



FUNDACIÓN EDUARDO BARREIROS

**FIFTH INTERNATIONAL CONFERENCE  
SUSTAINABILITY AND THE AUTOMOBILE**

Madrid, 29th-30th September 2008

*Location*

MAPFRE Auditorium  
General Perón 40-B  
E - 28020 Madrid



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The Eduardo Barreiros Foundation and MAPFRE are holding their Fifth International Conference, entitled SUSTAINABILITY AND THE AUTOMOBILE. The central topic of this gathering will be the way to the sustainable development of the automotive industry.

It was not until the last third of the 20th century that people became aware of two things: Conventional energy sources are finite, and the Earth's atmosphere has a finite capacity. Researchers at the Massachusetts Institute of Technology (MIT) directed by Dennis Meadows published *The Limits to Growth*, a book commissioned by the Club of Rome. *The Limits to Growth* marked the shift toward a finite view of the world. The pessimistic book forecast collapse before the year 2000. Although its predictions were wrong with regard to the time scale, today few doubt that the warning triggered an about turn, unleashing changes in the overall way human activity is perceived.

In 2007 half the world's population was urban, reflecting an unprecedented increase in mobility. Transport uses 60% of the world's oil production and creates different types of pollutions. Carbon dioxide is the main cause of the planetary climate change that seems to be taking place. Motor vehicles are responsible for over 15% of the emissions of this greenhouse gas and continue to run on the basis of a 20th-century invention, the combustion engine, which employs no more than 20% of the energy fuel contains.

What is sustainable mobility? It is something that enables people and goods to be transported at environmental and social costs that are lower than those of today and can be maintained in future. Schemes such as reducing the use of private vehicles for transport and the use of oil as an energy source are important. Sustainable mobility means changes in human behaviour in order to guarantee the quality of life today and for future generations.

In 2000 there were 700 million vehicles in the world. Forecasts suggests that that figure will double by 2030. Although in recent years the automobile industry has made a great technological effort, the effort has not been enough to neutralise the effect of the



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increase in traffic. For example, to reduce CO<sub>2</sub> emissions from cars, the European Union has set for European motorcars an objective of 120 g/km (as average emissions) by 2012. Manufacturers calculate that the investment needed to apply that standard would be so large that automobile prices would be driven up by an average of 10% for diesel vehicles and 18% for petrol-burning vehicles.

The main alternatives to traditional fuel-burning engines are engines that run on fuel cells. Other solutions include hybrid vehicles for maximising performance and biofuels such as bioethanol and biodiesel to diversify energy sources and reducing net CO<sub>2</sub> emissions. Biofuels are the solution that the European Union is backing for the most immediate future.

At this point, the question is how to achieve it.

Policies aimed solely at developing new technologies to enable the use of alternative energy sources instead of oil are no longer enough. Now manufacturers will have to think about matching costs too, because if prices become more competitive, demand will grow, and that will result in a greater supply as well.

To reach this goal, our conference will be organised into individual presentations and round tables followed by colloquiums that will be addressing issues such as alternative energy sources, sustainable commitments by politicians and urban planners and the presence of major concern in sustainable development companies.



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**19:00 Opening of the FIFTH INTERNATIONAL CONFERENCE**

- ESPERANZA AGUIRRE, President of the Community of Madrid
- MIGUEL SEBASTIÁN, Minister of Industry, Tourism and Trade
- MARÍA DORINDA RAMOS, Widow of Eduardo Barreiros, Honorary President of the Eduardo Barreiros Foundation
- MARILUZ BARREIROS, President of the Eduardo Barreiros Foundation
- JOSÉ MANUEL MARTÍNEZ, President of MAPFRE

**INTRODUCTION TO THE KEYNOTE SPEAKER**

JUAN JOSÉ ALMAGRO, President of the Human Resources Unit. Director of Communication and Social Responsibility, MAPFRE

**KEYNOTE ADDRESS**

- TONY BLAIR, former British Prime Minister

**20:30 OPENING RECEPTION**



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**MORNING**

**10:00-11:30 ROUND TABLE. SUSTAINABLE MOBILITY: ENERGY EFFICIENCY IN TRANSPORT.**

This Round Table to define what principles and aims should be sought in the sustainability- and security-based management of personal mobility and the shipping of goods, and to specify what instruments and organised institutions can guarantee sustainable mobility based on: the priority of means of transport with a lower social and environmental cost, for persons as well as goods; institutional co-operation amongst transport authorities and government with power over certain sectors that influence the way transport is organised; and integration of urban and economic development policies cut so as to regular travel and guarantee minimum environmental impact in the safest possible way.

