Avoid Shift Improve – Traffic Generation

Traffic generation
(E.g.: shopping)

First decision
How far do you have to go?

Avoid
Avoid or reduce travel or the need to travel
Reduce the need for travel through smart infrastructure planning

Second decision
Which mode of transport will you (have to) use?

Shift
Shift to more energy efficient modes
Encourage the use of non-motorised and public transport

Third decision
Which type of vehicle and for which purpose?

Improve
Improve efficiency through vehicle technology
Reduce vehicle size and energy consumption, use alternative fuels

Carbon emissions
(Transport activity x modal share x energy consumption)