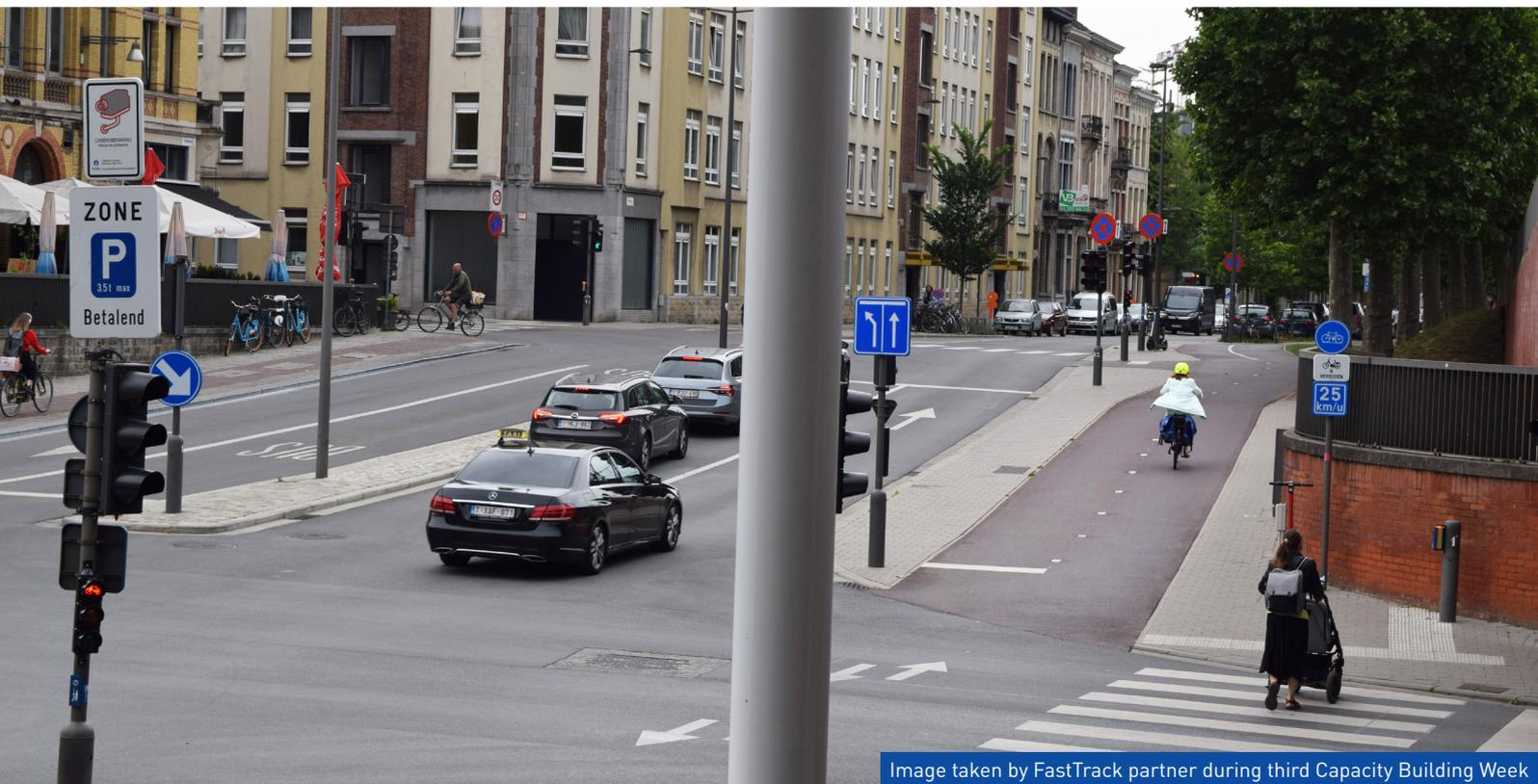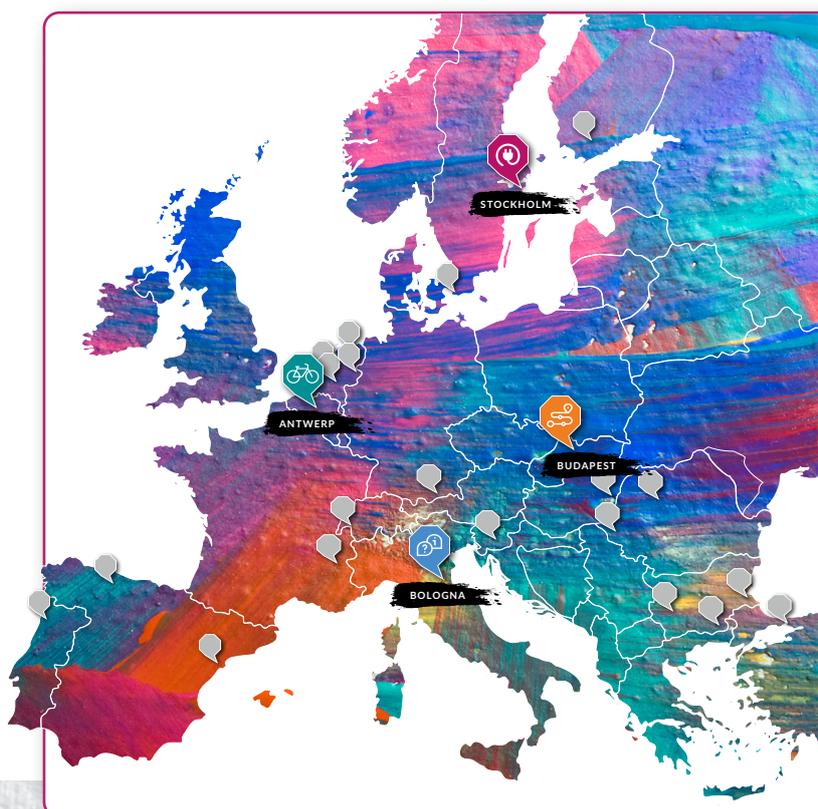# *Behaviour Change*

Image taken by FastTrack partner during third Capacity Building Week

Using knowledge exchange and capacity building to speed-up the roll-out of sustainable mobility innovation: **that's what the CIVITAS FastTrack project was all about**.

