



Moovit Low Carbon Commute Project

High Integrity Voluntary Carbon Credits

Moovit Low-Carbon Transportation: Enabling Modal Shift in the USA



29%

greenhouse gas emissions
produced by passenger road
vehicles in North America



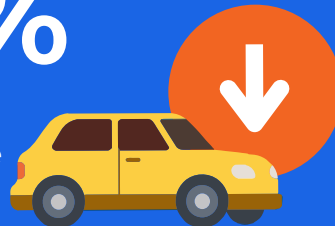
1.5 billion

users have been guided by
the Moovit commuter app



21%-44%

How much commuter apps can
reduce car use through real-time
low-carbon transport options



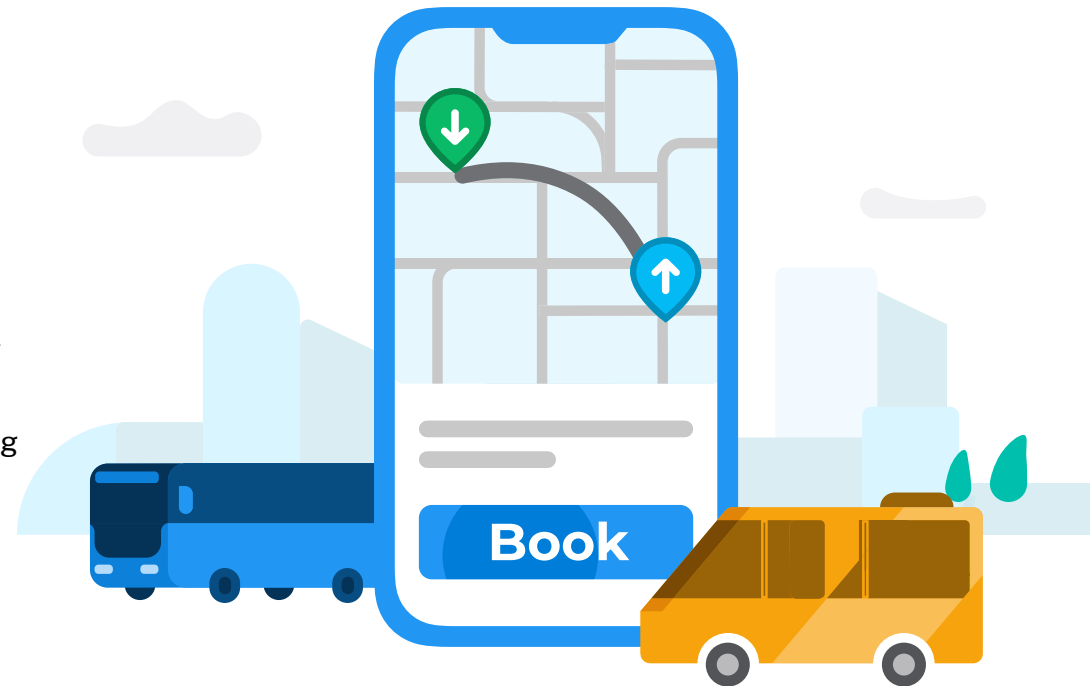
The Challenge: Transforming Urban Mobility

Transportation is a leading contributor to greenhouse gas emissions in the United States, accounting for 29% of total emissions in 2022 (US Environmental Protection Agency, 2023). In U.S. cities, single-occupancy internal combustion engine (ICE) vehicles dominate, with over **75% of commuters driving alone** (U.S. Census Bureau, 2021). This reliance on high-emission travel causes and exacerbates air pollution and greenhouse gas emissions. Commuter apps like Moovit are proven to shift behavior — studies show that access to real-time low-carbon transport options increases public transport use and other low-carbon alternatives. The need is clear: **move people away from solo driving toward low-carbon alternatives.**

The Project: Empowering Smarter Travel Choices

Imagine a world where your commuter app helps you choose a low-carbon transport option every time you travel, generating carbon credits as a result. The Moovit Low Carbon Commute Project delivers just that and is currently active across all 50 U.S. states, from bustling Northeast hubs like Boston and New York, to vibrant centers like Seattle and Chicago.

