

- Promote the development and efficient use of alternative fuels and renewable energy.

Economic Viability

Full Cost Accounting

- Identify and recognize public supports and subsidies (hidden or otherwise) to all modes of transport and make transportation decisions accordingly.
- Internalize the full social, economic, and environmental costs (including long-term costs) of each mode of transport or transport-related practices as accurately as possible in market prices.
- Ensure that users and others benefiting from transport systems pay their full share of all costs while respecting equity concerns.

Research and Technological Innovation

- Promote research and development of innovative alternative technologies, transport logistics, transport organization, spatial planning, economic instruments, communication, and marketing methods that help achieve sustainable transportation systems. The emphasis should be on providing a wide range of transportation options with a view to achieving the best environmental solution for a particular circumstance.
- Promote research and development on better adapting economic instruments to environmental challenges, in particular, addressing long-term concerns, irreversibility of changes, and threshold effects ("switching") of the global ecosystem.
- Promote research and development programs that focus on criteria, strategies, measures, and instruments leading to sustainable transportation and initiate pilot projects and action programs for their implementation.