Avoid Shift Improve – Instruments







Walking, cycling



Public motorized Transport

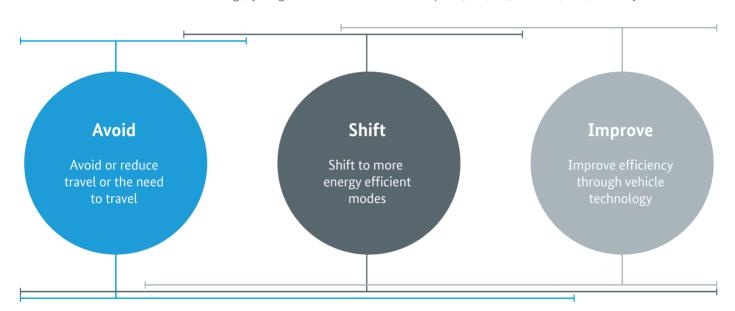
Public transport (bus, rail)





Individual motorized Transport

Car, taxi, motorcycle



Planning Instruments

No travel

No desire or need to travel

Activity

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 processes)

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 schemes

Technological Instruments

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

