

#EUYearofRail



Impact of the Green Deal in the European Transport System

The Passengers' Expectations

Sandra Lima, European Passengers' Federation

EU Green Deal and sustainable mobility

The EU Green Deal

The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and protecting our natural habitat will be good for people, planet and economy. No one will be left behind.

The EU will:



Become
climate-neutral
by 2050



Protect human life,
animals and plants,
by cutting pollution



Help companies
become world leaders
in clean products and
technologies



Help ensure a
just and inclusive
transition

SUSTAINABLE & SMART MOBILITY STRATEGY

90%

REDUCTION IN
GREENHOUSE GAS
EMISSIONS FROM
TRANSPORT BY 2050

#MobilityStrategy #EUGreenDeal



Modal Shift

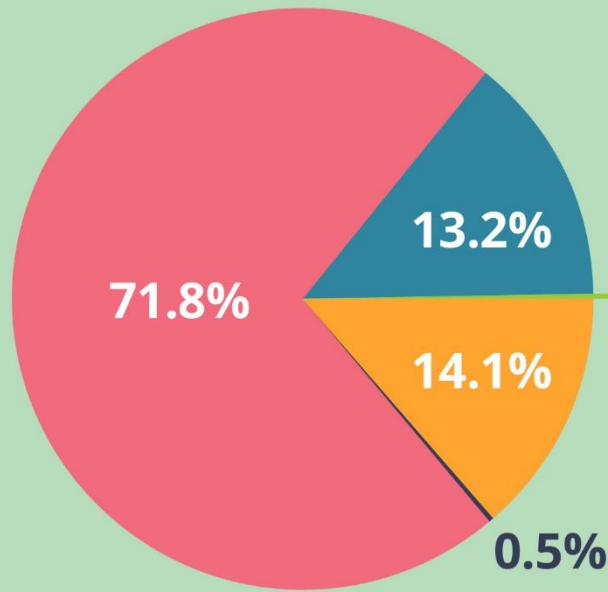
To achieve these goals we need a multidisciplinary effort

Modal shift

- Energy transition
- Technological developments
- “Minds” shift



#EUYearofRail



EUROPEAN YEAR
OF RAIL **2021**

RAIL IS SUSTAINABLE

Greenhouse gas emissions
from transport (EU-27, 2018):

RAIL TRANSPORT

0.4%



Source: Statistical Pocketbook 2020

The role of Rail

The role of Rail

Findings from the Intergovernmental Platform for International Passenger Rail

Rail must become **more attractive** to achieve a modal shift

- **Dialogue** between public authorities, relevant stakeholders, employers, workers, and rail transport users to ensure that everyone enjoys the benefits of rail transport;
- Development of rail passenger transport by, amongst other things, focusing on **passenger experience**, **fair competition**, comprehensive **route planning** and **ticketing** offered by railway undertakings and third-party ticket vendors, and direct links with regional, local and urban transport;
- Systemic **integration** with other modes.

The role of Rail

Findings from the Intergovernmental Platform for International Passenger Rail

At EU level this would reflect in:

- Revision of the interpretative guidelines concerning Regulation (EC) No 1370/2007 so that Member States may consider the use of **public service contracts for international rail passenger services**;
- A coherent TEN-T policy with projects that foster development of **high-speed and international services** for rail passenger transport between the main urban hubs;
- Coordinated EU investment in both **infrastructure in rolling stock** procurement;
- Eventual EU-level schemes to **support rail operators in a non-discriminatory manner**.

The role of Rail

What about the local level?

