iMONITRAF! Webinar – Clean technologies and modal shift

22nd June 2026, 13:00-14:30h, Online

Understanding a delicate balance – how to align modal shift and decarbonisation strategies on the Alpine corridors

The activities of iMONITRAF! build on the Combined Scenario, politically endorsed in 2020, which highlights that modal shift and decarbonisation strategies must be developed hand-in-hand to achieve a sustainable transport system for the transalpine corridors. The Avoid–Shift–Improve logic, as anchored in the EU Green Deal, the Simplon Alliance Action Plan, and the recent recommendations of EUSALP AG4[1], emphasise that modal shift remains the most effective lever to reduce environmental and social impacts of freight transport. At the same time, the remaining road traffic must become as clean as possible, and a series of EU, corridor, national and regional initiatives now aim to accelerate the roll-out of zero-emission heavy-duty vehicles.

While both approaches are crucial, the interfaces between modal shift instruments and clean technology measures have often been overlooked. In practice, strong support for clean-technology uptake can unintentionally weaken modal shift—and vice versa—unless both pillars are strategically aligned. With this webinar, iMONITRAF! wants to explore these interfaces and discuss what is needed for a balanced approach that strengthens, rather than cannibalises, the two strategic pillars.

The webinar will address the following guiding questions:

- Which major initiatives at European, corridor and national levels shape the clean transport agenda, and how do they interact with existing modal shift measures?
- Where do additional coordination needs arise to ensure that new clean-technology frameworks become fully effective without undermining modal shift objectives?
- How can the current instrument mix for modal shift be further aligned with clean-technology incentives—avoiding counterproductive effects while strengthening both strategies?

We invite you to join us for a discussion on how to shape a coherent and integrated policy approach for the Alpine regions—reflecting the complexities of Avoid–Shift–Improve and the need for coordinated action in times of rapid technological change.

[1] AG4 Policy Recommendations: Boosting Energy Efficiency in the Alpine Transport System – EUSALP (2025): https://alpine-region.eu/action-groups-publications/policy-recommendations-boosting-energy-efficiency-in-the-alpine-transport-system

Agenda

45 min **Clean technology initiatives and their consideration of modal shift interfaces**

Decarbonization framework for HDVs in the EU: AFIR and CO_2-standards (including recent amendments under the Automotive Package)
Dr. Eamonn Mulholland (ICCT, The International Council on Clean Transportation)

The Clean Transport Corridor Initiative (CTCI): General objectives and activities
Rein Jüriado (European Commission, DG Mobility and Transport)

Decarbonising the Brenner corridor
Michael Andergassen (Autonomous Province of Bolzano/Bozen – South Tyrol)
Regional efforts to decarbonise the Brenner corridor – reflections from South Tyrol

Scenarios for decarbonisation of road freight transport: Understanding effects of policy measures
Ursina Walther or Brian Cox (Infras)
Insights on current scenarios on decarbonisation of road freight transport in Switzerland, their interaction with modal shift and effects of policy measures

20 min **Interactive discussion on coordination needs**

Understanding potential coordination needs regarding:

- How can the different initiatives at EU, corridor and national level be better aligned to become fully effective to set clear signals to transport operators?
- Understanding potential risks or unwanted effects between strengthening rail and road decarbonisation strategies
- Which additional coordination needs arise to avoid unwanted effects?

10 min **Towards an integrated policy approach – some insights from iMONITRAF!**
Helen Lückge (Climonomics, iMONITRAF! Coordination Point)
Short overview on elements of the iMONITRAF! policy mix where we have come upon the interface between modal shift and decarbonisation strategies: road pricing, support for CT, driving bans, etc.

15 min **Interactive discussion on policy mix**
Moderation : Helen Lückge (Climonomics, iMONITRAF! Coordination Point
Discussion of relevant policy instruments that can integrate the modal shift and road decarbonisation pillars – and needs for finetuning.

→ Impulses from the discussion will be picked up by iMONITRAF! in this year's work on further developing the iMONITRAF! policy mix

Information on our speakers

Dr. Eamonn Mulholland is a Senior Researcher within the heavy-duty vehicles program in the International Council on Clean Transportation, specializing in CO_2 standards and emissions modelling. Eamonn holds a Ph.D. in transportation energy and has worked previously with the European Commission, the International Energy Agency, and the UK's Department for Transport.

Rein Jüriado works at the European Commission, DG Mobility and Transport, with sustainable transport since February 2024. In particular, he works with the implementation of the EU Alternative Fuels Infrastructure Regulation (AFIR), the European Alternative Fuels Observatory (EAFO), and zero-emission transition of the heavy-duty sector. Rein has previously held expert and team leader roles at the Swedish Transport Administration (Trafikverket), the Swedish Innovation Agency (Vinnova), and Einride, a Stockholm-based scale-up in the space of electric and automated freight transport.

Dr. Ursina Walther is a Senior Project Manager at Infras (Zurich, Switzerland) with a focus on traffic and environment as well as the economics of traffic, with focus on external environmental costs, traffic emissions, alternative propulsion technologies and traffic decarbonization.

Dr. Brian Cox is an Associate Partner at Inras (Zurich, Switzerland) with a work focus on Transport and Environment, especially on the topics of emissions modelling, drive and fuel strategies and sustainable mobility.