

# Doing more for less: - Using your objectives to achieve sustainability.

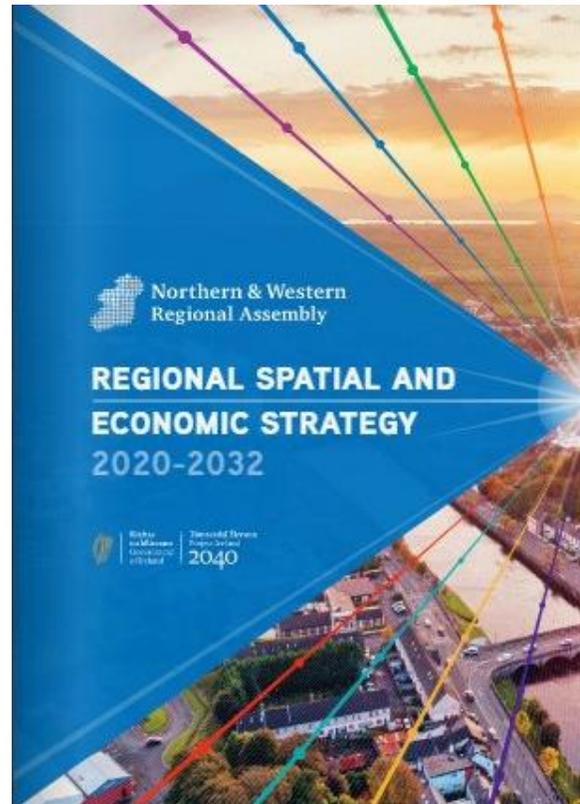
Virginia Kangley

# What is sustainability?

- *Sustainable development requires that economic growth supports social progress while respecting the environment; that social policy underpins economic performance and that environmental policy is cost effective*



