URBAN CORRIDORS FOR MASS TRANSIT

→ Nearly 100 cities launched bus rapid transit (BRT) systems from 2000-2010. Buses in the systems operate much like trains, with exclusive or priority lanes and pay-before-you-board stations.

ECONOMIC

Guangzhou's BRT system carries more passengers per hour than any metro line in mainland China outside of Beijing.

SOCIAL

The BRT system improves quality of life for residents, reducing travel time for motorists and bus riders by 20% and 29% respectively.

ENVIRONMENTAL

The BRT system will reduce Guangzhou's CO2 emissions by 86,000 tones annually.

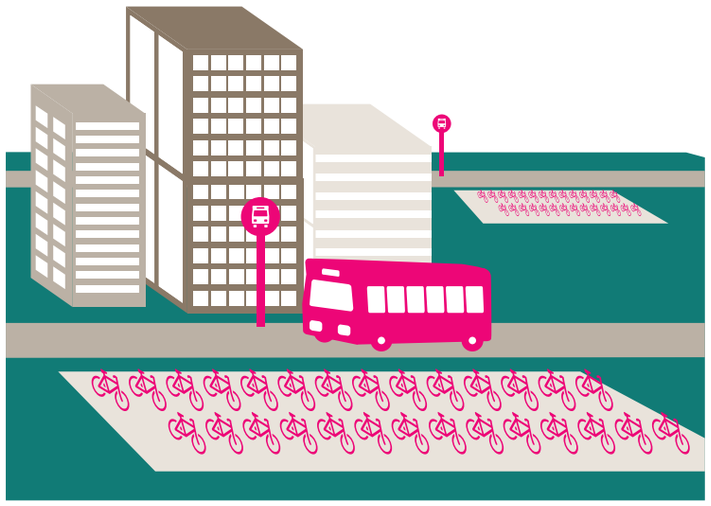
THE SOLUTION

! By 2009, Guangzhou, China had not built a new bike lane in 12 years and was adding 300,000 cars to its streets each year. Zhongshan Avenue, a bustling street in the city's financial district, was a traffic-clogged, 12-lane free-for-all in which cars, buses, and bikes competed for the right-of-way. In February 2010, Guangzhou inaugurated a BRT corridor on a 22.5-kilometre stretch of Zhongshan Avenue, with dedicated lanes for buses and cars, and two separated bike lanes. Within a year, trips by bike increased by 50%. Travel times improved for motorists, bus riders, and cyclists. The BRT system handles 1 million passenger trips daily. Stations are designed to feed into the city's Metro and a new public bike-sharing program.

WHY A SUSTAINIA100 SOLUTION?

? BRT corridors ease congestion, reduce travel times, and slash emissions. Cities with BRT systems in place and planned include Curitiba, Brazil; Bogota, Colombia; Chicago and Los Angeles in the United States; and Delhi, India.

CHINA, GUANGZHOU



INTELLIGENT OUTDOOR LIGHTING

→ Smart outdoor city lighting adjusts to the ebb and flow of weather, traffic, and urban activities. Light poles ''talk to the grid,'' delivering light when and where people need and want it.

ECONOMIC

Globally, switching to LED technology could save up to $158 billion in reduced electricity costs.[1]

SOCIAL

Over half of the global population currently lives in urban areas; this solution enhances the quality of life in cities, making them safer, better connected, and more desirable places to live and work.

ENVIRONMENTAL

Lighting accounts for 1.9 billion tons of CO2 emissions every year – equivalent to emissions from 70% of the world's passenger vehicles – switching to LED technology worldwide could save up to 670 million tons of CO2.[2]

UNITED KINGDOM
CZECH REPUBLIC
NETHERLANDS

THE SOLUTION

! Philips' CityTouch system can connect all the streetlights in a city – including those from other manufacturers. Each lighting pole is equipped with remote connectivity. The business model is a fee per-light-point approach that eliminates the need for upfront investment in all connectivity costs. Savings made in energy and maintenance costs are invested in new energy-efficient lighting.

The system allows dynamic, intelligent, and flexible control of lighting. Combined with LED technology, it delivers electricity and maintenance savings of up to 70%. CityTouch has been tested in pilot projects in London, Prague and Rotterdam.

WHY A SUSTAINIA100 SOLUTION?

? Lighting is responsible for 19% of the world's electricity consumption, while public spaces and commercial buildings alone represent 60% of lighting-based electricity use. New LED lighting technology could provide electricity savings of up to 80% in many applications.

A full switch to the latest energy-efficient LED lighting solutions could provide significant energy savings and a reduction in CO2 emissions as well as transform urban environments for the benefit of residents and visitors.

1. Paul Waide (2006): Light's Labour Lost.
2. Philips (2011): The LED lighting revolution.

www.philips.com