



INTERREG Alpine Space Project

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

**REPORT ON TRANSNATIONAL WORKSHOPS
OUTCOMES**

December 2020

Short Description

In addition to the national workshops, a set of two transnational workshops were conducted, the first one in Graz (AT) in October 2019, the second one online (first planned in Munich – DE) in October 2020. Two main topics have been tackled :

The rewards as an relevant tool in mobility policies ?

Disruption in mobility due to COVID crisis and policies adjustment

With the help of experts who brought a special insight, these topics have been discussed and debated to feed the SaMBA global purpose.

The following document is the summary of these 2 transnational workshops.

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Introduction

The SaMBA project, whose goal is to study behavior change in mobility based on rewards and pricing throughout alpine space, had planned the organisation of 2 transnational workshops, in addition to all the national ones.

These two workshops were held in Graz - Austria for the first one, and online instead of Munich – Germany for the second one. For these events, experts from the 5 partner countries were invited and asked to tackle different topics, bring their insight and animate a debate.

For the workshop held in Austria, the goal was to debate on the efficiency of rewards in bringing out behavior change in mobility and sustainable modal shift.

The workshop that was planned in Germany and ended to be held online, was more about the COVID crisis, its effect on mobility, and adjusted mobility policies that were implemented to face the situation.

The richness of the presentations and exchanges helped to feed the topics promoted by SaMBA, and enlightened the global project.

Here is a summary of the 2 events.

Transnational workshop n°1

Graz, October 2nd, 2019

Details

Date	02/10/2019
Place	Hotel Weitzer, Graz
Roundtable	<i>Yvan Martinod, CD38 – PP5 (moderator)</i>
Participants	Raphaelle Pottier, Becton-Dickinson – Grenoble, France Salvatore di Dio, PUSH – M220 MUV Daniel Kofler, Bike Citizens – Graz, Austria Darko Levicar, Strategic Research and Innovation Partnership, Slovenia Davide Pietroni, Herbert Simon Society, University of Chieti - Italy

Participants' introduction

Raphaëlle Pottier, Becton-Dickinson – Grenoble, France

Mobility of employees (around 2,000) of the Becton-Dickinson plant represents a problem. Becton-Dickinson developed a mobility plan that includes: facilities for employees using the bike (safety kit, showers, annual on-site bike maintenance, a system to accumulate cycled kilometers, 60% reimbursement of any bike rental costs, 12 charging stations for e-bikes, provision of bikes for commissions, etc.), incentive scheme for car-pooling (dedicated parking near the entrance, support in organizing car-poolers), dissemination of project through communication to its customers and on the company website.

Becton-Dickinson observed problems in relation to: the 600 employees who work during the night (the bike and public transport are not safe and comfortable at night), lack of an annual budget dedicated to the initiative, tracking and verifying the employee behaviour

Expectation: offering a package of actions related to mobility, to be easily understood by associates.

Salvatore Di Dio, PUSH – M2020 MUV

PUSH has developed an app, MUV, in which mobility is placed in a gaming context. MUV has been tested (stress test) in 6 pilot cities (Barcelona, Amsterdam, Palermo, etc.) and is based on 8 steps: co-design, play, connection, monitoring, co-creation, debate, adoption and celebration of results. 10 cities have chosen MUV to encourage travel with a sustainable approach, producing more than 30,000 km of travel.

It is important to choose the prize accurately because it can guide the types of participants.

The community is the main actor for success in changing the behaviour of mobility; it is important to listen to people, understanding the right solution they would prefer.

Daniel Kofler, Bike Citizens – Graz, Austria

10.000 users in Hamburg (because they are rewarded)

Challenge in Bremen

Amsterdam and Munich: traceability of accidents

Analysis of the status quo, analysis of the potential effects of new infrastructures and evaluation/monitoring of realized infrastructure.

Darko Levicar, Strategic Research and Innovation Partnership, SRIP, Slovenia

Automotive company also active in the field of urban planning and in the energy sector.

