

How a price on carbon reduces emissions

TRANSPORTATION

By making polluters pay, a price on carbon pollution kickstarts behaviour changes and innovation. A well designed price on carbon pollution ensures that as the price increases, so do the number of options to lower your footprint. As it's non prescriptive, there are many possible solutions across sectors.

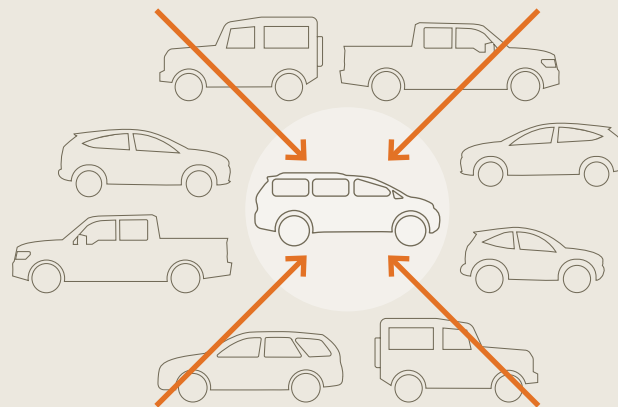
TODAY

Use alternative modes for some trips.



MID-TERM

The next vehicle purchased can be more fuel-efficient.



LONG-TERM

Due to increased demand from consumers, manufacturers and government innovate and offer more options.

