The road to sustainable mobility

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Challenges facing us

Regarding GHG emissions, there is no time to lose

Source: From the IPCC Working Group III 5th Assessment Report (2014)
Challenge 1:
New Vehicle Zero CO2 Emissions Challenge
Beyond transport

Policy challenge I: Create a supporting framework to promote eg hydrogen infrastructure roll out & market introduction
A new approach to work with cities & stakeholders: The WBCSD Sustainable Mobility Project (SMP)

- Improve quality of life and increase attractiveness of cities by focusing on integrated urban mobility solutions
- Fact-based analysis of the mobility system
- Propose concrete measures to enhance sustainable mobility solutions
Policy challenge II: Support a new integrated, data based approach involving different stakeholders and empower cities to implement.

1) Improve fuel efficiency
2) Improve actual fuel efficiency (eg congestion avoidance/ eco-driving)
3) Decrease energy/carbon content
4) Decrease total traffic demand
5) Optimise mobility mix

Improvement of travel speed by up to 20% possible
THANK YOU VERY MUCH