

Mobility as the Foundation of More Competitive Cities: Alfredo Del Mazo Maza

SAN ANTONIO, TX, UNITED STATES, April 8, 2025 /EINPresswire.com/ -- Urban transportation accounts for approximately 23% of global greenhouse gas emissions, according to the United Nations. This statistic underscores the urgent need to transform mobility systems in cities to ensure their long-term sustainability. [Alfredo Del Mazo Maza](#), a public policy expert, emphasizes that well-planned transportation systems can reshape urban landscapes while enhancing economic and social sustainability.

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Alfredo Del Mazo Maza

The case of Venice illustrates how mobility challenges can be addressed through innovative initiatives. The Toyota Mobility Foundation (TMF) leads a global program focused on sustainable solutions, aiming to reduce carbon emissions and promote low-impact environmental

technologies.

With a budget of \$9 million, this project has selected ten semifinalists to develop targeted strategies for Venice, a city heavily reliant on water transport. Each team received \$50,000 to refine their proposals.

According to Alfredo Del Mazo Maza, “Mobility is an essential tool for urban development, as it directly influences economic competitiveness and environmental sustainability.” Examples such as Venice highlight how collaboration between local governments, businesses, and citizens can yield tangible results.

Another notable model is the Sustainable Mobility Plan spearheaded by FC Barcelona and the Barcelona City Council, designed to facilitate the partial reopening of activities at Spotify Camp Nou. This initiative prioritizes sustainable transportation modes, such as walking, cycling, and public transit, in a city that has successfully integrated mobility innovation with long-term urban planning.

In this context, the stadium will initially operate at 60% capacity, requiring the coordinated movement of 65,000 attendees through traffic management strategies and restricted access for private vehicles.

The plan incorporates exclusive access zones for residents, expanded public transportation services, and awareness campaigns to encourage the use of eco-friendly transport alternatives. Barcelona exemplifies how a structured approach can balance citizen needs with the impact of large-scale events.

Both the Venice and Barcelona projects share a commitment to scalable solutions that benefit local communities while serving as models for other urban contexts. Alfredo Del Mazo Maza underscores that “understanding the specific needs of each region is crucial to developing mobility strategies that drive meaningful transformation and enhance people's well-being.”

Official data indicates that public transportation in Barcelona will accommodate at least 30% of trips to the stadium, while over 36% of visitors are expected to arrive on foot. These measures optimize traffic flow and contribute to reducing pollutant emissions.

“Mobility must be recognized as a human right and a key component in developing competitive and sustainable cities,” states Alfredo Del Mazo Maza. This perspective drives the search for alternatives that extend beyond technology, focusing on collective well-being.

Ultimately, the Venice case underscores the potential of public-private collaborations in tackling complex urban challenges. This model could be replicated in other regions, bringing sustainable solutions to a global scale. As cities face an increasingly demanding future, examples like these demonstrate that mobility can be the driving force behind their evolution.

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