



TDA Training Program on Transport Decarbonisation

Module 10

Rethinking Your Business Approach & Paper Development



Deployment: Onsite

Workload: 30 hrs



Extra learning: 10 hrs



Module working group:

- Pedro Filipe - Portugal (Leader)
- Paulo Humanes - PTV
- Patrick Oliva - PPMC

Learning outcome

Students are invited to prepare a Final paper to be presented and discussed together with the class and teachers during the onsite joint session.

The outcome for the students will be a deep approach to a real challenge from their own organisations, supported by the methodologies taught along the previous Modules, together with financial and economic analysis tools and other soft skills such as change management, inspiring leadership and communication training.

Syllabus

Module 10 is necessarily face-to-face and is designed to develop a small project over the course of a week. The end result will be a paper describing the problem and the proposed solution or, alternatively, a PowerPoint presentation.

Trainees are invited to bring data from their own organization, required for the development of the work, which can take the form of a sectoral policy or a concrete project at the national, local or business level. For trainees who do not have the possibility to bring their own projects, challenges will be proposed by the course teaching team.

When justifiable, two or three trainees may be grouped in one job. The knowledge and material gathered in the previous modules of the course will be instrumental for this final exercise.

The main tasks required to the trainees are:

1. Establish the boundaries and objectives of the challenge to be addressed.
2. Review literature and existing case studies that may inform the project.
3. Develop the solution, using methodologies acquired along the course and data processing techniques.
4. Synthesize results.
5. Discuss the decarbonization potential of the project.
6. Prepare a draft marketing strategy for the project.

Trainees should present their own projects in a session where questions may be raised by their colleagues.

Case studies

Several case studies will be provided illustrating solutions for areas which are car dependant, logistic solutions for multi-modal freights, etc.

Major references

General Mobilities Theory and Methods

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Transport Mobility

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- Birtchnell, T., Savitzky, S., & Urry, J. (Eds.). (2015). *Cargomobilities: moving materials in a global age*. Routledge.
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- Conley, J. and McLaren, A.T. (2009) *Car Troubles: Critical Studies of Automobility and Auto-Mobility*, Ashgate, Farnham.
- Cowen, Deborah. (2014) *The deadly life of logistics*. Minneapolis: University of Minnesota Press.
- Dennis, K., & Urry, J. (2009). *After the car*. Polity, London.
- EC (2019) *European Commission Clean Energy Package*

EC (2019) *European Commission Clean Mobility Package*

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Givoni, & D. Banister. (eds). (2013) *Moving Towards Low Carbon Mobility*. Edward Elgar, Cheltenham

Goetz, A. and Budd, L. (eds) (2014) *The Geographies of Air Transport*, Routledge, London.

Hickman, R. and Banister, D. (eds) (2014) *Transport, Climate Change and the City*, Routledge, London

<https://www.connaissancedesenergies.org/sites/default/files/pdf-actualites/globalevoutlook2018.pdf>

https://www.transportenvironment.org/sites/te/files/publications/2050_strategy_cars_FINAL.pdf

Lazard (2018) *Levelized Cost of Energy Analysis – version 12.0*

McKinsey (2019) *Global Energy Perspective – Reference Case*

Melia, S. (2015) *Urban Transport Without the Hot Air: Sustainable Solutions for UK Cities*, UIT Cambridge, Cambridge

Pooley, C., Jones, T., Tight, M., Horton, D., Scheldeman, G., Sawir, E. and Strano, E. (2013) *Promoting Walking and Cycling: New perspectives on sustainable travel*, Policy Press, Bristol

PPMC (2017) *A Global Macro Roadmap Outlining an Actionable Vision towards Decarbonized, Resilient Transport - Implementing the Paris Agreement on Climate Change in the transport sector in support of a net-zero EMISSION, climate-resilient economy by 2050 or shortly thereafter*, <http://www.ppmc-transport.org/wp-content/uploads/2016/04/GMR2017.pdf>

Push&Pull (2017) *16 Good Reasons for Parking Management*, Push & Pull Consortium, <http://push-pull-parking.eu/index.php?id=15>

SUM4All (2019) *Global Roadmap of Action Toward Sustainable Mobility*, <https://sum4all.org/global-roadmap-action>

T&E (2018) *Roadmap to decarbonising European cars*, Transport and Environment - European Federation for Transport and Environment AISBL;

TDA (2018) *Decarbonising Transport by 2050 - A TDA manifesto on how to reach net zero emission mobility through uniting Countries, Cities / Regions and Companies*, http://tda-mobility.org/wp-content/uploads/2018/12/EY_TDA-Manifesto.pdf

TDA (2019) *Zero Emission Urban Freight - A TDA whitepaper on how to reach zero emission urban freight by uniting Countries, Cities/Regions and Companies*, <http://tda-mobility.org/wp-content/uploads/2019/05/TDA-Zero-Emission-Urban-Freight.pdf>

UNFCCC (2018) *United Nations Framework Convention on Climate Change 2018 Annual Report*, <https://unfccc.int/sites/default/files/resource/UN-Climate-Change-Annual-Report-2018.pdf>