

# 1st TRANSNATIONAL WORKSHOP AUSTRIA

## 1st Transnational Workshop Austria, Graz - 02.10.2019

### Round table

Date	02/10/2019
Place	Hotel Weitzer, Graz
Participants	Raphaelle Pottier, Becton-Dickinson – Grenoble (moderator) Salvatore di Dio, PUSH – M220 MUV Daniel Kofler, Bike Citizens – Graz, Austria Darko Levicar, Strategic Research and Innovation Partnership, SRIP Davide Pietroni, Herbert Simon Society, University of Chieti - Italy

#### Participants' introduction

##### **Raphaelle Pottier**, Becton-Dickinson – Grenoble

Mobility of employees (around 2,000) of the Becton-Dickinson plant represents a problem. Becton-Dickinson developed a mobility plan that includes: facilities for employees using the bike (safety kit, showers, annual on-site bike maintenance, a system to accumulate cycled kilometers, 60% reimbursement of any bike rental costs, 12 charging stations for e-bikes, provision of bikes for commissions, etc.), incentive scheme for car-pooling (dedicated parking near the entrance, support in organizing car-poolers), dissemination of project through communication to its customers and on the company website.

Becton-Dickinson observed problems in relation to: the 600 employees who work during the night (the bike and public transport are not safe and comfortable at night), lack of an annual budget dedicated to the initiative, tracking and verifying the employee behavior

Expectation: offering a package of actions related to mobility, to be easily understood by associates.



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**Salvatore Di Dio, PUSH – M2020 MUV**

PUSH has developed an app, MUV, in which mobility is placed in a gaming context. MUV has been tested (stress test) in 6 pilot cities (Barcelona, Amsterdam, Palermo, etc.) and is based on 8 steps: co-design, play, connection, monitoring, co-creation, debate, adoption and celebration of results. 10 cities have chosen MUV to encourage travel with a sustainable approach, producing more than 30,000 km of travel.

It is important to choose the prize accurately because it can guide the types of participants.

The community is the main actor for success in changing the behavior of mobility; it is important to listen to people, understanding the right solution they would prefer.

**Daniel Kofler, Bike Citizens – Graz, Austria**

- 10.000 users in Hamburg (because they are rewarded)
- Challenge in Bremen
- Amsterdam and Munich: traceability of accidents
- Analysis of the status quo, analysis of the potential effects of new infrastructures and evaluation/monitoring of realized infrastructure.

**Darko Levicar, Strategic Research and Innovation Partnership, SRIP**

Automotive company also active in the field of urban planning and in the energy sector.

Since 2017, Slovenia considers mobility as one of the strategic economic sectors to be developed. SRIP includes 20 intersectoral affiliates (local communities, companies, development agencies, academics, etc.) committed to develop urban and rural mobility solutions with projects on electric mobility, dynamic recharging solutions to reduce charging time, etc. Furthermore, Austria, Slovenia and Hungary are preparing a common legislation for autonomous driving.



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**Davide Pietroni**, Herbert Simon Society (HSS), University of Chieti

HSS is an international non-profit Network Research Institute that brings together cognitive and social scientists, economists, computer scientists and philosophers with the aim of renewing and applying the fundamental concepts of economic rationality and social action.

The expert highlighted some general strategies to increase the attractiveness of the public transport system 10.000 users in Hamburg (because they are rewarded):

- Using simple and direct and immediate messages
- Making public transport more social: offering free trial days can improve the perception, spreading positive messages and stories about the use of public transport and nice travel experiences, implementing systems to let people feeling to control the system and reassured, because human being are afraid by nature, countering the negative image of public transport provided by the media (today, all news are about delays, robberies, violence).

The round table was characterized by a lively and fruitful debate on three themes concerning incentive and pricing policies to change mobility behavior and move towards more sustainable modes of transport. The main findings are summarized in next chapters.

### 1. Efficiency and durability of rewards

To induce people to change their habits and maintain change over time it is necessary to transform extrinsic motivation (the offered prizes) into intrinsic motivation (personal well-being) and, generally, 3-4 weeks are needed to start this change.

There are many actors that work to promote sustainable mobility using incentives: at government level there are incentives to purchase electric cars or bicycles while individual companies give economic incentives to those who use the bike for home-work trips, etc. However, these systems are not sustainable from a financially perspective and their effects ends when funding ends. Moreover, it is



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not possible to replicate these incentives in all different contexts because there are large behavioral differences, for example, between large and smaller cities.

Having said that adequate and efficient transport infrastructures are needed, **to change the approach of people turning it towards sustainable mobility systems it is necessary to consider two different aspects, both linked to the personal sphere of the user: the acceptance of change and the derivative travel experience.** Nowadays, the user has a greater awareness and is willing to accept to change their habits using more sustainable means of transport (even if personal renunciations, such as, for example travel comfort, are required), if these means of transport are cheaper. If, however, the new mode of transport imposes deprivation that goes beyond "a certain limit" (in terms of comfort, time, etc.), then the acceptance of change is lost. This confirms that an adequate level of the transport offer and services is fundamental for the success of any initiative.

