

CIVITAS

Sustainable and smart mobility for all

2030



Behavioural change and urban mobility

Messages are as powerful as infrastructure: best practice examples from 20 years of CIVITAS

Fred Dotter | Mobiel 21



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Let's start with a Quiz





Elon Musk

“ Some people don't like change, but you need to embrace change if the alternative is disaster. ”



Jeff Bezos

“ People who are right most of the time are people who change their minds often. ”



Hedy Lamarr

“ All creative people want to do the unexpected. ”

2

And let's continue with some theories



The four stages of acceptance

From resistance to embracing



Resistance

“This is worthless nonsense.”

Resignation

“This is an interesting, but perverse, point of view.”

Acceptance

“This is true, but quite unimportant.”

Embracing

“I always said so.”



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First and foremost

A combination is important

To support a shift towards more sustainable modes and to provide visible results, a combination of **infrastructural measures** and **information campaigns** and **educational efforts** is needed.



Image by pch.vector on Freepik



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Social marketing for sustainable mobility

From information services to personalised social marketing



The adaptation of commercial **marketing technologies** to **influence the voluntary behaviour** of people to improve their personal welfare and that of the wider society can be one approach.

The **challenge** lies in showing the individual that immediate and sometimes continuous (undesirable) behaviour must take place to achieve the long-run benefits.



Image by pch.vector on Freepik



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Criteria for success

8 key features



Behaviour

Change people's actual behaviour

Customer orientation

Focus on the audience

Theory

Use behavioural theories to understand behaviour and inform your activity

Insight

Customer orientation let you identify 'actionable insights'

Exchange

Consider the benefits and costs of adopting and maintaining a new behaviour

Competition

Understand what competes for the audience's attention, and inclination to behave in a particular way

Segmentation

Avoid a 'one size fits all' approach

Methods mix

Use a combination of approaches to bring about behaviour change and don't just rely on raising awareness



Stimulating the involvement

To improve the quality and acceptance

Participation helps citizens to **better understand the process** of sustainable urban mobility planning and offers an opportunity to influence and participate in the planning and developing their own living environment.

The involvement of citizens obliges transport and urban planners to **explain** what are often very complex planning issues in everyday language and use methods that citizens understand.

It is also important for the city to **get feedback at an early stage** and to explore the topics that may be controversial. Active participation on the part of citizens can help to gain better acceptance of the traffic-planning measures.



Engaging the citizens of today

To build the sustainable cities of tomorrow



1

Reach out to a wider audience and involve better new target groups in the mobility-planning process

2

Enhance the communication between the city administration and citizens, helping to create wider acceptance towards a mobility plan and planned measures

3

Gather feedback and public opinions on the development of mobility measures and services

4

Offer a good way to provide citizens easily accessible mobility information

5

Combine, integrate and link several tools and methods together



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Turning theory into practice through CIVITAS



Introducing CIVITAS

The Initiative in brief – www.civitas.eu



What is CIVITAS?

- Since 20 years, the CIVITAS Initiative is one of the flagship programmes helping the European Commission achieve its sustainable mobility and transport goals.
- CIVITAS is a network of cities, for cities, working to make sustainable and smart mobility a reality for all through peer-exchange, networking, training, and by encouraging political commitment in support of sustainable mobility.

CIVITAS in four key points:

1. Mobility as part of wider sustainable development goals
2. A network of cities, for cities
3. Living Lab & research projects
4. Fostering political commitment to sustainable mobility



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Introducing CIVITAS

The Community



CIVITAS cities

- +350 local authorities are CIVITAS members, committing to introduce ambitious sustainable urban mobility policies, contribute to the CIVITAS network, and share experiences with CIVITAS peers.

CIVITAS National Networks (CIVINETs)

- CIVINETs act as CIVITAS ambassadors at the local level.

Policy Advisory Committee (PAC)

- The PAC is a group of locally elected officials that acts as an advisory board to CIVITAS and its cities. It meets with DG MOVE to provide a local perspective on EU mobility policy.

The European Commission

- The Initiative is co-funded by the European Union, and sits under DG MOVE. Project implementation is overseen by the European Climate, Infrastructure and Environment Executive Agency (CINEA).



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Introducing CIVITAS

+900 mobility measures across 10 thematic areas reach +50 million people



Active mobility

Making walking and cycling the preferred travel choices for people in cities.

