



**INTERREG Alpine Space Project**  
**“Sustainable Mobility Behaviours in the Alpine Region -  
SaMBA”**

**REPORT ON NATIONAL WORKSHOPS  
OUTCOMES**

**November 2020**

### Short Description

After the 2 rounds of national workshops, the results collected display a wide diversity of situations analyzed, as well as a large number of options and solutions. However, there is a lot more than just rewards and incentives to make a real change in mobility behaviors.

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## Introduction

The SaMBA project, whose goal is to study behavior change based on rewards and pricing throughout alpine space, requested all the partners, coming from 5 countries, to organize a set of 2 national workshops.

These workshops were conducted all along the year 2019 from April to November, and led to some interesting results, analysis and comparisons. Different use cases were tackled, trying to represent the diversity of situations encountered in the alpine area, from deep rural and mountain mobility to big cities. Also, various daily mobility cases were studied in order to gather a wide range of ideas and solutions.

The intervention of different stakeholders and experts helped partners and participants to enlighten the long long road ahead of us, especially when it comes to behavior change.

Finally, these workshops, besides their content, allowed to gather many mobility stakeholders and provided a place of exchange for everyone's opinion, experience, points of view, enabling a dissemination of the SaMBA issue. For this also, the workshops were a success.

The results coming from these events are described below.

## Italy workshop 1 / Turin, April 11<sup>th</sup>, 2019



### Introduction

On Thursday 11th April, the National Workshop of **SaMBA, Sustainable Mobility Behaviour in the Alpine Region**, was held in Turin with the aim of promoting sustainable transport modes by encouraging changes in the mobility behaviour of citizens in the Alpine Region.

SaMBA is a project coordinated by the Piedmont Region and financed within the Interreg Alpine Space programme.

The event was attended by more than 60 people representing the different sectors related to the world of transport: public officials, transport agencies, trade associations, universities and research institutions, associations involved in the field of mobility and other stakeholders.

The day's proceedings have been developed in a plenary session, in which we have highlighted and analysed strategies to identify alternative solutions to the use of the private car and to promote conscious mobility behaviour and in three focus groups in which aspects related to three mobility areas were examined in depth: Metropolitan City, Alpine Cities and Mountain Areas.

The focus groups made it possible to collect, through a participatory approach, important indication that, starting from the direct experience of the involved subjects, identified problems, needs, target groups and possible methods of intervention.

The working day ended with the restitution in plenary session of the results of each focus group in order to highlight their peculiarities and possible synergies in terms of needs and strategies.



## Plenary session



## Opening speech

### *Ezio Elia – Piedmont Region*

Piedmont Region is Lead Partner of the Samba project. Considering that it is working on mobility planning, by involving the local level, research institutions but also stakeholders to understand the differences in territories and the possible impacts of specific policies, SaMBA project becomes an opportunity to open a focus of observation on the topic of the **BEHAVIOUR** of people and to create a useful network to collect and share good practices to be disseminated

## Piedmont Region's plans and strategies for sustainable mobility: SaMBA project

*Gianluigi Berrone – Piedmont Region*

The reference approach for the efficiency of the transport system and that the Region is adopting for the development of sustainable mobility of people and goods, is the one of the ASI Strategy: **AVOID, SHIFT, IMPROVE**. Promoted at international level, the strategy integrates three lines of action ordered according to their ability to produce benefits.

The greatest benefits come from "**Avoid/Reduce**" - avoiding/reducing movement or the need to move. This strategy mainly concerns the instruments of planning and governance of the territory and requires a change in the behaviour of the Administrations whose choices of location must aim at making the system (and therefore the society and the market) more efficient.

If movement cannot be avoided, it must be shifted "**Shift**" - to more efficient modes of transport with less energy and environmental impact. This strategy still involves the PA that can improve the supply of networks and services, but also concerns citizens who have to start choosing the most efficient mode of transport for their journey.

If it is not possible to make the trip using the least impacting means of transport (public transport, bike, foot), then there is a need for the "**Improve**" - to improve the technological performances of the means of transport, or at least the driving style. This aspect concerns research and technological innovation but, above all, it implies a change in the market and in companies towards the production of more efficient vehicles.

*Riccardo Ledda – Piedmont Region*

SaMBA is an Alpine Space project, with a budget of about 2 million euro, of which 85% is ERDF and 15% is co-funded; Piedmont has a budget of 250,000 euro.

The project brings together **13 Partners** from **5 different countries of the Alpine Space** and **41 Observers** (stakeholders and public transport managers selected by each partner). The partnership is composed of public bodies at different levels (Region, Provinces/Departments, Municipalities and Cities), research centres (LINKS, University of Ljubljana, RSA), development agencies (BSC) and networking agencies (CA) and transport organisers (MVV of Munich).

The project has three specific objectives: to increase the awareness and understanding of Alpine Space decision makers about the potential of policies for changing mobility behaviour; to improve behavioural change policies to promote the sustainability of low-carbon mobility in the Alpine Space area; to promote behavioural change towards sustainable and low-carbon mobility by testing 9 pilot cases and through dissemination across the area. The project will produce methods and tools for policies impact assessment (Tools), a handbook for implementing change policies, recommendations for developing harmonised, effective and equitable behavioural change policies.





## Changing mobility behavior: successful policies and tools for impact assessment

*Stefania Mauro – Links Foundation*

There are many contexts in Europe in which citizens can be taken as examples of virtuous and effective mobility behaviour and they are all contexts in which public administrations have worked to guide choices with specific policies and measures accompanied by communication, awareness and education paths.

Some good practices can be taken as examples: the **Stockholm congestion charge** in Sweden, which resulted in a reduction of 20% of cars in and out from the city centre; **Spitsmij-den in the Netherlands**, where to avoid congestion on some stretches of motorway during rush hours, incentives were offered to drivers inclined to change mobility behaviour; **SWIT-CH** which in **five European cities** focused on citizens who were experiencing a change to encourage them to shift from car mode to active mode for short-haul urban journeys; **Love to Ride, in Italy**, which launched a challenge between companies in the same city and awarded employees using bicycles for home-work trips; **STARS**, a European project that aims to encourage a modal shift from cars to cycling or other sustainable modes of transport for trips to and from school for primary and secondary school students.

Successful elements of these policies include: the clear definition of the objectives to be achieved and a well-defined target of users, the active involvement of the main stakeholders in the phases of "decision making" and "action", targeted information and awareness campaigns with simple concepts that can be understood by a wide public, not necessarily expensive incentives, "gamification" as a good lever to involve, ICT solutions as a valid support for encouraging change and monitoring it. The SaMBA consortium intends to develop an intuitive tool to allow the simulation and visualization of the consequences of possible future scenarios arising from the adoption of mobility change policies. This is an ambitious objective because the impacts of a policy are prolonged over time and influenced by many factors, including external ones, which are sometimes difficult to predict and quantify a priori, as the "human" factor linked to user behaviour.

## MUV - Mobility Urban Values: urban mobility as a new sports discipline

*Andrea Vesco – Links Foundation*

MUV is an EU H2020 project that aims to improve urban mobility by leveraging behavioural change in local communities. MUV uses an innovative approach: changing citizens' mobility habits through a game mixing digital and physical experiences. Instead of focusing on expensive and ageing urban infrastructure or new mobility services, MUV promotes behavioural change towards sustainable mobility habits (walking, cycling, public transport) by actively and positively involving local communities, local businesses and public administrations. The solution proposed by MUV is open, co-created with the communities of users and stakeholders. The project is being tested in six urban districts in six European cities: Amsterdam (NL), Barcelona (ES), Fundao (PT), Ghent (BE), Helsinki (FI) and Palermo (IT). More details can be found at: <https://www.muv2020.eu>

## Communicating the importance of public mobility

*Laura Macchi - Herbert Simon Society*

In decision-making in general, there is a close interconnection between **cognitive and communicative processes**. From a communicative point of view, in fact, the choice of a certain frame by the speaker conveys his point of view that goes beyond the simple literal content, influencing, as a

consequence, the message received by the listener-subject, who is usually led to always attribute an intention to those who are in front of him. One of the most important aspects to be verified, therefore, is that of the role of speech formulation in the decision-making process.

It is necessary to favour the identification of what is most relevant, so that the listener has little but relevant information, taking into account his initial "cognitive complex".

As far as the issue of **public mobility** in particular is concerned, the pragmatic approach is considered useful not only in the phase of communication of the intervention, but also in the phase of analysis of needs (going beyond the declared) and therefore in the definition of the intervention itself. To make communication on the topic effective and persuasive, it is essential that it takes charge of the cognitive complex of the recipients of the communication. The cognitive complex, produced by the culture and personal experience, always remains composed by heterogeneous elements or parts and characterised by considerably different organizational structures of the individual parts.

**Pragmatics** deals with the mechanisms by which the speaker can mean more than he really says, creatively exploiting linguistic conventions.

But nudge can also be considered in a form of implicit persuasion where the option taken as default, from a communication point of view, conveys the intention and preferences of the proposing institution. If we treat nudge as an example of persuasive speech, it is effective provided that the assumptions, principles, value system of the decision-maker are to some extent in agreement with those implicitly conveyed and aroused by the decision-making context developed by the proposing institution.

Nudge is one of the clearest examples of the effect of contextual factors implicit in choices. Beyond its greater effectiveness compared to situations in which explicit invitations or prohibitions are adopted, due also to less defensive attitudes, we are interested here in underlining the productive, almost creative, aspect that grows in the implicit solicitation of a new behaviour. As in a successful persuasion process, the assumption of an external point of view, however not already shared, always involves an increase in meaning in our perception of the world and therefore in our choices. Persuasion relies on those parts contrasting or not aligned with what the subject thinks to believe.

However, we must not think that the system is "coherent". What is important to analyse is the complexity of a topic such mobility, which has articulated value, practical and feasibility systems. Not infrequently, we see cases in which the "checked out" subjects can also be well disposed but in fact do not move their behavior beyond the declared.



## How to nudge the citizen towards public transport?

*Davide Pietroni - Herbert Simon Society*

Implementing a citizenship nudging intervention means acting on phenomena of a cognitive, social and emotional nature, managing them in such a way that, despite their possible distortions and limitations, they become allies able to direct individual and collective behaviour in more evolved and

functional directions for the well-being of the person and society. An example is the propensity to undergo social influence through the mechanisms of imitation, conformism, social confrontation and contagion. Also the propensity to use public transport correlates with the tendency of one's own social network of reference: one could in fact argue that setting an example does not represent **A** way to influence others but rather represents **THE** most impactful way to do so. Several nudging campaigns to promote the use of public transport, not by chance, leverage the use of positive social models from which the citizen can draw inspiration.

Other types of nudge tend instead to compensate and capitalize the tendency of the human mind to suffer from **particularly restricted attention constraints**: there are few elements that individuals are able to check out before suffering from a cognitive overload that paralyzes their decision-making abilities and induces a behaviour of avoidance. The consequence of a coerced attentional capacity is the tendency to neglect potentially important information in elaborating one's own decisions with respect, for example, to the best modes of transport to face one's own daily journeys.

Some studies show that individuals tend to overlook, or underestimate, information about the costs associated with using the car for their trips in the city, including wear and tear, fuel, parking, possible penalties, risk of accidents, etc.. A nudge strategy could, therefore, aim at making the implicit information salient (e.g. leaflet cars parked in the centre with postcards similar to a fine but which good-naturedly remind the driver how much it costs him to use the car, especially in the case of really punishable stops). A complementary strategy could be to make salient (with apps for urban mobility associated with pedometer function) information on calories consumed and the physical form gained thanks to the increased activity carried out by leaving the car in the garage.

The propensity to suffer from cognitive overload, combined with the laziness typical of human behaviour, could then inhibit the use of public transport if it requires the coordination of different operations that can, especially for a novice, be complex and "taxing": get a ticket, learn about the routes of public transport, calculate the time of arrival, plan connections, etc.. It is clear that for a limited mind (bounded) these operations can be very discouraging.

A further human propensity that often represents an obstacle to the evolution of one's mobility behaviour is the tendency to persevere in **habitual behaviour**. The complex of one's habits, including the most dysfunctional ones, end up representing a protective and anxiolytic area of comfort from which one leaves only with discomfort and difficulty.

Another human tendency that limits the propensity to an evolved mobility, concerns the **difficulty to coordinate with one's peers**: it is sufficient to observe the dysfunctional behaviour of the passengers who slow down the outflow of other passengers, positioning themselves in front of the doors of the means of transport, to understand how much waste of resources is attributable to the deficient capacity of coordination among the citizens. At the base there is the inability to put oneself in the shoes of others, not feeling responsible, the fear of losing opportunities to the advantage of others, the fear of being exploited, the interpersonal mistrust, the inhibition to communicate.

An example of waste from dis-coordination is represented by the case of a post-school sports activity of pre-adolescents where you can observe for 30 young athletes almost as many cars that accompany and pick up them, perhaps driven by parents who live a few hundred meters from each other. A last category of phenomena that must be managed to facilitate the use of public transport concerns the tendency of the human being **to maintain a positive image** of himself, by experiencing emotionally rewarding and enhancing situations. An example of this is the dysfunctional car marketing that aims to flatter consumers with "car pride": you are a special person to drive a prestigious car! Nudges promoting public transport should point in the same direction: **"Emotional nudges"** able to induce a positive emotional state in those who use public transport, contrasting the tendency to associate the places and tools of public transport with a feeling of dullness and squalor

(to the point that even the famous violinist Joseph Bell was not able to excite the arid users of the Washington DC subway with his charming music). Emotions are aroused by the imaginary, which is nourished by narratives. Disturbing narratives determine an adverse imaginary that stimulates emotions of avoidance. So it is from the development of uplifting and reassuring narratives that strategies of "emotional nudging" should start.



## Introduction to Focus Groups

### *Ilaria Sciarrillo – Piedmont Region*

In order to deepen the aspects of mobility, 3 parallel working groups have been organized, one for each territorial typology that characterizes Piedmont: mountain areas, metropolitan area and cities. A small number of people with different interests takes part in the group, in order to make the work activity more effective. Participants are guided by a coordinator to reflect on the main mobility and transport problems of the area in question and to identify the behaviour that needs to be changed; they also think about the possible policy of success, who acts, who should be involved and the actions necessary to achieve change. At the end of the work, each coordinator presents the results of his working group in the closing plenary session of the workshop.

## The European Project e-MOTICON

### *Gianluigi Berrone – Piedmont Region*

At the end of the plenary session, for the synergy between European projects, the e-MOTICON project is presented, whose final event was held on March 26th.

The project aimed at defining a model for the interoperability of electric vehicle charging infrastructure systems, the development and sharing of a transnational strategy and national action plans.

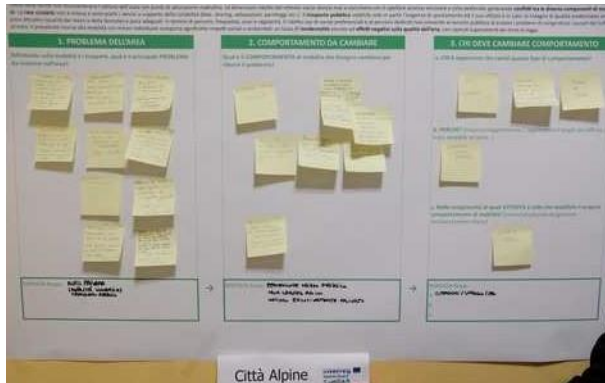
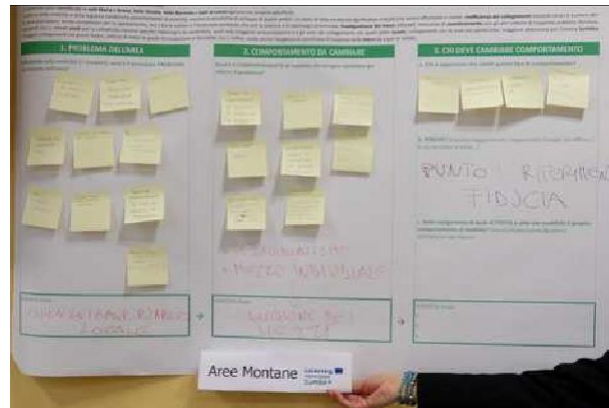
E-MOTICON has helped to create a network of PA, to increase their competences and knowledge for integrated planning of power station infrastructures in cooperation with the private sector.

More details can be found at: <https://www.regione.piemonte.it/web/temi/fondi-progetti-europei/programmi-progetti-europei/cooperazione-territoriale-europea-piemonte/moticon-mobility-transnational-strategy-for-an-interoperable-community-and-networking-the-alpine>.





## Focus groups



The focus groups were organized by the Piedmont Region with the support of:

- Redas Engineering for the management of working groups;
- S&T Società Cooperativa for the organizational aspects;
- Herbert Simon Society for the management of group dynamics.

## Working group – Metropolitan Cities



### Participants

- Adiconsum Piemonte
- Municipality of Collegno
- iMpronta
- Territorial Pact (Zona Ovest Torino)
- Province of Padova
- Piedmont Region
- Herbert Simon Society

Metropolitan Cities in Italy find their identity in municipalities with a population of more than 100,000 inhabitants and in the local authorities foreseen by the Italian Constitution (Art. 11, Constitutional Law no. 3/2001), then established by Law 56/2014 to replace some Provinces. They are obliged to adopt the Sustainable Urban Mobility Plans (PUMS) in accordance with the Infrastructure and Transport Ministerial Decree of 4 August 2017. In Piedmont there are only two: the Metropolitan City of Turin, which reaches one and a half million people, and Novara, which has more than 100,000 inhabitants. The metropolitan city of Turin is different from all the other national realities (Milan, Venice, Rome...) as it is a larger area of competence than the real hinterland of the City of Turin. Its territory includes 11 homogenous zones: four zones are in the peripheral area of Turin (Turin city centre, Turin west, Turin south, Turin north), the others in the mountain, hilly and lowland territories outside this area (Pinerolese, Susa and Sangone Valleys, Ciriace-se-Valli di Lanzo, western Canavese, Eporediese, Chivassese, Chierese-Carmagnolese).