Since 2017, Slovenia considers mobility as one of the strategic economic sectors to be developed. SRIP includes 20 intersectoral affiliates (local communities, companies, development agencies, academics, etc.) committed to develop urban and rural mobility solutions with projects on electric mobility, dynamic recharging solutions to reduce charging time, etc. Furthermore, Austria, Slovenia and Hungary are preparing a common legislation for autonomous driving.

Davide Pietroni, Herbert Simon Society (HSS), University of Chieti, Italy

HSS is an international non-profit Network Research Institute that brings together cognitive and social scientists, economists, computer scientists and philosophers with the aim of renewing and applying the fundamental concepts of economic rationality and social action.

The expert highlighted some general strategies to increase the attractiveness of the public transport system 10.000 users in Hamburg (because they are rewarded):

Using simple and direct and immediate messages

Making public transport more social: offering free trial days can improve the perception, spreading positive messages and stories about the use of public transport and nice travel experiences, implementing systems to let people feeling to control the system and reassured, because human being are afraid by nature, countering the negative image of public transport provided by the media (today, all news are about delays, robberies, violence).

The round table was characterized by a lively and fruitful debate on three themes concerning incentive and pricing policies to change mobility behaviour and move towards more sustainable modes of transport. The main findings are summarized in next chapters.

Efficiency and durability of rewards

To induce people to change their habits and maintain change over time it is necessary to transform extrinsic motivation (the offered prizes) into intrinsic motivation (personal well-being) and, generally, 3-4 weeks are needed to start this change.

There are many actors that work to promote sustainable mobility using incentives: at government level there are incentives to purchase electric cars or bicycles while individual companies give economic incentives to those who use the bike for home-work trips, etc. However, these systems are not sustainable from a financial perspective and their effects end when funding ends. Moreover, it is not possible to replicate these incentives in all different contexts because there are large behavioural differences, for example, between large and smaller cities.

Having said that adequate and efficient transport infrastructures are needed, **to change the approach of people turning it towards sustainable mobility systems it is necessary to consider two different aspects, both linked to the personal sphere of the user: the acceptance of change and the derivative travel experience.** Nowadays, the user has a greater awareness and is willing to accept to change their habits using more sustainable means of transport (even if personal renunciations, such as, for example travel comfort, are required), if these means of transport are cheaper. If, however, the new mode of transport imposes deprivation that goes beyond "a certain limit" (in terms of comfort, time, etc.), then the acceptance of change is lost. This confirms that an adequate level of the transport offer and services is fundamental for the success of any initiative.

A useful tool to encourage behaviour change is **gaming** that means involving potential users (citizens, workers, students, etc.) through gaming and a reward system that involves prizes (including economic incentives) for the participants, proportionate to the degree of sustainability achieved. To actively involve as many people as possible, it is important to correctly identify both the different types of participants (workers, students, parents, etc.) and the different types of awards. Some categories, in fact, could be more enticed through a system of challenges (towards other cities, other groups of players, etc.), others, instead, could be more involved if the prize goes to the community (cargo-bike for deliveries in the historical centers, more racks available, etc.) and not to the individual person, others perceive the personal reward (especially if economic) as a main point to participate in the project; and, again, within a single type of prize (towards the community, towards the person) the chosen prize is important: if it is a bike only cyclists will participate, if free tickets for the concerts are offered only young people will participate, etc.

In choosing the type of prizes (collective or personal) it is also necessary to consider that **personal prizes need to be perpetuated** (if you don't continue to offer new prizes, the interest of the participant is lost) while **those to the community have more important and lasting effects.** Furthermore, to involve more people and citizens it is important to have a positive approach without blaming people for their behaviour but proposing new and more sustainable behaviours.

It is always necessary to consider both extrinsic and intrinsic motivations also of other means of transport that are not environmentally sustainable: if there are extrinsic factors that favour the use of private cars (for example, free parking) or media campaigns (advertising of the car manufacturers) that make it gratifying to own a car and only some intrinsic reasons to use a bicycle (for example, personal well-being), then people will continue to use the car.

