

EUROPEAN MANIFESTO

Rethinking European
citizens' daily mobility



At a time when the European Union is facing multiple challenges that could widen the social and democratic divides, it is imperative to make everyday mobility a priority for the new European mandate.

The Green Deal has set ambitious decarbonization targets for 2030 which have not been coupled with a sufficient financial commitment to public transport. However, reliable and accessible solutions are ready to be deployed quickly in peri-urban and rural areas, where the most modest Europeans live.

- Even before being an environmental issue, mobility implies social and regional challenges that the EU must integrate into its climate policies.
- To gain public acceptance, the ecological transition inevitably requires support for the most vulnerable households and the reduction of regional disparities. By deploying transport solutions adapted to each local constraint, public transport addresses just transition challenges, a central element of the Green Deal. In parallel, boosting the attractiveness of the mobility professions is also a lever for integration and employment in local areas.

- The electrification of individual vehicles as well as buses and coaches has been identified as the core driver for reducing transport CO₂ emissions in Europe. We are convinced that this strategy must encompass the carbon footprint of vehicles, from manufacturing to battery recycling and lithium extraction.
- A truly controlled energy transition and the recapture of our industrial sovereignty mean that all its components must be produced in Europe.
- As a global leader in mobility, Transdev Group is poised to address this threefold ecological, social and industrial challenge alongside Europe's local authorities. Through the proposals in this Manifesto, Transdev wishes to propose ideas for discussion in view of the upcoming European elections and of the Commission's next term.

Thierry Mallet
Transdev Chairman and
Group Chief Executive Officer



MOBILITY KEY INDICATORS

● **Europeans citizens' mobility**



10.6%
of European household budget is dedicated to individual vehicle transport, compared with only 1.9% for transport services¹



71%
of passenger-kilometre journeys are carried out by car, compared with only 8% by buses/coaches and 7% by rail²



64%
of European citizens are inclined to switch from car to public transport for environmental reasons³

● **Challenges in public transport development**



Only 2.2%
of gross domestic product (GDP) in the EU has been invested in transport whereas it represents 25% of the EU's total GHG emissions⁴



Only 7%
of the cohesion and regional development funds and 1% of the transport infrastructure program were allocated to local public transport and urban mobility projects⁵



105,000 drivers
are currently missing to operate Europe's buses and coaches although proper investment in public transport could create 4.6 million additional jobs⁶

1 - Eurostat, 2022
2 - Court of Auditors, 2018
3 - EIB, 2020

4 - Eurostat, 2022
5 - UITP Report 2023
6 - IRU, 2023 and C40



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key axes for rethinking daily mobility

Updating the European Mobility Strategy

Championing a fair transition as an integral element of the Green Deal

Aligning financing efforts with fleet greening objectives

Ensuring efficient rail competition for the benefit of passengers and of their purchasing power

Crafting a European response to mobility sector recruitment and skills challenge

Fostering green public procurement to serve European sovereignty

Leveraging digital innovation to simplify passenger's experience

Guaranteeing normative sobriety to attain sustainable climate and recovery goals



1. UPDATING THE EUROPEAN MOBILITY STRATEGY

Introduced in 2020, the European Strategy for Sustainable and Smart Mobility is now outdated. The EU is now faced with the challenges of social and energy crises, as well as the challenge of accepting the Green Deal. The decarbonization of transport, until now viewed through the prism of binding targets, must now focus on the rapid deployment of sustainable public transport solutions accessible to all.

- Adopt an own-initiative report to update the European Strategy for Sustainable and Smart Mobility, taking into account the key role of massively increasing public transport in peri-urban and rural areas.



2. CHAMPIONING A FAIR TRANSITION AS AN INTEGRAL ELEMENT OF THE GREEN DEAL

The main challenge of the energy transition lies in supporting citizens to change their habits and encourage modal shift. This is even more important for vulnerable households who often rely on private cars. Solutions that combine climate imperatives with social issues must be widely supported to guarantee a just transition. The Social Climate Fund underscores the importance of funding affordable and collective transport solutions.

- Impose more stringent social and territorial impact studies in the deployment of the Green Deal and mainstream the aspect of just transition in legislative procedures.
- Reducing emissions by 90% by 2040 should go hand in hand with reducing territorial disparities; let's aim for a mobility objective for all: 90% of European citizens within a 15-minute distance of a coach stop or road/railway hub.



3. ALIGNING FINANCING EFFORTS WITH FLEET GREENING OBJECTIVES

The normative approach must be coupled with substantial financial support for the development of public transport infrastructure and fleets. Over the period 2014-2020, only 7% of the Cohesion and Regional Development Funds were allocated to the public transport and urban mobility sectors, despite it being the primary financing instrument dedicated to local authorities. Budget allocations must thus be swiftly enhanced and redirected to help communities meet the challenges of transition and support the deployment of solutions that have a rapid and effective impact on reducing emissions.

- Encourage Member States to include fleet greening financing plans in their National Energy-Climate Plans.
- Adopt an own-initiative report calling for guidelines on public transport financing.
- Redirect available funds towards public transport (CEF, HORIZON, ERDF, ESF). For the CEF especially, redirect funds towards peri-urban areas to take account of changes in the TEN-T regulation.

4. ENSURING EFFICIENT RAIL COMPETITION FOR THE BENEFIT OF PASSENGERS AND OF THEIR PURCHASING POWER

The opening up of the rail market to competition is still far from being effective. Several obstacles remain (access to rolling stock, access to data, artificial independence of infrastructure managers, etc.). These obstacles foster superficial competition that benefits incumbent operators. Transport users are penalised by this situation, which makes it impossible to improve services and make them more attractive.