- **Problem of the area:** the participants indicated several critical issues, many of which related to the system of Local Public urban and suburban Transport, that does not meet the needs of citizens. All agreed that the main problem is the predominant presence of private traffic on the road network at the expense of public transport performance ("It seems that the road belongs only to cars").
- **Behaviour to change:** it is the one related to everyday life, i.e. the behaviours in the way of going to work (systematic home-work trips) and those related to the trips to accompany other people, with specific regard to the accompaniment of children to school and, albeit to a lesser extent, to the performance of other activities (such as, for example, the accompaniment of children to the gym).
- **Who has to change behaviour:** the categories of people who have to change their mobility habits are the workers, for their home-work trips, and the parents, for the trips linked to the care of their children. The reasons are related both to environmental aspects (car journeys are considered more polluting), efficiency (public transport should be used to reduce both costs and travel times) and quality of life, in the sense that a change in behaviour (using public transport instead of private transport) would reduce the stress associated with using one's own vehicle. The participants also discussed about the obstacles that would prevent a change in behaviour and identified various elements, some of a contingent nature, such as the current urban public



transport service and the constraints of time - work and school, others related to the personal sphere, such as a lower perception of safety (compared to the use of private transport), social inhibition (due to the association of public transport with an unattractive/unrewarding mode of transport) or inertia to change (understood as fatigue in changing one's habits).

- **How:** Participants pointed out 3 actions that could promote behaviour change. Among the tools the creation of a story-telling has been proposed.

### *Gamification*

To promote and motivate behavioural change through a playful context that leads, also through rewarding, to a greater awareness of the consequences of one's own behaviour and to the use of more environmentally sustainable modes of transport.

<b>With whom</b>	Public administrations, public transport managers, users and economic operators. They need to be involved both as promoters (large companies, shopping centres, etc. in which to promote gaming) and as sponsors (for the granting of prizes).
<b>How to monitor results</b>	Number of users participating in the initiative. Number of companies involved. Number of prizes awarded.

### *Increasing communication effectiveness*

It is necessary not only to provide better information on the movement in progress but also to improve the basic information to plan in a timely manner the journeys. Public transport can also be made more attractive through positive storytelling by public transport users.

<b>With whom</b>	Public administrations, public transport managers, users. To be involved to implement action.
<b>How to monitor results</b>	Number of visits to internet pages (institutions and operators) dedicated to communication on LPT systems. Specific surveys on public transport users

### *Attention to some types of possible users of public transport*

Pay more attention to particular types of users (people with pushchairs, passengers with bicycles) by providing dedicated areas within public transport.

<b>With whom</b>	Public administrations
<b>How to monitor results</b>	Specific surveys for the public transport service user profiling.

### Working group – Alpine cities



#### Participants

- ARPA Piemonte
- Bus Company S.r.l.
- Municipality of Chieri
- Municipality of Cuneo
- Municipality of Pinerolo
- Confcommercio
- GE Consulting
- Herbert Simon Society
- Ires Piemonte
- Società 5T
- UNIMB

The Alpine Cities of SaMBA in Italy are recognizable in the Provincial Capitals and in the medium sized Municipalities with an important role of attraction in the provision of the main services. These are those municipalities that have to draw up the Urban Traffic Plan (> 30,000 inhabitants) but that do not have the obligation of the Urban Sustainable Mobility Plan (< 100,000 inhabitants). In Piedmont, with the exception of Turin and Novara, which have more than 100,000 inhabitants, the description includes the provincial capitals (Alessandria, Asti, Cuneo, Vercelli, Biella and Verbania), some municipalities in the Turin metropolitan area (Moncalieri, Collegno, Rivoli, Nichelino, Settimo Torinese, Grugliasco, Chieri, Pinerolo and Venaria Reale) and Casale Monferrato and Alba.

- **Problem of the area:** the participants, among the critical points, indicated the congestion in the historical centres of the main cities (attracting poles) and the high addiction from the private car that impacts on insufficient and unorganized parking areas. Systematic mobility (especially school and worker mobility) generates many "private" trips due to the lack of alternatives: the public transport network is still not very widespread and is characterized by great variability of travel tickets. Political and administrative issues have also been highlighted, such as the lack of coordination between public authorities and the lack of integration between public policies (e.g. between the location of urban functions and accessibility by public transport). Participants agreed to identify the main problem in the excessive addiction from private transport (in particular for school mobility) and in the insufficient optimisation of public transport (with little branching or unfavourable timetable for large numbers of people) which, on the other hand, should be considered as a tool to counteract the number of cars in circulation.
- **Behaviour to change:** the way to reach the workplace and school must be changed (systematic home-work and home-study trips related to everyday life). There is also a need for change in the criteria for the localisation choices of the main attractors (spatial planning and integration between public policies). There is a need to offer and encourage the use of alternative and more sustainable modes of transport than the private car, to favour public transport, pooling and new forms of sharing with easy intermodality between one system and another (e.g. facilitated by the same ticket for different means of transport).  
 In addition to optimising public transport (for public administrations and transport service operators), it would be necessary to re-focus policies on the individual in order to make people perceive that public transport is an effective alternative to the private car.

- **Who needs to change behaviour:** the main actors are the workers and the students (the subjects that generate the most traffic) but also the PA. It is also considered interesting to act on small communities: for example, sports associations, post-work groups, associations in general, which are often a strong reference in a very large territory and allow to reach many "individuals" acting as "team". In some situations, it is also possible to think of neighbourhoods and districts. It is also important to "team" between PA at all levels: a common vision of objectives and overcoming conflicts between local authorities can help to improve the supply of services and to implement medium - long-term projects. The objective of reducing private car use could be achieved through a joint action of citizens (both as individuals and as communities) and PA (services, infrastructure and coordination with local communities).
- **How:** the lively debate has highlighted alternatives to regulatory intervention.

### *Making intermodality easier and improving available information*

The access to all modes of transport should be facilitated quickly and easily. Help can be provided by an integrated ticket allowing the use of one or more combinations of means of transport. Communication of the means of transport available at a location or along the route of travel should also be improved. There are often technological overlaps that do not facilitate users. For example, there are several Apps for buying public transport tickets but it is difficult to find one that allows the purchase of tickets from different transport service providers.

<b>With whom</b>	Public administrators, public transport managers and ITS
<b>How to monitor results</b>	<p>Number of trips per mode</p> <p>There are data useful for assessing the impact of policies on the number of vehicles in movement, but it is also necessary to identify which mode (bike, car, public) is affected by the most significant changes. The data currently derive from specific surveys (expensive, punctual and often not comparable over time); in some situations (Turin) automatic surveys of private traffic are already available; the spread of electronic ticketing will soon make it possible to measure the use of public transport.</p> <p>Environmental indicators combined with traffic data can show whether there is an impact on air pollution or on the noise impact of traffic arteries.</p> <p>Number of contacts to ITS services provided.</p>

### *Strengthening civic spirit and feeling of belonging to the community (Civic education)*

Often the individual does not use public transport because he does not feel it of his own. We should try to strengthen the civic spirit in the population so that it is "proud" to share and sharing becomes a "value" more felt than it is currently. The PA can contribute through participatory processes to define actions and show the achieved results but also replicate successful models and stimulate change by disseminating examples of virtuous families or communities.

<b>With whom</b>	<p>Schools, associations, local communities</p> <p>Acting on small communities is generally simpler, has immediate effect (word of mouth) and is more effective than large groups.</p> <p>Companies (Mobility Manager) and small traders</p> <p>Valuing proximity trading can help to reduce journeys but also to simply carry them out on foot.</p> <p>Pharmacists and doctors: they are interesting partners with whom to find synergies for the "health" sector linked to the daily way of travelling.</p>
<b>How to monitor results</b>	<p>Number of trips per mode</p> <p>People's health indicators.</p> <p>When combined, the data can show the benefits of walking or cycling. It may be useful to periodically check (in the communities) the level of satisfaction. Survey questionnaires and focus groups would allow to analyse (in the short-medium term) the opinion and impact of policies on individuals and on that group of people.</p>

### *Requalifying cities*

Urban requalification of some areas of cities could improve the quality of life and encourage the development of more sustainable travel.

<b>With whom</b>	<p>PA planners and technicians (urban planners) Regenerating urban neighborhoods improves the quality of urban space but also of everyday life</p>
<b>How to monitor results</b>	<p>Number of trips per mode</p> <p>Urban indicators of change in the use of certain areas</p> <p>Physical data on pedestrian areas, cycle paths, interchange parks or green areas, if they are related to movements, could show how urban transformations are a reason for changes in travel habits.</p> <p>Survey questionnaires help to detect perceived liveability.</p>

### *Nudging interventions*

Gentle pressures which, by acting on contexts of limited rationality, tend to modify people behaviour, preserving their freedom of choice.

<b>With whom</b>	<p>Doctors, pharmacists</p> <p>They can provide information on the dangers of pollution and on the benefits of walking and/or cycling alongside social nudging (good examples) and mental accounting (revenue from fines for services).</p>
<b>How to monitor results</b>	<p>It was not easy to identify the data to be monitored in order to assess the effect of the proposed actions.</p>

## Working group – Mountain areas



### Participants

- Regional Mobility Agency
- Confartigianato Piemonte
- FAI Torino
- Herbert Simon Society
- Polytechnic of Torino
- Province of Padova
- Piedmont Region
- Society 5T
- Tautemi Associati

The "Mountain Areas" are territories characterized by a significant distance from the main centers offering essential services (health, education, collective mobility) but also by a high availability of important environmental resources (water resources, agricultural systems, forests, natural and human landscapes) and cultural (archaeological heritage, historical settlements, abbeys, small museums, centers of trade). These are complex areas, the result of the dynamics of natural systems and the processes of anthropization and depopulation that have characterized them. A first focus has been started with SNASI - National Strategy for Internal Areas, that in Piedmont pays attention to the Maira and Grana valleys, Ossola Valley, Bormida Valley and Lanzo Valleys, each one with its own peculiarities.

- **Problem of the area:** the participants indicated several critical issues in terms of mobility that, in general, are attributable to shortcomings or deficiencies in the local public transport system: the problems concern the extension and organization of the LPT network in the different valley areas where it is located - small municipalities or districts of municipalities. The low number of trips, the timetables not always suitable for the needs of the inhabitants, the difficulty in finding the information necessary to plan the trip (trips/frequencies/stops), the poor integration with the other public transport networks and the poor maintenance of the roads led the participants to identify as the main problem the inability of public transport to meet the travel needs of the population living in the less populated areas.
- **Behaviour to change:** the habit of moving individually using the private car to carry out daily activities (also to accompany non-autonomous family members) has to change. The comparison of the visions proposes forms of shared mobility that contribute to the social inclusion of each inhabitant of the community. Possibilities include on-call services, taxi and NCC services (to be monitored), but also making one's own vehicle available for carpooling or using vehicles provided by municipalities to transport elderly people, to accompany them to the market or at health care facilities.
- **Who has to change their behaviour:** the protagonists are the citizens who, using every day their private means to go to work, school or for other family management activities, contribute to the production of polluting emissions. A role is also played by the local administration, which has the task of providing and organising essential services that are considered insufficient, poorly integrated and not accessible to all and which, therefore, should adopt new models to stimulate alternative mobility behaviour in the performance of daily activities.



- **How:** some actions are suggested that could help induce behavioural change, each one analysed in the implementation modalities, by identifying the subjects involved and the indicator of assessment.

### *System of economic incentives by municipalities*

Incentives for those who are willing to share their vehicle (or to buy sustainable vehicles to share) with others to get to work/school/other or to transport goods. Incentives for those who propose to carry out an activity for the benefit of their fellow citizens and help to increase everyone's awareness of how helping the community involves satisfaction and moral satisfaction (civic spirit).

<b>With whom</b>	Administration that proposes the incentive (not necessarily economic)
<b>How to monitor results</b>	Number of requests. Annual reporting on the implementation of the proposed action.

### *Collaboration and sharing (services to the citizen by the citizen)*

Sharing your own vehicle or using vehicles made available by local volunteers to transport the inhabitants who request it to the desired destinations.

<b>With whom</b>	Active citizen (volunteer who transports people or makes his vehicle available for travel)
<b>How to monitor results</b>	Number of volunteers involved (active subjects). Number of persons transported (taxable persons). Annual satisfaction tests of the service (expected non tangible effects of well-being: sociality, conviviality, sharing and co-partnership of the subjects involved).

### *Communication and sensitization*

Communication of the various activities, still to be implemented and in the process of being implemented, through a dual informative channel to and from citizens to strengthen confidence in the institutions.

<b>With whom</b>	Citizens: critical points and proposals for the territory collected through listening desks and questionnaires, on paper and online. Administration: involves the community in awareness-raising meetings on environmental issues, policies to be undertaken on the area and results of actions.
<b>How to monitor results</b>	Number of requests taken over by the listening desks. Number of information meetings organized. Number of participants in the information meetings (to monitor the effectiveness of the communication policy) Satisfaction questionnaires (to evaluate the quality of the service and the effects of the policy on the citizen).



## Conclusions and proposals

The implementation and development of a sustainable mobility policy is certainly linked to external factors arising from the political, cultural and socio-economic context, but also from many other factors that may influence, positively or negatively, its success.

The workshop contributed to collect interesting indications to be provided as suggestions and recommendations for the development of the nine pilot cases planned in the SaMBA project: focus groups allowed a diagnosis of the different territorial contexts, to better understand the supply and demand for mobility, to define the objectives, which derive from the problem, and to understand, in a simple way, the groups and stakeholders who can influence or may be affected by the project.

The discussion showed how a well-defined target group allows an effective implementation of the pilot cases. However, target users, in order to change their habits, should have motivation (such as pleasure or pain, hope or fear, social acceptance or rejection), and develop skills (perception of self-effectiveness in performing a behavior) that are recognized (rewards and prizes).

Advances in neurobehavioral science provide public service providers with a wide range of empirical models, tools and methods to influence user behaviour towards more socially and individually desirable and sustainable habits.

Applying the "nudge theory" in response to the limitations of the human mind that have been discussed in plenary (attentional constraints, predilection for the comfort of the status quo, psychosocial distortions in attempts at collective coordination, primacy of affective evaluations, especially if negatively valued) highlights the following areas of possible intervention:

- Nudging aimed at **counteracting cognitive overload and attentional constraints**: they could be represented by the design of simplified routes for public transport (e.g. a circular line or lines that follow linearly the main arteries of the city), systems for payments on board or through smartphones, extremely user friendly applications that plan the trip, intelligent stops with the indication of the arrival times of the vehicles, etc..
- Nudging aimed at **counteracting the status quo of "dysfunctional" mobility habits**: the aim should be to gradually and progressively consolidate new habits of public transport use. To this aim, it would be desirable for citizens to be accompanied to experiment new mobility options under conditions of limited stress (e.g. on public holidays) and by offering incentives to experiment in the form, for example, of a small carnet of free tickets. Another possible "Linus blanket" to offer could be to ensure the availability of an emergency and easily activated "return home by taxi" service to be used in cases of extreme and proven need. Moreover, aware that the first attempts to change habits are always inevitably a source of discomfort and badness, it could imagined to send short messages of congratulation and invitation to the "novice" user to persist in consolidating this new virtuous habit (for example when registering the use of a public transport or the payment of the ticket with the smartphone).
- Nudging is useful to **promote virtuous coordination among citizens**: they could, for example, encourage children's sports associations to promote, as part of their organizational activities, the coordination of car-pool between parents capitalizing on the fact that basically after the afternoon sports activities almost all return home. The PA could support these initiatives with training and monitoring activities, to promote civic awareness, sociality and well-being among citizens with children in training.
- Nudging to increase the positive emotional qualities of the public transport experience: from relaxing music to the arrival and inside of the vehicle (instead of the alienating and irritating sound messages that are often used), to the wonderful street furniture of the St. Petersburg metro, to the use of awareness campaigns of high status role models that choose public transport. One of the most impacting ways to influence the emotional experience of the users is

to try to influence their imagination: the imaginary associated with public transport is often coloured by the gloomy colours with which the chronicle describes the controversies and the small/big crimes that take place among the passengers (we remember the Milanese student killed by an umbrella in one eye after a quarrel with two peers in the subway or the school bus kidnapped for terrorist purposes, but also pickpockets, assaults on the controllers). A countermeasure could be the viral diffusion (social networks) of short but impactful stories of positive sociality, result of the best travel experiences of the users.

## Italy workshop 2 / Padova, September 25<sup>th</sup>, 2019

### Introduction

*On 25th September 2019 the 2nd National Workshop of SaMBA, Sustainable Mobility Behaviours in the Alpine Region, European Project of the “Alpine Space” program. The Project aims to encourage and promote sustainable mobility behaviours in the Alpine macro-region (EUSALP).*

*The event was attended by about 30 people representing different sectors related to mobility and transport: representatives of institutions and local authorities, public transport managers, trade associations and ordinary citizens.*

The workshop was organized in two different parts: Plenary Session and Focus Groups. During Plenary Session different projects and initiatives aimed at promoting the use of sustainable vehicles instead of private cars were introduced and presented. The Focus Groups, on the other hand, allowed revealing, through the typical participatory approach of the Working Table, all problems and critical issues related to mobility in the three different analysed contexts (*Metropolitan Areas, Weak Demand Areas and Peripheral Areas with important public structures/facilities*), the expectations of local community and any possible intervention.

### Plenary session



## Opening of Workshop Program

*Vincenzo Gottardo – Vice President of the Province of Padua*

The Province of Padua, partner of the project SaMBA - Sustainable Mobility Behaviours in the Alpine Region, is carrying out different initiatives to promote sustainable mobility and to disseminate new practices and behaviours that can favor it. Main initiatives include the tender for the assignment of urban and suburban public transport services giving special attention to the environmental sustainability of the proposals and specific projects to encourage collective mobility and integration of transport services.