# Irish Policy Context on Sustainability?



# How do the National Strategic Outcomes align to the SDGs?

NSO 1. Compact Growth



NSO 2. Enhanced Regional Accessibility



NSO 3. Strengthened Rural Economies and Communities



NSO 4. Sustainable Mobility



NSO 5. A Strong Economy, supported by Enterprise, Innovation and Skills



# How do the National Strategic Outcomes align to the SDGs?

NSO 6. High-Quality International Connectivity



NSO 7. Enhanced Amenity and Heritage



NSO 8. Transition to a Low-Carbon and Climate-Resilient Society



NSO 9. Sustainable Management of Water and other Environmental Resources



NSO 10. Access to Quality Childcare, Education and Health Services



## Problem Definition

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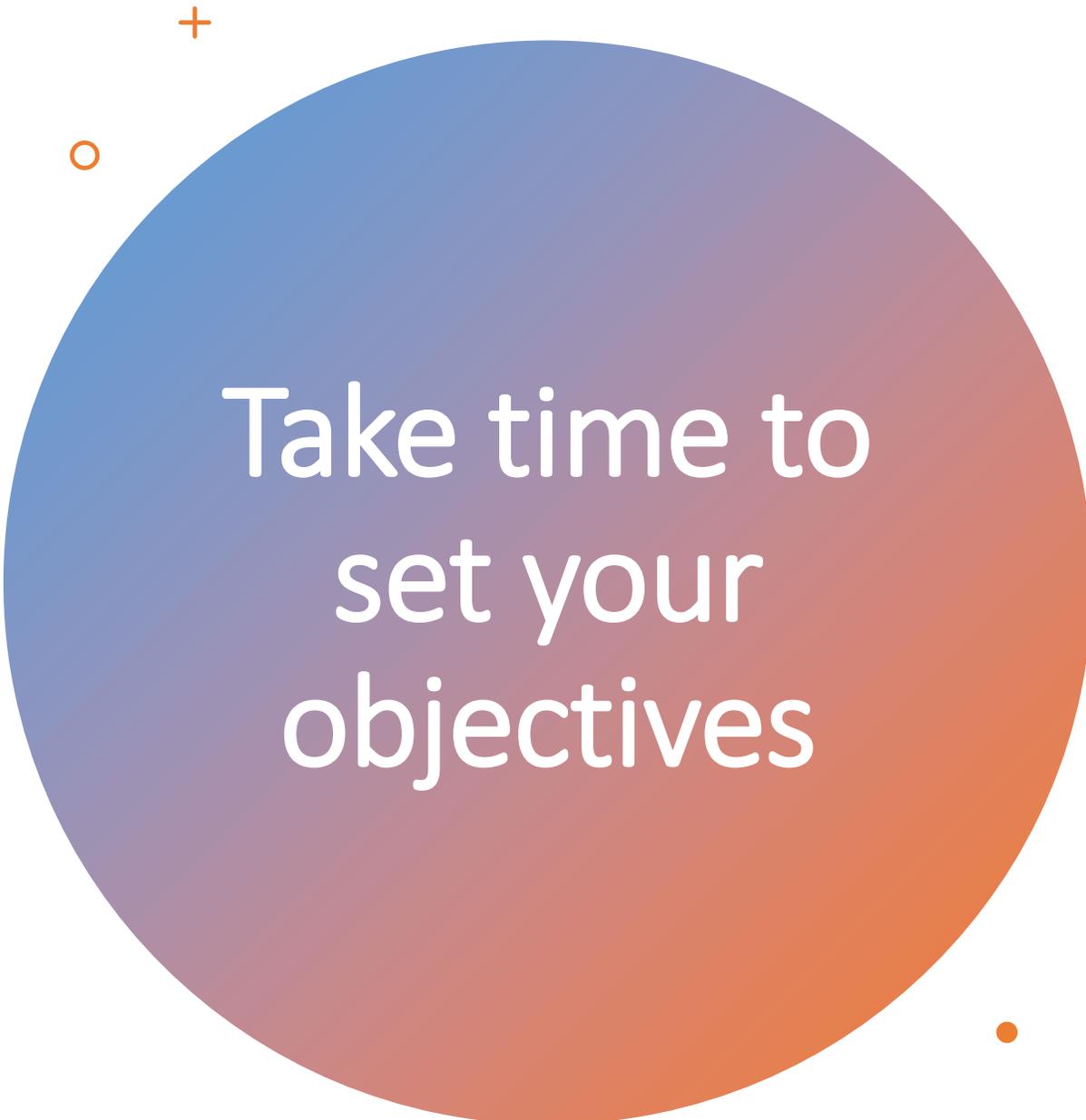
*This is the most important part of the scheme:*

- Be specific*
- Know your site & your region*
- Talk to your stakeholders*
- Do your research*



**Come on Darling: Surely,  
you don't need a sledgehammer to crack a nut...**

# Defining Solutions



Take time to  
set your  
objectives

- ***Review your problem***
- ***How is the problem impacting on the road safety?***
- ***How is the problem impacting on facilitating social inclusion?***

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Take time to  
set your  
objectives

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- *Review your problem*
- *How is the problem impacting on the local and wider economy?*
- *How is the problem impacting on the delivery government policy?*

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Take time to  
set your  
objectives

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- **Review your problem**
- **Minimise negative externalities**

*where one individual or firm imposes a cost on others but does not compensate them (e.g. air and water pollution)*

