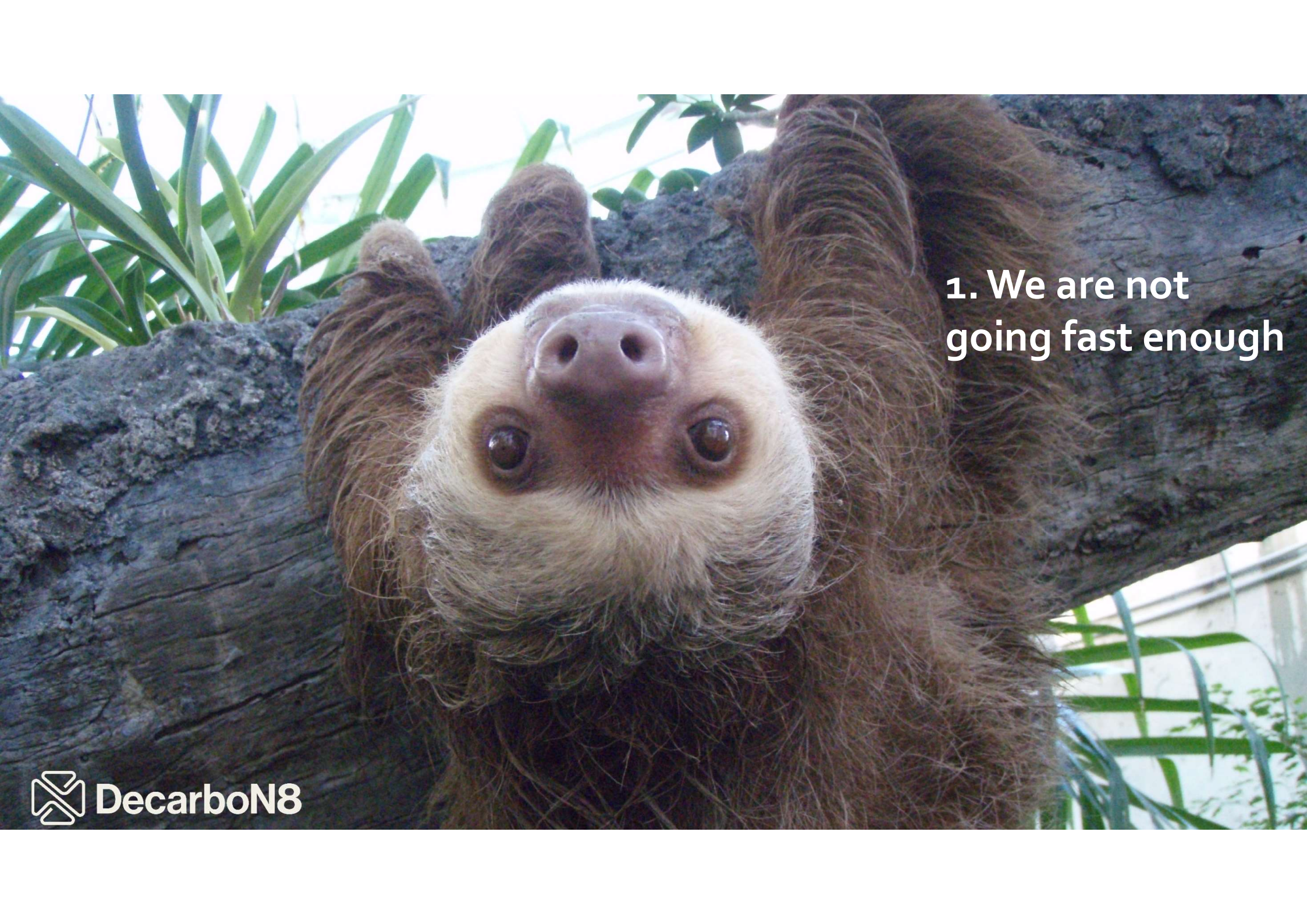




Key Learnings From DecarboN8 Conference

Professor Greg Marsden
University of Leeds

A close-up photograph of a sloth hanging from a dark, textured tree trunk. The sloth's face is light brown with a large, dark nose and small, dark eyes. Its long, shaggy brown fur is visible. The background shows green foliage and a white structure.

