

How a disruptor can be a supporter

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Secretary General



Main challenges & policy goals



DECARBONISATION



**MODAL SHIFT
BEHAVIOUR CHANGE**

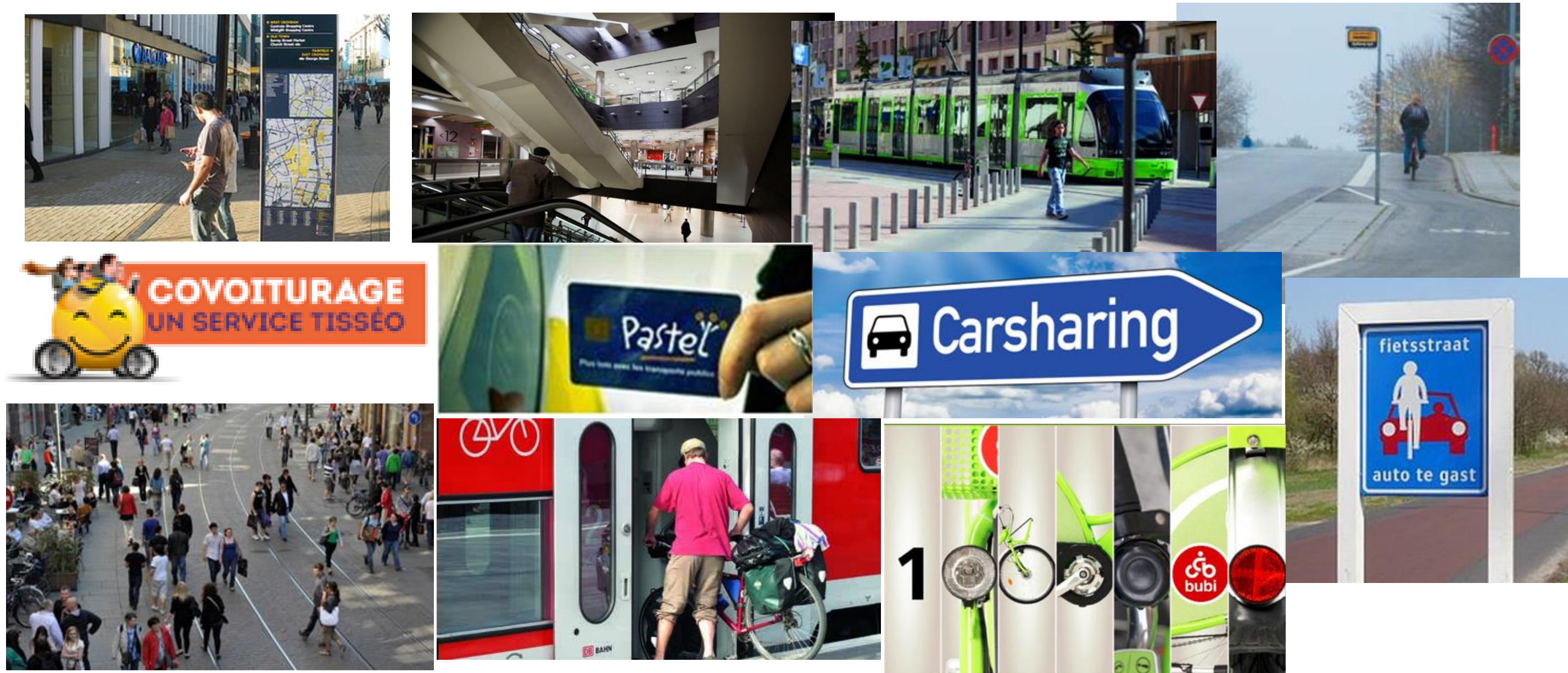


IMPROVE AIR QUALITY



SAFER ROADS VRU

Sustainable Urban Mobility



Multimodal – Intermodal – Clean – Safe – Flexible – Affordable – Connected – User-centric – Inclusive – Shared – Healthy – Seamless ...



Blurred lines

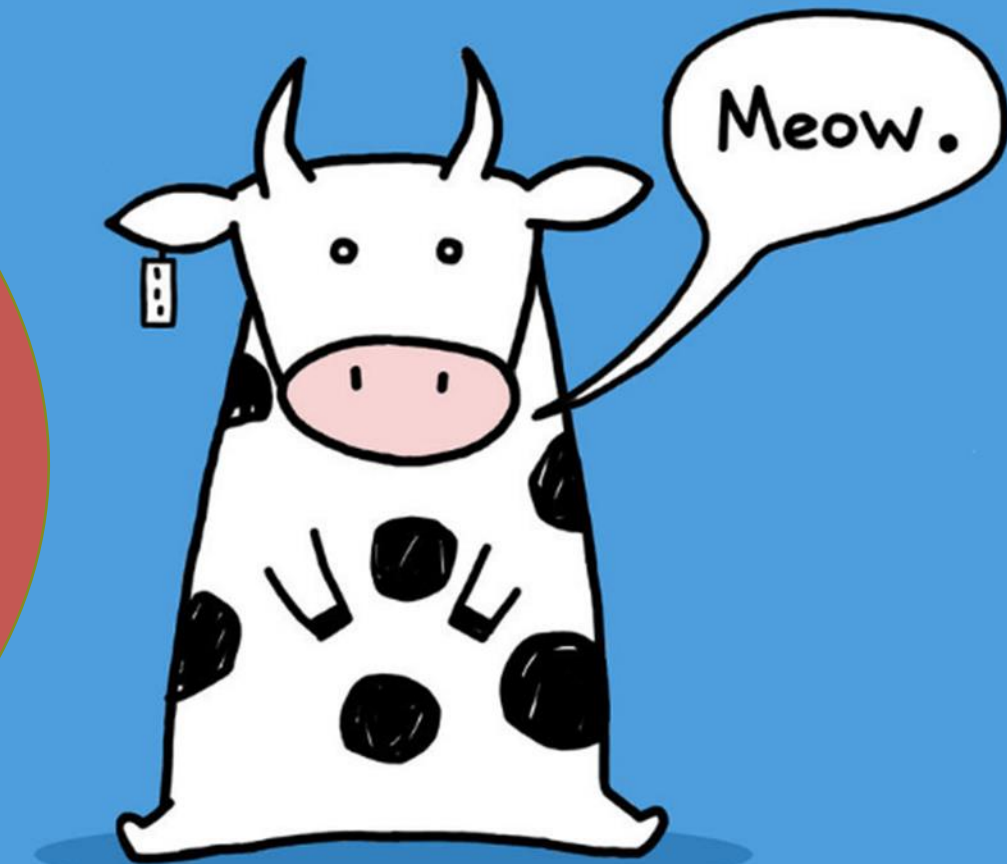
Systems approach

Public transport & active travel as backbone

Mix of measures with multiple benefits

What should be the role of the local authority in the transport system of tomorrow?

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Identity crisis.



Disruption 🤖 🤖 🤖

**Cities can't just be reactive.
They have to be proactive &
they have to be strategic.**

YES! WAIT, NO! WELL, ONLY IF...



Maximise opportunities
Mitigate negative externalities
Combine carrots & sticks

Need for public sector oversight
Regulate to innovate!





Thank you



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