

## European ETTAR Project Aims to Break Down Barriers to Greener Freight Transport Technologies

The ETTAR Project (Environmental Technologies, Training and Awareness Raising), financed by the European Commission under the 6<sup>th</sup> Framework Programme, has been established to identify and assess training needs, methods and activities for the wider use of environmental technologies in the freight transportation sector.

The lead partner in the ETTAR project is Ecologic, the Berlin-based Institute for International and European Environmental Policy. Their key partners include Deutsche Bahn, Chalmers University of Technology, Ireland's Clean Technology Centre Cork, Prague-based consultancy Enviros, and University of Cambridge Programme for Industry.

ETTAR runs from April 2007 to September 2008 and is a co-ordinated action plan under the 6<sup>th</sup> EU Framework Programme.

The first workshop of a series of three workshops and a concluding conference, took place in Gothenburg on 25-26 October 2007. It focused on the main drivers of and barriers to adopting environmentally friendly technologies available in the goods transport sector. The main groups present at the workshop were logistics companies, producing industry buying logistics services, representatives of transport industry (air-, road-, rail- or sea/river-based), academics, and policy makers.

For many expert speakers, a major hurdle for green transport technologies – encompassing vehicle and fuel technologies – proved to be the apparent lack of a convenient business case for investment in environmental technologies.

Yet delegates of the workshop agreed that the barriers to carbon reduction in goods trade would never come down if individuals in the logistics business continued to wait for others inside and beyond their companies to come up with “silver bullet” solutions: Small scale projects could and should be implemented with willing partners, with the potential of contributing to large-scale change. Promising examples of such innovative projects were given in the workshop. As an additional measure, many participants favoured performance-related, legally binding targets for manufacturers of freight vehicles to foster the use of environmental technologies. An alternative or additional measure to command-and-control measures are emissions trading schemes, which leave even more leeway to the manufacturers and users of transport vehicles to reduce their emissions and are based on market mechanisms.

The next ETTAR workshop on Barriers to the take-up of more efficient transport and logistics planning and processes will take place 24 and 25 January 2008 in Prague.

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