Powered by the **Moovit** app, the project offers users real-time, low-carbon travel options — think public transit, shared mobility, or micromobility — instead of defaulting to high-emission car trips. Greenlines Technology's patented Mobility Carbon Engine (MCE™), embedded into Moovit's servers, tracks every journey as allowed by the user, measuring it against a personalized baseline drawn from their travel patterns. **During 2024, users across the US reduced an average of 1.23 kg CO₂e (2.7 lbs) per trip** — small choices with a massive collective effect. Following a strong pilot from June to November 2024, the project is expanding in 2025, reaching even more U.S. urban zones, with sights set on expanding overseas in the years ahead.



High-Quality Credits with Integrity



Environmental Integrity

The decarbonization project is built on a foundation of trust and rigor. Registered with the Canadian Standards Association (CSA) CleanProjects(R) Registry and independently validated by GHD Inc., it follows the project-specific Methodology developed by Greenlines Technology in accordance with ISO 14064-2 and other standards.

This ensures emission reductions are real — actually occurring as users shift to lower-carbon modes — additional, meaning they wouldn't happen without the project, and permanent, reducing reversals through robust monitoring. Baseline emissions are set for every individual user based on jurisdictional data generated by EPA and the US Bureau of Transportation Statistics.



High-Quality Carbon Credits

The project delivers high-quality carbon credits aligned with the most updated and highest quality criteria. The Additionality is proven through a CSA CleanProjects barriers analysis. The project meets all key carbon credits project criteria, including a conservative baseline, aligns with required additionality, as well as common practice threshold within the additionality requirement. Emission reductions are real and verified by Green Sky Sustainability Consulting Inc.



Real-Time Quantification

Precision sets this project apart. The Greenlines Mobility Carbon Engine (MCE™) — a patented digital MRV (Measurement, Reporting, Verification) process — quantifies baseline and project emissions, as well as emission reductions as they happen, upon trip completion. Once a user selects a low-carbon transport mode, the MCE instantly calculates the CO₂e reduction based on the actual trip taken by that user. This real-time tracking delivers unparalleled transparency, allowing stakeholders to see impacts unfold daily rather than relying on annual estimates.

Sustainable Development Goals (SDGs) Impact



SDG 3 (Good Health)

Promoting active transport like walking and biking improves air quality and public health. If 20% of Moovit users (e.g., 20,000 during the pilot) switch to active modes for a 2-mile trip daily, that's 400,000 miles monthly, reducing harmful pollutants like PM2.5 and NOx, linked to respiratory issues, by an estimated 200 kg (based on typical urban emission factors, California Air Resources Board, 2022).



SDG 11 (Sustainable Cities)

By encouraging low-carbon travel in the 50 U.S. states, the project reduces urban emissions and traffic congestion. During the June–November 2024 pilot, it reduced an average of 1.23 kg CO2e per trip across thousands of journeys, easing the strain on city infrastructure and making urban life more sustainable and livable for millions of residents.



SDG 9 (Innovation)

The project leverages cutting-edge tech, like the MCE, to rethink urban mobility. It integrates real-time data from all 50 U.S. states, and paves the way for scalable, innovative transport solutions that can support sustainable infrastructure growth globally.



SDG 13 (Climate Action):

The project directly tackles climate change through reducing transportation emissions. With an average reduction of 1.23 kg CO2e per trip, the initiative has led to a total reduction of approximately 720,000 kg (720 metric tons) of CO2e in 2024 alone, equivalent to taking 168 cars off the road for a year, supporting U.N. climate goals.

Key Project Information

Project Name: Moovit Low-Carbon Transportation: Enabling Modal Shift in the USA

Project ID: 7539-7421

Project Location: Urban Areas in the USA

Reporting Period: June–Nov 2024

Methodology: Methodology for Utilization of Modal Shift Transportation Applications in Smart Devices v1.4.1 (2024), project-specific methodology

dMRV: Mobility Carbon Engine (MCE)

Sectoral Scope: 7 (Transport; Modal Shift)

SDGs: 3, 9, 11, 13 (see impacts above)

Registry: CSA CleanProjects Registry

VVB: Validation by GHD Inc. Verification by Green Sky Sustainability Consulting Inc.





Reach your climate goals
with Moovit

Contact our team for more information at go.green@moovit.com