

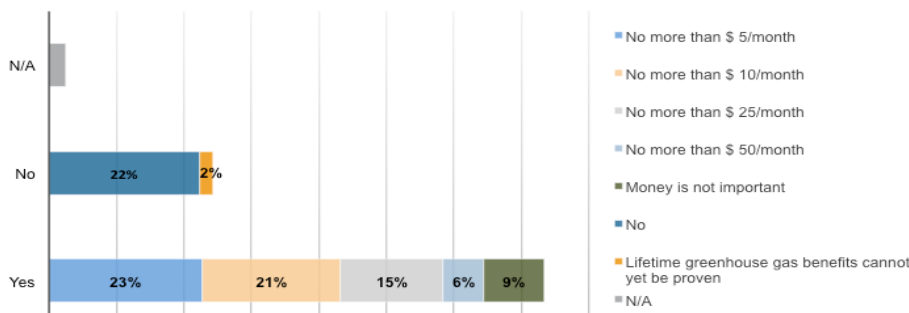
# ALTERNATIVE TRANSPORT FUELS: Consumer Attitudes in Latin America and the Caribbean

## Future Energy Leaders' Taskforce: Alternative Transport Fuels

Demand-side solutions are increasingly recognised as fundamental to securing a sustainable energy future. However, a lack of empirical research around consumer perspectives presents a challenge to identifying which demand-side solutions could have most traction and how best they should be implemented. To address this issue, the World Energy Council's community of Future Energy Leaders (FELs) conducted a global survey of more than 2,500 respondents, with responses from 98 countries, providing insight into consumer attitudes and behaviours associated with alternative transport fuels. While data on all continents has been collected, this publication focuses on responses from the Latin America and Caribbean (LAC) region. The FELs hope that this report will further contribute to a growing body of work that looks to better establish consumers' willingness to pay.

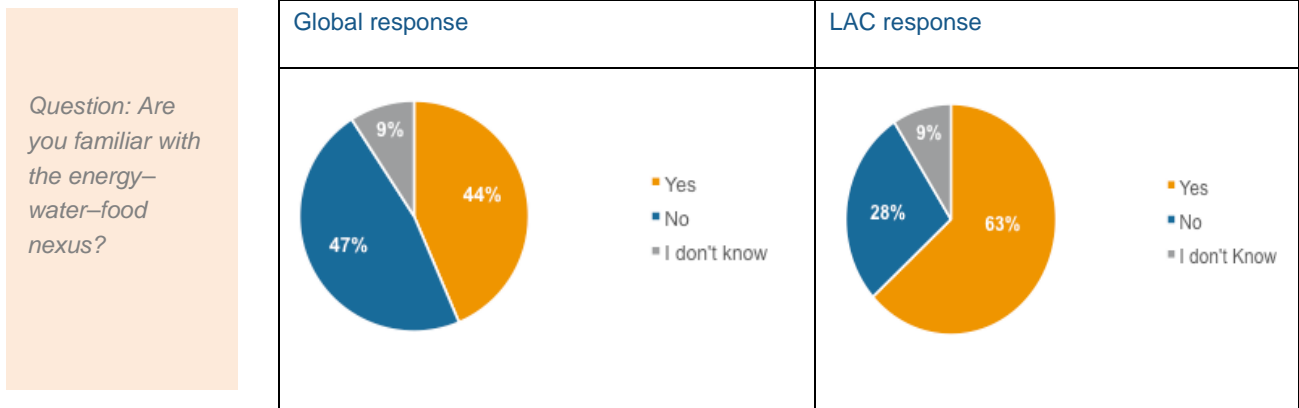
### Key findings:

**Consumers in the LAC region do care about the type of transport fuel they use. They say they are willing to pay more, on a monthly basis, for alternative transport fuels that have lower greenhouse gas emissions than conventional transport fuels.**

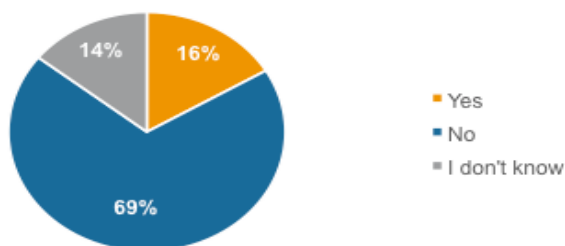


*Question: Would you be prepared to pay more per month for transport fuels with lower lifetime greenhouse gas emissions than conventional transportation fuels? If so, how much more?*

**Consumers in the region are more familiar with the energy–water–food nexus than consumers in other parts of the world. However, there is demand for more information on the quantifiable impacts of decisions associated with this dimension.**



