



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

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# 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?

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