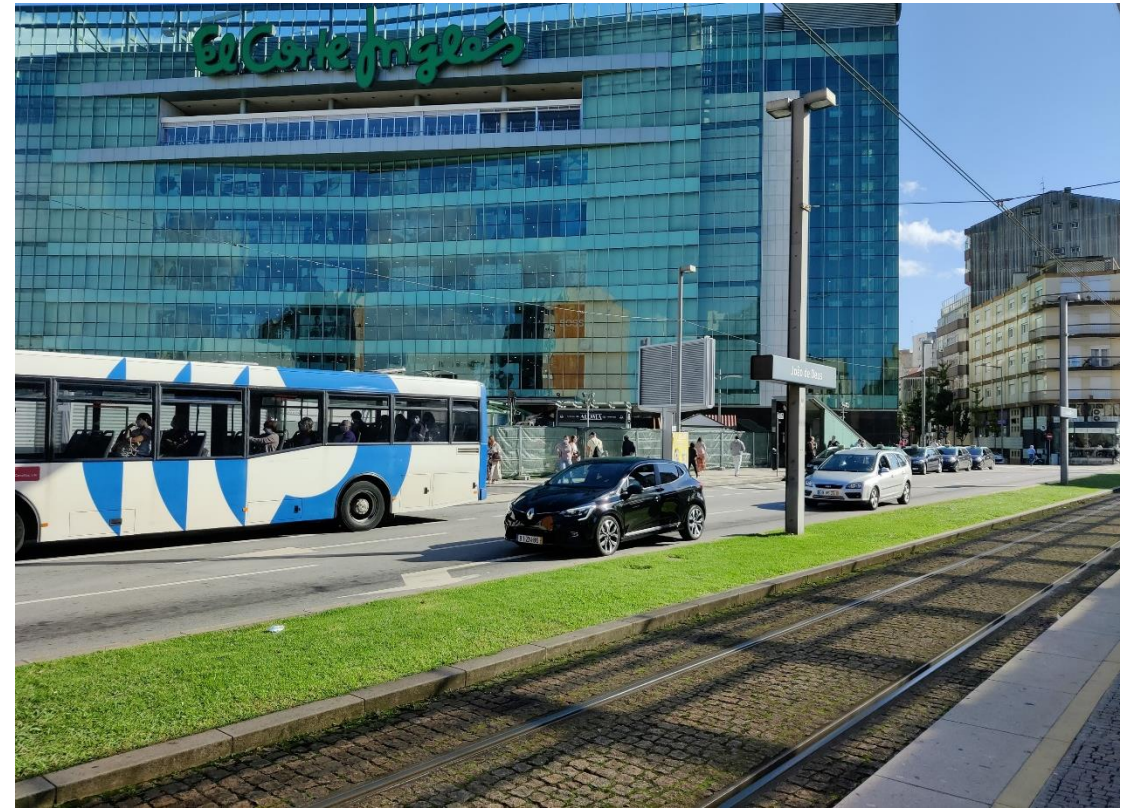
- EU ambitions cannot be met without support to/from local/regional and national policy makers
- Political alignment and commitment are crucial to achieve the EU Green Deal goals



Reality at local level



Reality at local level



Working with and for the passengers

- Identifying concrete **needs** and working together with citizens from all ages and groups
- Increasing knowledge on sustainable options from a young age
 - CES4Kids project creating educational material on the sustainable mobility principles to be used in the school context