A useful tool to encourage behavior change is **gaming** that means involving potential users (citizens, workers, students, etc.) through gaming and a reward system that involves prizes (including economic incentives) for the participants, proportionate to the degree of sustainability achieved. To actively involve as many people as possible, it is important to correctly identify both the different types of participants (workers, students, parents, etc.) and the different types of awards. Some categories, in fact, could be more enticed through a system of challenges (towards other cities, other groups of players, etc.), others, instead, could be more involved if the prize goes to the community (cargo-bike for deliveries in the historical centers, more racks available, etc.) and not to the individual person, others perceive the personal reward (especially if economic) as a main point to participate in the project; and, again, within a single type of prize (towards the community, towards the person) the chosen prize is important: if it is a bike only cyclists will participate, if free tickets for the concerts are offered only young people will participate, etc.

In choosing the type of prizes (collective or personal) it is also necessary to consider that **personal prizes need to be perpetuated** (if you don't continue to offer new prizes, the interest of the participant is lost) while **those to the community have more important and lasting effects.** Furthermore, to involve more people



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and citizens it is important to have a positive approach without blaming people for their behavior but proposing new and more sustainable behaviors.

It is always necessary to consider both extrinsic and intrinsic motivations also of other means of transport that are not environmentally sustainable: if there are extrinsic factors that favor the use of private cars (for example, free parking) or media campaigns (advertising of the car manufacturers) that make it gratifying to own a car and only some intrinsic reasons to use a bicycle (for example, personal well-being), then people will continue to use the car.

## 2. Public authorities, companies or other subject duty

But who should take charge of this reward system? Certainly, it is necessary to create **partnerships between public authorities and private companies**: in fact, it is unthinkable that the costs are totally supported by the public sector and, in addition, to support the involvement of private companies there are several aspects including: safeguarding health of employees (today companies are more sensitive to these issues than in the past); brand and company image and reputation (companies can boast of doing something for the environment and for the community); an economic return (for example when employees have better health conditions, companies correspond less economic disbursements in diseases, if all employees of a company use bikes or public transport, companies reduce costs for the construction and maintenance of parking spaces, etc.); moreover, it should be considered that home-work journeys represent a very important percentage of mobility. Public administrations, on their hand, could also offer a tax reduction to companies that achieve certain goals in terms of sustainable mobility.

An important aspect that shouldn't be underestimated when creating a reward system for the employees of a company is not to create situations of inequality such as, for example, when certain categories of employees couldn't compete for prizes. due to night shifts (when public transport services are unavailable and using bikes could be unsafe).

**A change (even conceptual) is needed from politics.** So far, we use to talk about "investments" to improve transport infrastructures and "subsidies" to change people's behavior. In fact, it would be more appropriate to use the term "invest-



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ments" also for policies aimed at changing behavior and support education because, if well implemented, these policies could guarantee economic and social returns.

Furthermore, politics should really address the choices in terms of mobility without pursuing the temporary feeling of the community and of voters (even if today the themes of environment and sustainability are much more felt). Administrations should identify the optimal solutions for different contexts (the different solutions are not always applicable in different contexts) depending on their quality and should also identify business models and partners able to support any project over time.

### 3. Rewards and pricing as part of a global modal-shift program

This topic was addressed also in the previous points. It is necessary to have a **holistic approach to the problem of sustainable mobility**, considering the different components that interact in the modal choice and considering the synergic (lower speed limits in some roads or ban of private transport in certain areas) or divergent (free parking in the city center) effect that the different actions can take for each other. It is also necessary to implement **courageous policies** to support sustainable mobility and to counteract or limit the use of private cars, but the policy is not always ready for this type of change

Finally, a very important aspect is the **dissemination of best practices and information** among the various projects, not only between administrations but also among other different stakeholders (community, private companies, possible sponsors, possible private partners, etc.).



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## CONCLUSIONS

A program to encourage modal exchange based on a system of rewards and distribution of costs can't ignore the following aspects that emerged during the Round Table:

- **LISTENING:** it is important to learn to listen to people and understand what is the right solution for them; it is necessary to identify possible more correct solutions to encourage the change of behavior (depending on the different contexts, on the type of people you want to involve, etc.);
- **TRANSPORT OFFER (infrastructures and services):** the key is to have an adequate system of infrastructure and services that makes it possible and convenient a change of behavior;
- **EDUCATION:** we need to invest resources on education because it has a lasting effect on change and to promote proper education on sustainable mobility and travel habits, especially towards young people (users of future transport systems) and children (able to influence the choices of parents);
- **THE COMMUNITY:** it must push politics to implement actions to induce change;
- **A policy of PLANNING SUSTAINABLE MOBILITY:** pay the damage we are causing today and change the current approach of the administrations in addressing intervention policies. Identify **the correct business models and the private partners** (which will have to take on, in whole or in part, the cost of intervention policies) **able of perpetuating them over time** (economic and financial sustainability of the projects);
  - **COMMUNICATION:** disseminating best practices as much as possible and informing people on this topic in the simplest way.



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