### **European tender for the awarding of urban and suburban local public transport services in the territorial basin of the Province of Padua**

*Marco Pettene – Province of Padua*

The Government Authority of the territorial basin of the local public transport of the Province of Padua has launched a European tender for the urban and suburban services of Public Transport in the all Province of Padua. The overall services sum up to about 23 million vehicles-km/year and the economic value is about € 39 million/year. Among other things, the tender requires the modernization of the vehicle fleet (new vehicles, reduction of the average age and of the emissions, wi-fi on board, etc.), the improvement of the connections between Padua and the adjacent municipalities, rationalizing urban and suburban stops, strengthening services in the Metropolitan Area and reorganizing the tariff system for the Padua Conurbation network. In addition, the tendered service wants to modify the traditional architecture of the relationship between the Administration and the Service Provider, defining the roles of Government Authority, Service Validator and Financial Economic Plan Simulator and specifying the concepts of Integrated Vehicle Monitoring System, electronic ticketing and info-mobility.

### **The "SaMBA" project and the sustainable mobility strategy for the Schiavonia (PD) hospital center**

*Marco Selmin – Provincia di Padova*

The Province of Padua, as partner of the SaMBA project, has developed a strategy with interventions to encourage collective mobility policies in the area of Schiavonia in Monselice, where the Mother Teresa of Calcutta hospital is located. The hospital is 250,000 square meters, has 450 beds and 10 operating theaters, serves a basin of 186,000 inhabitants and is home of degree courses in nursing and 1st level master's degree in coordination of health professions). The project, developed with the Veneto Region, the Municipalities of Este and Monselice and the University of Padua as "observers" and based (also) on direct surveys recently completed, foresees a precise modification of the service between October 2019 and March 2020 (for 5 pairs of rides taking place in coincidence with the regional trains of the Padua-Bologna route, the terminus is moved to the Monselice train station) and a special ticket valid 4 hour and with a limited cost of 1€ for all trips to and from the hospital centre (actually, round trip ride to the hospital centre costs 4.80 €).

## Night Bus – On-demand bus service in the area of Padua

*Davide Pacifico – Busitalia Veneto S.p.A.*

To meet the mobility needs of younger users during the night, with the contribution of the Municipality of Padua and the University of Padua, Busitalia Veneto has set up an on-demand night bus service within the Municipality of Padua.

The service was available from January to September 2019 between 9 pm and midnight (until 3 am on Wednesday, Friday and Saturday), could be booked via the App and its cost was €1.50 per person. The main features of the service were: use of small vehicles (5-16 seats), running late evening/night-time in a limited period, operational flexibility with modern architecture of the reservation system based on cloud servers, management autonomy, positive track record and a commercial formula in accordance with requirements of experimentation.

The service was appreciated: an average of about 2,300 trips per month during winter/spring period with a peak of 2,700 in March and about 1,800-1,900 passengers/month during summer. Finally, more than 85% of the passengers that used the service every month rated it as excellent.



## The project “Bella mossa”: whoever moves well is rewarded!

*Marco Amadori – SRM Reti e Mobilità S.r.l.*

The “Bella mossa” project stems from the observation that, to date, a large part of the population, cross-sectional by gender and age, plays using electronic devices (from smartphones to consoles) and is developed around the idea of promoting sustainable mobility by doing play citizens and reward them based on their results.

Basically, each member records their individual movements by communicating the mode used (by bike, bus, etc.) and, after verification through a specific algorithm, the system assigns a score based on the route and the vehicle used. Upon reaching certain scores, the citizen/player gets prizes made available by sponsoring companies. The game and the (healthy) competition are encouraged by the establishment of specific competitions between different users, between colleagues of the same company or between different companies.

The “Bella mossa” project was active between April and July in 2017 and in 2018, with respectively 85 and 108 commercial partners. Approximately 10,000 active users per year participated to the Project and they travelled about 3,700,000 km per year with sustainable modes, completing around 900,000 sustainable journeys, saving 720 tons of CO<sub>2</sub>, withdrawing 16,000 vouchers.



## Organizational nudging: how to "nudge" the citizen towards local public transport

*Davide Pietroni – Herbert Simon Society*

Implementing a citizenship, nudging intervention means acting on cognitive, social and emotional phenomena, managing them so that, despite their possible distortions and limitations, they become allies capable of directing individual and collective behaviours in more advanced directions, functional to well-being of the person and of the society.

The propensity to suffer from cognitive overload, combined with the laziness that typically characterizes human behaviour, could then inhibit the use of public transport if it requires the coordination of different operations that overall, especially for a neophyte, can be complex and "taxing". A further human propensity that often represents an obstacle to the evolution of the mobility behaviours is represented by the tendency to persevere in habitual behaviour. The complex of one's habits, including even the most dysfunctional ones, represents a protective and anxiolytic area of comfort from which one only comes out with discomfort and difficulty. Another human tendency that limits the propensity to evolved mobility concerns the difficulty in coordinating with one's fellow human beings. It is enough to observe the dysfunctional behaviour of the passengers that slow down the flow of other passengers, positioning themselves in front of the doors of the vehicles, to guess how much waste of resources is attributable to the deficient capacity of coordination among the citizens. Underlying these limitations is the inability to put oneself in others' shoes, not feeling responsible, the fear of losing opportunities for the benefit of others, the fear of being exploited, interpersonal distrust, and inhibiting communication.

## Introducing Focus Groups

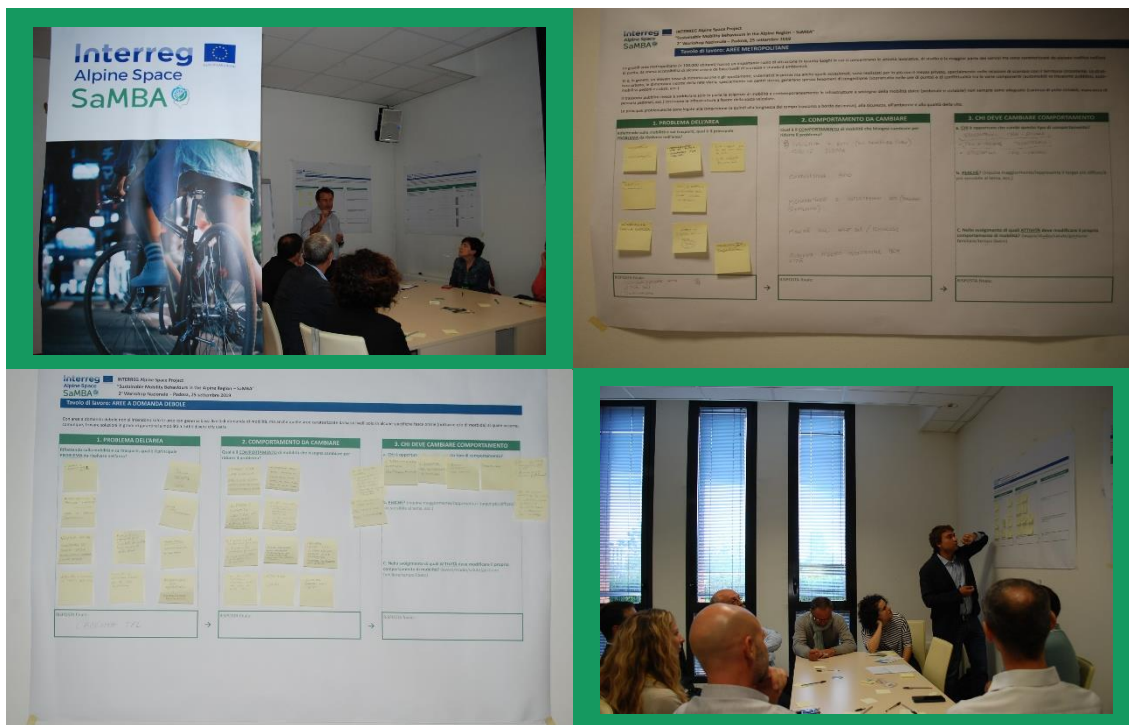
*Giovanni Bosurgi – REDAS engineering S.r.l.*

The Province of Padua identified three thematic areas for which to explore different aspects of mobility, all linked to the local context: the "Metropolitan Areas", the "weak demand Areas" and the "Peripheral Areas with important public infrastructures". The 3 Focus Groups, each one dedicated to one of the previous territorial contexts, were attended by local administrators, public transport managers, trade associations and ordinary citizens. Through the comparison of the various problems, everyone's expectations and any possible solutions, an attempt was made to outline a possible intervention strategy to support behaviours aimed at strengthening sustainable mobility.





## Focus Groups



Focus Group were organized and conducted by REDAS engineering s.r.l., with the contribution of the Province of Padua.

## Working Group “Metropolitan Areas”

### Participants

- Venice Metropolitan City
- FIAB
- Herbert Simon Society
- Province of Verona
- Piedmont Region
- Salvalarte/Legambiente Padova
- Citizens



The main topic of the Working Group is related to large metropolitan areas as important poles of attraction for mobility demand. In fact, in these areas are concentrated a large portion of the overall population (including non-resident people), most working places and services, school/university and commercial activities. The road infrastructures of the metropolitan areas are characterized by high traffic during rush hour and low security levels; in addition, some areas are characterized by poor accessibility and low environmental standards.

The motorization rate is high and most of the trips are made, however, with private vehicles, despite the presence of public transport services. There are often phenomena of congestion and conflict between the various components (private car versus public transport, lack of pedestrian or cycle paths, etc.). Local public transport can only partially satisfy mobility requests and is not always adequate for capillarity and frequencies.

The main problems of mobility are related to congestion (and therefore to the times on board the means of transport), to a poor quality of the air and to safety problems, especially for weak mobility

### *Car sharing - Changing school hours - Smart working*

The package of initiatives aims at reducing the critical issues by changing the schedules of specific activities (in this case, school activity), possibly eliminating the need to move (smart working) or promoting car sharing.

<b>Who to work with</b>	Companies (employers), schools, public administrations, citizens
<b>How to monitor achieved results</b>	Vehicle counts on main roads, counting/monitoring the use of bicycles, the number of users of car sharing and of the integrated trips, monitoring impact of traffic on the environment

### *Improving Public Transport - Improving the network of cycle paths - Promoting and facilitating inter-modality between the two systems*

These actions are more efficient as a single package: the improvement of public transport (in terms of punctuality, capillarity and frequency) and of the network of cycle paths (in terms of completeness and safety) and some intervention to facilitate interchange between the two systems (covered and secured bike parking racks close to bus stops) would strongly incentive to use these systems instead of the private car.

<b>Who to work with</b>	Public transport companies, public administrations, citizens
<b>How to monitor achieved results</b>	Vehicle counts on main roads, counting/monitoring the use of bicycles, the number of users of public transport services, monitoring impact of traffic on the environment

### *Raising awareness of citizenship towards environmental aspects and promoting a change of mentality - Mobility as a Service / new technologies / apps*

Implementing actions aimed at changing the mentality of citizenship both through awareness campaigns on environmental aspects, communication on the different modes of transport available (and their potential) and through the creation of technologies and apps to spread the use of alternative modes of transport (car/bike sharing, PT routes and timetables, etc.) trying to concentrate all apps in a single one or in a platform to limit their number.

<b>Who to work with</b>	Public administrations, PT Companies, trade associations, citizens.
<b>How to monitor achieved results</b>	Monitoring the number of users of different transport systems alternative to private car (car sharing, bike sharing, etc.) and number of trips completed, attending awareness events

### *Reward system*

As for all different proposals, the discussion highlighted the need to provide for a reward system (discount vouchers, tax reduction, etc.) in favor of citizens who migrate to modes of transport with less impact (public transport, soft mobility, car sharing, etc.)

<b>Who to work with</b>	Public administrations, third parties (sponsors), trade associations, citizens.
<b>How to monitor achieved results</b>	Monitoring the number of people participating in the initiative, the number of third-party companies (sponsors) and the prizes made available and/or withdrawn, etc.

## Working Group “Weak Demand Areas”

### Participants

- Busitalia Veneto
- Municipality of Vigonza
- Province of Treviso
- Province of Verona
- Piedmont Region
- SRM – Reti e Mobilità
- Citizens



The objective of the Working Group is to find possible mobility solutions for those areas characterized by low levels of demand for mobility (or with low levels of demand only in specific time slots, such as evening and night) and a poor transport offer. Possible examples in the Province of Padua can be identified in some peripheral districts of the city or in the small Municipalities of the “Bassa Padovana” where there are important road infrastructures but the population lives in situations of daily hardship in moving with the public transport or with soft mobility (cycling, pedestrian) so that it is difficult to discourage the use of the private vehicle.

- **Problem of the area:** the participants of the focus group underline the absence of PT services or at least their weakness in terms of overall travel times, limited number of trips and general characteristics of the service (timetables and number/location of stops). These discomforts seem to be correlated first to the absence of lanes reserved to PT lines: all buses, having to share lanes with private vehicles, can't be "competitive". In areas with poor PT services, citizens find it difficult to reach the PT stops as they are scattered over the territory and the possible destinations are often far from the bus lines.
- **Behaviour to change:** it is necessary to change habits in daily activities. For shorter distances, sustainable mobility must be encouraged (on foot, pedal-assisted or electric bikes, scooters, etc.) and these would generate advantages from an ecological point of view (lower emissions of pollutants from traffic) and improve physical well-being thanks to "sport" activities. It would be desirable to change people's relationship with time, having a slower pace of life with less activities to perform and less daily trips to complete. Using on-line purchases and home deliveries would generate fewer moves and "optimization" of those really needed. The possibility to have non-specialist home visits and/or exams would also guarantee similar results. It should be also considered the possibility to move (changing home) to urban centers if it is impossible to enjoy those services that the peripheral areas do not guarantee.

- **Who should change their behaviour?** According to the outcomes of the discussion, citizens should be the main actors in this change. In fact, considering the ecological awareness and the physical well-being generated in the long term, the citizen is the most suitable figure to start changing behaviour. Which citizen? First, workers and high school and university students as they make systematic trips every day. Even those who move sporadically contribute to the cause, so that it would be desirable to consider "all citizens of age" as actors of this change. As far as public administrations are concerned, the role they should play is to plan interventions to improve public transport services making them more efficient and to encourage their use through awareness-raising campaigns and information on economic and non-economic benefits. Cooperation/collaboration between "neighbors" also contributes to change: car-pooling to take children to school or the elderly people to the day-care center or for "shopping" would help to optimize trips;
- **How to make this change?** Participants identified three main types of actions that could lead to changes in behaviour and habits.

### *Collaboration between citizens*

Promoting shared mobility (car-pooling) or delegating specific activities to people who already must make a certain trip. "Communication between offices": too often, initiatives or measures are slowed down/blocked by bureaucratic issues or poor communication between the different departments of public administrations.

<b>Who to work with</b>	Workers, high school and university students, "neighbors", colleagues, municipal administrators.
<b>How to monitor achieved results</b>	Number of people involved in the change, traffic counts (less vehicles in circulation)

### *Improving PT service*

Improving the PT service in terms of frequency, distribution of stops in the territory and connections with rail stations. The final target is to move people from private car to PT and, meanwhile, improving service for those already using PT. In both cases it is important to make them all aware that PT is a sustainable mode of transport.

<b>Who to work with</b>	Local administrations, managers of PT service providers and citizens
<b>How to monitor achieved results</b>	Number of PT passengers, number of sold tickets, number of subscriptions to PT services ("retention"), number of private vehicles registered and actually used.



*Promote trips on foot and by bicycle and scooter*

Moving around by bicycle, by scooter or on foot has several directly tangible benefits: economic savings, time savings ("in the city, during rush hour, vehicles go at a walking pace so if I go by bike or on foot I reach faster my destination"). Less immediate and easily perceived are the health and environmental benefits, but in the long term they also appear obvious. Awareness-raising, information and involvement campaigns for citizens are indispensable, even through the creation of games and challenges among people as well as reward systems.

<b>Who to work with</b>	Public administrations, third parties (sponsors), trade associations, citizens.
<b>How to monitor achieved results</b>	Number of trips by bicycle, by scooter or on foot, impact of traffic on the environment, number of people participating in the initiatives, the number of third-party companies (sponsors) and the prizes made available and/or withdrawn, etc.

**Working Group "Peripheral Areas with important public infrastructures"**

**Participants**

- Assoutenti Veneto
- Municipality of Monselice
- Confindustria
- Piedmont Region
- Citizens



The Working Group is dedicated to mobility in peripheral areas where there are (public) facilities and structures that play the role of important attraction and mobility generators, despite the distance from major cities. These areas are often equipped with adequate infrastructures and/or public transport services to satisfy both the mobility demand induced by the existing public infrastructures and the mobility within the area. This is the case, for example, of the area surrounding the important hospital center of Schiavonia (also home to university courses), located halfway between the municipalities of Monselice and Este, about 30 km from Padua, in a purely rural area without large urban centers.

- **Problem of the area:** the participants at the Working Group identified as the main problem of the area the inadequate level of public transport service, which is too weak to limit the use of private cars; this performance deficit is due to the low frequency of the PT service, the difficult accessibility of all public facilities from any part of the area (this depends on the poor characteristics of the offered PT services) and to the advantages of using the private car due to the low levels of congestion in the area and, above all, in the ease of parking at large facilities (which does not discourage the use of private cars). Another relevant criticality of the PT service is also the lack of "real time" information about the service, that would facilitate to plan trips ("I know that the bus runs every hour, but the service is not reliable so I do not know how long I'd be waiting at the stop")



- **Behaviour to change:** the behaviours to be changed are both those systematic (home-work and home-study trips) and occasional like those to move to/from the large facilities (medical examination or visit to patients as in the case of the Schiavonia hospital). However, it is also necessary to change the "modus operandi" to select those places where these great infrastructures should be built ("*the classic cathedral in the desert*") and, in any case, to adopt policies and implement actions to encourage the use of public transport.
- **Who should change their behaviour?** Those who should change their behaviour are mostly people who work (or even study, in the case of the Schiavonia hospital) in these large structures/facilities and also all "users"; Local Administrators, having the possibility to facilitate or define the exact location where these structures/facilities should be built, and PT service providers who could adapt their services to the real need of people moving to/from these structures/facilities, should also change their "modus operandi"
- **How to make this change?** Participants to the Working Group identified three main actions that could push people to make a change in their habits.

