



SUSTAINABLE
BUS
TOUR



2023



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Last year the number of e-buses registered in Europe has passed the **10,000 mark**. The zero emission bus market can only grow, with a **+28%** achieved in Europe in the first half of 2022 compared to the same period of 2021. E-buses achieved a share of 30 per cent in the city bus market (it was 22.8 in 2021 and 15% in 2020).

Energy transition is still driving the **political agenda**, although energy crisis, rising inflation and shocks at supply level are challenging both OEMs' plans and operators' strategies. For the first time since 2010, battery pack's prices increased by 7% from 2021 to 2022, BloombergNEF found. Transport is the only other sector on track to reduce emissions by 2050.

New topics deserve growing attention. Flexibility is to become one of the values public transport is pursuing: **on-demand transportation** is in the running to achieve a growing share in the public transport market. **MaaS** has finally become a key topic. **Driverless technologies** are attracting increasing investments and their future role within public transport systems must be subject of discussion.

FORMAT & FIGURES



The Sustainable Bus Tour's initiative was launched in 2021 and it's now at its **3rd edition**.

It counts on a subscribers-base of 4.2k professionals. A total of six webinars have been run so far in a dedicated **TV studio**, with panelists connected in remote and live broadcasting (+ replay available on Youtube).



4,200

SUBSCRIBERS



3,500

SINGLE VIEWERS



11

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GOAL



Goal? Discussing **key issues and outlooks** with the participation of operators, manufacturers, organizations, institutions, providers of components and technologies.

With a keen look at today's projects and the focus on the challenges the public transport sector is facing.

The Sustainable Bus Tour has been featuring **Transdev** and **Keolis** as Mobility Partners, and enjoyed the contributions of **UITP** within the Clean Bus Europe Platform project.





EU POLICY FRAMEWORK & TRANSITION TO ZERO EMISSION COMMERCIAL VEHICLES

APRIL 2023

European Commission is expected to revise the **CO2 regulation** for heavy-duty vehicles this year. The Clean Vehicles Directive is in place since 2021, with quotas for zero emission buses in public tenders. The definition of Euro VII standard is underway and poses specific challenges to the truck segment.

From the technological point of view, is the zero emission commercial vehicles market **growing** at the expected pace? Is still mileage the main concern and the main topic? What about gas-drives? Is **retrofit** going to really play a role in the transition of public transport?

We'll be taking a stock of the regulatory framework and of the technological achievements, trying to highlight the **challenges** operators and OEMs are dealing with, involving organizations, industry players, leading carriers.

ELECTRIFICATION OF PUBLIC TRANSPORT FLEETS IN THE AMERICAS. BEST PRACTICES | TARGETS | CHALLENGES

MAY 2023

As of December 2022, there were over 2,600 battery-powered e-buses in operation in **Latin America**. Santiago and Bogotá together comprised over 85% of the total BEV fleet. But things are set to change: São Paulo is expected to incorporate about 2,600 e-buses by end 2024 (and banned the sale of diesel buses). Latin America is seen as a performance **leader** in bus electrification, thanks also to a new approach to procurement and implementation.

North America is lagging behind in terms of registrations, but Biden administration is strongly pushing decarbonization of bus and school bus fleets. \$1 billion EPA fundings awarded in 2022 (out of a \$5 billion program) will help school districts purchase over 2,400 ZE school buses. According to forecasts, 27,000 school buses are to be built in ten years in the USA. New York City committed school bus fleet to be fully electric by 2035 (Boston by 2030).

What about transit? Study says that «North America is projected to be the **fastest-growing market** in the 2022-2027 period. The increasing **demand** for electric mass transit solutions, renowned OEMs expanding in the region, and government support are factors driving the transition».

END OF PUBLIC TRANSPORT AS WE KNOW IT? ON-DEMAND TRANSPORTATION | AUTONOMOUS DRIVING | MAAS

NOVEMBER 2023

Technology is ready to make public transport more flexible than ever. On-demand transportation is getting higher attention as new players are coming to the market and cities are looking to increase the efficiency of their transit offer, which is still paying the consequences of Covid with revenues from ticketing well below 2019 levels.

