

Holistic Mobility Management

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The Challenge

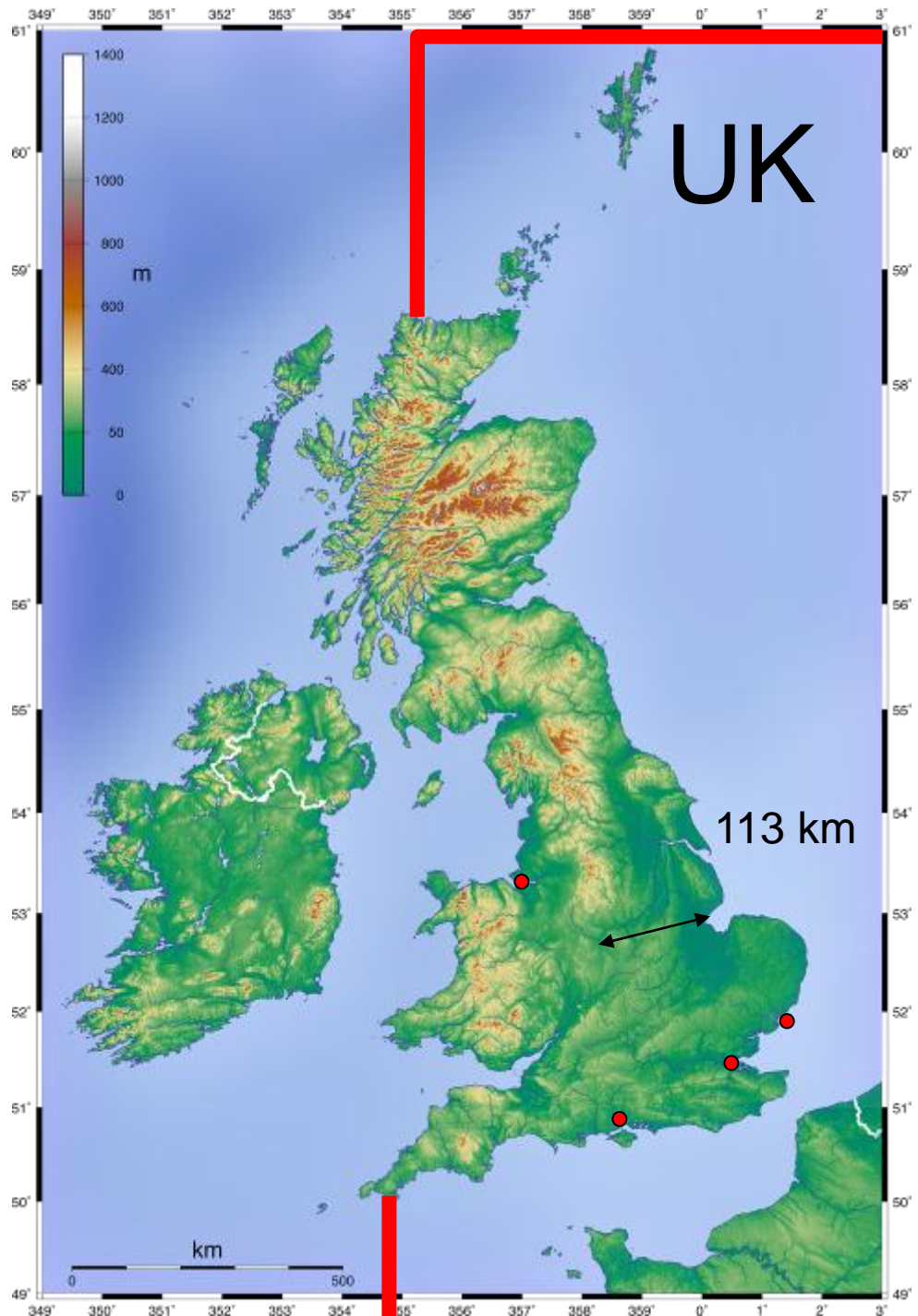
- Reduce greenhouse gas emissions from transport despite population growth

July 2012	7,021,836,029
2025,	8,000,000,000
2043	9,000,000,000
2083	10,000,000,000

The population of England and Wales has grown by 3.7 million in the 10 years since the last census, rising from 52.4 million in 2001, an increase of 7.1 per cent.

