

Green and Healthy



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Description

Consumer's environmental awareness is increasing, leading to the adoption of active and "greener" modes of transport.

Global warming, rising pollution/sea levels and increased awareness are pushing consumers towards greener and healthier choice of services. Active modes of transport are being globally adopted by consumers owing to their environment friendly and socio-economic implications.

1. Active modes

- Active modes of transport such as **walking, cycling and dynamic personal modes** (assisted personal mobility) are seeing an increased global adoption thanks to cost benefits and **positive impact on health** and **increasing body awareness**
- **Walking and cycling** combined with public transport can **help reduce the 3.2 million worldwide deaths** (2016) from physical inactivity

2. Green mobility/ Alternative fuels

- The transport sector globally is responsible for **23% of global GHG emissions** caused by the burning of fossil fuels
- Increased use of hybrid vehicles and electric cars can **reduce emissions by 80%** and create a cleaner environment
- **EV trend** is rapidly picking up and will dominate the market by 2040+ while **hydrogen will also take off in 2030s-2040s**
- Decrease in battery cost and increase in energy density are driving the expansion of the EV market

Tags

Future mobility

STEEP

- Social
- Ecological

Links

TRENDS

Alternative Energy Sources
Environment and Resource Scarcity
Ethical Consumption
Local Life and Green Economy

Projects

RTA Future Scanning - Information & Trends

Rating criterion	04.06.2020
Importance	