Public authorities, companies or other subject duty

But who should take charge of this reward system? Certainly, it is necessary to create **partnerships between public authorities and private companies**: in fact, it is unthinkable that the costs are totally supported by the public sector and, in addition, to support the involvement of private companies there are several aspects including: safeguarding health of employees (today companies are more sensitive to these issues than in the past); brand and company image and reputation (companies can boast of doing something for the environment and for the community); an economic return (for example when employees have better health conditions, companies correspond less economic disbursements in diseases, if all employees of a company use bikes or public transport, companies reduce costs for the construction and maintenance of parking spaces, etc.); moreover, it should be considered that home-work journeys represent a very important percentage of mobility. Public administrations, on their hand, could also offer a tax reduction to companies that achieve certain goals in terms of sustainable mobility.

An important aspect that shouldn't be underestimated when creating a reward system for the employees of a company is not to create situations of inequality such as, for example, when certain categories of employees couldn't compete for prizes. due to night shifts (when public transport services are unavailable and using bikes could be unsafe).

A change (even conceptual) is needed from politics. So far, we use to talk about "investments" to improve transport infrastructures and "subsidies" to change people's behaviour. In fact, it would be more appropriate to use the term "investments" also for policies aimed at changing behaviour and support education because, if well implemented, these policies could guarantee economic and social returns.

Furthermore, politics should really address the choices in terms of mobility without pursuing the temporary feeling of the community and of voters (even if today the themes of environment and sustainability are much more felt). Administrations should identify the optimal solutions for different contexts (the different solutions are not always applicable in different contexts) depending on their quality and should also identify business models and partners able to support any project over time.

Rewards and pricing as part of a global modal-shift program

This topic was addressed also in the previous points. It is necessary to have a **holistic approach to the problem of sustainable mobility**, considering the different components that interact in the modal choice and considering the synergic (lower speed limits in some roads or ban of private transport in certain areas) or divergent (free parking in the city center) effect that the different actions can take for each other. It is also necessary to implement **courageous policies** to support sustainable mobility and to counteract or limit the use of private cars, but the policy is not always ready for this type of change

Finally, a very important aspect is the **dissemination of best practices and information** among the various projects, not only between administrations but also among other different stakeholders (community, private companies, possible sponsors, possible private partners, etc.).

Conclusions

A program to encourage modal exchange based on a system of rewards and distribution of costs can't ignore the following aspects that emerged during the Round Table:

- **LISTENING:** it is important to learn to listen to people and understand what is the right solution for them; it is necessary to identify possible more correct solutions to encourage the change of behaviour (depending on the different con-texts, on the type of people you want to involve, etc.);
- **TRANSPORT OFFER (infrastructures and services):** the key is to have an adequate system of infrastructure and services that makes it possible and convenient a change of behaviour;
- **EDUCATION:** we need to invest resources on education because it has a lasting effect on change and to promote proper education on sustainable mobility and travel habits, especially towards young people (users of future transport systems) and children (able to influence the choices of parents);
- **THE COMMUNITY:** it must push politics to implement actions to induce change;
- **A policy of PLANNING SUSTAINABLE MOBILITY:** pay the damage we are causing today and change the current approach of the administrations in addressing intervention policies. Identify **the correct business models and the private partners** (which will have to take on, in whole or in part, the cost of intervention policies) **able of perpetuating them over time** (economic and financial sustainability of the projects);
- **COMMUNICATION:** disseminating best practices as much as possible and informing people on this topic in the simplest way.

Transnational workshop n°2

Online (Munich), October 21st, 2020

Background

The on-going pandemic has had a long-lasting impact on various aspects of our lives. In the last few months, the society had to make drastic changes to adapt to the new reality. A new 'Normal' was established. Apart from the socializing restrictions, mobility was one of the aspects which were heavily impacted by the pandemic.

Due to the nature of the pandemic, public transport usage dropped significantly and many people switched to their private cars.