Behavioural change & mobility management

Influencing and changing attitudes and travel behaviour through “soft” measures

Clean & energy-efficient vehicles

Travel options and infrastructure for cleaner vehicles and fleets.

Collective passenger transport & shared mobility

Using public transport and shared mobility to put private cars in the shade.

Demand & urban space management

Managing urban space and travel demand for the benefit of sustainable modes and people-friendly places.

Integrated & inclusive planning

Integrated urban mobility planning for creating liveable cities for all citizens.

Public participation & co-creation

Involving citizens and stakeholders in planning to improve the quality and acceptance of urban mobility measures

Road safety & security

Ensuring the well-being of all those navigating urban environments.

Smart & connected mobility

Establishing the critical link between new user-friendly transport services and decarbonisation.

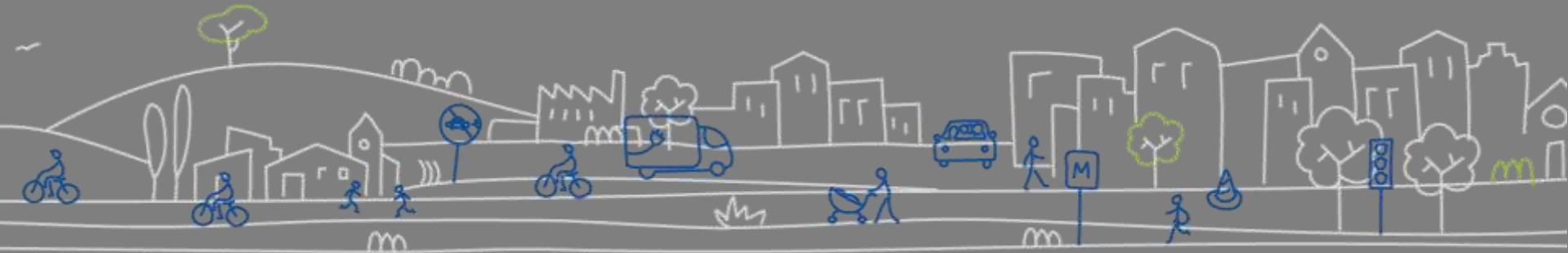
Urban logistics

Promoting cleaner urban freight vehicles and more efficient goods distribution.



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In theory there is no difference between theory and practice. In practice there is.



Behavioural Change and Mobility Management

Challenging and changing attitudes and behaviour



Building **infrastructure for sustainable urban mobility is pointless if nobody uses it.**

And building sustainable mobility systems must be used to be impactful. This concept denotes promoting sustainable mobility by **challenging and changing travellers' attitudes and behaviour** with so-called “soft” measures, such as campaigns, info points, games, and school or company travel plans. These measures can have huge benefits without requiring a lot of financial.

See also: <https://civitas.eu/thematic-areas/behavioural-change-mobility-management>



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Innovative marketing using revers psychology

Graz, Austria

“ If cars are banned from the city centre, all shops will die. ”



“ No one behaves in a shared space. ”



“ Cycling in the city is far too dangerous. ”



“ A green wave for cars helps to reduce congestion. ”



Images @Stadt Graz

Experiences of e-participation in the SUMP process

Aachen, Germany



The components of the SUMP vision were **visualised**, and presented to the public in a citizens' workshop taking place in a large marquee near a popular pedestrian zone.

Citizens had the opportunity to read the vision, **make concrete proposals** on measures, and **express their opinions**, which were collected on the partition walls.

In order to motivate more people to participate in the SUMP process, especially people who were not able to attend the citizen workshop or who usually do not take part in such events, Aachen used a **Participation 2.0 method** to complement the traditional participation approach.

For more information about Aachen's success stories in CIVITAS:

<https://epub.civitas.eu/success-story/aachen>



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Mobility dialogue

Brno, Czechia

Brno together with its partners in public transport planning aimed at **incorporating customers' needs** into its transport planning by means of establishing the mobility dialogue.

It offers **new ways of communication** and different approaches towards customers.

Doing this, Brno incorporated demographic changes and land use information into transport planning and created a more **flexible transport plan**.

