

Better incentives for businesses and customers to choose more sustainable modes of transport and delivery

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# SUSTAINABLE & SMART **MOBILITY STRATEGY**

## Putting European transport on track for the future



# Adopted in December 2020

# The Strategy

Our vision for the future of European transport and mobility

## KEY ELEMENTS

- **Three objectives:** making the European transport system more **sustainable, smart and resilient**
- **10 flagship areas** with key **milestones**
- **Action plan** with a list of concrete policy actions
- Comprehensive **Staff Working Document**

## **FLAGSHIP AREAS – Freight and logistics**

- **FLAGSHIP 4 - GREENING FREIGHT TRANSPORT**
- **FLAGSHIP 5 - PRICING CARBON AND PROVIDING BETTER INCENTIVES FOR USERS**
- **FLAGSHIP 7 - INNOVATION, DATA AND AI FOR SMART MOBILITY**

# SUSTAINABLE LOGISTICS



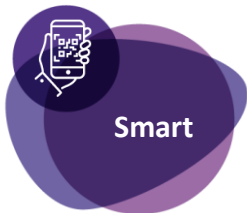
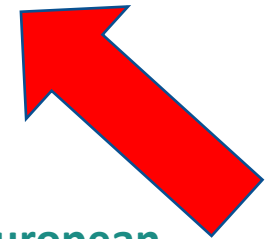
## Modal shift to more sustainable modes

- Investments to terminals
- Efficiency of transshipment technologies
- Support to intermodal transport
- Better performance of non-road modes



## Putting in place the right incentives to drive the transition.

- Implementation of polluter/user pays principles
- **Harmonised measurement of GHG emissions**



## Taking advantage of digitalization & automation

- Efficient capacity and traffic management
- Advanced digital infrastructure
- Data availability access and exchange, transparent supply chains



## A more resilient single European transport area

- Reinforcing Single Market with a multimodal perspective
- Investments, public and private, in infrastructure and fleet



## GHG emissions accounting: approach

a method to generate and report GHG emissions data from transport operations

incentives for transport operators, users and customers

full comparability of results required

transport services level

door-to-door multimodal transport chain

harmonised, specific and detailed methodological framework



## GHG emissions accounting: context

fragmentation  
of  
methodologies  
and calculation  
tools

EU R&D  
projects on  
harmonisation  
of the GHG  
emission  
accounting

industry own  
initiatives

standardisation  
at the EU and  
international  
level

best practices:  
green freight  
programs and  
certification  
schemes

EU and national  
regulatory  
measures for  
emission  
standards and  
efficiency of  
vehicles and  
vessels



## GHG emissions accounting: scope and application

**EU framework for  
harmonised  
measurement of  
transport and  
logistics emissions  
(SSMS Action 33)**

**guidelines for  
operators and  
platforms to  
inform users on  
the carbon  
footprint of their  
deliveries (SSMS  
Action 28)**

**guidelines for  
operators and  
platforms to  
inform passengers  
about the carbon  
footprint of their  
trip (SSMS Action  
34)**

Harmonised calculation

Reporting

Green labelling

Green tendering

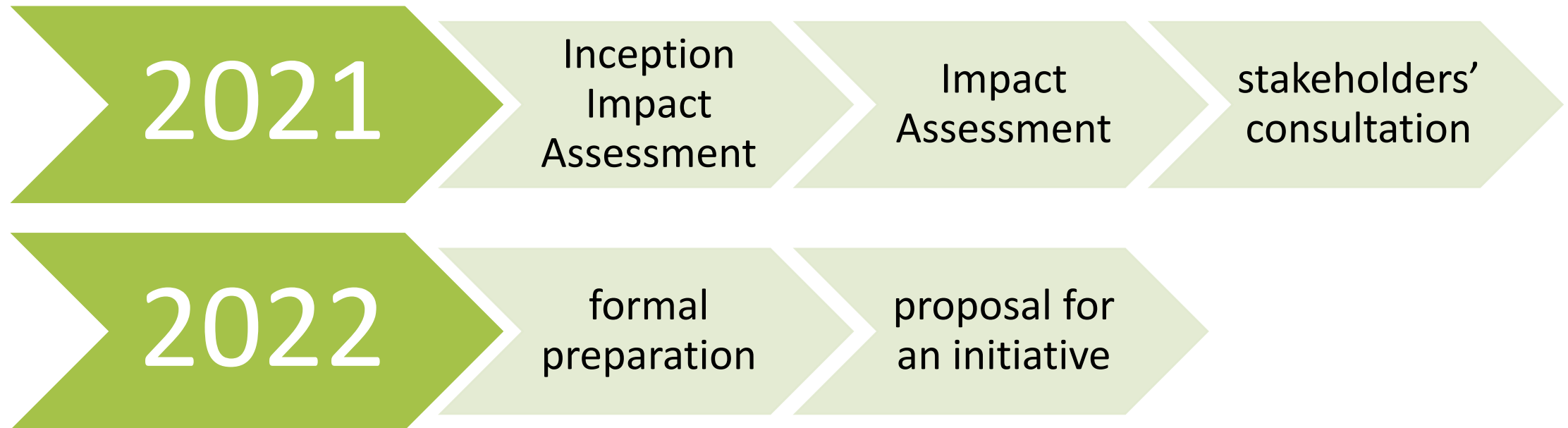
Funding, financing

...





## GHG emissions accounting: timeline



# Thank you

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