### Promoting use of car-pooling

Promoting car-pooling, by encouraging colleagues who live nearby and who have the same hours to use a single car instead of taking their own. In addition to the reduction in the number of vehicles on the road (with all that goes with it), the advantages for individual users would be lower costs and better travel conditions (travelling with colleagues/friend vs traveling alone).

<b>Who to work with</b>	Employees/students (who should become car-poolers), Companies (employers) and Local Administrations (who should favour and encourage car-pooling)
<b>How to monitor achieved results</b>	Number of people participating in the initiatives, average number of passengers per private car, impact of traffic on the environment

### Improving PT services

Improving PT service by adjusting frequencies, guaranteeing easier accessibility (location of stops), facilitating connections with rail services, creating a dynamic and real-time information system and running shuttle services to attract towards PT services those people who, today, use private car. The advantages lie in the decrease in the number of vehicles on the road, in travel cost reduction and in better travel conditions (no more stress while driving).

<b>Who to work with</b>	Managers of PT services, Public Administrations, citizens.
<b>How to monitor achieved results</b>	Number of PT passengers, number of vehicles using parking facilities, impact of traffic on the environment.

### *Award systems (corporate or public) to promote use of sustainable modes of transport*

Implementing a system of incentives aimed at promoting sustainable mobility. The incentives can be offered by companies and/or local administrations with or without the contribution of third parties as sponsors. Incentives could be provided directly by the company (dedicated parking for car-poolers, hours of permission for those who use public transport or bike, etc.), by the Public Administration (contribution to buy bikes and/or TPL subscriptions) or by sponsors (discounts, gifts / gadgets, etc.).

<b>Who to work with</b>	Workers, Companies (employers), Public Administrations, third parties (sponsor), active population/citizens.
<b>How to monitor achieved results</b>	Number of PT passengers, number of car-poolers, number of vehicles using parking facilities, the number of third-party companies (sponsors) and the prizes made available and/or withdrawn.

## Conclusions

The Workshop has allowed disseminating good practices to support sustainable mobility, thanks to the interventions of the various speakers, and to gather interesting suggestions to ensure that any interventions or actions could concretely affect mobility behaviours.

Discussion in all 3 working group revealed that, regardless the specific problems and the possible solutions to adapt, to reach the final target **it is necessary to active involvement of all different actors**. Local/public administrators, urban/territorial planners and public transport companies are relevant stakeholders but participation should be extended also to citizens, trade associations (environment, territory, particular categories of people/worker, etc.) and managers of the different structures/facilities inducing large number of trips (workplaces , schools, public offices, etc.).

Direct involvement of all these actors should guarantee a more equal relationship: administrations or transport companies shouldn't take their own decisions and act accordingly; in fact, real and potential users of all possible services should be consulted since the beginning to define the measure packages to adopt.

The tables also showed an **encouraging level of awareness** among citizens and trade associations about possible negative impact on the environment due to actual habits and behaviours of most people and to the limited use of sustainable modes of transport.

All working groups also agree on the fact that **gaming approaches** (I challenge my friends/colleagues to those who implement sustainable mobility behaviours) and/or on **rewarding schemes** (I get rewarded if I move in a sustainable way) would definitively facilitate to achieve ambitious objectives.

## Austria workshop 1 / Salzburg, April 9<sup>th</sup>, 2019



### *Inspiring, fostering and planning sustainable mobility*

#### Agenda

Arrival, registration and coffee	12:45 – 13:00
Greetings and introduction to project „SaMBA“	13:00 – 13:10
<b>Part 1 – Impulse speeches</b>	
<b>1. Sustainably mobile – Incentives for inhabitants in the City of Salzburg</b> <i>Stadt Salzburg, Josef Reithofer &amp; Gerhard Ainz</i>	13:10 – 13:30
<b>2. Incentivising the use of sustainable means of transport – Best practices in the Munich region</b> <i>MVV München, Shravan Shinde</i>	13:30 – 13:50
<b>3. Simulation of transport policy measures supported by geographical information</b> <i>Research Studios Austria Forschungsgesellschaft mbH - Studio iSPACE, Anna Butzhammer &amp; Florian Schöpflin</i>	13:50 – 14:10
<b>Coffee break</b>	14:10 – 14:40
<b>Part 2 – Discussion</b>	
How can behaviour change measures and incentives look like? What impacts of behaviour change measures are relevant for planning tasks? How should a tool for decision support on incentive measures look like?	14:40 – 16:00
<b>Wrap-up and future course of action</b>	16:00 – 16:15

## Summary of the discussion results

### Question 1: How can behaviour change measures and incentives look like?

Which strategies to change behaviour do you know?

Which experiences do you have with simulation tools?

#### Known measures / incentives mentioned by participants

- Apps, which allow to collect kilometres/points for using public means of transport (social competition)
- Transnational EU Cycling Challenge
- Bike Cities / Bike Benefits
- Bus with feet (children school travel)
- Gamification (e.g. Pokemon Go)
- Beat the street – Bluetooth beacons
- Increasing distance between flat and parking space
- (Awareness raising for) positive health effects
- Get a public transport ticket for giving up the parking space
- Give information / perform active marketing
- Give individualised support / information
- Increase / make sure the offers are of high quality
- Combine sustainable transport use and assignments of flats
- Attractive packages for public transport also for touristic destination packages

#### Potential risks

- Misuse of incentives → personalisation could help
- Conflicts due to competition e.g. touristic use and benefits vs. inhabitants benefits
- Incentives are not accepted/embraced

#### Useful information for rewarding and simulation

- Include data on commuters

### Question 2: How should a tool for decision support on incentive measures look like?

Which functions should the tool have (planning, monitoring, optimization...)?

How should the results look like / be presented (map, diagram, raw data, mean values..)?

#### Type of tools suggested

- Expert tool for planers + tool with reduced complexity for public
- When addressing experts defined goals such as reduction of CO<sub>2</sub>, traffic jams etc. should be the starting point
- Tool gives preselection of potential measures (and the potential of these measures)

- Draft according to selected target group
- Show impacts in relation to existing surrounding conditions
- Consider a time component (when is a measure successful / most effective)
- Include sociological / psychological aspects – simulation of motives

Results should include / look like

- Best practices
- Storytelling
- Checklists (what needs to be considered)
- Map (offer – demand)
- Information on CO2 (diagram)
- Success rate / predicted reliability
- Chow chains of measures (e.g. information material – consulting – individual approach/incentive)
- Result presentation also depends on the measures

Open questions:

- How to combine quantitative data and psychological approach?
- How to evaluate soft measures combined with incentives such as marketing? (Hard measures are easier to evaluate)
- Could the tool be used as a marketing instrument?



**Question 3:** What impacts of behaviour change measures are relevant for planning tasks?

Impacts on which of the suggested dimensions are relevant?

Socio-economic impacts

- Type of city/settlement +
- Income
- Population
- Health ++
- Economic impacts
- Costs ++
- Economic sectors +
- Income

Impacts on transport/traffic

- Kilometers driven
- Gas consumption
- Transport offers 
- Transport needs 
- Mobility offers +
- Modal split ++



- Ticketing system
- Infrastructure / Distance to different means of transport +
- Ecological impacts
- Emissions +
- Fossil energy consumption

## Pictures



## Austria workshop 2 / Salzburg, July 5<sup>th</sup>, 2019

*For a sustainable change of mobility behavior in the Alpine Region*

### Agenda

Greetings and introduction to the workshop	09:00 – 09:10
<b>Part 1 – Impulse speeches</b>	
<b>1. Sustainably mobile – Project SaMBA and its implementation in the City of Salzburg</b> <i>Stadt Salzburg, Gerhard Ainz</i>	09:10 – 09:20
<b>2. Geographical tools to provide information for transport policies</b> <i>Research Studios Austria Forschungsgesellschaft mbH - Studio iSPACE, Anna Butzhammer</i>	09:20 – 09:30
<b>3. Supporting sustainable mobility using information and communication campaigns – EU project SWITCH serving as example</b> <i>ÖIR Österreichisches Institut für Raumplanung, Mailin Gaupp-Berghausen</i>	09:30 – 09:40
<b>4. ESRI story maps and their benefits for mobility behaviour change</b> <i>ÖIR Österreichisches Institut für Raumplanung, Florian Keringer</i>	09:40 – 09:50
<b>Part 2 – Discussion (moderated by Daniela Zocher, RSA FG, Studio iSPACE)</b>	
Which geographical methods/data/incentives do you know? What do you consider important for the implementation of the project?  How can a sustainable establishment of such processes look like?	09:50 – 10:30

## Summary of presentations and according questions

The second National Workshop in Austria took place on 5th July 2019 in Salzburg embedded in the AGIT Geoinformatics Symposium, organized by Research Studios Austria - Studio iSPACE and the City of Salzburg. The “SaMBA workshop for a sustainable change of mobility behaviour in the Alpine region” started with some short presentations introducing the role of geographical tools for providing information to support traffic policies, the use of story maps to discover new modes of transport and how to support sustainable modes of transport via information campaigns. (see also PPT files in German)

### Sustainably mobile – Project SaMBA and its implementation in the City of Salzburg

*Stadt Salzburg, Gerhard Ainz*

#### Summary of presentation

- Introduction of SaMBA project consortium and its goals
- Short overview of all pilot implementations in the Alpine Region
- Introduction to goals in Salzburg – change of mobility behaviour, support public transport and cycling, provide individualized information material and guidance to inhabitants of new building projects
- Introduction to housing project Friedrich Inhauser Straße
- Introduction to housing project Kendlerpark

#### No questions by the auditorium

### Geographical tools to provide information for transport policies

*Research Studios Austria Forschungsgesellschaft mbH - Studio iSPACE, Anna Butzhammer*

#### Summary of presentation

- GIS can be used to visualize and show spatial effects of changes in mobility behaviour e.g. travel times
- Providing spatial information can help raise awareness and thus support behaviour change e.g. cost calculation for settlements and housing cost calculator developed by the project Moreco which includes mobility costs or the effect of mobility changes on CO2 emissions researched in the project ASTUS
- GIS can also be used to identify potentials for changes by analysing the current situation and structure
- Introduction to SaMBA simulation tool to help municipalities prioritize measures and estimate potential impacts of these measures

#### Question: Are there also dynamic data included? How are data updated?

- Dynamic data from the “Traffic information Austria” can be used, but there are also static data which are updated on a regular basis such as regional GIS data on infrastructure
- Routing is normally calculated on the fly
- A big goal is to use standardized interfaces whenever possible to reduce manual updating

## Supporting sustainable mobility using information and communication campaigns – EU project SWITCH serving as example

*ÖIR Österreichisches Institut für Raumplanung, Mailin Gaupp-Berghausen*

### Summary of presentation

- Introduction to Switch project.
- Main aspects to be addressed are 1. Targeting situations of change 2. Personalized information 3. ICT tools 4. Health aspects.
- Results of the according campaigns and incentives in Vienna during the project led to a reduction of trips with the car, people felt informed and also spread the information among other groups, a long-term effect (after 6 months) with additional reduction of car use and increase in walking.
- Main lessons learned were: the use of different communication channels, adaption of information/incentives to the needs of people (individualization), making use of local partnerships and champions (people motivating others) and building in some fun aspects are beneficial to the cause.

### Question: Did claimed behaviour and real behaviour differ?

- There is a bias in self-reporting but there was no actual tracking of this in the project. So there is no exact answer to the question for this example. It could be an interesting add-on to include counting of real behaviour in the Salzburg best practice.

### Question: Are campaigns more beneficial the restrictive measures?

- This was not part of the implementation in Switch. The project PASTA though did look into that. It turns out that a combination of things such as basic conditions, regulations, guidelines and established culture work together. All elements need to be adjusted accordingly to be successful.

## ESRI story maps and their benefits for mobility behaviour change

*ÖIR Österreichisches Institut für Raumplanung, Florian Keringer*

### Summary of presentation

- Introduction to ESRI story maps and its elements. There are templates, which are open source and can be adapted according to one's needs.
- Story maps can present complex content in a simple way. They can provide information for specific target groups and increase user engagement, because they are easy to use and tap into the emotions of users.
- Presentation of a first draft for the story map of Friedrich Inhauser Straße.
- In SaMBA the story maps are used to tell a story about sustainable mobility offers but also close service infrastructure within reach of the inhabitants. They send them on a virtual journey through the neighbourhood.

### Question: Where will the story maps be hosted? Are they transferable? Who can use them?

- It is possible to host them on any server, at the developer's, the customer's or the software provide ESRI's server. The city of Salzburg or the mobility agency's server can host the story map. It is an open code and can be transferred and any user can access the story map similar to a web page. They are easy to use as most of the interaction involves scrolling and no complex calculations and requests are embedded.

## Summary of the general discussion

**Question 1:** Which geographical methods/data/incentives do you know? What should be considered? General feedback/questions? What do you consider important for the implementation of the project?

Question: Are all investigated areas in Salzburg?

- For the project SaMBA in Austria all the investigated areas are in the city of Salzburg. Still the developed tools are transferable and can be applied/implemented also in other cities/regions?

Comment: The technical solutions easy, but the organisational issues meaning different organisations working together poses a problem.

- The political cooperation is indeed often a challenge. Therefore it is also considered during the SaMBA project. It is part of the project to enable exchange, help network and support collaboration.
- In Salzburg there is already a rather good collaboration between technicians and politicians going on but a broader collaboration cross borders is also difficult.

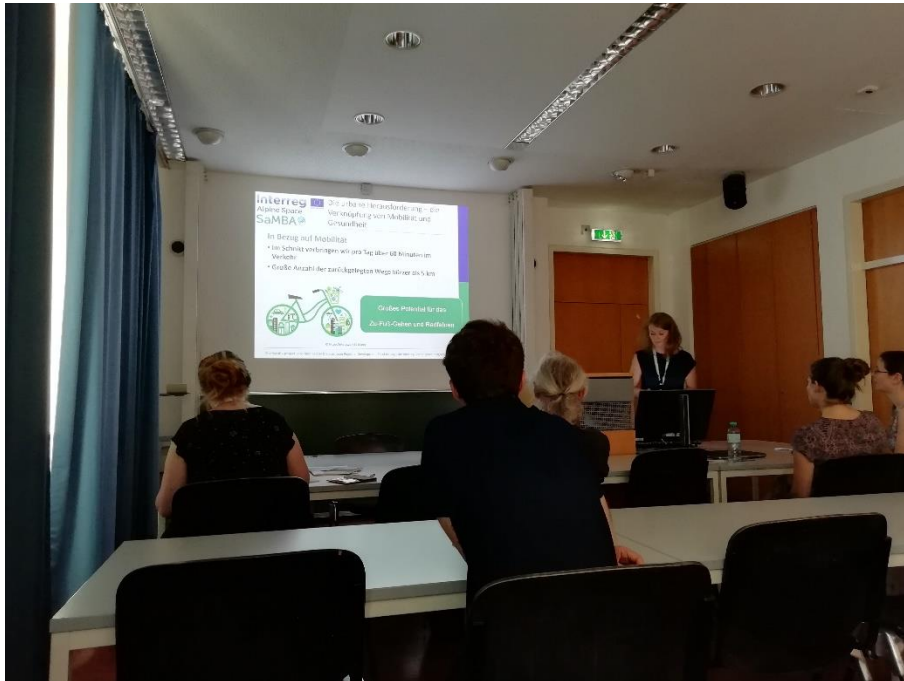
**Question 2:** How can a sustainable establishment of such processes look like? How do you create a permanent institution to take care of such matters?

Comment: Reaching a big crowd is the big challenge.

- There is already a best practice / an example as it is implemented in Munich. City and transport association share the costs.
- There is a clear indication for creating a mobility agency. This agency does not necessarily have to be or even should be in the sphere of influence of public transport service providers because it needs to be ensured that not only public transport but also walking, biking etc. are promoted. A neutral position is favourable to consider all means of transport.
- Mobility management and guidance will become a standard for operating residential areas.
- A business model is necessary for this agency to create a sustainable model in the long-term.
- This mobility agency needs to follow the principle “keep it simple”. It must have the means to prepare information in an easy and efficient way. Next to a psychological and sociological competence individualized geographical information can be a good way of communication. Although a common fear of using GIS can be a hindrance, it can be useful to give recommendations and provide decision support also as a basis for infrastructure development and marketing and information campaigns.
- Any costs also connected to any tool or story map need to be considered already during the set-up of such a mobility agency, meaning money, man-power and update cycles. e.g.: in the Ruhr the OSM data are updated every 6 months for further usage. This is scheduled.



