagen case**, after the software that measured the emissions of some models of the make had been fixed. Likewise, the Foundation made an exhaustive follow-up of the **Law on the Climate Change**, promoted by the Catalan Government. At a more practical level, the Foundation promoted the European project **I-CVUE** with incentives for fleet operators and legislators to make a change to electric vehicles.



Intelligent Mobility



The RACC Foundation followed the 2.0 revolution in the field of mobility, taking part and promoting innovative projects in R+D+I as well as in TIC and the Internet applied to mobility.

A good example of the mobility of the future was the event held in the facilities of the FCB's Nou Camp, called **iMobility Challenge 2014**, locally organised by the RACC Foundation, on behalf of the FIA, offering the chance to test the latest innovations in information technology applied to mobility, such as the **eCall system** or the **autonomous emergency braking**, amongst others.



Affordable Mobility



The modernization of automobile taxation, making a follow-up of the changes in the fuel prices and the promotion of a new architecture for a more transparent and homogeneous payment for the use of infrastructures, are some of the topics dealt with by the Foundation in recent times.

Some specific examples are the study on the comparison of fuel prices at fuel stations in Catalonia, the analyse and alert, together with the FIA, of **odometer frauds** in second-hand vehicles that affects all of Europe, and the **debate day on how the economic and financial crisis has affected mobility in the private sector**, together with AMTU (Association of Cities for Mobility and Urban Transport).



www.fundacioracc.es