However, not all the changes were negative. Some cities have taken the pandemic as a once in a lifetime chance to implement measures that would have been considered controversial or hard to implement in a time before the pandemic. These positive changes include the fast improvement of the biking infrastructure in several European cities. This improvement in the infrastructure combined with the need to keep distance from other people has led to many people using their bikes much more often as compared to before.

This shows us that this pandemic has presented us not only with challenges but also with opportunities for a positive change.

In the SaMBA Transnational Workshop we explored such topics with a focus on how to achieve overall behaviour change towards sustainable mobility.

We invited our participants on 21st of October along with a wide range of experts from across Europe to gain insights on questions such as:

- How has the pandemic affected mobility in Europe?
- How do we use the pandemic as an opportunity to bring about long term mobility change?
- How to influence mobility behaviour in general?
- Which types of incentives work?

Ice-Breaker Session

At the very beginning of the workshop, a small online survey of the participants was conducted. The aim of this quick survey was to establish a baseline for the upcoming discussion and to get to know the audience.

Below you will see the questions and a summary of results:

1. Where are you joining us from?

The majority of the participants were Italian. However, other countries were fairly represented as well.

2. I am joining as a representative of:

SaMBA ensured to have a very good mix of participants representing various different governmental levels and research organizations.

3. I consider my own mobility behaviour as...

It is interesting to observe one's own perceived behaviour. As this has a great impact on the decisions being made related to sustainable mobility. The perceived behaviour could differ strongly from the reality.

4. Did you change your mobility behaviour since the start of Covid-19 and if so, in what way?

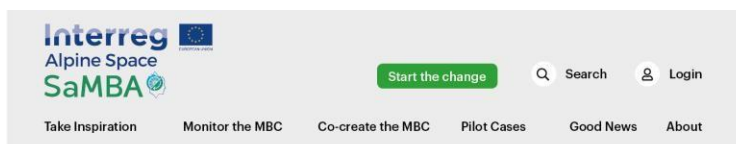
Surprisingly, the mobility behaviour of majority of the participants was unaffected due to the pandemic. One of the possible explanations for this could be that they were captive riders (PT) or captive drivers (PrT). However, on a positive note, many of the participants moved to more sustainable modes of transport during the pandemic.

Introduction to SaMBA and its finding so far

After a brief introduction to the SaMBA Project and the partnership, the workshop was started by presenting the SaMBA-Tool and Platform developed as part of SaMBA efforts.

SaMBA Platform

Maurizio Arnone - LINKS Foundation



Lead the Mobility Behaviour Change (MBC)



Start the change

LINKS Foundation together with the SaMBA Consortium is developing a web platform whose objective is to guide the change of mentality of the communities of the Alpine Space Area (and over) towards more sustainable ways of moving. The platform will provide an active support to Public Administrations (PAs) giving in the meantime the chance to the general public and enterprises to actively participate in the Mobility Behaviour Change (MBC)


The platform intends to:

- **TAKE INSPIRATION** by the pilot cases of SaMBA (the MBC front-runners), the best practices of PAs, success stories from people, studies and other resources on the subject of MBC and nudging;
- **MONITOR** the mobility habits by providing mobility survey templates, a suite of mobility surveys that can be launched directly from the platform by PAs, mini-polls service from PAs;
- **CO-CREATE** the MBC by providing to the PAs a way to launch public challenges to answer to their mobility problems.

The Platform will be launched in January 2021.

SaMBA Tool for Decision Making

Johanna Schmitt – RSA FG iSPACE



SaMBA Tool
for finding policies & estimating impacts in terms of mobility behavior change

For definitions of some important terms see glossary!

Please fill in the blue cells

Reset Save as PDF

Select a dimension

Promotion of public transport

Select a goal

Increasing the modal split of public transport for commuting

Increasing the modal split of public transport for leisure

Increasing the modal split of public transport for commuting

Fill in the parameters to characterize your target area

The more parameters values are filled in, the more measures can be recommended!

