# Is encouragement enough?

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| As transport and urban planners we are constantly having conversations about how we can lower carbon emissions through: * encouraging society to change
* encouraging people to change modes of travel
* encouraging building of high density dwellings
* encouraging people to drive their cars in a safe manner.

But has encouragement changed our society, people’s travel/driving behaviour or growth of cities enough?Everybody knows it hasn’t. Perhaps, we have been too polite.How can we truly change our ways of working and achieve carbon neutral transportation? A few cities (such as Oslo in Norway [LINK](https://www.fastcompany.com/90552168/this-is-what-a-zero-emissions-city-looks-like)) are well ahead and are planning to reach the target by 2030. These cities have acted beyond encouragement working with stakeholders to develop policies and measures for their cities. In New Zealand, currently nearly all the infrastructure/city development projects are CAPEX funded, which means there is a focus on delivering a building or construction. While there is a lot of talk about “whole-of-life” costs, you need all stakeholders in a project (who often have differing objectives) committed to that kind of thinking. Multiple measures need to be implemented and through collaboration. There needs to be a behavioural change so that long-term objectives that benefit everyone are held in higher importance that short-term profits. We need to change the paradigm in transport planning. Instead of following demand, we should plan and build transport facilities as supply leading. We must plan and build sustainable infrastructure and urban form to achieve carbon neutrality. Through collaboration with the stakeholders in this industry we could develop procedures (incentives and enforcements) that support this approach.Humans are intelligent – in the end they will behave according the supply that is available.  |