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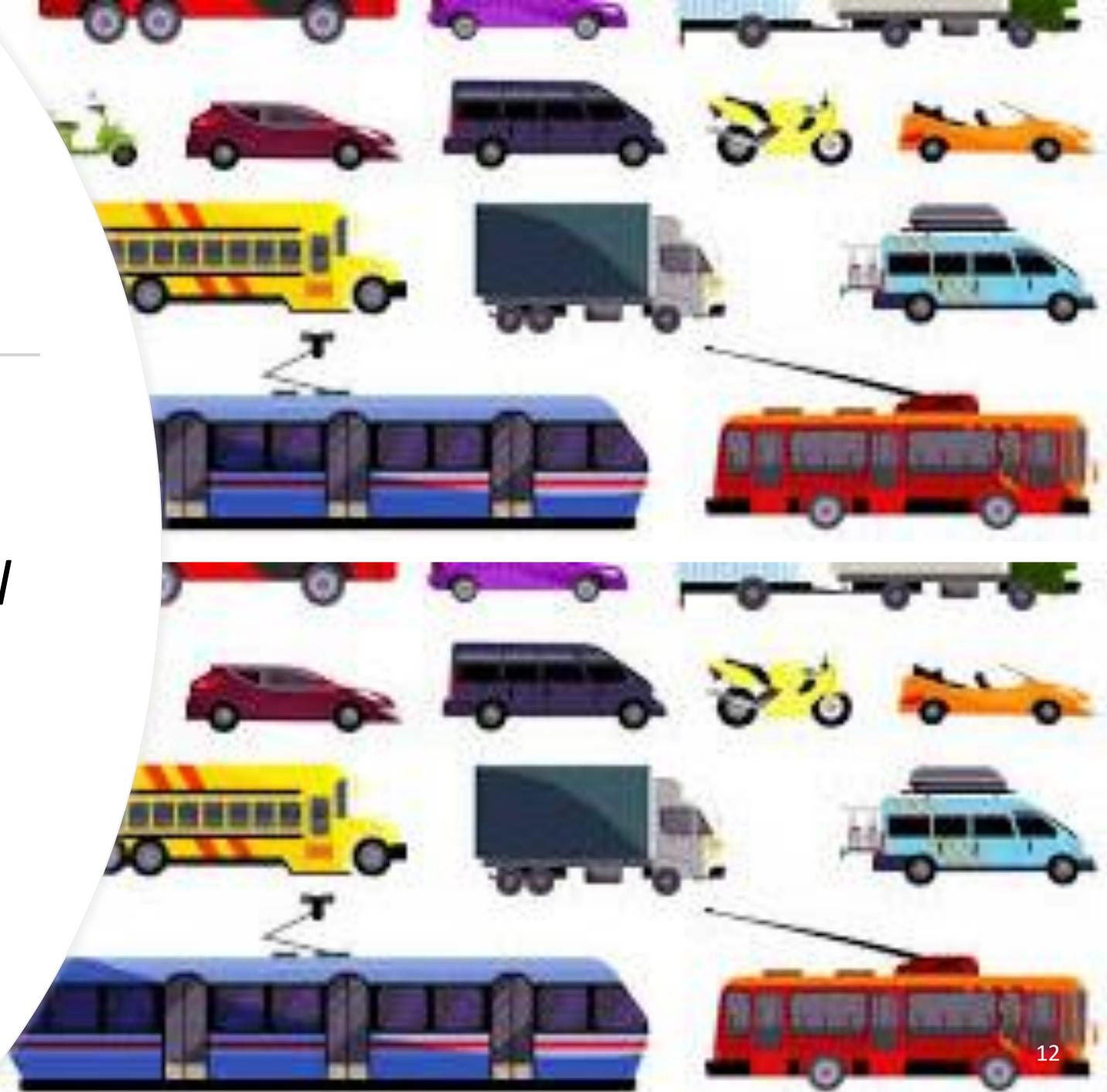
Take time to  
set your  
objectives

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- ***Review your problem***
- ***Relate each objective back to the solving of the specific problems being addressed***

