

WE'RE STEERING TOWARDS CLEANER HORIZONS

5 steps to tackle the source of 7 million annual deaths: **Air Pollution!**



Let's make Europe Green. Deal?





STEP 1

Make walking more attractive!

Many of the trips within cities are of a distance suitable for walking, but there's a need to inspire people to choose this option.

Provide pedestrians with the safest and most enjoyable travel experience possible by implementing pedestrian priority, signal phase changes, re-routing of heavy traffic from city centers and warning road users of possible hazards via VMS.

Make the healthiest transport mode also the most convenient, while keeping air pollution at a minimum.

Let's make Europe Green. Deal?





STEP 2

Cycling is lifestyle. Seize the momentum!

Analysis of commuting patterns show that a substantial proportion of journeys span distances of less than 3km.

Tailor-made for cycling! But how can we make it more attractive?

Transport mode shift is a major challenge we can tackle by implementing reflective and wider bike lanes, bike detection & priority at intersections, using VMS for re-routing and speed reductions of car traffic. Solutions for the future, healthy, efficient and environmentally friendly.

Let's make Europe Green. Deal?





STEP 3

Public Transport – go quick without regrets!

A fully-loaded bus can take as many as 40 cars off the road. In terms of fuel efficiency the same bus is more than 7 times higher than a car, without losing time.

But that's not the end of the story: by creating signal phase strategies, bus priorities and apps guiding users in changing their mode of transportation (e.g. bus to bike), the efficiency can be leveraged to the next level and make the travel experience even more unique.

Let's make Europe Green. Deal?





STEP 4

Conduct your own orchestra!

Occasionally, driving remains the only choice we have. In this case, we need to make sure the interaction between different transport modes runs smoothly.

It's all about smart traffic management: Synchronized and communicating traffic signals, controllers and signs which take into account factors like air pollution, traffic volume and other transport modes enable best possible traffic flow for everybody in critical areas. Like a perfectly orchestrated network, conducted with integrity.

Let's make Europe Green. Deal?



**Book a #GoGreen
workshop now!**
www.swarco.com/gogreen

STEP 5

Lead by example!

Decision makers have the power to make the future better by showing others how it's done. By becoming role models ourselves, we possess the ability to guide others through our actions.

Steps 1-4 offer sustainable options to significantly decrease air pollution in urban areas without compromising on comfort. But a change of our mindsets is necessary.

Be a leader and guide people to a greener future!

Let's make Europe Green. Deal?