Type of the target area (category)	Urban
Quality of PT (category)	High
Share of persons living within 500m to a public transport stop	97
Share of commuters (%)	56
Presence of a company >20 employees [yes/no]	Yes
Presence of a primary school [yes/no]	Yes

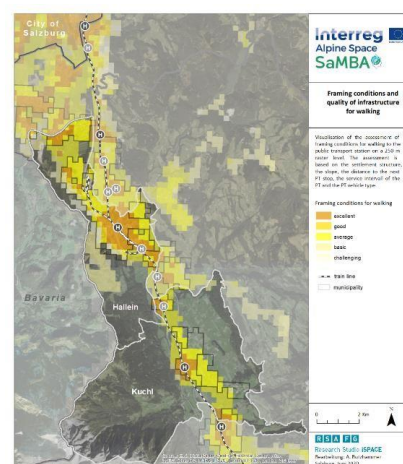
Click on a best practice to receive further information

Measure name	Best practice	Documented impacts
Rewards for not using a parking space	Parking cash out program	Modal split
Incentives for residents to use less MIV	In motion program	Modal split
Collecting points for sustainable mobility behavior	Traffic02	CO2 emissions
Rewards for avoiding peaks	MIMOSA, Spitsmijden	Modal split, traffic volume
Charges for vehicles	London, Stockholm, Milan, Gothenburg, Singapore	Modal split, traffic volume
Commuter challenges for reducing traffic during peaks	MOBI	Modal split
Voucher programs	Transit voucher program	Modal split
Rewards for children using sustainable modes on the way to school	Traffic Snake Game	Modal split, CO2 emissions
Rewards for using less cars per household	One less car program	Modal split
Offers for new residents	Gscheid mobil	Modal split, CO2 emissions

RSA FG iSPACE is developing a decision-support tool for planning experts and public authorities. It introduces incentive-based measures that help to promote sustainable forms of transportation and climate protection.

The main part of the tool is implemented with the help of Excel, where the user selects a goal and describes the target area with the help of parameters referring to mobility and mobility behaviour. Based on these inputs, a list of suitable measures and their impacts based on best practice examples is provided.

An additional GIS component provides spatial analysis and statistics on mobility infrastructure and demands. It can be used to identify potential action areas and to visualize results with the help of maps.



