

SYSTEM TRANSITIONS TO SUSTAINABLE TRANSPORT

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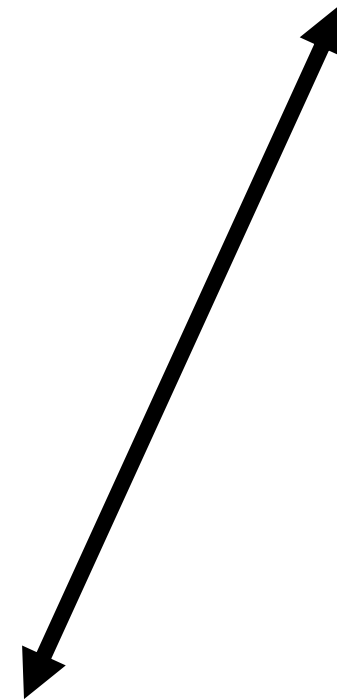
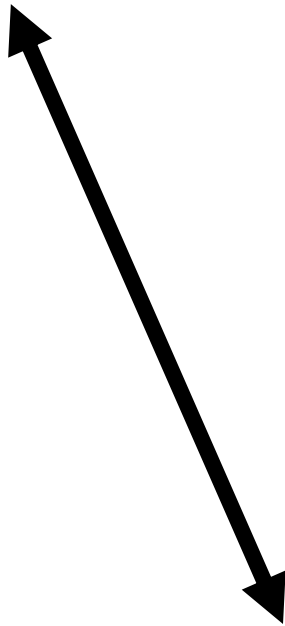
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Culture,
Lifestyles



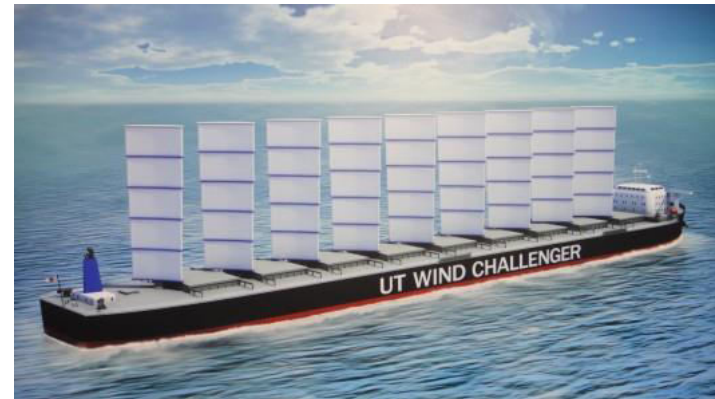
Built
environment



Transport systems

Technology niches: transport

- Biofuels – if they are sustainable
- Sail technologies
- Slower speeds for ships



- Blended Wing Bodies – longer term
- Open rotor engines

Market niches

South-South trade – new markets more innovative? lower volumes, price not so important in rapidly growing market,

Fairtrade



Sustainable production – market leaders e.g. Costa Coffee, Kenco Coffee (Kraft UK), Mars Inc (cocoa) Greenbiz (2011)



Transitions to sustainable mobility

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