## Pictures



## Germany workshop 1 / Munich, February 7<sup>th</sup>, 2019



### *Mobility in transition*

## Agenda

### Short expert inputs (11:00 – 13:00)

1	The information package for Local Public Transport – a project of County Fürstenfeldbruck	Mrs. Remsing <i>County of Fürstenfeldbruck</i>
2	Mobility management in ‘transition phases’ in life – Projects by the city of Munich (Go!Family and New Citizen Package)	Mrs. Kaczor <i>City of München (KVR)</i>
3	Changing mobility behaviour – good practices	Mr. Schuster <i>Green City e.V.</i>
4	Reward system for sustainable mobility behaviour in bike transport	Ms. Ehmer Mr. Schill <i>City of Augsburg</i>
5	Orange Point: Passenger Bank Initiative	Prof. Werner <i>Municipality of Heuweiler</i>
6	Simulation of measures for mobility policies	Ms. Butzhammer <i>iSPACE Austria</i>

### Discussion rounds: World-Café (13:45 – 15:30)

The world café co-creation method is a structured conversation process to exchange and generate knowledge. Groups of ca. 10 people discuss different topics at several tables simultaneously. The participants change tables regularly (usually after 10-15 minutes) and continue discussions at a different one, where so-called ‘table hosts’ introduce them to what has been discussed before.
<b>Topic 1:</b> Change of mobility behaviour via mobility information
<b>Topic 2:</b> Mobility behaviour change via competitions
<b>Topic 3:</b> Reward and pricing systems
<b>Topic 4:</b> Tools – Simulation of ‘Behaviour change policies’
<b>Topic 5:</b> Innovative mobility solutions for rural areas

## Summary of discussion rounds

### Topic 1: Change of mobility behaviour via mobility information

- Good practices for different target groups are available (see presentations) – for example new citizen packages, information packages for students, elderly, parents etc.
- Information printed or digital? → A combination of both would be best, for example short or long term information via different channels, personalized information to be found online
- Important key aspects when designing a mobility information package:
  - Target groups oriented – transition phases (moving, family founding, job change)
  - New citizen package also when moving in the same city or county
  - If possible in several languages available
  - Place where target groups usually are / use multiplicators (schools, kindergarten)
  - New distribution locations (touristic hot spots, hotels, licensing office, gas station etc.), emotional communication (direct and personal)
  - Allow for questions (information hotline, local and mobile advice)
  - Think together with other incentives (free trial tickets etc.)
  - Sustainable mobility offer must be available
- Important question: How to reach people who are willing to change their mobility behaviour?  
→ see target groups

### Topic 2: Mobility behaviour change via competitions (for example using bicycles)

- Goal: Enhancing motivation to cycle
- Advertisement via firms and companies
- Increasing bike infrastructure
- Ideas for new competitions:
  - Cooperation with schools: rally for school classes
  - VCD Do it yourself project ideas
  - Sponsorship, for example with elderly people
- What can competitions achieve? Fun? Motivation? Influencing politics?
- Long-term effectiveness of competitions measurable?
- CITY CYCLING as a positive example with activities such as Bike Night/ Bike Week in Augsburg
- Company activities (such as “Bike to work”)
- Potential mobility switchers: what can apps contribute?

### Topic 3: Rewards and pricing systems

- Digital and real/financial rewards can both have impacts on mobility behaviour
- Ideas for real/financial incentives or rewards
  - Discounts at local sponsors
  - Free trial ticket for local public transport
  - Tickets for activities for leisure time (zoo, swimming pool)
  - Partner ticket
  - Tax advantages

- Ideas for digital rewards
  - Points on apps
  - Emotional incentives (such as smiley faces via app) for cyclists who drive a lot or when tickets for public transport are purchased
- Self-motivation can be effective to trigger behavior change
- Important accompanying measures
  - Promotion of a general “mobility budget” rather than company cards
  - An objective look on all means of transport
  - Awareness must be increased for all costs related to cars – not only fuel costs
- Preconditions:
  - Offer of local public transport must be suitable or suitable offer must be developed

#### **Topic 4: Tools – Simulation of “Behavior change policies”**

- Estimate whether persons will use the offer/the change
- Socio-economic data, start and route data are necessary
- Data from mobile phones are useable
- Goal: To shift from private cars to local public transport, cycling and walking
- Models of traffic also outside of mobility networks
- (Potential) use:
  - Optimization for location of mobility station (estimation of potential)
  - Showing added value of investments/changes
  - Prioritize measures
  - Support mobility planning and policy
  - Visualize future mobility scenarios
  - Evaluation of cycling infrastructure (Walkability Index)
  - Information on call-taxi, On-Demand
  - CO2-reduction relevant for mobility transition
  - Easier visualization for decision makers

#### **Topic 5: Innovative mobility solutions for rural areas**

- Challenges:
  - Raising awareness on sustainable alternatives → PR
  - Cooperation with partners of high reach and impact
  - (too) high complexity for users?
  - Loosing of comfort?
  - Mobility poverty
  - “Everyone, who can, drives a car in rural areas?”
  - Patience needed for on-demand buses
  - Evaluation of needs
  - Passenger bank: critical mass, fear of strangers, safety
- Ideas and solutions
  - On-demand taxis for groups



- Taxi for elderly people
- Autonomous driving?
- Demand oriented offers
- Combination of tickets?
- Formal vs. Informal solutions
- Sufficiency

## Pictures



The project partner, MVV and CA, present themselves and the project SaMBA. Goals and pilot activities are highlighted.



In an interactive ice-breaker session, participants get to know each other better. The expectations of participants are asked, together with their personal opinion on the status quo of sustainable mobility offers in their regions or cities.





6 expert inputs pave the way for the discussion. In the picture, Mrs. Remsing of the county of Fürstenfeldbruck presents the information package they developed. The offer contains different incentives for the local public transport.



In the afternoon session, the participants discuss the different topics in a world-café format. The results are written down on large paper sheets during all session. Later, the participants present all results to the others.



The table hosts of 5 tables give an overview of what has been discussed after 2 hours of group discussion. Questions and remarks are being collecting.

After the exchange the results are summarized. Lastly, the next steps in SaMBA are presented to all participants.

## Germany workshop 2 / Rostock, September 27<sup>th</sup>, 2019

### *Joint Efforts on the Local Mobility Transition*

#### Agenda

##### Short summary

On a personal level, periods of change are especially worth taking advantage of. Starting a new family, moving to a new city, beginning a new job – such transition phases are when we are most likely to change our routines and thus when we are most likely to take on new sustainable mobility habits. In terms of municipal mobility planning, there are often not enough resources available to make use of all the tools, data and other good ideas that have been developed. The question remains: how can we best support a local mobility transition? In which situations is it most effective to improve infrastructure, for example, and when are incentives the better option?

##### Introduction and setting the stage

The second national workshop for Germany was held on the 27<sup>th</sup> of September 2019 in Rostock, during Climate Alliance's Annual International Conference (CAIC). The conference is held every year and visited by CA's members from all over Europe. Even though not in the Alpine Space, it represents a valuable opportunity for generating and exchanging knowledge on the topic of mobility. The workshop was visited by around 25 representatives of local public authorities and one representative of national public authorities.

The workshop was moderated by CA's André Muno and supported by Janina Emge, Marie Kleeschulte and Shravan Shinde. André Muno is coordinator of the cycling campaign CITY CYCLING at Climate Alliance, which is also at the center of activities in CA's pilot, the county of Emmendingen. To warm participants up and to foster a comfortable working atmosphere, an ice-breaker session with questions pointing at the participants' mobility behaviour was conducted. After an introduction into the concept of behaviour change, participants were also asked to remember whether they had ever changed their mobility behaviour and whether this had involved an active decision or not. The short following discussion revealed that a few had taken active decisions to switch from using the private car or local public transport to cycling. Sometimes, these decisions were based on new available technologies (such as pedelecs) or were health-related. The climate aspect was also an argument.

### Expert inputs

1	<p><b>Incentives and Measures to Encourage Sustainable Mobility</b></p> <p>Shravan Shinde presented on the main developments in MVV's pilots, thereby focusing on best practice examples of incentives and measures to encourage sustainable mobility in the Munich greater area. MVV's activities in SaMBA include the development of a standardized 'Mobility Information Package' for the entire MVV region, based on Munich's 'New Citizen Package', with customized offers for different age groups.</p> <p>By testing the mobility-tracking app MUV, the SaMBA partner will also contribute to testing whether the concept of gamification and digital rewards are effective in bringing about a change in mobility behaviour.</p>	Shravan Shinde, <i>MVV</i>
2	<p><b>Enhancing Mobility Behaviour Change in new Building and Refurbishment Projects</b></p> <p>Gerhard Ainz was invited to present findings from the Austrian SaMBA partner, the city of Salzburg and to make sure synergies between the project partners are capitalized. His input focused on the work in two pilots, where refurbishment of buildings and sustainable mobility are thought together to create more sustainable behaviour pattern. Behind the pilot activities lies the rationale that breaking behaviour habits is difficult and much easier when people find themselves in so-called life transition phases, such as moving to a new home. These transition phases allow for a moment of reflection in our lives and offer unique opportunities to create new, healthier and more sustainable routines. The city of Salzburg uses these moments and encourages behaviour change via the provision of information material on site-specific mobility and via motivation through incentives and ICT tools.</p>	Gerhard Ainz, <i>City of Salzburg</i>
3	<p><b>Crowdsourcing in Bicycle Traffic Planning</b></p> <p>The input held by Dr. Klemens Muthmann focused on a different angle of behaviour change: While incentives and rewards can contribute positively to behaviour change, he argued that the right infrastructure, such as safe cycling lanes, makes the best trigger for an increased use of bikes. He presented on the need of road infrastructure designers for reliable cycling data for planning purposes. Questions such as where people drive, how many and when are rarely easily answered with conventional methods. To close the gap with GPS data, CITY CYCLING cooperates with several partners (incl. cyface GmbH) within the MOVEBIS project.</p>	Dr. Klemens Muthmann, <i>Cyface GmbH / University of Dresden</i>



	Cyclist data gathered during the cycling campaign period is used to develop profiles and heat maps of cycling routes. The heat maps are then delivered to the road designers and policy makers in order to support their planning of safe cycling infrastructure and to demonstrate the need and demand of such cycling lanes.	
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## Discussion round

The following discussion round centered on the question of most effective reward and pricing systems. The participants were divided into two camps: On the one hand, many argued that rewards such as personalized information packages have already proven successful, as was visible for example in the county of Fürstenfeldbruck. Also the increased use of life transition moments in mobility policy was seen to be effective and useful.

On the other hand, some participants were in favor of 'hard' measures such as the construction of bike lanes or the reduction of parking space in the city center and in general. As an in-between incentive from both worlds, the increase of parking prices for private cars was identified and mentioned.

## Pictures



André Muno,  
moderator of  
Climate  
Alliance,  
opening the  
workshop  
and  
presenting  
the speakers.





Shravan Shinde of MVV presented main findings and approaches used within SaMBA in the MVV region.



Dr. Klemens Muthmann of cyface GmbH and the heat maps developed using cycling data collected in the CITY CYCLING campaign by Climate Alliance. The heat maps can be used by municipal road designers and political decision makers to identify cycling hot spots, large waiting times and the general numbers of cyclists in a city.

## Slovenia workshop 1 / Bohinj, July 5th, 2019

### *On the way to green mobility*

#### Introduction

Our environment requires smart environmental management, which seems to be the most problematic in the field of transport. Especially cities and tourist resorts are well aware of the traffic problem and are more or less successfully solving it. It is a long-distance run that also requires drivers and residents to change their habits. The freedom represented by the car journey is difficult to replace by public transport with poor connections and only a good alternative could change current situation. At the conference, we listened to representatives of organizations who, through examples of good practice, presented us with some options for solving traffic problems and focusing on environmentally responsible transport regime planning and solutions that contribute to CO2 reduction and sustainable mobility.

Together with municipality Bohinj (pilot municipality in Samba project) and Tourist office Bohinj we organized first workshop on 5.7.2019. Organised event "On the way to green mobility" was held in Bohinj with afternoon session of visit of best practices.

<b>Name of SAMBA partner involved</b>	BSC KRANJ
<b>Date / place of workshop</b>	05.07.2019 / BOHINJ, Slovenia
<b>Number of participants</b>	30
<b>Kind of local stakeholders that participated</b> <i>(number of participants in brackets)</i>	<input checked="" type="checkbox"/> Elected people / decision maker ( 1 ) <input checked="" type="checkbox"/> Local authorities ( 19 ) <input checked="" type="checkbox"/> Regional authorities ( 3 ) <input checked="" type="checkbox"/> Private local stakeholders ( 2 ) <input checked="" type="checkbox"/> Citizens (or representative of civil society) ( 1 ) <input checked="" type="checkbox"/> Sectoral agencies / associations ( 3 ) <input checked="" type="checkbox"/> Research / higher education ( 1 ) <input type="checkbox"/> Infrastructure provider / public services ( ) <input type="checkbox"/> Other: Contact point, Climate Alliance, Green City ( )

## Event program

Presentations	
-	<b>Sustainable mobility through good practices in the Alpine region</b> <i>Mag. Helena Cvenkel, Roko Padovac- BSC Kranj d.o.o.,</i>
-	<b>Traffic Calming Measures - Gorenjska's Sustainable Energy and Climate Plan</b> <i>Dr. Matej Ogrin, Faculty of Arts, University of Ljubljana</i>
-	<b>Sustainable mobility in the Alpine Pearl community in the Alpine region</b> <i>Svea Lauterjung, Alpine Pearl</i>
-	<b>Mobile social service</b> <i>Iva Lapajne, Municipality of Bohinj</i>
-	<b>The impact of movement on health through life and practical presentation of simple exercises for every day</b> <i>Ms Marina Glavina, Primary health center Koper</i>
-	<b>Julian Alps - traffic calming in the Julian Alps</b> <i>Representatives of TNP, Municipality Bohinj and Tourist office Bohinj</i>
-	<b>Sustainable mobility in the Mediterranean region with an introduction to the workshop</b> <i>Mag. Darko Ferčej, e- Zavod</i>
Workshop	
-	<b>Challenges and solutions to sustainable mobility</b> <i>How can we contribute to sustainable change in the field of sustainable mobility</i>
Appointment for journalists	
	<i>Lunch</i>
Field visit	
-	<b>Good practices</b> <i>Shuttle, boat, bicycle. Julian Alps Card.</i>

## Conclusion

Based on the discussion during the workshop the following topics and conclusions took place:

- Although Julian Alps are working now for years on sustainable mobility issues measures take long time to change the behavior of the inhabitants/visitors
- Julian Alps perspective is to follow sustainable mobility issues in the future (they see sustainable mobility as the vital part of the sustainable tourism/development challenge)
- There is a strong need to align public transport – combination of bus, train with personal mobility: bicycle, walk
- There is a need to redesign existing measures and to upgrade the existing measures/strategy
- There is a need to address diverse goal groups within sustainable mobility (visitors are not the main goal group, inhabitants and especially vulnerable goal groups need to be put into the heart of the sustainable mobility measures)
- There is a need for more strategic cooperation between public sector and owners of ideas in the field of sustainable mobility
- There is a need to eventually close the area around lake Bohinj for traffic and allow only sustainable vehicles (electrical cars, bicycles, walking) – to be supported by free electrical shuttles
- There is a need to upgrade support to vulnerable goal groups (especially in villages, where there is no public transport available, no shops,...)
- Bohinj card discounts can/should be upgraded (measures can be better embedded in the overall discounts) with sustainable mobility solutions
- There is a need to promote better the experiences connected to the sustainable mobility and walking the mountain valleys (to prevent over mass visits of the protected areas Natura 2000)
- The strategic goal should be to establish regional network of the bicycle trails (at least in Julian Alps) that would be connected directly to the trails in Italy and Austria
- There is a need to rethink the sustainable mobility measures in a long run (not only in the area of Julian Alps (where Bohinj is the centre) but also think about possibilities for cross border solutions (border with Italy, Austria) e.g. public transport options, bicycle connections,...)
- There is a need to link sustainable mobility closer to climate change
- For Bohinj local community as the centre of Julian Alps measures need to be upgraded, based on the approach of co-creative workshops for all stakeholders that will be based on the agreement for the upgraded measures with pricing policy lead to behaviour change.

## Slovenia workshop 2 / Koper, September 18<sup>th</sup>, 2019

### *Let's become and stay mobile*

#### Introduction

On September 18<sup>th</sup> 2019, the Municipality of Koper organised the event “Let's become and stay mobile” aiming to promote sustainable mobility, and presenting the importance of healthy lifestyle for health and how changing of mobility habits can positively influence wellbeing of each individual.

A smart and efficient transport system is crucial to the functioning of modern society, as it enables economic and social development. Breathing clean air and staying in a less noisy everyday life contribute to the well-being and better health. All of us who create and live with traffic can take steps towards sustainable mobility.

Were invited to the workshop:

- Locals-via Municipality webpage [www.koper.si](http://www.koper.si) and posters in all public places: Library, kindergartens, schools, University of Primorska Famnit, ZRS, Primary health centre Koper, bigger shopping centres TUŠ, SPAR;
- Elderly population (The retirement Association, Daily activity centre for elderly population);
- Elderly fit population (different Associations: Hiking, Biking, etc.),
- Young population – brochures European mobility week distributed on all secondary schools in Koper, web page [www.etmkoper.si](http://www.etmkoper.si).

#### Agenda

A smart and efficient transport system is crucial to the functioning of modern society, as it enables economic and social development. Breathing clean air and staying in a less noisy everyday life contribute to the well-being and better health.

- **Welcome speech** - *representative of the Municipality of Koper*
  - **Sustainable mobility in the Municipality of Koper** - Nataša Likar - *Municipality of Koper*
  - **The impact of movement on health through life and practical presentation of simple exercises for every day** - Ms Marina Glavina - *Primary Health Center Koper*
  - **The impact of transport on our environment and the quality of our lives – Environment and transport** - Mr Milan Krek - *National Institute of Public Health (NIPH)*
  - **Refreshing road traffic regulations knowledge** - Sebastijan Turk - *Slovenian Traffic Safety Agency*
- **Free test of electric bicycles, as a possibility of sustainable mobility in everyday life.**



## Presentation

Presentation	Speaker and organization
	<p>Sustainable mobility in the Municipality of Koper</p> <p><b>Mag. Nataša Likar</b> <i>Municipality of Koper</i></p>
	<p>The impact of movement on health through life and practical presentation of simple exercises for every day</p> <p><b>Ms Marina Glavina</b> <i>Primary Health Center Koper</i></p>
	<p>The impact of transport on our environment and the quality of our lives – Environment and transport</p> <p><b>Mr Milan Krek</b> <i>National Institute of Public Health</i></p>
	<p>Refreshing road traffic regulations knowledge</p> <p><b>Sebastijan Turk</b> <i>Slovenian Traffic Safety Agency</i></p>

## Press release

The event was opened by vice-mayor Jasna Softič pointing out the importance of sustainable mobility, the actions Municipality undertakes in frame of pushing the changes of mobility habits among local inhabitants. The vice-mayor has stressed out also the fact that the use of Urban public transport has grown for 125% in the last 5 years, to overcome the gap between urban and suburban public transport – (the suburban transport is not controlled by the Municipality of Koper) the free App MOK MOBI was designed for Ios and Android environment. The App enables the user to see the real time bus arrival, the timetables of all urban and suburban busses, etc.

