Avoid Shift Improve – Instruments

No travel Activity	Active Transport	Public motorized Transport	Individual motorized Transport
No desire or need to travel	Walking, cycling	Public transport (bus, rail)	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 proces-ses)

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 sche-mes

Technological Instruments

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

Illustration based on: Dalkmann and Brannigan (2007, p.7). Sustainable Transport: A Sourcebook for Policy makers in Developing Cities, Module 5c, Transport and Climate Change, GIZ. http://lib.icimod.org/record/13155/files/5302.pdf (accessed: 20.09.2018)