

The what and the why of today

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Energy Sustainability and Transport: Discovering the Pathway to 2040

- 2040: A 50% reduction in per capita CO2 emissions
- What are the research and policy questions and observations that help us discover the pathway to a 2040?
- In simple terms, what next?

Transforming Transport

14 November 2007

- A focus on behaviour change
- Explored transport functions:
 - Urban access and mobility
 - Rural connectivity
 - Logistics and location
 - Longer Distance Domestic Travel
 - Tourism
- Useful dialogue in workshops

Transport and Environment Select Committee 1998

"A conceptual hierarchy underlies most thinking on reducing the environmental effects of road transport.

This hierarchy can be summarised as:

- *Reducing the need to travel*
- *Choosing a low impact means of travel*
- *Choosing a low impact propulsion system*
- *Improving the efficiency of propulsion*

....Successful approaches seek to use these levels in harmony"

A matrix is born.....

	Urban Access and Mobility	Rural Connectivity	Logistics and Location	Longer- distance passenger travel	Tourism
Reducing the need to travel					
Choosing a low impact means of travel					
Choosing a low impact propulsion system					
Improving the efficiency of propulsion					

	Urban Access and Mobility	Rural Connectivity	Logistics and Location	Longer-distance passenger travel	Tourism
Reducing the need to travel	High	Medium	High	Medium	Medium
Choosing a low impact means of travel	High	Medium	High	Medium	Medium
Choosing a low impact propulsion system	High	Medium	High	Medium	Medium
Improving the efficiency of propulsion	High	Medium	High	Medium	Medium

	Urban Access and Mobility	Rural Connectivity	Logistics and Location	Longer-distance passenger travel	Tourism
Reducing the need to travel	Red	Orange	Red	Orange	Orange
Choosing a low impact means of travel	Red	Orange	Red	Orange	Orange
Choosing a low impact propulsion system	Yellow	Orange	Red	Orange	Orange
Improving the efficiency of propulsion	Yellow	Orange	Red	Orange	Orange

	Urban Access and Mobility	Rural Connectivity	Logistics and Location	Longer-distance passenger travel	Tourism
Reducing the need to travel	Ewing Prof Reid		McKinnon Prof Alan		
Choosing a low impact means of travel					
Choosing a low impact propulsion system					
Improving the efficiency of propulsion					

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Reducing the need to travel	Ewing Prof Reid		McKinnon Prof Alan		
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Reducing the need to travel	Ewing Prof Reid		McKinnon Prof Alan		
Choosing a low impact means of travel					
Choosing a low impact propulsion system					
Improving the efficiency of propulsion					

Today's programme

- **Quick information downloads**
- **Two keynotes**
 - **Decoupling freight and CO2**
 - **Less CO2 by design**
- **Four workshops**
 - **Decoupling freight and CO2**
 - **Less CO2 by design**
 - **Creating a climate for innovation**
 - **Changing behaviour**
- **An Interactive panel**

- The right questions are essential to securing the right answers
- It is easier to travel forward “and in and” than to be “or stuck”
- We hope you enjoy today