1. We are not
going fast enough

2. Tell the Truth

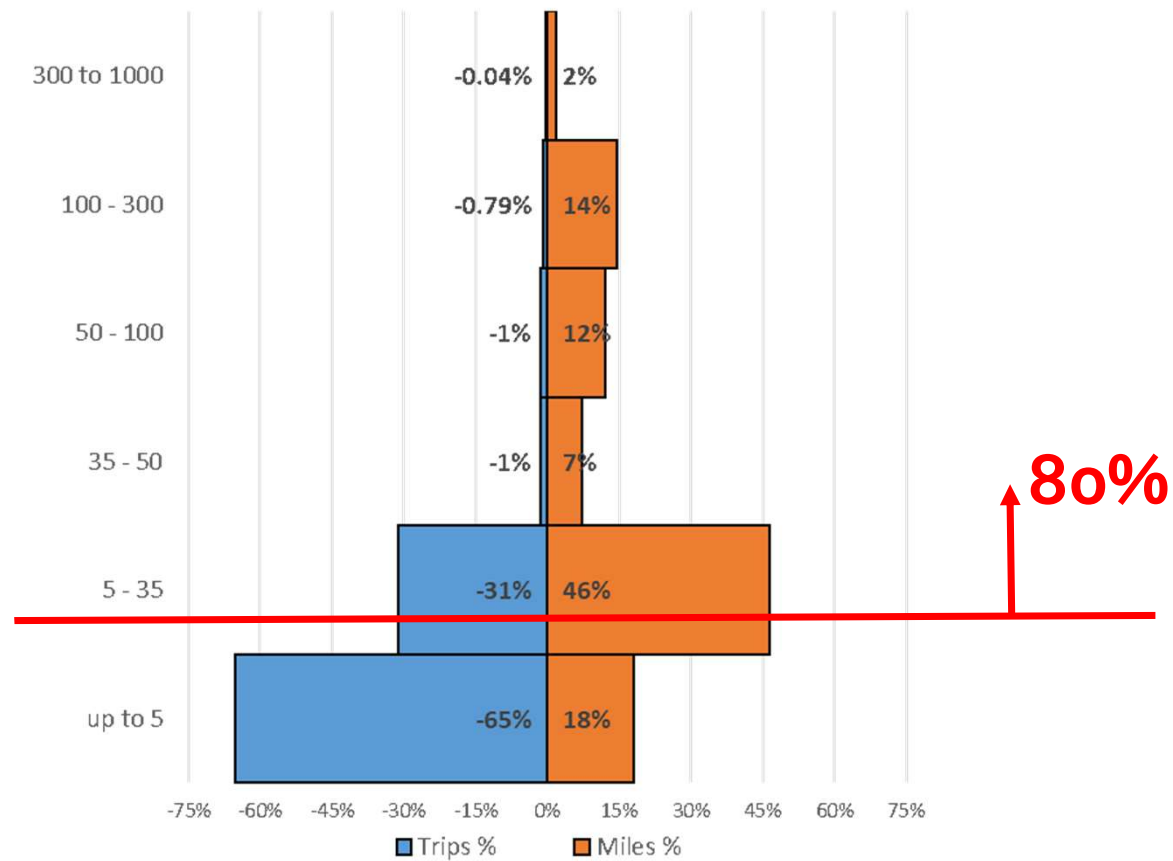
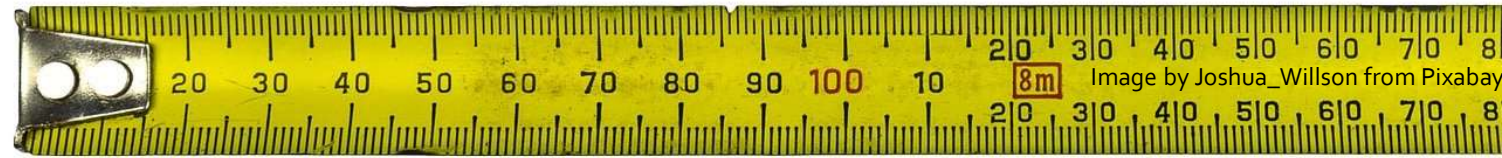
"It's not about stopping people doing things; it's about doing the same things differently. We will still fly on holiday, but in more efficient aircraft using sustainable fuel. We will still drive on improved roads, but increasingly in zero emission cars..."