For more information about Brno's success stories in CIVITAS:
<https://epub.civitas.eu/success-story/brno>



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Development of curriculum in clean urban mobility

Koprivnica, Croatia



The new university in Koprivnica has been the first educational institute in South-Eastern Europe to offer a **programme in clean urban mobility**.

The programme encourages **cross-border cooperation** in the region and provides a sound basis for the development of **Sustainable Urban Mobility Plans** in cities in the region as the curriculum is built around the city's SUMP as a framework.



For more information about Koprivnica's success stories in CIVITAS:
<https://epub.civitas.eu/success-story/koprivnica>



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Mobilna Gdynia platform

Gdynia, Poland



One example of a successful dialogue with citizens was an **online survey** on the closure of one of the Gdynia's main streets for traffic. The experiment showed that this way of communicating with the public has **huge potential**.

Traditional interviews supplemented the survey to reflect the less **“technologically active”** target groups.

The experiences of Gdynia have shown that **people are willing to take part in surveys** and express their opinions when a registration process is not necessary. The Mobilna Gdynia platform became a real one-stop-shop for mobility information in Gdynia.

For more information about Gdynia's work in CIVITAS:

<https://civitas.eu/cities/gdynia>



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Creating alternative options for owners of old cars

Odense, Denmark



This measure was designed to demonstrate that **personalised mobility management**, together with **integrated transport services**, can remove older cars from the roads.

Taking a segmented approach, a **marketing plan** and **campaign strategy** were developed in cooperation with a public relations agency to attract families.

The families were given **campaign packages** that explained the alternative travel options in the city and how to use them.



For more information about Odense's work in CIVITAS:

<https://civitas.eu/cities/odense>



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Awareness-raising campaigns for sustainable mobility

Funchal, Portugal



To prevent a further increase of pollution, the City of Funchal established **awareness-raising campaigns** targeted at younger people.

Students took part in a large range of activities such as **thematic conferences** and a **video competition**.

Furthermore, a '**City Treasure Hunt**' has been introduced in which the participants were invited to rediscover the city by walking around and participating in the game.

Public transport campaigns promoted the environmental and economic advantages of **regular public transport use**.

For more information about Funchal's work in CIVITAS:

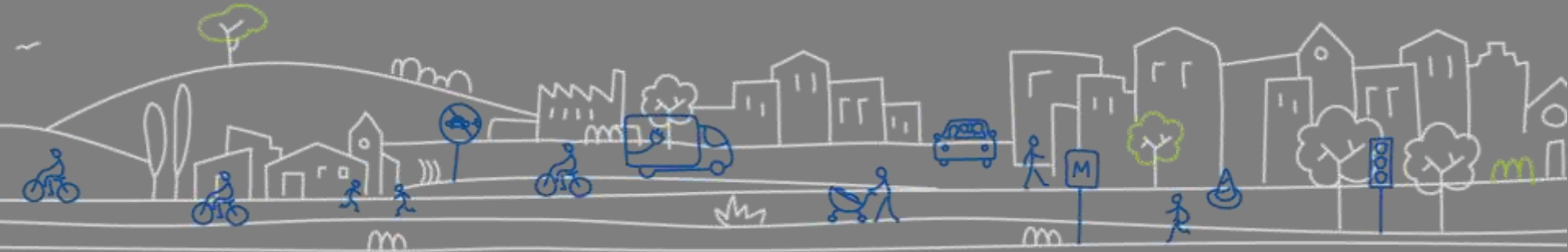
<https://civitas.eu/cities/funchal>



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Some conclusions, if I may



To conclude

Changing individual behaviour is a **difficult task**. Ask anyone who has tried to make a New Year's resolution to lose weight, cycle more or stop smoking.

In order to make travel behaviour more sustainable, many of our demand management strategies are **based on punishment and enforcement**.

In urban planning, we already design for the utility and convenience of the user. But there is a **huge potential to take it a step further** to induce positive behaviour.

There is a growing consensus that the best interventions will certainly be those that **seek to change minds** alongside changing contexts.

People are more motivated when **being rewarded** and when **being involved** in decision making processes.



KPI

Key Performance Indicator

KPI

~~Key Performance Indicator~~

Keep People Interested

Keep People Informed

Keep People Involved

Keep People Inspired

“*Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.*”

Jane Jacobs, *The Death and Life of Great American Cities*

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