Expert Inputs

Pop-Up Bike Lanes in Munich

Dr. Florian Paul – City of Munich – Germany



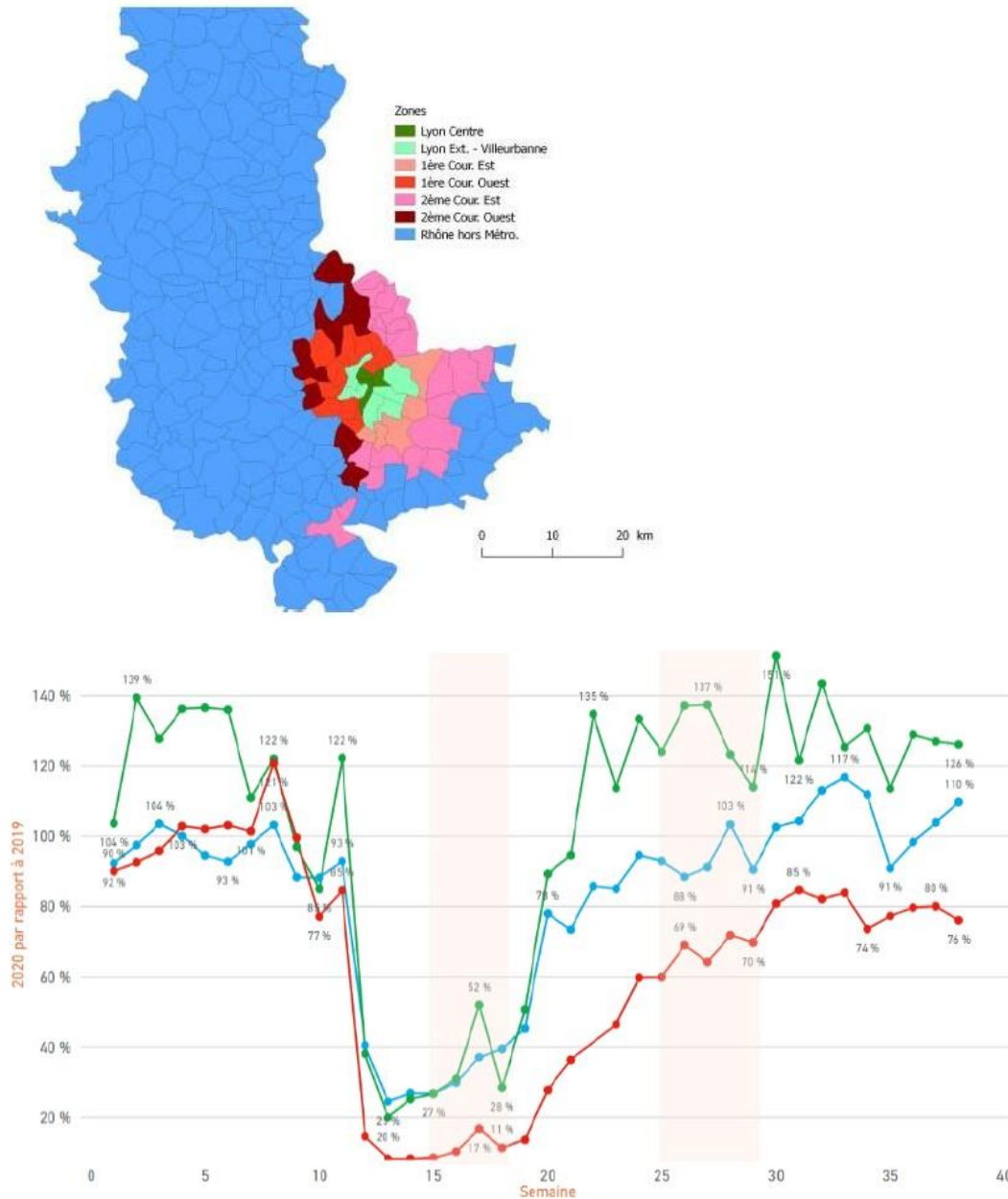
This presentation from Dr. Florian Paul focused on the speedy implementation of Pop-up bike lanes in Munich. He shed light on the whole implementation process as well as showed data which analysed the cycling trend in Munich. This measure was very well received by the general public and there is a hope for its further expansion to other selected streets.

Update: Due to some legal troubles, these Pop-up bike lanes have to be removed. The city government has promised to replace them with 'proper' bike lanes in the next year.

[See presentation](#)

Covimob: effects of Covid on mobility

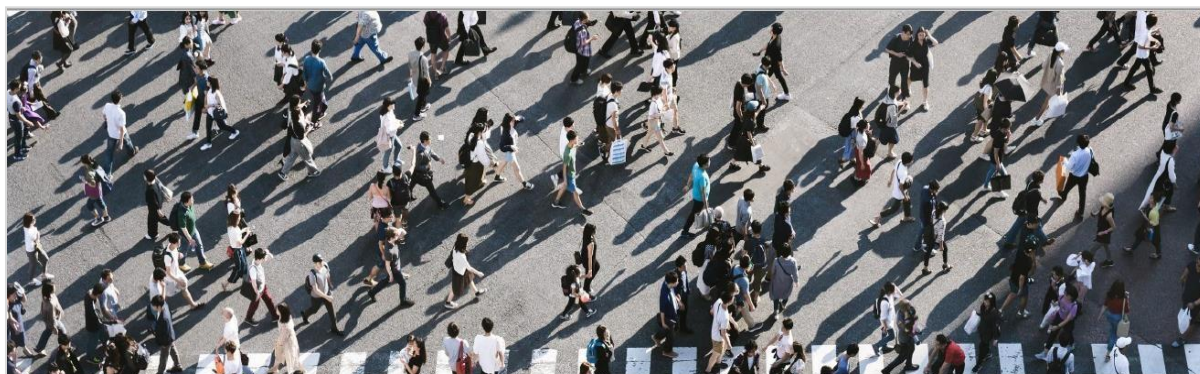
Stéphanie Vincent / Adrien Béziat - Laboratoire Aménagement Economie Transport – France