Rt. Hon. Grant Shapps MP, Foreword to the TDP



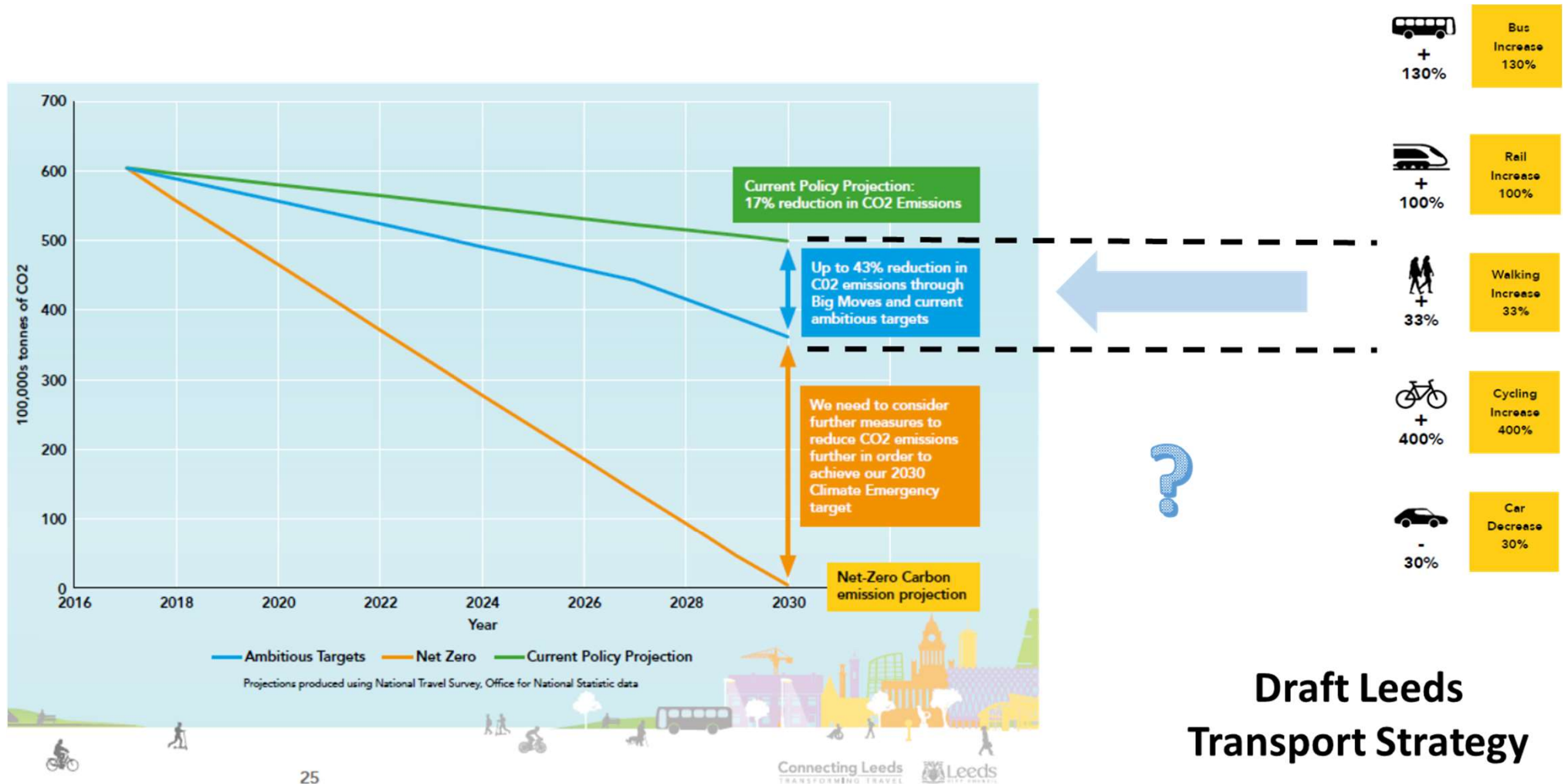
3. Deliberative democracy

4. 80:20 Paradox

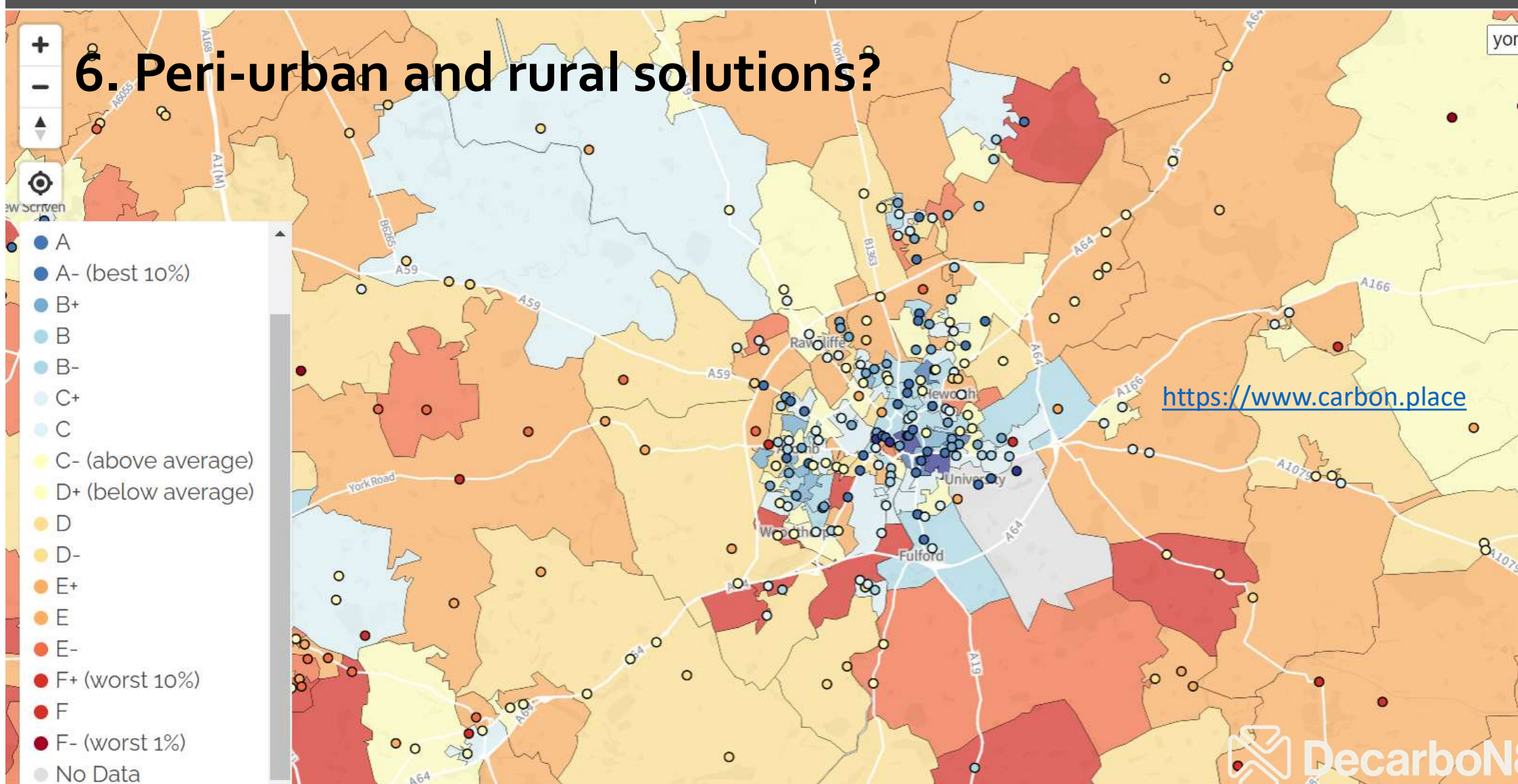


Data from NTS: Analysis J. Anable

