



SUSTAINABLE
BUS
TOUR



2024



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During 2023 the number of e-buses registered in Europe has passed the 15,000 mark. The zero emission bus market can only grow, with a **+45%** achieved in Europe in the first half of 2023 compared to the same period of 2022.

E-buses in the first half of 2023 commanded a 37% share of the city bus market in Europe, a substantial leap from 30% in 2023, 22.8% in 2022, 15% in 2021. A clear indication of this trend was clear at Busworld Europe 2023, where over 50% of the buses displayed were powered by batteries. Taking into account only city buses, **96%** of them were zero emission.

While energy transition remains a driving force on the political agenda, **challenges** such as energy crisis, inflation, and supply shocks pose tests to the plans of OEMs and operators' strategies.

Transportation remains a pivotal player in achieving emission reduction targets. **Flexibility** emerges as a core value, with on-demand transportation vying for a growing share in the market. MaaS remains a key topic. Driverless technologies are attracting significant investments, prompting discussions on their future role within public transport systems.

PAST EDITIONS



The Sustainable Bus Tour's initiative was launched in 2021 and it's now at its **4th edition**.

It counts on a subscribers-base of 6k professionals.



6,000

SUBSCRIBERS



3,500

SINGLE VIEWERS



13

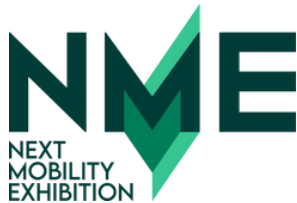
SPONSOR AND PARTNERS

CLICK FOR THE PREVIOUS EDITIONS

2024 EDITION



So far developed in digital way, through webinars and VideoSpotlights, in 2024 the Sustainable Bus Tour becomes a fully **in-person** initiative with events planned in the framework of the exhibitions Next Mobility Exhibitions in Milan and Euro Mobility Expo in Strasbourg.



MAY 8-10, 2024
MILAN - ITALY



OCTOBER 1-3, 2024
STRASBOURG - FRANCE

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.





BALANCE SHIFTS IN PUBLIC TRANSPORT: OPERATORS AND INDUSTRY IN THE ENERGY TRANSITION' ERA. INTERNATIONALIZATION | BUSINESS MODELS | STRATEGIES

MAY 2024

In the era of energy transition, public transport is undergoing profound shifts in operational and financial dynamics. Operators and industry players navigate a **new landscape** marked by changing consumer preferences, technological advancements, and environmental imperatives. The trend towards internationalization is increasingly prevalent, with major operators expanding beyond traditional boundaries to explore **global markets**.

Macro trends such as electrification and on-demand transportation are reshaping **business models**, prompting operators to adopt innovative strategies, develop new skills, and demonstrate high levels of flexibility.

Meanwhile, industry players, from OEMs to component providers, are grappling with the need for significant investments and the challenging **quest for profitability**, with their business strategies being put to the test by the unpredictable nature of long-term trends in terms of driveline technology, emissions standards, evolution of the demand.

2° TALK



ON THE WAY TO A FULLY ZERO EMISSION CITY BUS MARKET IN 2035?

TECHNOLOGY | BUSINESS CASE | MARKET UPTAKE

OCTOBER 2024

In a few years time, only zero emission bus sales will be allowed in Europe in the city bus segment. The market is growing fast, with battery-electric technology so far arising as the preferred choice for urban operations. However, **fuel cell bus projects** are growing and the offer of H2-powered models is getting wider.

Fundings for public transport are not lacking, the market is recovering in terms of registrations, but questions are rising: will the localization of the supply chain become a prevailing trend? How are OEMs working in order to adjust **production capacity** in order to scale up and meet the growing demand? What creative financing models can fuel the growth of zero-emission buses? How to handle the 2nd life of batteries?

Finally, the prominent question, addressed to PTOs, PTAs, institutions: if and how will this race for innovation and modernization of bus operations translate into an increase in the **modal share** of public transportation?

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 (that will become **4 issues in 2024**). 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.



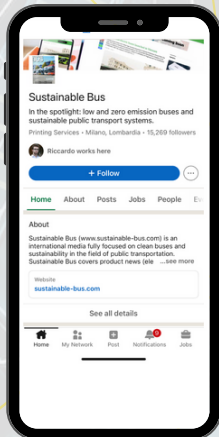
DIGITAL OFFER



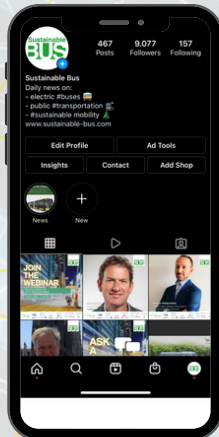
Sustainable Bus provides **native-digital communication** on social media channels and newsletters.

EVERY WEEK WE REACH BEYOND 85,000 PROFILED USERS

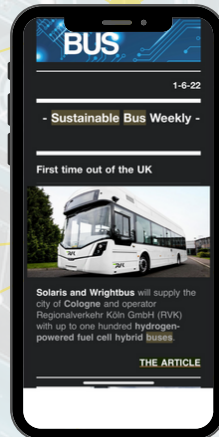
LinkedIn



Instagram



Sustainable
Bus Weekly



Next Stop



LINKEDIN'S REACH

SUSTAINABLE
BUS
TOUR



+23K

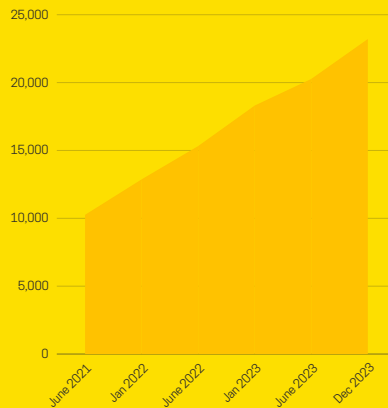
LINKEDIN FOLLOWERS

+225K

LINKEDIN MONTHLY
IMPRESSIONS

+35%

LinkedIn Fanbase Av. Yearly Growth



NEWSLETTER'S REACH

+18K

NEWSLETTER SUBSCRIBERS

41%

AVERAGE NEWSLETTER'S
OPEN RATE

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 has been in the **Advisory Board** for the Zero Emission Bus Conference 2023, that took place at Busworld Europe in October 2023.

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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Contact Information

Website

sustainable-bus.com

Magazine

sustainable-bus.com/magazine

E-mail

info@sustainable-bus.com