The representative of the Municipality of Koper Mrs. Nataša Likar presented the measures of the municipality in the field of traffic regulation, traffic management and promotion of sustainable mobility. She presented the fact that measures in the field of traffic regulation and promotion of sustainable mobility and changes in travel habits of citizens of the municipality are successful and renowned abroad, as they set us as an example of good practice.

From the Health Center Koper Mrs. Marina Glavina medical and Tjaša Kocjančič, Physiotherapist, presented the importance of regular movement for the development of our children and wellbeing and health in adulthood and old age by showing practical exercises for stretching the whole body, relieving the spine in a sitting position and relaxing for a few minutes both at work and in everyday life. They emphasized the fact that we live better in many ways in the developed world, but that modern lifestyles force us to lack physical activity, so already active mobility can have a significant impact on improving wellness and health.

The impact of transport on the quality of our environment and life was presented by representatives from the National Institute of Public Health, Mrs. Simona Uršič and Mrs. Bojana Blažec. They presented key air pollutants and the negative consequences of excessive noise and their effects on our health in a simple and participant friendly way.

The event was very sympathetically concluded by Mr. Sebastjan Turk of the Traffic Safety Agency, with practical exercises to refresh the knowledge of Road Traffic Regulations.

After completing the theoretical part, the participants were greeted by electric bicycles before the entrance, which could be tested free of charge or after the event merely sweetened with multivitamin tiles and smoothies in the olive grove park

## Pictures of the event



## Hands-on experience

In our municipality there are 9 different mobility projects in implementation phase. We have noticed that people are already filled-up with different workshops and events and lectures etc.

Therefore we have decided for a workshop talking about the impact that traffic has on our environment and our wellbeing and not about the mobility itself. Therefore we talked about our health and healthy habits - especially healthy mobility habits.

The concept of the workshop was well accepted and we can recommend it to other project partners.

## Slovenia workshop 3 / Koper, September 20<sup>th</sup>, 2019

### *Perspectives of sustainable mobility in Slovenian Istria*

#### Introduction

Municipality of Koper organized on 20<sup>th</sup> September 2019, a dissemination event for spatial planning experts and policy decision makers and other representatives in mobility planning (entrepreneurship, economy, public and private public transport companies,...). The event was organised as part of the Mediterranean Coast and Macro-Regional Strategies Week with the main topic: Mobility,.

Were invited:

- Locals-via the websites [www.koper.si](http://www.koper.si), [www.etmkoper.si](http://www.etmkoper.si) and posters in all public places
- Spatial planning experts
- Policy decision makers
- Other representatives in mobility planning (entrepreneurship, economy, public and private public transport companies...) via e-mail with direct invitations.

#### Agenda

15h	Welcome speech by the representative of the Municipality of Koper
15h15	Presentation of National Guidelines for Preparation of Mobility Plans for institutions <i>Mag. Polona Demšar Mitrovič, Ministry of Infrastructure, National Coordinator of the European Mobility Week and Head of Sustainable Mobility and Transport Policy Service</i>
15h30	Sustainable mobility strategy in functional urban areas (FUA), also considering management of tourist traffic flows - <i>Slavko Mezek, Regional Development Center Koper</i>
15h45	Multimodal scheme os sustainable mobility in the coastal region <i>David Trošt, PNZ d.o.o</i>
16h	Break with catering and a video preentation on the topic of sustainable mobility
16h15	Presentation of sustainable mobility projects - <i>Miha Valentinčič, Petrol d.d.</i>
16h30	Establishment of multimodal platform and implemented measures for sustainable mobility in the Municipality of Koper - <i>Ivana Štraklj, Municipality of Koper</i>
17h15	Presentation of promotion of sustainable mobility pilot action in Gorenjska region, in frame of SaMBA project - <i>Helena Cvenkel, BSC Kranj</i>
17h30	Sustainability measurements in urban neighborhoods using ICT tool CESBA MED SNTTool – Case of city district Aurora in Udine (Italy) - <i>Nadia Vedova, Kallipolis</i>
17h45	Preparation of sustainable mobility projects with support of ELENA mechanism and green counselling <i>Rajko Leban, Managing Director of GOLEA</i>

## Audience





The following representatives participated in the transferring event:

- Spatial planning agencies: PS Prostor d.o.o.; PNZ d.o.o.;
- Ministry for infrastructure
- Regional energy agency
- Transport agency – Arriva Slovenija d.o.o. and Nomago d.o.o.
- Slovenian export and development bank
- Business support center
- Public institute for entrepreneurship and development projects
- Kallipolis
- National fuel distribution company Petrol d.o.o.
- Municipality of Piran

## Presentations

Presentation	Speaker and organization
 <p>Predstavitev</p> <ul style="list-style-type: none"> <li>- Prometno-informacijski center (PIC)</li> <li>- App MOK MOBI</li> <li>- sistem izposoje koles v MOK</li> <li>- ureditev glavne avtobusne postaje</li> <li>- brezplačen KOLO-BUS</li> <li>- promocija PEŠ BUS</li> <li>- aktivnosti za starejše in najmlajše</li> </ul> <p>Koper, 20. 09. 2019 Ivana Štrkalj</p>	<p><b>IVANA ŠTRKALJ</b> <i>Municipality of Koper</i></p>
 <p>Strategija trajnostne mobilnosti na območju funkcionalnih urbanih območij (FUO) tudi v luči obvladovanja turističnih prometnih tokov - projekt SMILE (ADRION)</p> <p>Slavko Mezeg, Regionalni razvojni center Koper Koper, 20. 9. 2019</p>	<p><b>SLAVKO MEZEG</b> <i>Regional Development Center</i></p>
 <p>Predstavitev projekta ENERGY CARE in dobre prakse: Tehnične pomoči ELENA na področju trajnostne mobilnosti in javnega potniškega prometa</p> <p>Perspektive trajnostne mobilnosti v Slovenski Istri Koper, 20.9.2019</p> <p>Rajko Leban, direktor GOLEA, <a href="mailto:rajko.leban@golea.si">rajko.leban@golea.si</a>, <a href="http://www.golea.si">www.golea.si</a></p>	<p><b>RAJKO LEBAN</b> <i>Regional Energy Agency</i></p>



<p> REPUBLIKA SLOVENIJA MINISTRSTVO ZA INFRASTRUKTURO</p> <p>Perspektive trajnostne mobilnosti v slovenski Istri Okrogla miza</p> <p>Evropski teden mobilnosti - kako in zakaj</p> <p>mag. Polona Demšar Mitrovič, MZI</p> <p>Koper, 20. 9. 2019</p>	<p><b>POLONA DEMŠAR DIMITROVIČ</b> <i>Ministry for Infrastructure</i></p>
<p></p> <p>MULTIMODALNA SHEMA TRAJNOSTNE MOBILNOSTI V OBLASTI PASU pilotni projekt</p> <p></p> <p>Koper, 20. 9. 2019</p> <p>mag. David Trošt </p>	<p><b>DAVID TROŠT</b> <i>PNZ – Traffic Infrastructure, Roads and Railway Planning Agency</i></p>

## Pictures of the event





## Conclusions

Perspectives on sustainable mobility in Slovenian Istria, raising public awareness and seeking opportunities for upgrading sustainable mobility in our area were the topics of Friday's expert consultation at the Koper Praetorian Palace, organized by the Municipality of Koper during the Mediterranean Coast Week and macro-regional strategies.

On behalf of the Municipality of Koper, the gathered were welcomed by vice mayor Olga Franca. She emphasized that we all want an efficient transport system that would allow people and cargo to move quickly, safely and economically, while harming the environment and our health as little as possible: "The balance between the negative and the positive effects of traffic requires experts and decision makers in the field, and last but not least of all of us, a lot of creativity and good ideas, comprehensive monitoring of the situation and also some boldness. Above all, it requires accepting the compromises that are necessary if something is to be done to preserve and protect the environment." She also emphasized the importance of inter-municipal cooperation and joint regulation of transport, since this is the only way to achieve the desired effects and changes in the travel habits of our residents.

National sustainable development and mobility guidelines were discussed by Mag. Polona Demšar Mitrovič, representative of the Ministry of Infrastructure. She presented priority actions in the field of sustainable mobility for the next 5 years. She also outlined the funding structure for these measures and the elements of the National Integrated Transport Planning Program.

Slavko Mezek from the Regional Development Center of Koper also spoke, presenting current projects of the Regional Development Center in the field of mobility. Particular attention was paid to the Smile project, which defines the importance of strategic mobility planning in entire functional urban areas, which will contribute to better flow and easier management of tourist traffic flows. The participants of the consultation were also acquainted with the CHESNUT project, in the framework of which they developed a multimodal scheme for sustainable mobility in the whole coastal zone, presented by David Trost from PNZ d.o.o. Nataša Vujačić and Tadej Smogavec from Petrol d. d. however, they clearly described creative and advanced solutions for mobility and sustainable development for smaller cities.



## France workshop 1 / Autrans-M.-en-Vercors, March 12<sup>th</sup>-13<sup>th</sup>, 2019

*En voiture, Simone ! ... et si Simone laissait sa voiture au garage ?*

### Introduction

The Department of Isère (CD38) and the Regional Natural Park of Vercors (PNRV), both partners of the SaMBA Project, organized together a workshop on incentives for behavior change in mobility habits.

This time of exchange was held on March 11<sup>th</sup> and 12<sup>th</sup>, 2019, in Autrans-Méaudre-en-Vercors, and gathered 40 participants coming from the whole Region, mostly mobility stakeholders, public authorities, private, and associations.

### Program

Day 1	
<b>14:00</b>	Welcoming time
<b>14:30</b>	<ul style="list-style-type: none"> <li>- Ice breaker</li> <li>- Introduction from the PNRV President and CD38 Vice-President in charge of Transports and Mobility</li> <li>- Presentation of the SaMBA project</li> </ul>
<b>15:30</b>	<p>Speed meeting based on the presentation in small groups of 5 different projects about new mobility.</p> <ul style="list-style-type: none"> <li>- <b>ATMB : Opération "Je Covoit"</b> (<i>Incentivizing carpooling on highways</i>)</li> <li>- <b>Festival Le Grand Son : Avantages proposés aux covoitureurs</b> (<i>Rewards and advantages given to carpoolers coming to the music festival</i>)</li> <li>- <b>Citiz : Opération "Ma chère Auto"</b> (<i>Program aimed to make people « sell » their own car to the car sharing company -&gt; in French, "chère" means dear as well as expensive</i>)</li> <li>- <b>INDDIGO : Opération "Je Plaque ma Caisse"</b> (<i>Program accompanying people for getting rid of their car</i>)</li> <li>- <b>Mountain Wilderness : "Changer d'approche"</b> (<i>Implementation of solutions to reach the mountain around, based on public transport and new mobility options</i>).</li> </ul>
<b>17:15</b>	<p>Social psychology and behavior change</p> <ul style="list-style-type: none"> <li>- <b>Anaïs ROCCI</b>, Sociologist at ADEME, mobility behavior change specialist</li> <li>- <b>Xavier BRISBOIS</b>, Doctor in social psychology and behavior change</li> </ul>
<b>21:00</b>	<p>Projection of the movie <i>"Tout est permis"</i> by Coline Serreau. (<i>Car attachment, specific behavior while driving, fines and driving license confiscation</i>)</p>

Day 2	
<b>9:00</b>	Role play focus groups <ul style="list-style-type: none"> <li>- Participants were split in 5 groups addressing different citizen profiles, based on their situation and mobility behavior (results described below)</li> </ul>
<b>12:00</b>	<ul style="list-style-type: none"> <li>- Conclusion</li> </ul>

## Plenary session

*Anaïs ROCCI, sociologist at ADEME*

### Context:

- Global crisis : social, environmental, economical  
→ Behaviors are meant to change
- Better sensitivity for environmental issues, but changing remains difficult  
→ Need to know the brakes to help behavior change
- Big challenge for public mobility policies: need to reduce car use and optimize investments and policies' efficiency, while having budget constraints.  
→ Encourage behavior change towards modal shift

**Mobility habits are amongst the most difficult to change**, compared to most common ones, like switching off electric devices, sorting waste or reducing home temperature, for example.

However the ground seems prepared for some changes (people declare themselves ready to leave their car, mobility alternatives are surely raising up, car use gets slowly eroded, etc.)

### Brakes:

- **Main extrinsic brakes** for change: accessibility to public transport / level of supply, family constraints, professional constraints, life cycle, context and education.
- **Main intrinsic brakes** for change: car image and social representation, strength of habits, knowledge and competences about mobility solutions, misperception about car costs, distances, and time compared to alternatives.

Behavior change in mobility is a difficult process because it questions the habits that have worked pretty well so far, and changing these habits takes a lot of efforts.

### Behavior change stages:

1. **Pre-contemplation:** "I will never leave my car". → Need for information, raising awareness
2. **Contemplation:** "Reducing my car use? Why not?". → Convincing and giving the envy
3. **Preparation:** "I'd like to try other options". → Enabling action taking
4. **Action:** "I tried!" → Accompanying the test
5. **Maintain:** "I liked, I'm continuing". → Consolidating the new behavior



The 4 **fundamental levers to combine** are:

- **Information:** efficient if precisely targeted  
With communication tools
- **Coercion:** needs to be surely dissuasive and controlled  
With legal tools and rules
- **Incentive:** has to be known and convincing  
With economic tools
- **Experiment and test:** must be done in favorable conditions  
With planning and infrastructures

These levers can be improved with **individual coaching** (*personal advice and feedback*), and a **collective dynamic** (*ambassadors, challenges*)

#### Conclusion:

- Changes are difficult to implement, but there's a real potential for it.
- Absolute need for technical, social and individual prerequisite conditions
- The change process is long!
- Triggers are complementary and must be combined
- Optimization of public transport options while making sure they are well known and adopted by citizens
- Understanding correctly the targets and adapting solutions

#### *Xavier BRISBOIS, Doctor in social psychology and behavior change*

All the classical solutions that are commonly implemented for behavior change and modal shift are based on coercion and financial constraints. But they don't work because:

- We change the context and citizens resist or set up a wall against it
- All people don't make their choice for the same reasons
- The functional optimum isn't the goal
- The rational decision (conscious, informed and comparative) is a long and hard process

#### The conditioning and the power of habits:

Usually, when there's a need for mobility, the car comes to mind right away. It's here, available at any time, no need to plan, to book, to wait. For other modes, it passes through different processes of availability, efficiency, objective and subjective comparisons, money, etc.

The process for changing behaviors is therefore a lot more complex than just putting constraints or playing with budget:

- **Make the habit weaker:**  
Raise the attention of the driver to the subject, show that there are relevant alternatives, etc.
- **Provide good reasons to try:**  
Process of persuasion: work on social norms (people do it and think that's good), personal attitude (it's good for me to do it) and perceived control (I can do it cause I have the necessary skills). This should lead to the intention to change in the target mind.
- **Allow to move to action:**  
Make the shift easy by preparing to conditions for the try.

The goal remains to take **people to change sustainably, not temporarily**. For that purpose, the freedom of choice is essential: **people have to choose on their own**, and not being forced into it.

#### Does the reward lead to action?

Different studies show that during a test period, reward is moderately efficient, less than personal engagement, but a lot more than control. The noticeable fact is and that the rate of good behavior drops drastically when the reward stops.

#### What about the fine?

If you act wrong, you might be ashamed and do your best to act better. If you are financially penalized with a moderate fine, there's a good chance you consider that paying this fine allows you to act wrong. You're not ashamed anymore, and if the fine system isn't continued, you're feeling less bad for acting wrong.

#### Conclusion: How to make a policy efficient?

- It's better to work on attractiveness of behaviors, than on their utility
- Build some influence strategies, based on individual change steps
- Extend the range of alternatives beyond targeted behaviors, in order to cover all practices.

Behavior change is a long process and passes through different steps: it's **absolutely necessary to build it over time, to maintain the efforts in the long term**, in order to promote desirable behaviors.

#### *Projection of the movie "Tout est permis" by Coline Serreau.*

Meaning "everything is allowed", the title of the movie plays with words, knowing that "driving license" is also called "permis" in French. The film is about attachment to personal cars and driving behaviors. It catches funny moments and edifying talks from people passing exams and tests after they lost their driving license. Instructive elements about the status of the car in our societies.

## Focus groups

### Lucie

*Commuter to work in a rural zone*

#### Profile

Lucie lives in Méaudre, raises 2 children alone while sharing an alternating custody with the Dad who lives in the valley, and has a constrained budget. She is 35, has a small car, and is very organized, cause of her demanding daily life. She works in Lans (10km away) from 9am to 5pm, usually drops her kids to the Méaudre's school on her way to work, and take them to their sport activities.

Although there are a few bus services in the area, and an organized hitch-hiking system, she doesn't use them, and has created a parents' network for sharing the driving trips to the activities.

She aims to feed her family with good food and goes buy fresh vegetables and fruits at the market. For bigger errands, she uses the Drive that is located along the road to the valley. She tries to maintain some personal activities in the evening, and has a complete different life when she doesn't have her kids with her.