Driverless shuttles are attracting **higher investments** from OEMs and new products are being launched and expected. But what about the legislative framework? Concerning economics, according to McKinsey, in future "the cost per mile of a robo-taxi trip could be just 20 percent higher than that of a private nonautonomous car in certain contexts".

Consequences for public transport operators will depend on the **strategies** put in place by municipalities and transit agencies, that can "trying to build integrated transit systems that combine different mobility modes or taking steps to make robo-shuttles more attractive than private cars but less attractive than transit".

Policy objectives should always underpin **Mobility as a Service** schemes, as underlined by UITP Senior Director Strategy Sylvain Haon: "Whatever the MaaS model is, it has to put public transport at its heart. Whatever steer the traveller away from the private car is good: walking, cycling, car sharing, bike sharing, those are all good for public transport".

Sustainable Bus is the only **international** media fully focused on innovation and sustainability in the field of public transport.

Founded in 2018, it has established itself as an essential tool **for** professionals involved in the planning and implementation of low/zero emission public transport projects and operations.

Since 2020, Sustainable Bus is also a **magazine** with three issues per year. The magazine is distributed at sector-related exhibitions, fully available in digital version and sent by post to a list of 40 major European public transport operators and authorities.



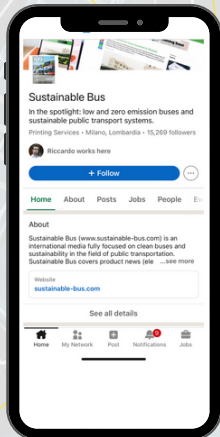
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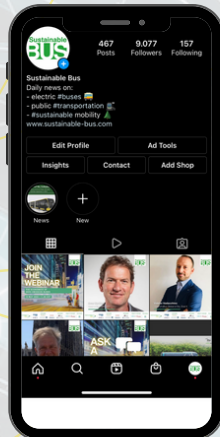
Sustainable Bus provides **native-digital communication** on social media channels and newsletters.

EVERY WEEK WE REACH BEYOND 70,000 PROFILED USERS

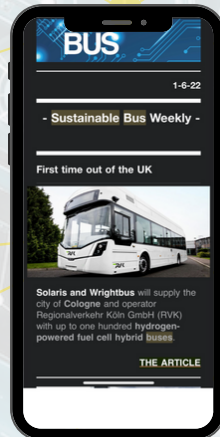
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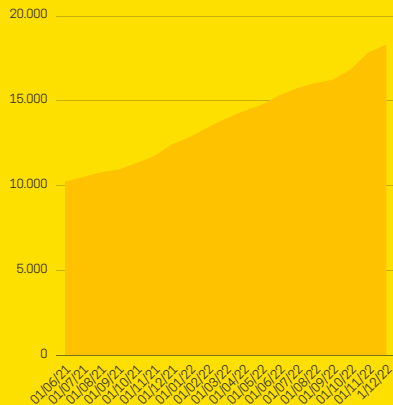
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NETWORK



Since 2020, Sustainable Bus is technical partner of **UITP** for the Clean Bus Europe Platform (CBEP) and is providing the platform with news contents on clean bus tenders, orders, deployment.

Sustainable Bus is in the **Advisory Board** for the Zero Emission Bus Conference 2023, to take place at Busworld Europe in October 2023.

During 2022, Sustainable Bus has been media partner of the **exhibitions** Busworld Turkey, Bus2Bus, IT-TRANS, Euro Mobility Expo, IAA, InnoTrans, Next Mobility Exhibition, FIAA.

Sustainable Bus is media partner of the Transformative Urban Mobility Initiative concerning **TUMI E-Bus Mission**. Funded by the German Ministry for Economic Cooperation and Development (BMZ) and participated by C40 Cities, GIZ, ICCT, UITP and WRI, it has the target of accelerating the transition to electric buses in the Global South.

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