

PRESS RELEASE

Green Mobility and Decarbonisation are at the heart of the discussions

Lisbon, Portugal | 15 November 2022

On the second day of the 9th edition of the Transport Research Arena (TRA), Green Mobility and Decarbonisation were at the heart of the discussions. In other words, how to fulfil the European Green Deal and its overall goals concerning sustainability and Carbon neutrality.

The European Green Deal is a package of policy initiatives aiming to set the EU on the path to a green transition, with the ultimate goal of reaching climate neutrality by 2050, thus reducing 90% of transport-related greenhouse gas emissions.

Towards at least 100 climate-neutral cities in Europe by 2030

To reach this goal, the [Sustainable and Smart Mobility Strategy](#) is one of the key tools aiming to increase the uptake of zero-emission vehicles and have at least 100 climate-neutral cities in Europe by 2030. “We see increasingly cities offering low-cost public transport subscriptions and redesigning traffic management,” stressed **Patrick Child**, Deputy Director-General DG Environment and Mission Manager for climate-neutral and smart cities.



Image 1 - Plenary 2: Green Mobility and Decarbonization

The importance of changing the mindset of baby boomers

“Moving towards greener behaviour is the solution, but winning hearts and minds is difficult,” warned Patrick Child.

“We need to change our behaviour and reorganize our way of life. If you look at the cars on the streets, there's just one or two people. We don't need a car for that, we can use a bicycle,” explained Francisco José Cardoso dos Reis, Senior Advisor to the Board of Directors at Infraestruturas de Portugal. “The mindset of baby boomers is to have two cars in the garage and maybe another one for the weekend. We need to teach young people how to act now, and they then teach their parents and grandparents”, he concluded.



Image 2 - Plenary 2: Green Mobility and Decarbonization

"There is no doubt we need to reduce traffic in certain urban areas. Even if I am from BMW, often it makes no sense to put one person in one full-size car to move for 2km. There are better solutions out there, and we are working on that. I can commit there will be additional offers from BMW to support this," said Peter Lehnert, BMW Group Vice-President.

TRA 2022 welcomed so far 2,200 participants and will run until the 17th of November.

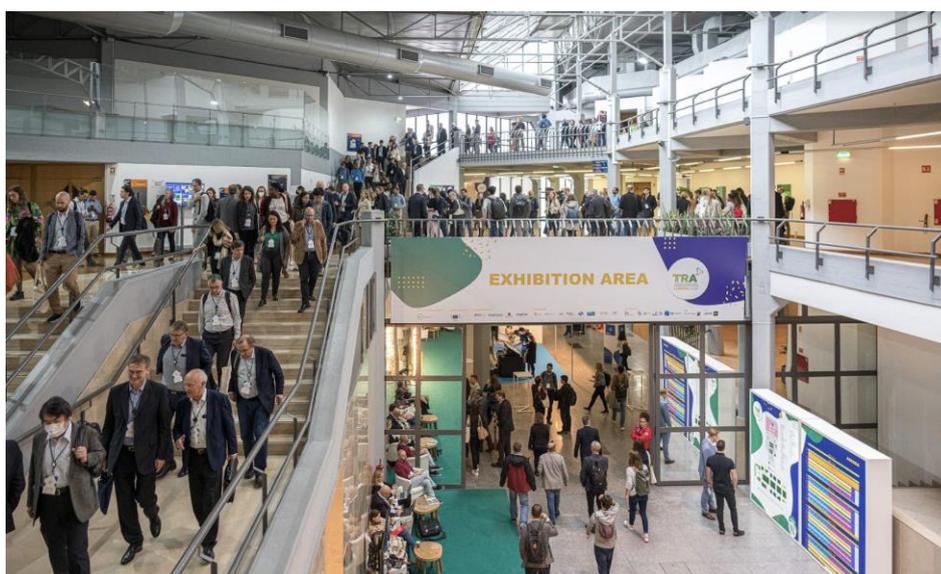


Image 3 - Entrance of the exhibition area