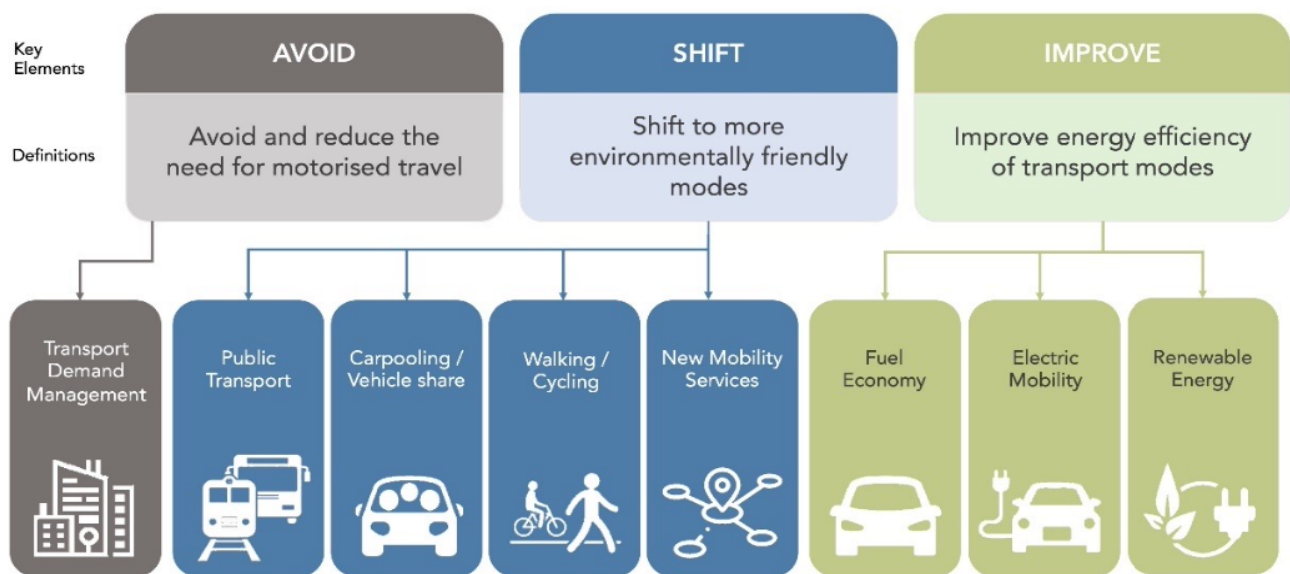


What are the road transport and mobility emission reduction strategies?

Avoid, Shift, Improve¹:

The typology organizes and ranks the ways to reduce transport emissions based on how effective they are. It's a pyramid structure that shows Avoid actions have the most impact, Shift actions have a moderate impact, and Improve actions have the least impact. 'Avoid' strategies aim to



Reducing transport emissions primarily involves decreasing the need for travel and reducing the use of motorized vehicles.

'Avoid' strategies aim to reduce overall vehicle travel. They include policies and actions that minimize travel distances and fleet size. For each travel need, these strategies consider the most relevant transport mode for the context, moving away from relying solely on motorized vehicles.

'Shift' strategies focus on transferring travel from high-emission to low-emission modes. This includes multimodal planning that enhances active and public transportation, designing roads for all users (complete streets), and prioritizing high-occupancy vehicles to encourage shared travel modes.

'Improve' strategies aim to lower emissions per kilometer traveled. These strategies include promoting hybrid and electric vehicles, using lower-carbon and cleaner fuels, scrapping high-emission vehicles, and running campaigns for efficient driving and reducing idling.

Avoid, Shift, Improve should be the strategy to follow in any organisation that is seriously willing to reduce its transport environmental emissions.

¹ Lutsey and Sperling 2012; Gota et al. 2015