



Green traffic through technology

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International best practices to promote eco-friendly cars

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Decarbonisation of traffic is a key issue

- > The EU is on its way to become climate neutral by 2050 (European Green Deal)
 - Environmentally-friendly technologies are on the rise
- > Decarbonisation of transportation is key
- > Change of behaviour by each individual needs to be promoted

- > Therefore, we need to
 - Promote a high level of penetration of vehicle fleets with cleaner cars (younger vehicle fleets)
 - Increase traffic efficiency by advanced traffic and demand management

Decarbonization of traffic by using policies

- > High penetration of clean vehicles in vehicle fleets ensures decarbonization of traffic
 - Younger vehicles are substantially greener and cleaner
 - Incentivised use of cleaner vehicles by applying policies through road charging (e.g. Eurovignette)
 - Examples:
 - Ultra Low Emission Zone in London has shown a decrease in carbon emissions by 16% compared to previous setup
 - Rise of environmentally-friendly Euro 5 vehicles by 19% in the Czech Republic 5 years after implementation of the CZ toll system

- > Improved traffic flow and efficiency reduces CO² emissions
 - Studies have shown potential CO² reductions of up to 35% through deployment of connected driving
 - Implementation of traffic rules for current and future traffic scenarios, e.g. automated vehicles
 - The path to climate neutral cities is paved by the rollout of innovative technologies, such as smart traffic management

Technology supports decarbonization of traffic

- > Electronic Tolling is an integrated element of a broader mobility management approach
 - Suitable technologies, like CEN DSRC, ANPR, Satellite, C-ITS
 - Road operator has direct access to system with no service provider in the middle
 - Next generation tolling integrated with mobility and demand management

- > C-ITS technology is currently in the rollout phase
 - C-ITS technology makes traffic safer and more efficient
 - High penetration rate of vehicles equipped with C-ITS opens the door to additional services, such as tolling
 - C-ITS in combination with mobility platforms enables solving complex traffic situations as well as impacting local congestion rates

Thank you for your attention!

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