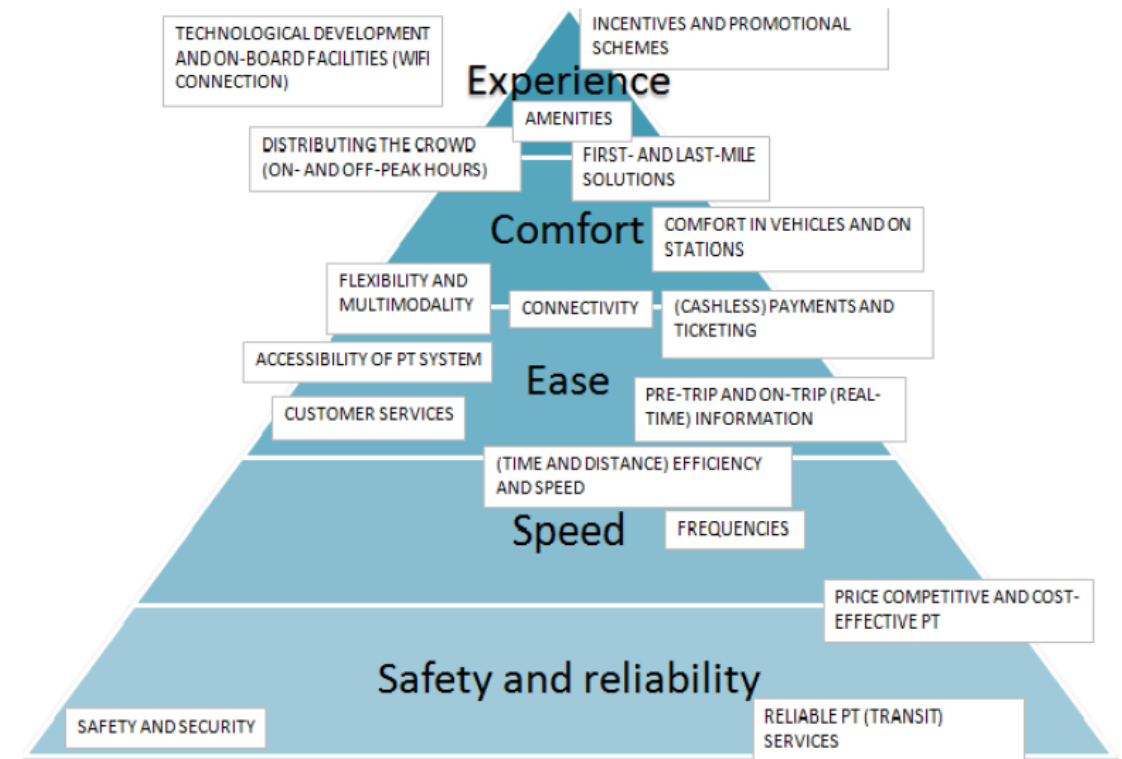


Figure 1 Maslow's pyramid, applied to public transport (CIPTec, Peek and van Hagen).

Not all needs are the same...

But listening is the first step!



An aerial photograph of a railway track stretching straight through a dense, lush green forest. The track is composed of two parallel rails with wooden sleepers, and the surrounding trees are vibrant and dense. In the top left corner, there is a small solid purple rectangle.

Looking at the future

Easy ticketing

Google

brussels barcelona

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Bruxelas, Bélgica (todos os aeroportos)

sexta, 26 de novembro

Airline	Duration	Class
Ryanair	1 h e 59 min	Voos
Vueling	2 h e 0 min	Voos
Lufthansa	4 h e 0 min+	Voos
Iberia	2 h e 0 min	Voos
Austrian	4 h e 50 min+	Voos
Brussels Airlines	1 h e 55 min	Voos
Outras companhias aéreas	4 h e 5 min+	Voos

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Train • €46.99 Coach • €37.98

Outbound: **Bruxelles to Barcelona**

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Earlier

Date	Class	1st Class
Mon 15 Nov 2021	Standard	1st Class
02:29 → 16:53	14h 24m, 1 change	€93.99
07:02 → 16:53	9h 51m, 1 change	€212.80
07:43 → 16:53	9h 10m, 1 change	€162.00
08:43 → 19:33	10h 50m, 2 changes	€314.80
15:15 → 11:35		

Selected journey

07:02 Bruxelles-Midi

9h 51m 1 change SNCF renfe SNCF

16:53 Barcelona Sants

Flexibility and ticket conditions

Lowest Price	Semi-flexible	Flexible
€1212.80	+ €5.00	+ €47.00

1 x Adult
NO FLEX, Essential

View exchange and refund conditions

Bruxelles-Midi to Valence TGV

NO FLEX
Ticket may not be changed nor refunded.

Valence TGV to Barcelona Sants

Essential
50% of ticket price is refundable and exchangeable, before departure only.

Polluter pays

Your trip 1 Adult

Outbound Mon 15 Nov

- 07:02 Bruxelles-Midi
- 9h 51m, 2 changes
- 16:53 Barcelona Sants

[View full ticket conditions](#)

Inbound Mon 15 Nov

- 17:55 Paris Gare du Nord
- 1h 22m, 0 changes
- 19:17 Bruxelles-Midi

[View full ticket conditions](#)

Total €465.80

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Return • 12 Nov - 15 Nov • 1 person

