National governments have agreed ambitious targets to rapidly reduce carbon emissions. The transport sector is a significant contributor, especially within urban areas. Transport emissions have been resistant to reductions but need to undergo rapid change. Comprehensive, representative, up-to-date data is the key to addressing the dual needs of increasing urban mobility and reducing transport emissions.

**Figure 1** The contribution of passenger vehicles to total global CO₂ emissions

Cars, planes, trains: where do CO₂ emissions from transport come from? *Our World in Data*

76%  
11%  
6%  
7%  

**GOALS**  
- Reduce emissions  
- Design inclusive policies  
- Adapt to disruptive change  
- Make sustainable transport investment decisions

**CHALLENGES**  
- Limited local data  
- Reliance on traditional surveys for data collection  
- Lack of timely data about citizens travel behaviour

**THE POWER OF MOBILE DATA**  
Rapid, representative, high resolution population movements

- Lower latency  
- Broader and more granular coverage  
- Accurate & timely

**RESULT**

Governments, urban planners and the transport sector can then use these insights to inform plans and review the effectiveness of interventions.

Mobile data can help the transport sector to achieve reductions

Many mobile operators offer products and services that provide timely, data-driven insights. These have helped governments make informed strategic decisions to realise the UN SDGs, most recently during the Covid-19 pandemic. Building on this experience, mobile operators are now focusing on transport emissions, to provide unique and actionable insights at a high level of granularity.
The GSMA AI for Impact Initiative is working with a group of seven mobile operators to fast-track solutions to the transport emissions crisis that are underpinned by data privacy guidelines and AI ethics principles.