#### What is the situation caused by her behavior?



- She contributes to air pollution and congestion on some small roads at peak hours.
- She feels trapped with her car. Her kids ask regularly to walk or ride to school with her for a peaceful shared moment, but she's convinced that she can't.

#### What would we like to change?

We would like her to fit in her life choice (living on the plateau for not having the city inconvenience) Ride or walk her kids to school and therefore organize her commuting trip differently. Keep the security feeling of being able to rush back in a case of emergency.

#### Expected new behaviors

At least 3 times a week, Lucie will accompany her kids to school with alternative modes, and will carpool to work. Sometimes, she will be able to choose to remote work from home or a coworking place.

	Brakes	Levers
<b>Person</b> 	<ul style="list-style-type: none"> <li>- Security represented by the car when having to deal alone with everything daily</li> </ul>	<ul style="list-style-type: none"> <li>- She wants to spend more time with her kids</li> <li>- She wants to be less dependent on the car</li> <li>- She would like to do more physical activities for staying in shape</li> </ul>
<b>Situation</b> 	<ul style="list-style-type: none"> <li>- Hour constraints (school and activities)</li> <li>- Too many slopes and mileage to consider biking to work)</li> <li>- Climate (snowy and cold half the year)</li> <li>- Lack of public transports</li> </ul>	<ul style="list-style-type: none"> <li>- The village is small and parents all know each other.</li> <li>- Kids have common activities around</li> <li>- Good internet service</li> <li>- Her company implemented a mobility plan and promotes carpooling, public transport and active modes.</li> </ul>

### ⇒ Challenge #1

How can Lucie do her trips to work without her own car 3 times per week?

→ By acting on a share of values « slow life » with her entourage, her need for saving money and being part of a social inclusive and supportive network.

### “A golden community”

Lucie has access to a support from the municipalities’ community for creating an organized group of supportive parents/neighbors. This implementation passes through the school and the Municipalities community sets up at the end of the school year some information meetings in order to motivate and register parents on a platform and give a base to the group => A communication shot event has to be organized.

The municipalities’ community will take advantage of the Mobility Week to implement a challenge with the school and start a parent’s cooperation. Several topics: Pedibus, Velobus, carpooling to school and activities.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Reassuring supportive network</li> <li>- Reinforcement in parents role : including transmission of values</li> <li>- Building momentum for other projects/actions</li> <li>- Sharing resources and energies</li> <li>- Rotation basis that doesn’t exhaust anybody</li> </ul>	<ul style="list-style-type: none"> <li>- The high need for animating the community for it to keep strong marks</li> <li>- Keeping it up to date</li> <li>- Group auto-regulation</li> </ul>

## ⇒ Challenge #2

How is it possible to make Lucie leave her car at least three times a week, for her trip to work and school?

→ **By pulling a lever of the mobility plan implemented by her company, very involved in air pollution reduction on the plateau.**

### “A Dream Boss”

Lucie’s employer sets up a mobility plan and looks for testers on 3 topics : remote work from home, remote work from coworking spaces, and promotion of carpooling practice within the company. The boss sets up a simulator of gains you get for leaving your car home, and organizes internal meetings for informing employees and make them organize themselves together.

Employees can try remote work, at least Two days a week either from home or from a coworking place in Méaudre to which the company had a subscription. Furthermore, for people who carpool to work, there is some reserved parking spots right in front of the entrance, and a strong visual communication campaign has been implemented to incentivize everybody to organize themselves.

What highly reassures Lucie is that her employer guarantees her that she can take an office vehicle any time to go back to school or home in case of emergency.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Dynamic and good image given</li> <li>- Foster projects transversality within employees</li> <li>- Reassuring</li> </ul>	<ul style="list-style-type: none"> <li>- Difficult to sustain it: an experiment can always stop...</li> </ul>

## ⇒ Challenge #3

How is it possible to make Lucie leave her car at least three times a week, for her trip to work and school?

→ **By acting on the enjoyment she can have when carpooling**

### “Better than national lottery!”

The carpooling platform organizes occasional events on the stop points. On those points a distribution of vouchers and raffle tickets to carpoolers. The more people are in the car the more interesting are the vouchers. The idea is to make carpoolers subscribe to the platform, and the already signed ones continue posting their trips, in order to have a way to monitor the practice.

As a passenger (which is the less comfortable role) Lucie deserves a bigger advantage like financial gain, a gift or a stipend for an electric bike purchase.



Strength	Weaknesses
<ul style="list-style-type: none"> <li>- Entertaining</li> <li>- Play on the « chances to win » and have good surprises</li> <li>- Shows that the community is animated, and not only digital through the platform.</li> </ul>	<ul style="list-style-type: none"> <li>- This marketing actions must be repeated for a good and durable result (and they are expensive)</li> </ul>

### **Duchmol Family**

*Tourists staying in a vacation area*

#### **Profile**

The Duchmol family comes every year from Paris to Villard-de-Lans for a week of ski in February. They have a big car with a roof trunk and take a lot of stuff, with everything they need for the week. The dad is the only driver since the mom is too scared to drive in the mountain. The car is not equipped for snow and the dad is not used to drive on slippery roads. The family is composed with the parents, two kids, and the grand-father.

They leave Paris early Saturday morning, kids are overexcited. They plan to be autonomous with alimentation, by bringing all the food they need for the week. Their guest-house is in the village of Villard, they use the car to go to the ski resort a few kilometers away, and they rent the ski equipment.

#### **What is the situation caused by their behavior?**

The trip by car causes a lot of stress and tiredness. It also contributes to congestion and air pollution.

There's little local economic benefit, since they bring almost everything with them and purchase locally only a few necessary things.



The car clutters parking lots in the village and at the resort. Locals are then angry at tourists, therefore contacts between the family and inhabitants don't exist.

This pattern is reproduced every year, without improving.

#### **What would we like to change? Expected new behaviors**

→ The means of transport used for their trip and on site

→ Their connection with the territory (encounter locals, new activities, local purchases, etc.)

	Brakes	Levers
<b>Person</b> 	<ul style="list-style-type: none"> <li>- Financial : Expensive journey, ski rental, ...</li> <li>- Family : The car is more comfortable</li> <li>- Attachment to the car</li> <li>- Habits that are hard to change</li> </ul>	<ul style="list-style-type: none"> <li>- Identification with other tourists that have different mobility habits and experiences.</li> <li>- Insisting on stress release for the travel and budget saving</li> <li>- Realizing that these habits generate stress</li> <li>- Commitment to support to local economy</li> </ul>
<b>Situation</b> 	<ul style="list-style-type: none"> <li>- Access to information: how to come, how to move on site, etc.</li> <li>- Free parking spots in the village and close to the ski slopes.</li> </ul>	<ul style="list-style-type: none"> <li>- Technical: work with all tourism and local stakeholders, in order to integrate the most exhaustive mobility information</li> </ul>

### ⇒ Challenge #1

How can we make the Duchmol family to come with an alternative transport mode?

→ By acting on motivation and default choice

#### “A stay on demand”

Proposing a digital platform that allows tourists to build their stay « à la carte » with at least 2 items: transport (train selected by default) and accommodation. Then according to the chosen transport mode, give some vouchers and discount on entertainment activities, local products, restaurants, etc. Build a cooperative of producers to link to the platform and offer the opportunity to deliver some products baskets straight to the people who chose an alternative mean of transport to come to the plateau and move on site. This project could be done with a territorial label (*Inspiration Vercors* for example)

The platform could also give touristic information and ahead of the travel, with transport options to the touristic places. It also could have a point system that allows people to keep some points and advantages for the next year.

Tourism offices could have a daily program with a trip all organized to a different site every day (museums, hike places, other sites)

Creating an app linked to this platform would be a must.

**Vigilance point:** The issue of the « last kilometer » (from the station to the accommodation)

- ⇒ Implementing a shuttle on Saturdays to transport the tourists from the station to their accommodation, and backwards.

Strenghts	Weaknesses
<ul style="list-style-type: none"> <li>- Promotion of the territory / site</li> <li>- Easier access</li> <li>- Enhance a global offer, with a wide range of local stakeholders that can be adapted to every budget.</li> <li>- Finances overview control (the basket can gather all the different expenses all in one).</li> </ul>	<ul style="list-style-type: none"> <li>- Last kilometer issue</li> <li>- Platform and complex system : hard to set up</li> <li>- Almost request tourists to plan everything in advance, wich can be too much for some of them.</li> </ul>

## ⇒ Challenge #2

How can we make the Duchmol family to dump their car?

→ **By acting on ego, motivation, norm and commitment.**

### “Leave the car in the garage”

Proposing a progressive challenge, from 2 to 7 days without a car. The people have to give away their car key, and use other means of transport for the local touristic activities. Giving the key away would give many advantages on the other mobility options and discounts on activities.

Experiences, especially the good ones, must be promoted and displayed, in order to show that « it is possible » to do differently, and to incentivize other people around.

Eventually, the challenge can be part of the platform described below.

#### **Marie-Louise**

*Daily trip in a rural area*

#### Profile

Marie-Louise is retired, doesn't have a driving license, and lives in a rural area, in a small village with no shops around. The weekly market, shops and all the services are located in the next town, 8 km away. There's no regular public transport service, but a shuttle on-demand exists.

- 65 years old, autonomous, widowed.
- Her husband used to drive
- Doesn't own a bike and hasn't practiced for a long time anyway
- Her family lives in Grenoble (children, grandchildren)
- She sometimes watches her grandkids in Grenoble, when they are on vacation.
- She's part of a retired association, with a weekly meeting.
- A few families live in the same village and one of them with children going to school in town,

### What is the situation (caused by her behavior)?

She's isolated, dependent, has difficulties to get errands, and can't watch her grandkids at home.

### What would we like to change?



She hopes to have an on-demand transport solution that could be extended in hours and places.

Enhance collective actions, organization with the neighbors

Some more services (re)located on site (grocery store, bakery...)

### Expected new behaviors

→ Be able to move when she wants, with a range of different means of transport

	Brakes	Levers
<i>Person</i> 	<ul style="list-style-type: none"> <li>- No driving license</li> <li>- Lives in an isolated hamlet</li> <li>- Doesn't dare asking for help</li> <li>- Hasn't have ridden a bike for ages</li> <li>- Doesn't own a bike</li> </ul>	<ul style="list-style-type: none"> <li>- Part of different groups</li> <li>- Aware of her situation</li> <li>- Realizes she's not alone facing this situation</li> <li>- Might dare asking for help.</li> </ul>
<i>Situation</i> 	<ul style="list-style-type: none"> <li>- Winter is rough (for biking)</li> <li>- Public transport not adapted to her needs</li> <li>- Family is located far away</li> <li>- Slopes and distances (for biking)</li> </ul>	<ul style="list-style-type: none"> <li>- Public authorities work hard on mobility solutions for avoiding isolation (elder people)</li> <li>- A lot of communication is done on the topic of mobility</li> <li>- Roads are being equipped for cyclists</li> <li>- A dynamic exists on communities and carpooling tolls.</li> </ul>

### ⇒ Challenge #1

How to make Marie-Louise, who can't move, to be able to get around?

→ By increasing the accessible options for mobility

### A Local Exchange System (SEL) for mobility

Setting up a Local Exchange System allowing people to get in contact and provide mobility solutions by citizens for citizens.

Proposing rewards for volunteer drivers.

Improvement possibility: the municipality could buy a small van and let volunteers drive it for others.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- There's always a driver available,</li> <li>- No indebted feeling for the passenger : the deal isn't between 2 persons but within a community</li> <li>- All citizens and the whole community can take advantage of the service.</li> </ul>	<ul style="list-style-type: none"> <li>- Need for a strong dynamic amongst citizens (hard to build)</li> <li>- Time for implementation could be long</li> <li>- For system efficiency, need for a perfect ergonomics</li> <li>- Need for digital tools creation</li> <li>- The system need to be animated!</li> </ul>

## ⇒ Challenge #2

How to make Marie-Louise, who can't move, to be able to ride her bike around?

→ By helping her to ride a bike again.

### "Pick up the thread!"

- Workshop « back in the saddle » for elder people, organized by the municipality or the SEL (see above)
- Electric bikes trials (free for one month) + security equipment
- Maintenance and reparation service made easily available
- Organization of one bike tour every week, animated by an instructor
- After the one month trial, the public authority proposes an electric bike rental, with adapted pricing.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Total autonomy</li> <li>- Low price offer</li> <li>- Contributes to physical health</li> <li>- Should be easy and fast to set up</li> </ul>	<ul style="list-style-type: none"> <li>- The public authority must invest money</li> <li>- Small distances covered (limitative in rural space)</li> <li>- Weather dependent</li> </ul>



**Michel**

*Suburban area to city center*

**Profile**

- Michel is 55, he's part of the « old generation », when everything was done with a car
- He lives 3 km far from a train station and 20 km far from the city center where he works
- He uses his car everyday but faces 20 to 30 minutes of traffic jams several times a week.
- He has a dedicated parking spot at his work.
- He visits his mom every week, by car
- He doesn't have his children at home anymore.
- When he goes to work, he likes to listen to the news on the radio
- He has no budget constraints.

**What is the situation caused by his behavior?**


He contributes to the everyday congestion, and all the related problems.


**What would we like to change?**

Make him to not use his car exclusively.

**Expected new behaviors**

→ Different means of transport alternately, (carpooling, train, bike, and ideally multimodal trips).

	Brakes	Levers
<p><b>Person</b></p> 	<ul style="list-style-type: none"> <li>- Strong habits, comfort</li> <li>- Fear of losing this liberty</li> <li>- Has never questioned himself on alternative mobility.</li> <li>- His car is the extension of his home, he feels good in his own bubble, isolated)</li> <li>- Anxious about his social representation</li> <li>- Respects social norms</li> <li>- Negative preconceived ideas about public transport (not reliable, not comfortable, always late...)</li> <li>- Fear of being late (he's the one who opens and closes the agency) or not knowing how to do it</li> <li>- Wears a tuxedo every day</li> <li>- Total ignorance about alternatives</li> </ul>	<ul style="list-style-type: none"> <li>- Personalized information on mobility alternatives (+ at least one trial on each)</li> <li>- He needs to work out</li> <li>- There's a new social norm raising up slowly</li> <li>- Showing him that trains are reliable and on time.</li> <li>- Alternatives are not a total replacement for the car: Michel can keep his car as a backup solution.</li> </ul>

<p><b>Situation</b></p> 	<ul style="list-style-type: none"> <li>- No public transport to the train station</li> <li>- Small slope on the road to the station</li> <li>- Public transport trip needs connections</li> <li>- What about the 2 last kilometers?</li> <li>- He owns 2 cars: made for being used!</li> <li>- No financial constraints</li> <li>- Lack of public transport serving his town</li> </ul>	<ul style="list-style-type: none"> <li>- Reducing the number of available parking spots + making them paid.</li> <li>- Appreciation in his office =&gt; behavior valorization</li> <li>- The traffic jam situation is getting worse and worse every day</li> <li>- A collective momentum might help</li> <li>- The process has to be linked with a heavy load of information about the real alternatives</li> </ul>
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### ⇒ Challenge #1

How to make Michel, who drives alone every day, to carpool regularly?

→ By acting on the image he gives of himself in his company.

### “The Jackpot!”

His company could organize an internal challenge, in teams of 4. It takes advantage of the existing regional mobility challenge (ex: challenge mobilité Auvergne Rhône-Alpes) to set up its own one-time-a-year challenge. This challenge could also become a permanent one, with a prize to win every 6 months (eg: gift card for a restaurant), + a guaranteed parking spot and a green token that gives him the right for a free coffee every day at the company automatic dispenser.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- The challenge is for teams: Michel doesn't have to do the « effort » by himself.</li> <li>- Stimulation / competition between colleagues.</li> <li>- The challenge promotes an « ambassador » : Michel can be visible (better implication)</li> <li>- The team brings group strength.</li> </ul>	<ul style="list-style-type: none"> <li>- Michel still considers that the car is always an obvious (and unique) solution</li> <li>- The challenge needs to come with a lot of information, detailed and accurate.</li> <li>- A personal support might be necessary.</li> <li>- The challenge lots and incentives might not be enough for triggering the modal shift.</li> </ul>

**Stéphane**

Urban - urban

### Profile

- Stéphane is 40.
- He likes cars.
- He lives in the close suburb and works in Grenoble, 4km away.
- He goes there by car every day, and can afford an annual parking subscription of 1 000 €.
- He's very attached to comfort and security and doesn't want any time constraints.

### What is the situation caused by his behavior?



He contributes to air pollution and urban congestion.

### What would we like to change?

Make him realize that it's totally possible to go to work with a different mobility mode, and that there could be some advantages

### Expected new behavior

Make Stéphane leave his car back home from time to time.

	Brakes	Levers
<b>Person</b> 	<ul style="list-style-type: none"> <li>- Attached to his car's comfort</li> <li>- Car lover, he likes to own one</li> <li>- Strong habits</li> </ul>	<ul style="list-style-type: none"> <li>- Sensitive to people's opinion about him</li> <li>- He needs to work out a bit more, to be in better shape.</li> <li>- Sensitive to innovation, technology, and trends.</li> <li>- His children are aware and push him</li> </ul>
<b>Situation</b> 	<ul style="list-style-type: none"> <li>- There's a bit of elevation between home and work.</li> <li>- Enough public transport, but the journey can't be direct.</li> <li>- He can park easily at home and at work.</li> </ul>	<ul style="list-style-type: none"> <li>- Public transport and cycling paths nearby</li> <li>- Frequent traffic jams: saving time is possible.</li> <li>- He doesn't have any budget constraints.</li> <li>- Coworkers already shifted to other modes.</li> <li>- His company promotes modal shift towards carpooling, public transports and active modes.</li> <li>- There's a secured bike park at work.</li> </ul>

### ⇒ Challenge #1

How to make Stéphane to go to work with an electric bike?

