



A Future of Sustainable Mobility

- the business perspective

by Michael Svane, DI Director of Transport,
Representing BUSINESSEUROPE



Presentation

- **BUSINESSEUROPE** voices more than 20 mio. SMEs and large companies, 40 central industrial and employers' federations from 34 countries
- **DI** the leading Danish employer and business organisation, representing 11000 companies, including companies in all modes of transport

The role of transport

- Transport keeps Europe moving
- The transport sector is the provider of mobility
- Mobility means a transportation system that moves people and delivers goods. It connects workers with employers, employers with suppliers, and business with their customers
- Sustainable transport and mobility is the backbone of Europe's competitiveness, welfare, employment and prosperity
- Transport fosters the core of the internal market

The vision of future transport

- The political lines must be based on the crucial role of transport and mobility
- Transport is demand-driven - and policies of the future transport in Europe must be based on this (and not on transport avoidance)
- Transport demand is and will be closely linked to economic growth - 'the motor of growth'
- Accommodating transport demand by designing an effective transport system leads to a sustainable transport system with high mobility



Meeting the challenges ahead

- An increased demand for mobility calls for solutions that respect the challenges (climate change, congestion, health, safety, security, energy, infrastructure/financing)
- These challenges must be addressed in a way that will not restrict the mobility across Europe BUT business including the transport sector must acknowledge its responsibility

General principles for a solution

- *Horizontal/integrated approach* to solutions, not sectoral - all transport modes are complements and have different advantages
- Co-modality instead of modal shift
- Important to keep the international perspective - global supply chains require global rules
- Improving efficiency - in all parts the transport value chain
- Suppliers and customers have a shared responsibility
- Sound economic principles must be maintained (cost effectiveness, market solutions, freedom of choice etc.)
- Availability of a modern and coherent infrastructure for all transport modes and connecting ports, terminals etc.

Specific actions

- Which instruments should be applied:
 - logistics
 - technology
 - innovation
 - R&D
 - energy efficiency
 - best practice
- Taxation will only benefit if applied appropriately (no double taxation, secured competition, balance between environmental and economic needs, level playing field etc.)



Conclusion

- Implementation of 'The Internal Market for Transport'
- Horizontal approach
- No transport avoidance
- Combination of instruments (not one-fits-all)
- Resistance to protectionism



Future of transport - a genuine opportunity

危机

Chinese use two symbols to form the word “crisis”. The first symbol means “danger” the second “opportunity”.

Richard Nixon