



Bicycle to work and test the public transport!
2 ways to promote sustainable mobility and achieve behavioural change

Anncy– February 2012 - Camille Delepierre



Energikontor Sydost
Energy Agency for Southeast Sweden



SustraMM

- Which approaches for promoting sustainable mobility and achieving behavioural change do we have in SustraMM?

Targets:

- Civil servants
 - Shop keepers
 - citizens
-
- 4 partners
 - Energy Agency for Southeast Sweden (Sweden) LSPP
 - Municipality of Cluses (Haute-Savoie – France),
 - Technical University of Dresden (Saxony – Germany),
 - City of Pirna (Saxony – Germany)



Target: civil servants and MM experts

- 2 training courses in Växjö about bicycle and car-sharing
- 1 training course in Cluses about e-bikes
- 12 identified good practices (see EnercitEE blogg)
 - In Sweden, Southeast Pedals bicycle campaign, the Blekingetrip, Climate and mobility offices, test the public transportation
 - In France, music festival, free bus policy, green lane, eco-responsible administration
 - In Germany, bicycle bus, commuter network, MM at infenon company, Cargo Tram Dresden.



Target: shop keepers

- 1 workshop with shop keepers in Pirna before bus line in center of Pirna



Target: citizens

In Cluses,

- Survey of 1200 visitors in music festival in Cluses about travel habits
- Teenager debate
- Exhibition
- Car-sharing online
- Eco-mobility platform online
- National Sustainable Week

In Pirna,

- Electric bus line in the centre of Pirna

In Southeast Sweden,

- Southeast pedals bicycle campaign
- test the public transport campaign
- the Blekinge trip



Target: citizens

Southeast Pedals bicycle campaign

- **Target:** companies, commuting/leisure/business trips
- **Goal:** replacing "unneeded" car driving trips by cycling + increasing bicycle modal share
- **Description:**
 - bicycle competition for working places
 - 6 weeks
 - teams
 - winners
 - 980 participants in 2010, 1300 in 2011
 - 60 ton CO2 ton saved/year
 - costs ca 60 000euros/year



Target: citizens

Southeast Pedals bicycle campaign

- **Communication:**
 - Website and web portal
 - 6000 A4 folder, 3000 pocket flyer.
 - Newspaper and radio.
 - Press releases.
 - Newsletter
 - Letter, telephone calls and visits to companies. Breakfast meetings.
 - Municipalities and large workplaces can against a fee get a mailing to all companies and workplaces (folder + cover letter written by a central person from the municipality + telephone contact and visits to companies).
- **Winter cycling competition**
- National
 - Data base, cyclists opinion



Target: citizens

Southeast Pedals bicycle campaign

- **The approach for promoting sustainable mobility:** bicycle campaign
- **The way to achieve behavioural change:**
 - competition
 - team
 - raising awareness on health and economical benefits from cycling,
 - increase bicycle status



Target: citizens

Test the public transportation

- **Target:** car commuter with satisfying public transportation
- **Goal:** mobility attitude switch from car use to public transportation
- **Description:**
 - contract
 - 38%
 - 10 000 testers
 - Travel Habit Survey



Target: citizens

Test the public transportation

- **The approach for promoting sustainable mobility:** test the public transportation
- **The way to achieve behavioural change:**
 - Test one month.
 - Increase awareness about travel costs and travel possibilities
 - Free
 - Meeting
 - Tore Pedersen



Target: citizens

The Blekinge trip

- **Target:** 12 years old pupil
- **Goal:** pupils know better how to plan a public transportation trip, they experience a public transport trip
- **Description:**
 - Groups
 - 12 years old children travel
 - a day
 - Poster/film



Target: citizens

The Blekinge trip

- **The approach for promoting sustainable mobility: Blekinge trip**
- **The way to achieve behavioural change:**
 - How to plan a trip
 - Experience an unknown behaviour
 - Free



Thank you!

Questions?

camille.delepierre@energikontorsydost.se

00 46 766 20 90 52

