

Dublin Bus
Driving Change:

Our Journey to Zero



Executive Summary



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Sustainable public transport is the backbone of urban mobility. Dublin Bus envisages a low-cost, frequent and zero emission service which is fully integrated with a suite of flexible transport solutions that make door-to-door journeys for all our customers easy and enjoyable. We believe this can make a significant contribution towards making Dublin one of Europe's most sustainable cities and one of the best both to live in and to visit.

As the largest state-owned public transport company, it is our responsibility to embed sustainable practices in every aspect of our business from the vehicles which carry our customers to the energy and materials we use throughout the organisation.

Enabling sustainable transport choices

Dublin Bus is a provider of sustainable mobility solutions. We are committed to the reduction of emissions, congestion and energy usage. Through our work to promote faster, greener public transport we are also committed to making Dublin a more liveable city.

Every time one of our customers chooses the bus, rather than taking the same journey by car, they are reducing their own carbon footprint and making a positive contribution to the environment. Every full Dublin Bus means a 92% reduction in carbon emissions for every kilometre travelled by our customers compared to the same journey taken by car.

Dublin Bus is committed to supporting the future development of Dublin in a way that prioritises smart, sustainable mobility solutions. We want to keep our communities connected and clean and ensure that, even as it continues to grow and develop at pace, Dublin will be one of the most liveable cities in the world.

Helping commuters to reduce their reliance on the private car as a means of transport has to be a priority. The bus represents the most cost-effective way for the state to invest in public transport, enabling the rapid deployment of sustainable mobility solutions at scale.

By 2027, Dublin Bus expects to introduce an additional 330 buses to respond to the anticipated rise in demand over this period and the delivery of BusConnects. As this programme is rolled out we will see faster journey times and greater frequency, stimulating accelerated modal shift from the car to the bus.



Sustainability embedded

Dublin Bus has a responsibility to deliver a high-quality public transport service which meets the needs of people, supports the economic growth of the city and reflects the social values and environmental aspirations of a progressive capital city.

We're committed to continually improving our environmental performance. Some of the many measures we've already taken across the business include:

- Our 3,620 employees have adopted a range of waste reduction and recycling measures including ending single-use plastics
- Fuel efficiency measures have reduced consumption of diesel by more than 2.5 million litres per year
- LED lighting has been installed to save energy across our facilities
- Hybrid buses have been introduced
- Dublin Bus has participated in trials of zero emission technology including hydrogen fuel cells as part of the Hydrogen Mobility Ireland group

Modal shift

Encouraging modal shift is a fundamental part of our strategy. This means making public transport, specifically by bus, a more compelling and attractive alternative for those who currently rely on their cars for journeys to and from work, for school runs, shopping trips and when enjoying sporting, cultural and leisure pursuits.

Dublin Bus envisages multiple transport services working together seamlessly. The goal is to offer a low or zero-emission option for every journey and for this option to be the most cost-effective and attractive one in every case.

A range of complementary solutions is possible including better provision for cyclists and users of Personal Powered Transporters (PPTs) such as e-scooters. The greater the number of clean and efficient options available, the healthier and more sustainable the city will be now and into the future.

We're exploring actively how Dublin Bus can supplement our core bus services with other complementary, sustainable modes of transport, to improve our overall customer experience.

The future

The next stages on our journey include:

- Our first fully electric route by 2024
- Fully electrified depots by 2028
- Zero emission fleet by 2050



We will continue to deliver solutions that meet the city's needs and fulfil our dual mandate of embedding sustainability into everything we do and seeking new and better ways to enable and encourage sustainable behaviour for our customers.