Mobility systems **impact our behaviour**, shaping our choices regarding where to live, shop, work, and how to spend our leisure time. On the other hand, even the most incredibly sustainable mobility innovation will have no impact if it isn't used and accepted. Thus, the introduction of mobility innovations has to be accompanied by **behaviour change**.

FastTrack supported participating cities in considering how mobility innovations will change behaviours, and how behaviour change can speed-up the uptake of innovations.

FastTrack's approach

FastTrack cities identified four topics of particular interest when considering the relationship between mobility innovations and behaviour change: **tailoring messaging** to target different audiences; designing **awareness campaigns; understanding mindsets;** and **understanding users**. Cities developed their capacity in these domains through knowledge-exchange and expert inputs. A selection of insights shared by cities and external experts include:

Tailoring messaging

External experts from Copenhagenize emphasised that bringing about behavioural change requires professional communication with a focus on positive storytelling, positive emotions, and recognisable everyday situations. Tools such as Photoshop, and outputs like before-and-after pictures, can help readers visualise a brighter future.

Awareness-raising campaigns

The City of Krakow (PL) shared insights following its successful 'Bike to work' and 'Bike to school' campaigns. The roll-out of both campaigns was initially supported by European projects – CIVITAS Handshake and STARS,

respectively – and in both cases was demonstrably successful. They used a reward system to raise awareness of the benefits and feasibility of commuting by bike. Ultimately, over 50% of participants in 'bike to work' reported that the campaign contributed to their increased use of bikes for general, daily travel.

Understanding mindsets

Experts from Nudgd explained how behavioural science and 'nudging schemes' can be used to trigger and incentivise people to use active travel modes. In this model, short and carefully timed reminders or nudges – for example, delivered via a mobility app – encourage users to shift behaviour.

Understanding users

The importance of pilot projects, test measures, and demonstrations featured prominently in FastTrack activities regarding behavioural change. These short-term solutions are low-threshold ways for users to test out solutions, and are particularly important for expensive options (e.g purchasing cargo e-bikes), or controversial ones (e.g. removing parking spaces, or restricting private vehicle access). Pilots allow cities to gauge and/or gain public support for larger changes, step by step.

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Image: Dreamstime / Elena Svetleyshaya

Results

FastTrack cities integrated newly acquired insights into funding, financing and business models into their concrete **innovation deployment plans**. Some examples include:

City of Antwerp: tailoring messaging

Marketing and communication are at the core of Antwerp's (BE) integrated, multi-modal platform for all things mobility, known as Smart Ways to Antwerp. Promotional communication underlines the benefits of multi-modal options for users; while the platform's uniform and highly recognisable brand brings in private sector partners who know that their customers will recognise and trust the Smart Ways to Antwerp label. One element of Antwerp's success here was allocating a large share of the platform's funding for communication and marketing.

City of Ljubljana: awareness-raising campaigns

Ljubljana (SI) engaged in a campaign to help people visualise a shift to life with fewer cars. This relied on visual storytelling, using before and after pictures to tell the story of a temporary, one-week period during EUROPEAN**MOBILITY**WEEK when cars were removed from part of a street. The images highlighted the benefits of the car-free street, and the resulting liveability of the area. This helped make such changes permanent.

City of Budapest: understanding mindsets

When Budapest (HU) implemented a network of mobility points, they co-designed the points with local communities. This enabled the city to better understand their perspectives, concerns, and ideas. The whole planning process had a dynamic nature, with regular evaluation and feedback, iterative processes, and flexibility.

City of Gdynia: understanding users

Restricting private vehicle access can be particularly controversial. For this reason, Gdynia (PL) – in the context of the CIVITAS PORTIS project – undertook temporary closures of parts of the city's road network. This allowed locals to test out pedestrian areas before they were permanent, building acceptance all while allowing the city time to assess and develop the necessary rules and regulations around the areas.

Image taken by FastTrack partner during third Capacity Building Week

Lessons learnt and recommendations

FastTrack cities drew on all this knowledge during the project's fifth and final Capacity Building Week, mapping out recommendations for how to accelerate behavioural change. These recommendations in many ways boil down to encouraging cities to leverage the tools at their disposal – tools like infrastructure planning, price setting (for things like parking), utilising pilots, and working with schools.

Behaviour change goes hand-in-hand with **infrastructure**. Cities will only be able to successfully shift mobility behaviours if affordable and accessible sustainable alternatives are available, like school buses with comprehensive routes, and bike lanes wide enough to safely accommodate cargo bikes. **Prices** for more and less sustainable mobility behaviour can also be set to better account for environmental harms. And interventions like these, which can be controversial, can build public acceptance if first introduced as **pilots**. Finally, cities should not underestimate the power of **children**, and are encouraged to bring sustainable mobility lessons into schools.

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