- Carry out a European Parliament study on the implementation of the 4th railway package with a particular focus paid to the performance and the independence of the regional rail transport infrastructure manager.
- Submit a proposal to the European Commission aiming at creating a tool to reinforce transparency on the state of the rail network through systematic data sharing.





5. CRAFTING A EUROPEAN RESPONSE TO MOBILITY SECTOR RECRUITMENT AND SKILLS CHALLENGE

The EU is grappling with an unprecedented shortage of bus and coach drivers, with France suffering a deficit of 3,500 bus drivers and 8,000 coach drivers in 2023. At EU level 105,000 bus and coach driver positions are currently unfilled, representing 10% of total positions. An EU collaborative solution is needed to enhance the sector's appeal.

- Promote the creation of an Erasmus4PT call for projects for training in the public transport careers to boost attractiveness.
- Launch the “European Driver Academy” initiative to support the creation of national and regional training centres to prepare the drivers of tomorrow.



6. FOSTERING GREEN PUBLIC PROCUREMENT TO SERVE EUROPEAN SOVEREIGNTY

Although technological sovereignty is a cornerstone of Europe's recovery strategy, the sector's industrial excellence remains insufficiently recognized. Beyond competitiveness challenges, industry development in Europe offers a chance to reduce vehicle carbon footprints. Faced with increasing global competitiveness, products made in Europe must be further supported.

- Implement binding targets in public procurement contracts and concessions to take into account the carbon footprint of materials or services selected by local authorities.

7. LEVERAGING DIGITAL INNOVATION TO SIMPLIFY PASSENGER'S EXPERIENCE

The development of digital solutions aimed at informing users is slow in coming, despite an immediate need for transparency and access to information. The implementation of tools (search, compare and book) is essential to enhance the attractiveness of public transport solutions by simplifying the user experience. These ticketing platforms must provide a clear overview of the offer, and be managed by players other than the historical monopolies, to guarantee their neutrality.

- Rapidly adopt the regulation on digital multimodal mobility services (MDMS) to ensure ease of use and clarity of information. A prerequisite for the deployment of more transparent digital platforms at the European level than those of railway monopolies.



8. GUARANTEEING NORMATIVE SOBRIETY TO ATTAIN SUSTAINABLE CLIMATE AND RECOVERY GOALS

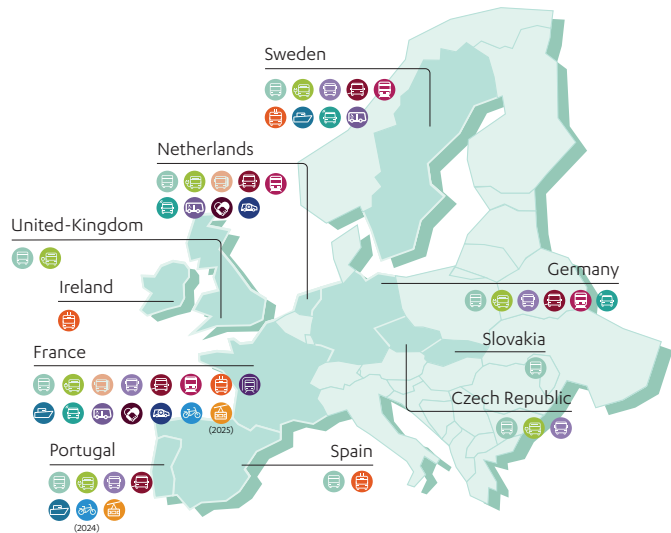
Against a backdrop of global competition and economic tensions, regulatory inflation does not favour European companies. After a mandate focused on raising targets, it is crucial to prioritise regulatory moderation and stability, so that the transport ecosystem can rely on efficient and feasible investments to effectively achieve these ambitious objectives.

- Prefer EU regulations over directives to avoid over-transposition into national regulations.
- Effectively adopt the one-in, one-out principle when voting on new standards related to existing legislation.
- Call on the European Commission and the European Parliament to set a target for simplifying standards in the next term of office.



Overview of the different services operated by

TRANSDEV IN EUROPE



Legend

- | | | | | |
|---------------------------|--------------------------|----------------------------|--------------------|-----------------------|
| Bus | Coach | Light Rail | Autonomous vehicle | Ambulance |
| Electric and hydrogen bus | Transportation On-Demand | Metro | Paratransit | Bicycle share-service |
| Bus Rapid Transit | Rail | Water borne transportation | Community bus | Cable car/Funicular |



About Transdev Group

Present in 19 countries, including 9 EU Member States, Transdev is a global zero-emission mobility operator and integrator. A trusted partner of local authorities, Transdev supports them by offering safe, innovative and low-carbon mobility solutions to the 12 million passengers it carries every day. Transdev is a European and global player co-owned by the *Caisse des Dépôts* (France) and the *Rethmann Group* (Germany). In 2023, Transdev Group employed 102,000 people and recorded a turnover of 9.3 billion euros.

For more information: www.transdev.com

Contacts

Laurent Mazille

Public Affairs Director
Transdev Group

laurent.mazille@transdev.com
www.transdev.com

Mihai Chirca

Deputy Director
in charge of European Affairs
Transdev Group

mihai.chirca@transdev.com
www.transdev.com

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Transdev Group
3 Allée de Grenelle - CS20098
92442 Issy-les-Moulineaux Cedex France

www.transdev.com