5. Everywhere has to act



6. Peri-urban and rural solutions?



National

Local

7. Coherent Governance

8. Quick wins

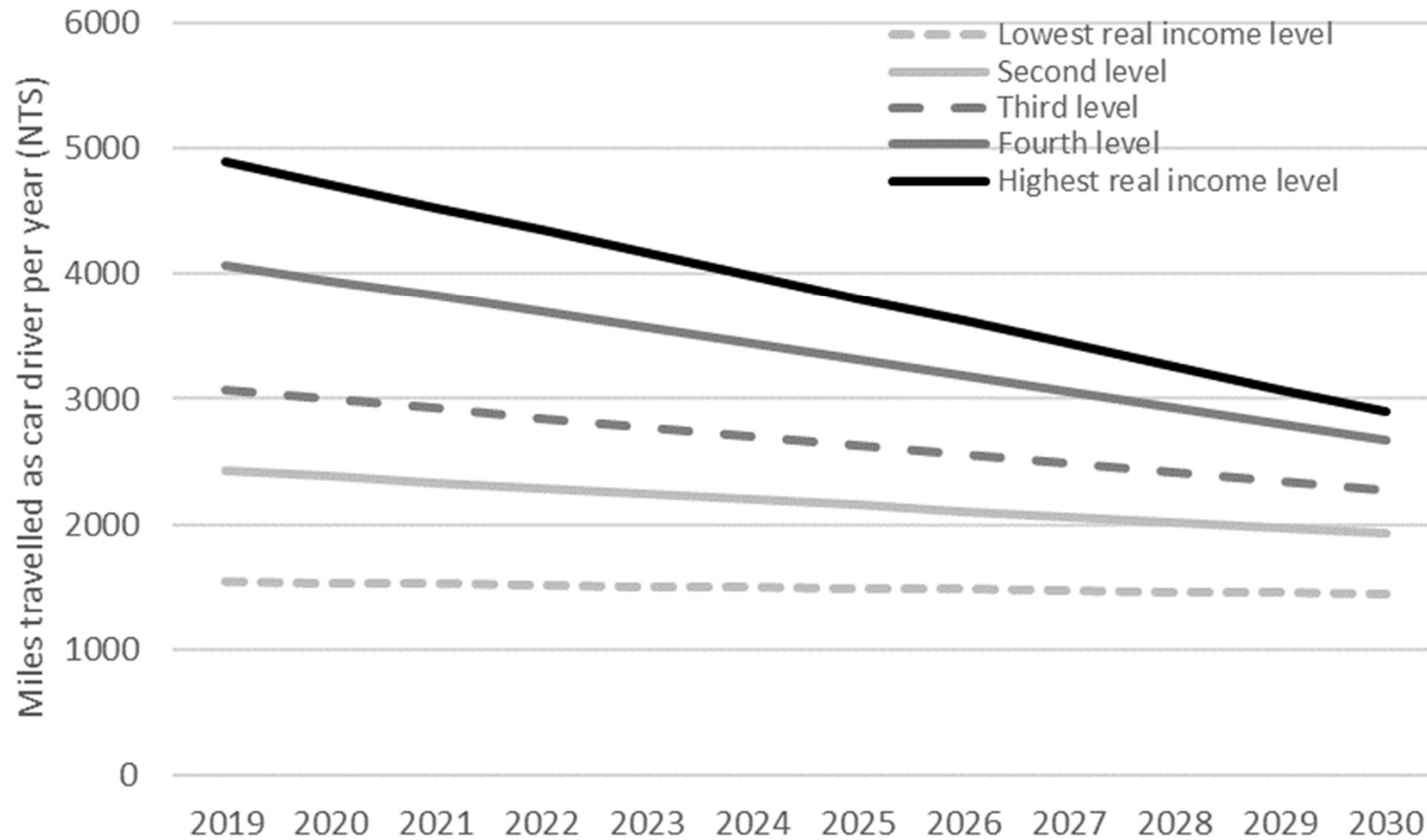


Vienna's euro-a-day public transport model could waltz into Berlin

Mayor of German capital considering €365 annual ticket to reduce traffic and pollution



9. Fairness



**30%
Equity**

10. Not just a transport problem



Thank You

G.R.Marsden@its.leeds.ac.uk

<https://decarbon8.org.uk/>