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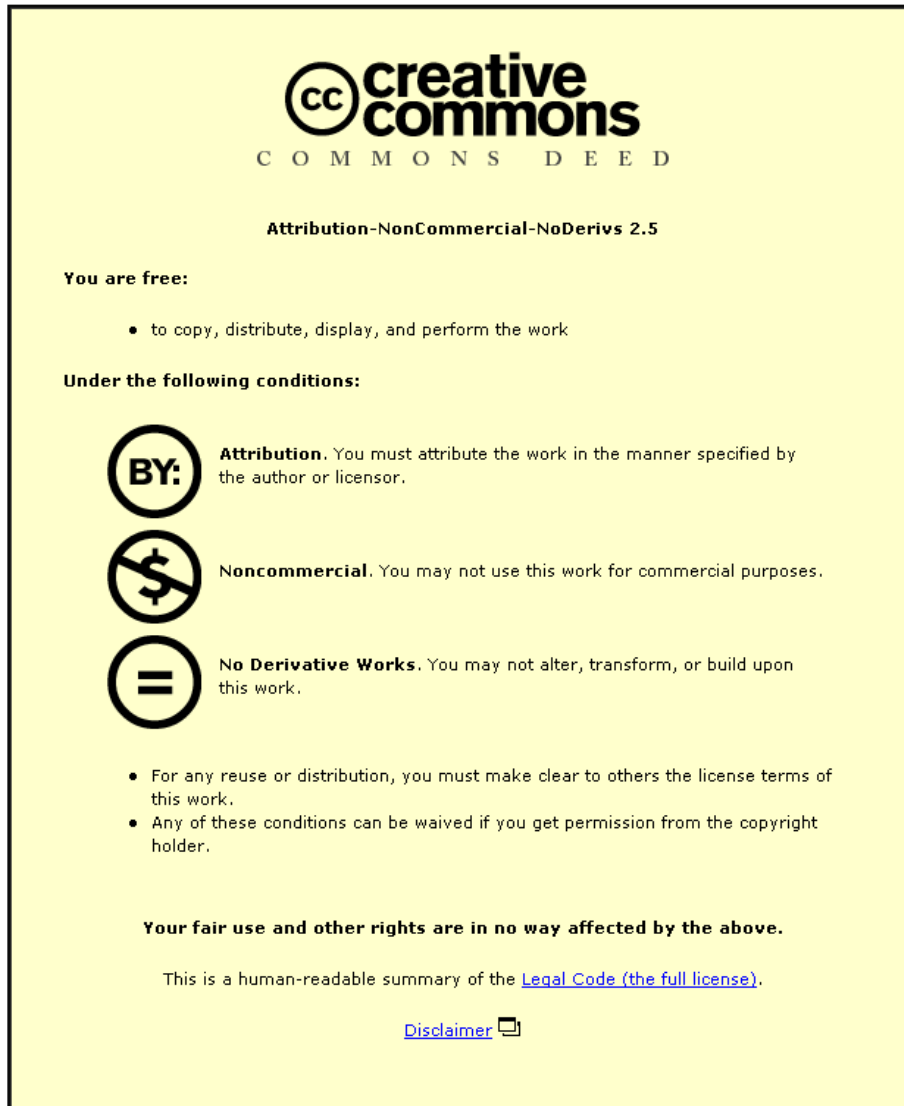
How can the stigma of public transport as the “poor man's vehicle” be overcome to enhance sustainability and climate change mitigation?”

The question implied that stigma exists and people are not using public transport because poor people use public transport. Is this really the case or it is just a matter of available choice? The test situation would be if we keep all variables identical and then people do not use public transport due to stigma. Convenience, status, quality, price, origin-destination time are some of the factors that people consider to make travel decisions. To encourage use public of transport the same decision making factor needs to take into account. Some likely actions:

1. Public transport should offer higher value than private modes even for short distances. The quality of travel, convenience and customer services in public needs to be competing with private modes.
2. The celebrity/role model should be encouraged to use public transport and that should be shown on media regularly for a long period of time.
3. All UN senior executive, senior staff of public and private sector should use public transport or eco-friendly cars for travel to and from airports.
4. In kind benefits should include bus and rail allowances rather than additional new cars.
5. Travel modes involving high Co2 per passenger emission should be **stigmatised**.

Total word counts- 200

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