→ **By Acting on his taste for technology, his sensitivity to what people think of him, his wish to do more physical activity.**

**“A bit of workout!”**

Through a program implemented by his company, Stéphane can try an electric bike for a week and also benefit from some good advice. After one week, he noticed gaining time on his journey and feeling less stressed.

Thanks to a grant for a purchase, he buys a high quality bike and can also maintain it with the kilometeric subsidy.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Time gain</li> <li>- Positive image, dynamic</li> <li>- Open the range of options in Stéphane's mind</li> </ul>	<ul style="list-style-type: none"> <li>- Not comfortable when bad weather</li> <li>- Risk of demotivation</li> </ul>

### ⇒ Challenge #2

How to make Stéphane to use the tramway and a foldable scooter?

→ **By making the shift really cheaper**

**“Comme sur des roulettes” (“Like on wheels”)**

After a site change, the company decides to increase the rate of public transport expenses reimbursement. It's raised to 70%, and allows Stéphane to decide and make the choice of tramway + scooter.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- In the tramway, he can check his emails and news on his smartphone</li> <li>- Decrease of the time spent on commuting</li> <li>- Less stress for car park</li> <li>- Errands and groceries in the city are easier than with a car</li> </ul>	<ul style="list-style-type: none"> <li>- He loses his car comfort</li> </ul>

## Pictures





## France workshop 2 / Annecy, November 12<sup>th</sup>, 2019

### Introduction

With almost 40 participants for the workshop, the 4 groups were composed of 9 persons. Each group had a working theme based on 4 mobility situations:

- Commuting to work
- Daily activities
- Professional travels
- Week-ends and holidays

The group work has been set up in 2 phases:

**The first phase** was dedicated to a small personal analysis of each participant about their own mobility. They were asked to identify the mobility situation on which they had some progress to do, and position themselves on the frieze of behavior change (from “It didn’t come to my mind” to “It’s now a strong habit, I don’t think of it anymore”)



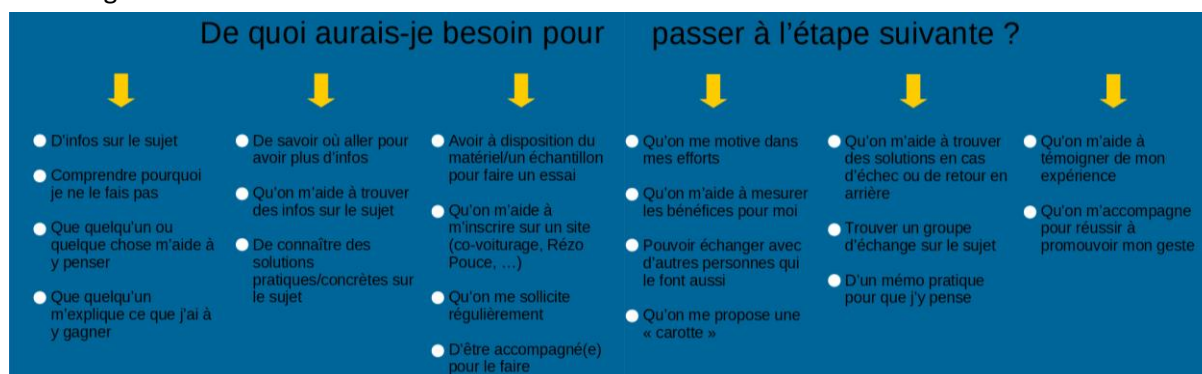
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### Frieze translation

#### *Where am I towards this behavior?*

1	2	3	4	5	6
<i>It didn't come to my mind</i>	<i>I know I should change but I don't know how to do it</i>	<i>I will try, I need to test</i>	<i>I do it from time to time, but I need support</i>	<i>I do it regularly, but not every time</i>	<i>It's now a strong habit, I don't think of it anymore.</i>

Then, the participants had to identify themselves, on the next graph: “What do I need to pass to the next stage?”:



Graph translation :

**1st step:**

- Information on the topic
- Understand why I don't do it
- Someone or something helping me to think of it
- Someone who explaining what I have to gain.

**2<sup>nd</sup> step:**

- Knowing where to get information
- Being helped to find information
- Knowing concrete and practical solutions on the topic

**3<sup>rd</sup> step:**

- Having access to some equipment for testing
- Help for subscribing to a service
- Being regularly sought on the topic
- being accompanied for doing it

**4<sup>th</sup> step:**

- Being encouraged in my efforts
- Being helped to assess advantages
- Discussing with other people doing it
- Having a “carrot”

**5<sup>th</sup> step:**

- Being helped in the case of fail, or step backwards
- finding an exchange group on the subject
- Practical memo for me to think of it

**6<sup>th</sup> step:**

- Finding help to express my experience
- Being helped for promoting my efforts.

The second phase of the work groups was dedicated to the analysis of the mobility situation of one person of the group.

The goal was to identify the obstacles for behavior change:

- Related to the person
- Related to the situation.

Then, the levers for change have been identified the same way (personal / situational), and finally, when there was enough time left, a discussion took place about the specific incentives that could activate these levers.

## Focus groups

### 1. Home to work mobility

#### *Personal Analysis of each participant*

Most of the participants chose to briefly study their home-to-work mobility, which is understandable since it is probably the topic where behavior changes are the most likely to be done. On the contrary of leisure travels for week-ends and holidays, where the car is the main mean of transport, synonymous with freedom.

#### *Study case*

Behavior change brakes: from car to carpooling / public transport	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Car is considered as a « private » space, where we like being alone, with our “comfort habits”.</li> <li>- People might not want to talk about work issues during the carpooling trip to the office.</li> <li>- After a bad experience, people can have difficulties sharing their car with somebody.</li> <li>- The fear of unexpected (driver as well as passenger) is real.</li> <li>- The lack of flexibility for carpooling and public transport represents a major brake.</li> <li>- Taking kids to school and pick them back up: barely compatible with carpooling and public transport solutions.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Professional hour constraints can be an obstacle to public transport use.</li> <li>- Difficulties to find and get in contact with other compatible carpoolers.</li> <li>- Carpooling linking platforms complexity</li> </ul>
Levers for change: from car to carpooling / public transport	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Need for being reassured: identify users beforehand and make them sign a charter/ user contract.</li> <li>- Be part of a dynamic community, meet other carpoolers.</li> <li>- Testing the option beforehand.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- A good HR policy, especially adapted to employees with strong hour constraints.</li> <li>- Specific infrastructures aimed to time gain: dedicated lane for carpoolers, easy access parking lots, etc.</li> <li>- Financial rewards for carpoolers (integrated in the company mobility plan policies).</li> </ul>
Incentives: from car to carpooling / public transport	
<ul style="list-style-type: none"> <li>- For time gain: being able to park in front of the door.</li> <li>- Having a dedicated lane on the way.</li> <li>- Reassuring people who experience carpooling for the first time.</li> <li>- Facilitating connection between carpoolers (passengers and drivers)</li> </ul>	

## 2. Daily activities

### *Personal Analysis of each participant*

For the participants of this group, the chosen trip purposes were very various, representing the 4 types described above. The position of each of them on the chart was mainly on the third stage (I will try, I need to test). And to take the plunge to the upper levels, they would mostly need to have an opportunity to give it a try (sample, material) and to be solicited regularly for keeping the idea in mind.

One of the participants positioned himself on level 2 and would like a wide range of information on the topic.

On the other hand, another participant's position was on level 5, and would like to comfort his practice by finding a discussion group on the topic.

### *Study case*

<b>Behavior change brakes: from car to biking / public transport</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Time management.</li> <li>- Anxiety for security, especially by bike.</li> <li>- Single-parent family with 2 kids: The car remains very efficient and comfortable.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Low bus service and journey much longer and constraining than with a car.</li> <li>- Slopes and distance (for bike): Longer route as well.</li> <li>- Lack of cycling infrastructures, and poorly adapted when existing (travel security).</li> <li>- Daylight time in winter.</li> </ul>
<b>Levers for change: from car to biking / public transport</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Relocation closer to the work place and activities.</li> <li>- Reducing number of trips, by gathering the purposes and reducing shopping.</li> <li>- Organization within a group of parents for sharing the trips.</li> <li>- Buying an electric bike.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- More adapted and secured bicycle facilities.</li> <li>- Increasing urban and intercity public transport service.</li> <li>- Relocate activities in deserted peri urban and rural territories.</li> <li>- Flexible hours.</li> <li>- Develop parents' network, through Culture and youth Center for example.</li> </ul>
<b>Incentives</b>	
<ul style="list-style-type: none"> <li>- An electric bike for loan or purchase (the global question of equipment raised up for a true alternative).</li> <li>- A collaborative platform for sharing almost everything (mutual assistance).</li> <li>- Financial incentive for absorbing the use of alternatives (that can have extra investment costs) and the discomfort and loss of time related to them.</li> <li>- Facilitation (concierge service, for example).</li> </ul>	

### 3. Professional travels

#### *Personal Analysis of each participant*

All the participants (except one) chose the week-end and holidays mobility topic, the other one wondered about one of his weekly journey with a lot of constraints.

On the main chosen topic, mostly related to leisure, the possibility for change seems is really important, considering that everybody travels with their own car. Therefore, classical brakes for shifting mobility modes, like the necessity to visit the family far away, motivate the spousal, or necessary logistics with the kids, came out many times.

#### *Study case*

<b>Behavior change brakes: from car to carpooling</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Anticipation.</li> <li>- Constraint related to time (on the way back for example) / mental load about respecting hours that are not especially chosen.</li> <li>- Technophobia, since carpooling organization passes mainly through platforms and digital tools and apps.</li> <li>- The last meeting discussion that can be continued in the vehicle, considered as a confined space where things can be told. Interpersonal relationships can also be created (also considered as a lever, according to the situation).</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Questions about insurance (extra costs, possibility to have a passenger who is also covered, especially in office vehicles.</li> <li>- Location and spread of carpooling stops and parking lots.</li> </ul>
<b>Levers for change: from car to carpooling</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Incentives, gratification by the employer/company (vouchers, gift cards, ...).</li> <li>- The last meeting discussion that can be continued in the vehicle, considered as a confined space where things can be told. Interpersonal relationships can also be created (also considered as a brake, according to the situation).</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Financial incentive (example : reimbursement of distance fees, starting from 3 vehicles occupants).</li> <li>- Parking spots reserved for carpoolers.</li> <li>- Polluting vehicles fleet taxation in favor of alternative modes development.</li> <li>- Possibility to use an office vehicle for personal uses if the person is a daily carpooler.</li> </ul>
<b>Incentives</b>	
<ul style="list-style-type: none"> <li>- Gratification by the employer/company.</li> </ul>	



<b>Behavior change brakes: from car to car sharing</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Knowledge about the system and how-to-use (using car sharing vehicles is not easy right away).</li> <li>- Need for anticipation.</li> <li>- Time constraints / mental load linked to return hours.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Service offer, still too low.</li> <li>- Employer/company that doesn't want to subscribe to a car sharing service (importance of to the company context).</li> </ul>

<b>Levers for change: from car to car sharing</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Wide information campaign.</li> <li>- Staff training for car sharing practice.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Employer vehicle fleet should be put into a car sharing system.</li> <li>- Private advantage if used for professional purpose.</li> </ul>

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<b>Behavior change brakes: from car to video conferencing</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Anticipation.</li> <li>- Technology aspect / knowledge of tools / tools that work well.</li> <li>- Mental load related to the digital and technical aspects.</li> <li>- Need for common touch.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Web connection quality</li> <li>- Availability of tools and material.</li> </ul>

<b>Levers for change: from car to video conferencing</b>	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Formation / training.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Accurate definition of the meeting's importance: does it need to see people in person or not, according to the meeting priorities.</li> </ul>

## 4. Weekends and holidays

### *Personal Analysis of each participant*

For the participants, weekends and holidays are probably the topic where the room for mobility improvement is the biggest. Contrarily to work commuting, daily activities or professional travels that are topics where people consider having already done their behavior change for eco-mobility.

7 participants out of 9 chose this mobility pattern, the 2 others chose leisure activities and professional trips. It seems more difficult for participants to change their habits on the current pattern, since it is the concept of liberty, unexpected, absence of limitations that is mostly linked to weekends and holidays.

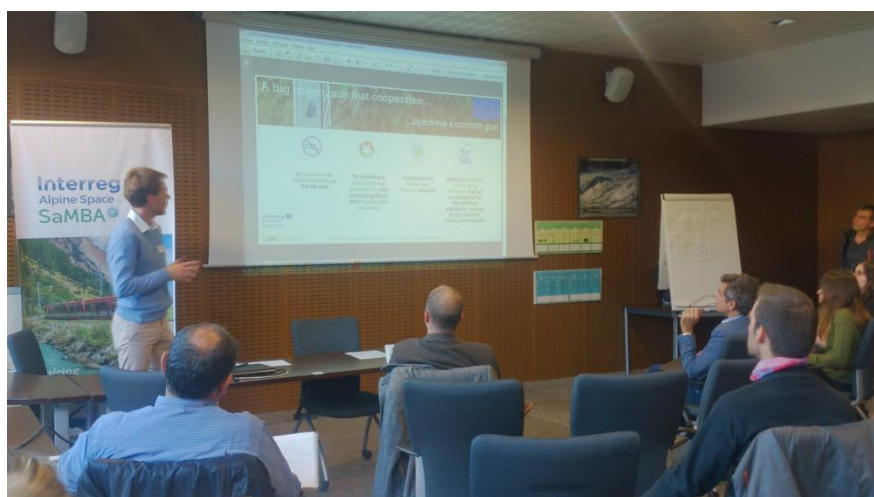
### Study case

Behavior change brakes	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- Children are identified as real obstacles to an alternative to the personal car for week-ends and holidays. It makes the organization and logistics more complicated.</li> <li>- Mistrust about public transport reliability makes the change in mobility a bit risky.</li> <li>- The longer journey time is hardly accepted.</li> <li>- Comfort and privacy loss, related to public transport, is considered as an obstacle.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Logistics is made more complicated, if we aim, for example, to bring the bikes for local short trips on our holiday spot.</li> <li>- Train cost is a big obstacle for a family of 4 or 5, compared to a fully packed personal car.</li> <li>- The absence of means of transport at the holiday place could be worrying, especially in a rural area.</li> <li>- Infrastructures for multimodality in transport are still considered insufficient.</li> </ul>

Levers for change	
<i>Related to the person</i>	<ul style="list-style-type: none"> <li>- User support and accompaniment is important, in order to help him find solutions adapted to his situation.</li> <li>- Experience is always more convincing (<i>They did it, why couldn't I?</i>).</li> <li>- Having the opportunity to try, in order to experience the advantages that are not perceivable beforehand.</li> </ul>
<i>Related to the situation</i>	<ul style="list-style-type: none"> <li>- Car sharing possibility at the destination train station for example or a dedicated shuttle to make the link between the station and the accommodation place.</li> <li>- Information and support are also expected, cause there's usually a lack of knowledge about the possibilities and territorial serving of public transport networks, especially in places where people travel for the first time</li> </ul>

Incentives	
<ul style="list-style-type: none"> <li>- The first incentive seems to be the level and reliability of mobility services. Someone going on vacation with his family doesn't want to face some unexpected situations.</li> <li>- The second incentive would be the reduction of travel costs. For example, if the tickets price for using the train was lower, the modal shift towards it would be much more important</li> </ul>	

### Pictures



## Conclusion

The set of workshops that have been held throughout alpine space, by the SaMBA project partners, mainly enlightened the difficulty of behavior change in mobility. In each of them some good practices were shared, discussed and analyzed, and the result was always the same. Some projects worked in some places, for a short period of time. But they mostly didn't operate a definitive behavior change or modal shift.

A lot of different actions and solutions have been raised, leading to think that there is not one solution duplicable everywhere, but there are many elements that can be gathered to initiate some changes.

The complexity of the problem has been raised by many experts participating to the workshops:

First of all, habits are strong. Stronger than we expect, especially when it comes to car. Using your personal vehicle is immediate, easy and comfortable... and not visibly expensive, even though it is! A habit based on this statement then relies on a highly sturdy basis, compared to any other alternative.

Secondly, the alternatives suffer from a lack of competitiveness: slower, less comfortable, more difficult to use... It takes a lot to make them look better, brighter, and more enjoyable.

Thirdly, the policies have barely been implemented in a global way, which means that they almost automatically plan for their own failure, or at least their non-success.

This statement makes the issue very hard to tackle. It seems like everything has been tried, and yet we keep seeing the same traffic jams, air pollution and noise inconvenience. We can't deny that things are honestly starting to move, but the process is really slow and it's absolutely necessary to get some rapid effects, without which the sanitary situation could become really critical

So is there a solution? Is working on rewards and pricing going to be enough to trigger this expected change?

According to the specialists present to the events, the solution lays in the combination of a wide range of actions, that can be summarize below:

- Information can make people aware of what are the alternatives, and participate to make them more attractive
- Coercion makes the car use less comfortable, more expensive or less practical. Then other mobility options can emerge
- Incentives can contribute to fill up the lacks (in comfort, speed, practicality) of alternative modes
- Tests and experiment of new mobility modes are usually efficient to prove to people that it's reliable, enjoyable or relevant.

Of course, all of them have to be done in an accurate way in order to not lead in some unexpected or undesired effects on people behaviors. And these actions must be implemented overtime, on a constant basis.

It seems illusory to think that rewards and pricing will do the trick by themselves. It has been demonstrated that, if all the previous conditions haven't been reached, a reward will only create a temporary change, a windfall effect that will stop as soon as the reward policy ends.

However, it is important to note that rewards can have their utility: when all the previous conditions are reached, they can totally convince people to make the final leap. Then, a lot remains to be done in order to consolidate the new behavior. And that's what makes the global approach so hard to achieve!