Avoid Shift Improve – Instruments

No travel Activity
No desire or need to travel

Active Transport
Walking, cycling

Public motorized Transport
Public transport (bus, rail)

Individual motorized Transport
Car, taxi, motorcycle

Avoid
Avoid or reduce travel or the need to travel

Shift
Shift to more energy efficient modes

Improve
Improve efficiency through vehicle technology

Planning Instruments
Land-use planning
Planning / providing for public transport and non-motorized modes

Regulatory Instruments
Norms and standards (emissions, safety), organisation (speed limits, parking, road space allocation, production processes)

Economic Instruments
Fuel taxes, road pricing, subsidies, purchase taxes, fees and levies, emissions trading

Information Instruments
Public awareness campaigns, mobility management, marketing schemes, co-operative agreements, eco-driving schemes

Technological Instruments
Fuel improvement, cleaner technologies, end-of-pipe control devices, cleaner production