The Solution

- Learn the facts on transport emissions
- Apply a multimodal solution
- Education
- Sustainable development

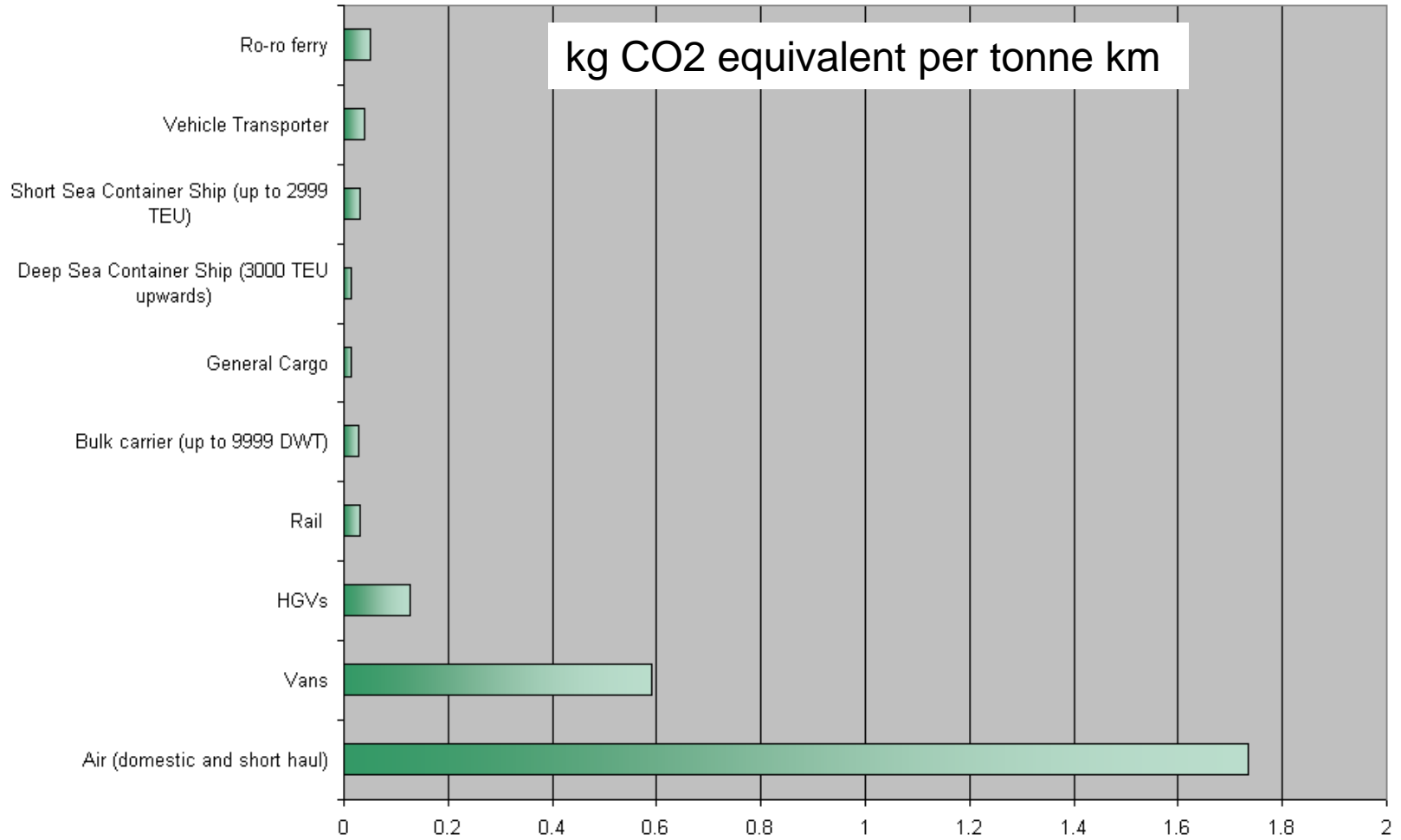


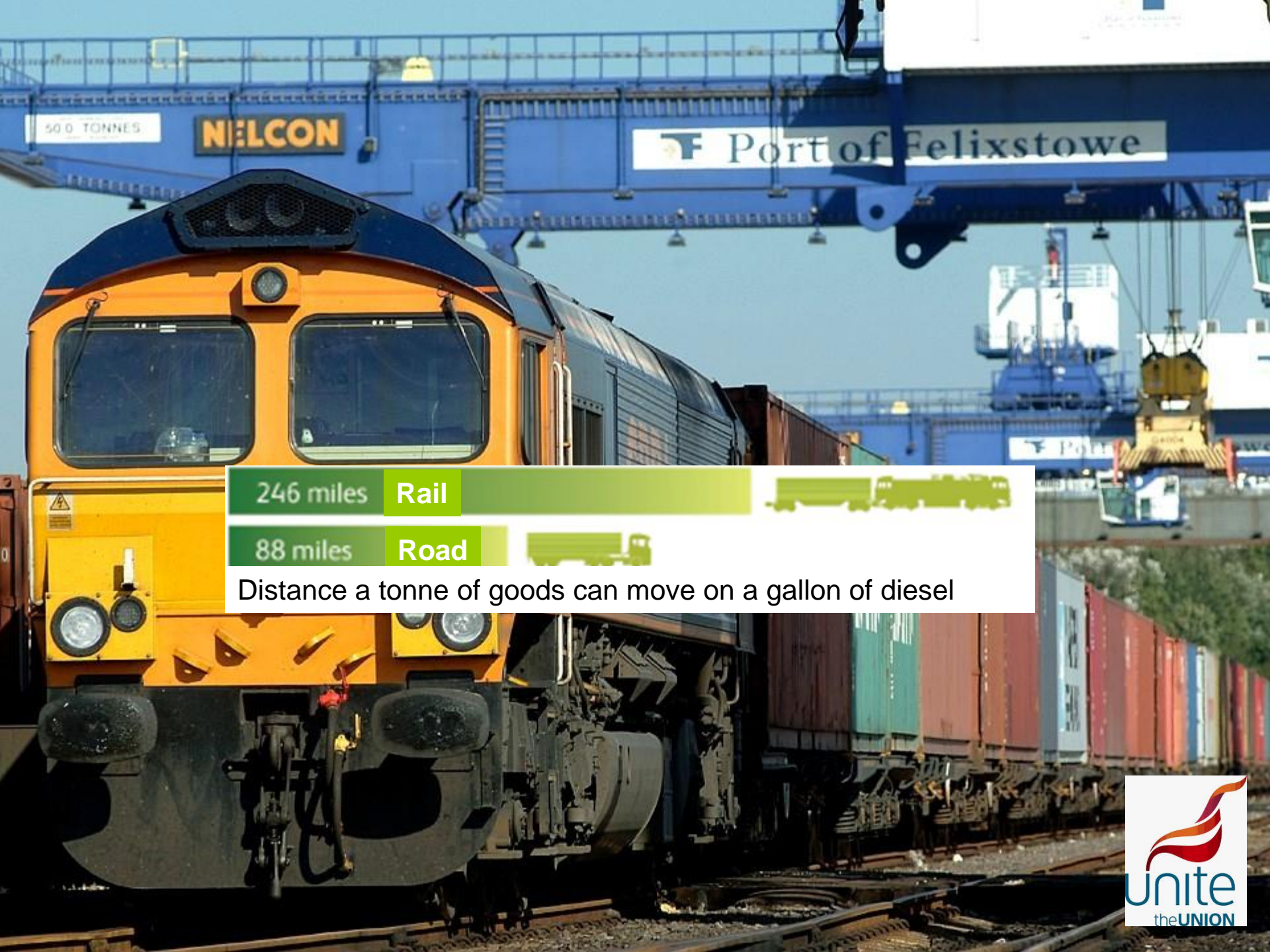
UK



Low Sulphur Fuel



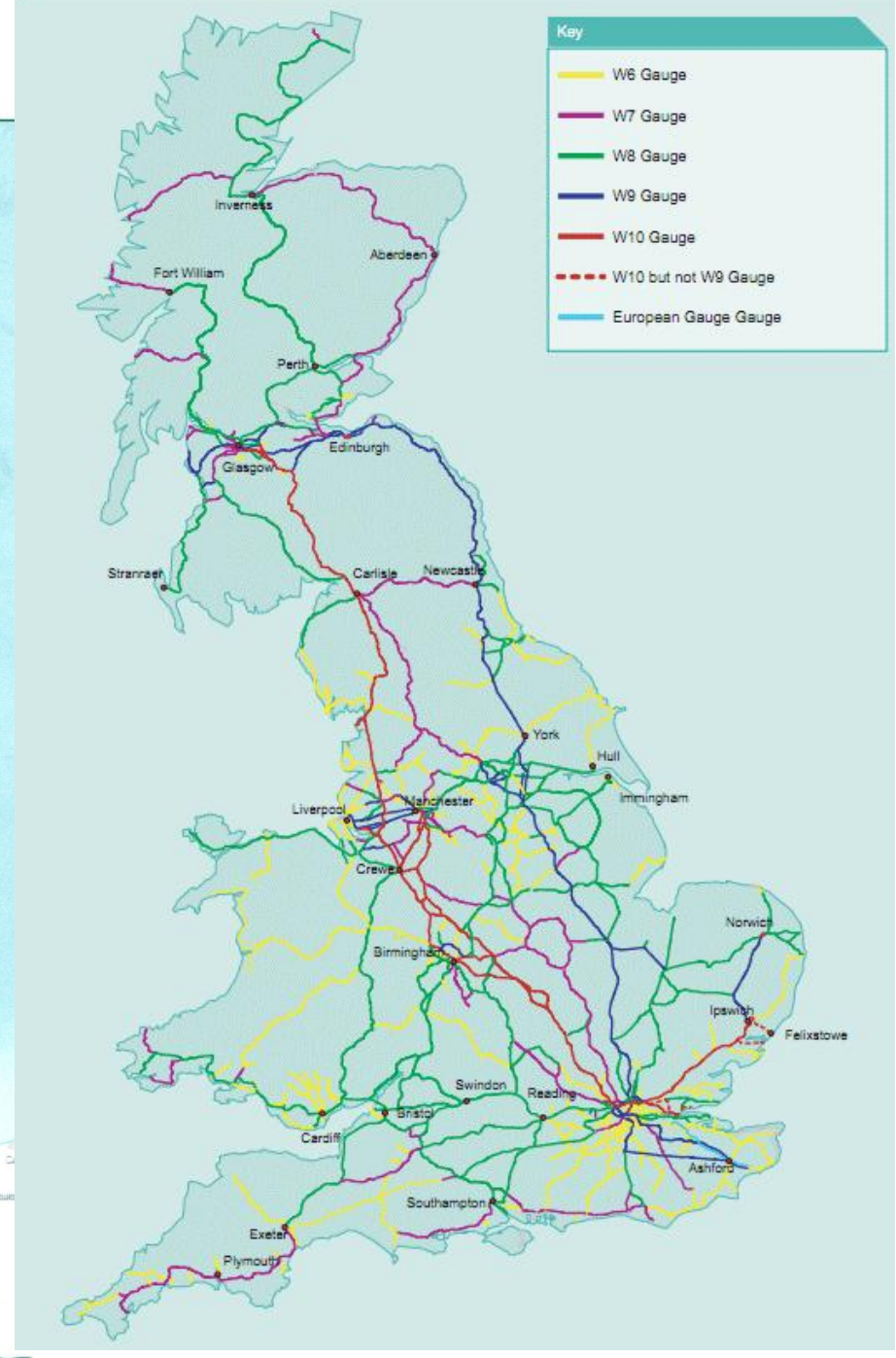
kg CO2 equivalent per tonne km





246 miles	Rail	
88 miles	Road	

Distance a tonne of goods can move on a gallon of diesel



Barriers

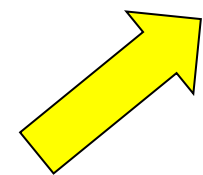
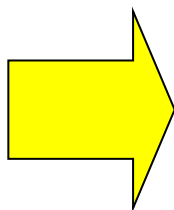
- Lack of investment
- Privatisation - Lack of a guiding mind

Failures

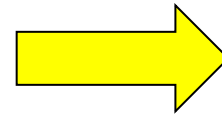


Potential GreenSky London

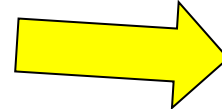
500,000
tonnes of
landfill
waste



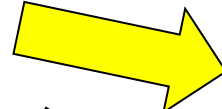
50,000
tonnes of
sustainable
low carbon
jet fuel



50,000
tonnes of
biodiesel



Bionaphtha



Heat for the
local
community



20 MW of
Electricity

BRITISH AIRWAYS



Thank you for listening