To achieve this goal, it may be necessary to make use of developments in terms of new systems of transport and innovations in systems of propulsion, plus new technologies in areas such as street directions and traffic control, to make it possible to consume less energy and reduce costs. These measures lie within the framework of the energy efficiency and savings policies which are already being applied in numerous cities.

**CHAIRMAN:** JESÚS CASANOVA, Chaired Professor and Director of the Energy Engineering Department of the Advanced Technical School of Industrial Engineering (Madrid Polytechnic University)

**SPEAKERS:**

- HONORATO LOPEZ-ISLA, Vicepresident & CEO UNION FENOSA
- ESTEBAN MORRAS, General Manager of ACCIONA Energy Division
- ANTONIO VALLESPÍR, Executive Vicepresident & General Manager of ABENGOA BIOENERGIA

11:30-12:00 COLLOQUIUM

12:00-12:30 COFFEE BREAK



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**MORNING**

**12:30-14:00 ROUND TABLE. SUSTAINABLE MOBILITY: ALTERNATIVE ENERGY SOURCES AND THE AUTOMOBILE.**

The automobile sector is 98% dependent on oil. The price of oil is growing at a rate beyond our control and oil reserves are becoming fewer. At the current rate of consumption, the world seems to have enough oil left for about 40 years. Yet Spain doubled its CO<sub>2</sub> emissions in 2007. What are we to do? The use of biofuels are a possible solution. They are fuels that are biological in origin, made from the organic remains of renewable materials. The most widely used biofuels are biodiesel and bioethanol. By the year 2030, the EU's biofuel producers hope to cover one-fourth of the EU's fuel needs for transport by road. But in 2005 biofuel consumption in Spain accounted for only 0.44% of the domestic market in fuel for transport. This means that our country must multiply by 16 its current biofuel consumption rate in order to meet the RENEWABLE ENERGY PLAN'S objective of 5.83% of the domestic fuel market by 2010. Whilst the TOYOTA PRIUS has become the most obvious representative of hybrid vehicles, the Prius appeared in Japan in 1997 and joined the US market in 2000, receiving the title of 2005 Automobile of the Year in Europe. The French carmaker Renault has also launched a new range of vehicles named RENAULT eco<sup>2</sup>, to exemplify its commitment to reducing the environmental impact of its business. In addition to these two examples, all automakers are involved in different projects for CO<sub>2</sub> reduction of emission and automobile sustainability.

**CHAIRMAN:** ÁLVARO CUERVO, Holder of the Chair of Business Organisation, Universidad Complutense, Madrid

**SPEAKERS:**

- FERNANDO D'ORNELLAS, CEO of the Bergé Group
- KATSUHITO OHNO, President of TOYOTA ESPAÑA
- FRANCISCO RIBERAS, CEO of Grupo GESTAMP-GONVARRI

14:00-14:30 COLLOQUIUM



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**EVENING. CLOSING**

**19:00-21:00 ROUND TABLE: For a Sustainable Future**

Advances in science and technology can help people turn future challenges into great projects. The twenty-first century is characterised as the era of sustainability, with a commitment by government, civil society and business to develop new strategies to increase human well-being within the planet. Much progress is being made, but is it enough? Can a consistent basis for change be found within the twin concepts of *sustainability* and *sustainable development*?

The challenges of the future will require vision and audacity. The decisions will essentially be ones of policy and any participation in the debate must be realistic. How can we ensure that all the groups in society, from political and business leaders to the most disadvantaged classes, are involved in the establishment of priorities and the application of the new advances of science and technology for sustainable development? How can scientists, governing authorities, economists and communicators formulate more-positive, more-consensual messages that can bring hope back to the public at large?

**CHAIRMAN:** MANUEL MARIN, President of Fundación Iberdrola

**SPEAKERS:**

- JOSÉ MARÍA FIGUERES, Former President of Costa Rica and Former CEO of the World Economic Forum
- NICHOLAS STERN, former Chief Economist at the World Bank and Advisor to British Prime Minister Tony Blair. Author of a British governmental paper, a document known as the *Stern Review*, which evaluates the impact of climate change on the world economy