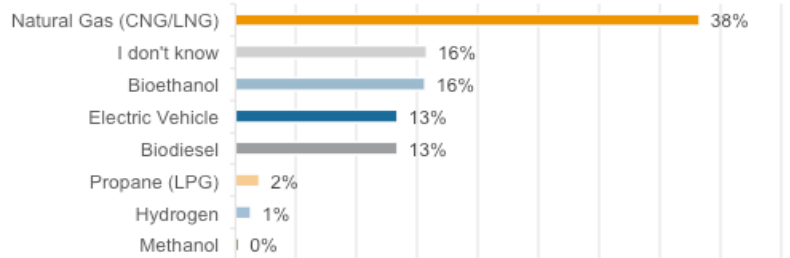
**Consumers in the region do not think that the transition to alternative transport fuels is happening fast enough. A lack of government support is cited as the main reason for this lethargy.**



*Question: Do you think your country is transitioning to a transport system utilising alternative transport fuels at an appropriate rate?*

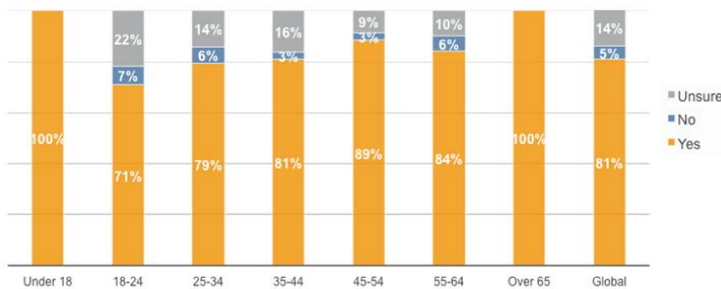
**A plurality of consumers in the LAC region predicts that natural gas will be the most significant contributor to the alternative transport fuel mix in the next 5–10 years.**

*Question: Which alternative transport fuels do you think will be the MOST important contributor to your country's transportation fuel mix in the next 5-10 years?*

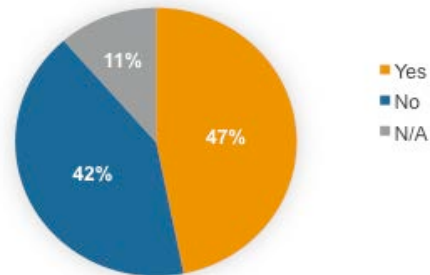


**Consumers in the region are generally aware of alternative transport fuels, but they lack the practical understanding required to enable them to modify their behaviours and decisions.**

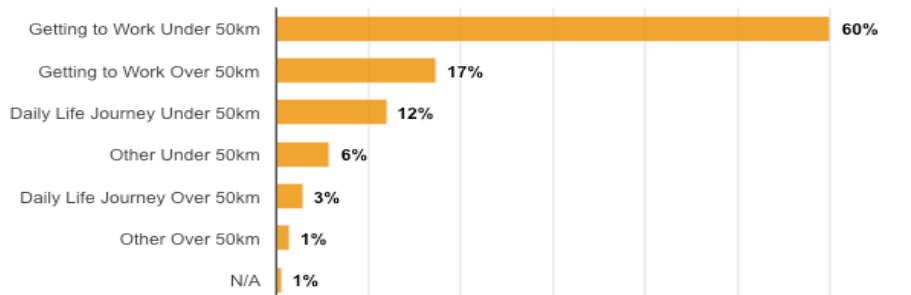
*Question: Do you know what alternative transport fuels are?*



*Question: Do you know whether your private vehicle is able to utilise any alternative transport fuels?*



**Consumers' main reason for travel occurs over short distances (under 50km). In urban contexts, the provision of better, more accessible, public transportation that utilises alternative fuels, could help to reduce demand for personal travel as well as the level of greenhouse gas emissions?**



*Question: What is the main reason for your travel?*

**The findings of this report suggest a range of potential actions that could improve the uptake of alternative transport fuels. Solutions will need to be regionally and nationally tailored and should be undertaken by a range of stakeholders including policymakers, urban planners, vehicle manufacturers and transport fuel providers**

The FEL Taskforce believes that the recommendations identified in this report (a selection is noted below) will serve as a catalyst to speed up the necessary transition to an alternative transport fuel future – and thus contribute to energy trilemma goals.

- ▶ **Decision makers within public and private institutions, should note the high demand for products, investments and policies that encourage and enable greater uptake of alternative transport fuels**
- ▶ **There is a clear role for decision makers to work together to inform and communicate to the public, the quantifiable impacts of policies or projects that have an energy-water-food nexus dimension**
- ▶ **Governments should look to remove distortions in the market that discourage the uptake of alternative transport fuels; research and transparency around the true fiscal cost of fossil fuel subsidies is required**
- ▶ **Urban planners and governments are challenged to continue to prioritise urban transportation infrastructure that takes cars off the road and reduces fuel use**