

PAYZONE SUPPORTS PUSH FOR GREATER MOBILITY BY COUNCILS

Ireland is facing significant challenges if it is to meet its legally binding target to reduce overall greenhouse gas emissions by 51 per cent by 2030 and for transport emissions in particular by 50 per cent.

To make this a reality, the current transport system needs to urgently undergo a systemic transformation and a long-term shift in people's transport behaviour is imperative. Alarming projections by the Environmental Protection Agency (EPA), signal that Ireland will fall short of these emissions targets unless immediate action is taken.

Greenshoots of positive action are emerging as Ireland embarks on its journey to becoming a leader in shared sustainable mobility. This journey hinges on placing the needs of transport users at the core of transport policy, enabling innovation, promoting public health, and supporting climate action.

Nationally, Ireland is making progress on the implementation of its Sustainable Mobility Policy, with local councils across the country receiving funding to support the delivery of active travel plans.

In September, Dublin City Council and the National Transport Authority published the draft Dublin City Centre Transport Plan. This comprehensive plan aims to reduce traffic congestion, improve access to public transport, and encourage greater walking and cycling in the city centre.

SUSTAINABLE TRANSPORT CHOICES

Payzone, Ireland's largest consumer payments network, is now playing a role in fostering the growth of the mobility economy. Building upon the success of its popular parking mobile application, Payzone is expanding its functionality to encompass an array of value-added features.

This will include a range of services to make it easier for the travelling public to go about their daily lives, using one single application, regardless of how they commute, whether by car, bus, rail, taxi, bike, scooter or on foot.

Payzone has already begun to empower its customers to make more sustainable transport choices through active partnerships with emerging bike-sharing operators including Bleeper, Tier Mobility, Moby Bikes, Dublin City Bikes and Bolt. This allows users to view and locate shared bikes near them, and in future, the Payzone wallet will enable in-app payments for their usage.

Jim Deignan, CEO, Payzone Ireland said: "We're delighted to be playing our part in the development of Ireland's mobility economy, promoting alternative modes of transport and allowing people to more easily plan their journeys, all while reducing their carbon footprint.

"We are fully committed to delivering services and initiatives focused on sustainable transport and wholeheartedly support the Government's stated ambition for active travel."

Payzone is an active member of Mobility Partnership Ireland



Jim Deignan, CEO of Payzone, pictured in Dublin Docklands with the newly branded Bleeper bikes. Payzone announced a new sponsorship agreement with Bleeper which will see Payzone sponsor 800 of Bleeper's public bikes operated in Dublin City, Fingal, and Dun Laoghaire-Rathdown County Councils.

(MPI), a private-sector coalition with the vision to establish Ireland as a global leader in sustainable mobility.

MPI advocates for a transformative approach by national and local governments, emphasising the need to make shared sustainable modes more visible, accessible, and integrated with public transport services.

Such a well-integrated system of public transport and shared mobility services not only offers a practical solution to carbon emission reduction goals but also lays the foundation for a future where rural communities are interconnected, and urban residents can enjoy new public spaces within our cities and towns.