# Defining Solutions

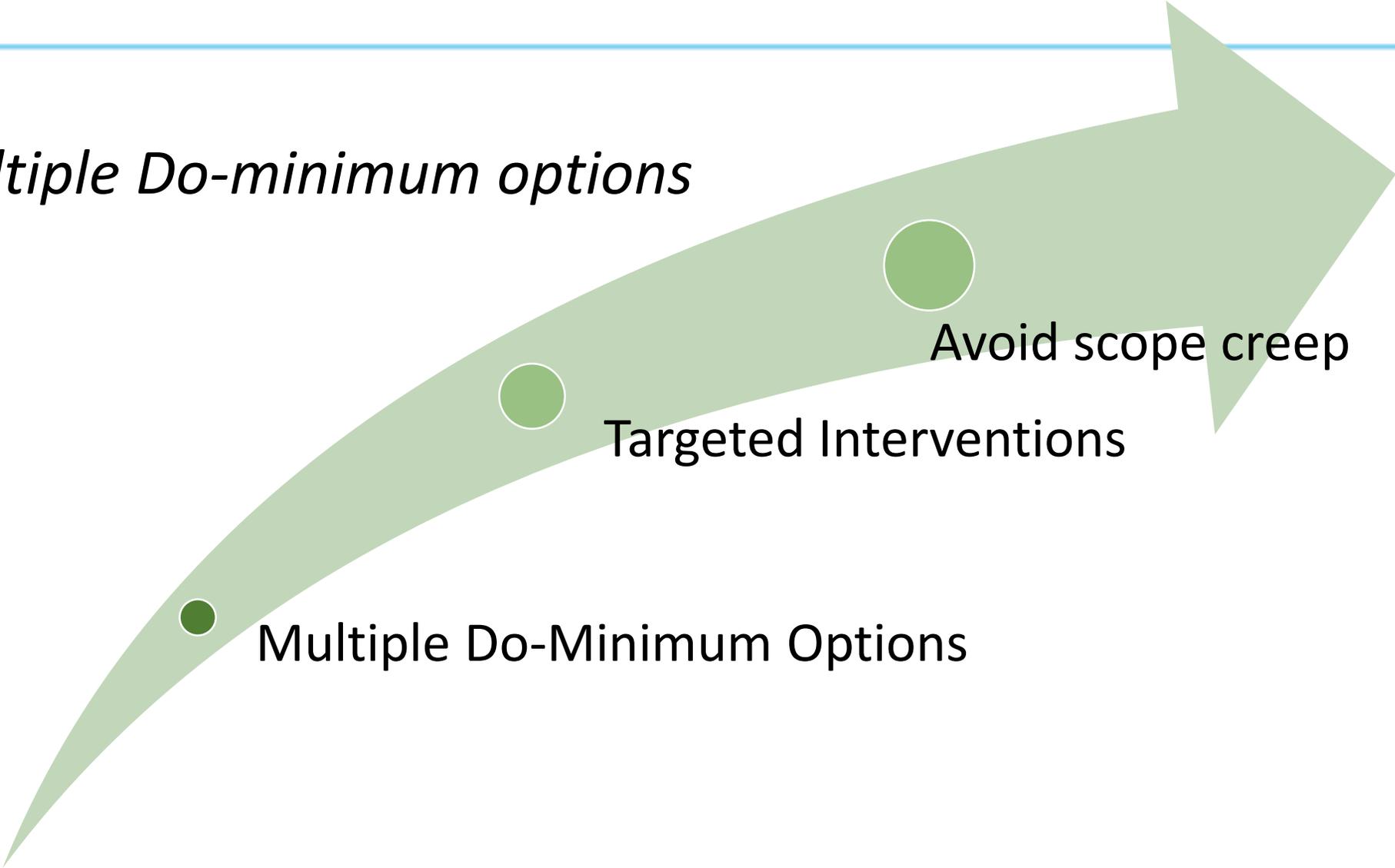
- *Identify all modes of travel*



# Defining Solutions

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- *Multiple Do-minimum options*



# Defining Solutions

- *Use your objectives at all stages of the selection of Options and Alternatives to ensure alignment to the initial problem.*

**Economy**

**Safety**

**Environment**

**Accessibility  
and Social Inclusion**

**Integration**

**Physical Activity**

# Defining Solutions

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*Consider the appropriateness of the solution to the regional context*

*Sometimes less is more*





 Bonneagar Iompair Éireann  
Ionad Gnó Gheata na Páirce  
Sráid Gheata na Páirce  
Baile Átha Cliath 8  
Éire, D08 DK10

 Transport Infrastructure Ireland  
Parkgate Business Centre  
Parkgate Street  
Dublin 8  
Ireland, D08 DK10

 [www.tii.ie](http://www.tii.ie)

 [info@tii.ie](mailto:info@tii.ie)

 +353 (0)1 646 3600

 +353 (0)1 646 3601