Verified by Ryanair

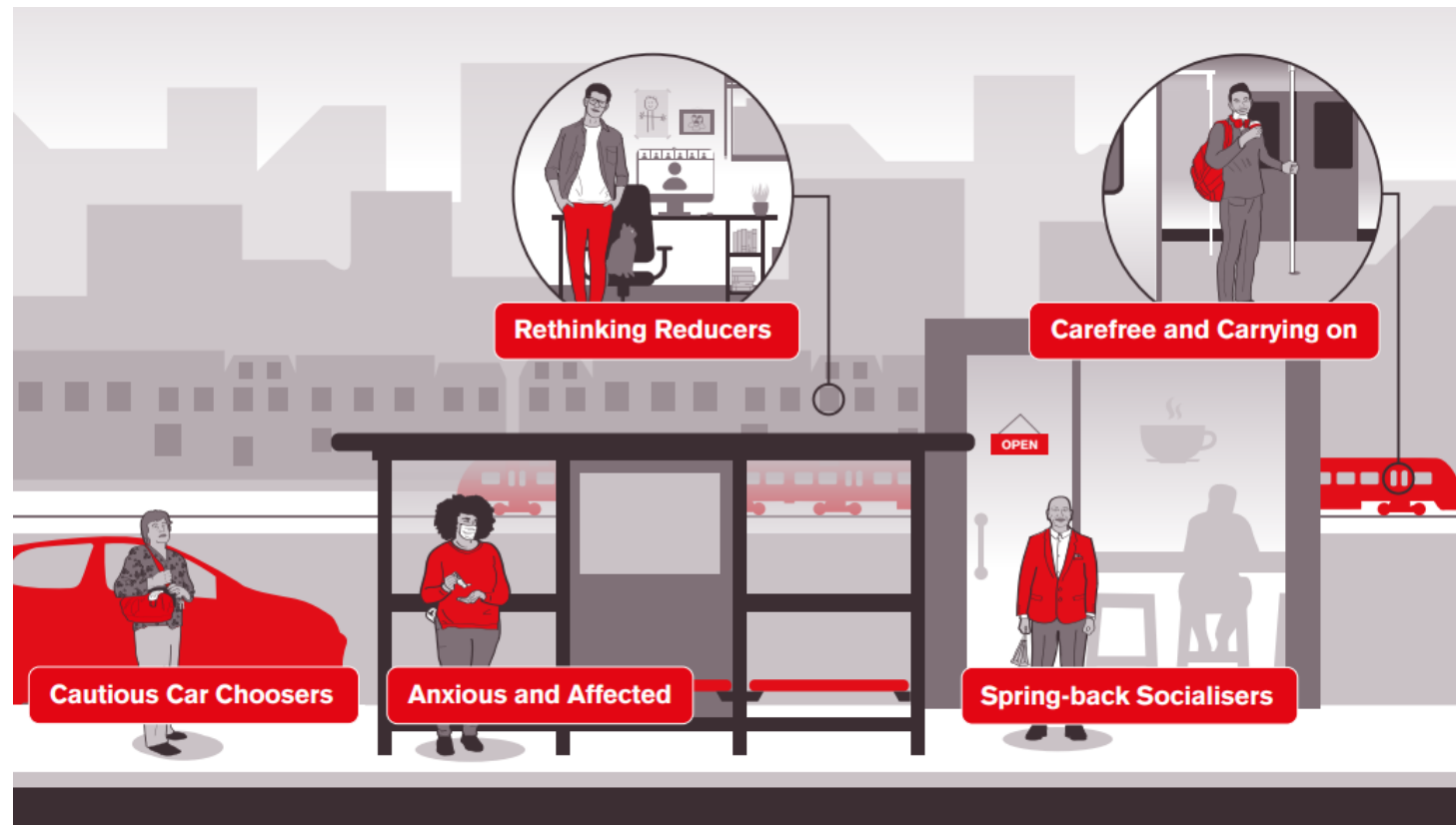
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12 NOV	14:15 Brussels Charleroi	Duration 1h 55m	16:10 Barcelona	Flight no. FR 2835	Type Direct
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Looking at the future – COVID-19 and regaining passengers





Looking at the future Funding



Thank you for your attention!

Sandra Lima

European Passengers' Federation

sandra.lima@epf.eu

+32 (0)9 223.97.29

www.epf.eu