This data-based in-depth study presented by Adrien Béziat gave participants a very valuable insight into how the recent pandemic related events have affected the mobility behaviour in the Lyon area. The process starts with in-depth data collection. The data gathering process involved gathering data from traffic counts, mobile data, parking data as well as several surveys and qualitative interviews. This data was used to analyse how traffic recovered on various modes (walking, cars & public transport) and in different areas. It was found out that, public transport modes had a slower recovery related to car and foot traffic. It was also observed that the peak-hour was not as well defined as in the pre-pandemic period. The two key findings of the analysis were that, the traffic loss was primarily due to unemployment and remote working and that there has been a substantial modal shift from PT to walking and cars.

[See presentation](#)

Mobility demand during the pandemic and citizens' propensity to change - MUV
(Salvatore Di Dio - PUSH - Italy)



MOBILITY POST LOCKDOWN

SURVEY ON THE FUTURE OF MOBILITY DEMAND

This interesting data-based case study presented by Salvatore Di Dio shows how the mobility behaviour and demand changed during the lockdown periods in various Italian cities. This case study shows that apart from having a significant impact on the peak hours of daily trips, people have also changed their modes of travel. The data was analysed for different trip lengths and the biggest change is seen in trip lengths under 3 km. In this sector, there has been a 20% increase in foot traffic. Biking has also gained significant importance for trips with lengths of 7 – 12 km. This study clearly shows that people avoided using public transport during the lockdown and that many will not be returning despite different sanitation measures. It was also found out that one of the most effective way to get people to use sustainable modes like bicycles was to invest in better and safer infrastructure for biking and walking.

[See presentation](#)

Taking into account demand in transport planning: raising awareness
Emmanuel Dommergues – International Association of Public Transport (UITP) – Belgium)



Organising Authorities

 **CHANGE OF APPROACH**

 **FROM SUPPLY TO DEMAND**

This thought-provoking presentation from Emmanuel Dommergues focused on a rather unusual aspect of the mobility equation. He encouraged the shift of focus from the supply side to the demand side of the mobility management equation. According to him, we have been too focused on

improving the supply side, sometimes even creating parallel offers at exorbitant costs and almost completely neglecting the demand management side. He states that, in the recent years, a shift in approach has taken place, where there have been some efficiency-based downsizing of public transport projects and upgrading of the existing infrastructure instead of building new ones. Although this is a positive development according to him, it is not enough. He states that, we need to prioritize measures that manage the demand and allow us to use the already existing infrastructure in a much more cost-efficient way.

[See presentation](#)

Discussion

After the lunchbreak, the participants had the opportunity to discuss the following topics in smaller groups:

Topic 1: Government policies for promoting sustainable mobility

Several measures were mentioned during the discussions:

- Special actions by the government to promote biking such as giving free bike repair coupons (eg. France)
- Fast implementation of measures such as bike lanes (eg. Pop-up bike lanes in Munich, Berlin, etc.)
- Investment in attractive biking and walking infrastructure
- Company benefit in form of job ticket (public transport) – subsidized and promoted by the government
- Company benefit in form of financial help in buying a bike (or e-bike, cargo bike, etc.) instead of company car – subsidized and promoted by the government
- Safe and weather protected bike shelters at workplace
- Special actions by the government to promote biking such as giving free bike repair coupons (eg. France)

Topic 2: Long term effects of Covid-19 on mobility behaviour Opportunities and Challenges

As case studies from several countries and cities have shown, the pandemic has had a significant impact of mobility. Especially, the public transport sector was affected heavily.

Many participants reported the similar stories from their regions, where people had to avoid using PT during the pandemic. One of the ways, in which one of the cities tried to approach this problem, was to introduce PT buses which ran parallel to the trains. This way, the passengers had the option to avoid the crowded trains in case they had health concern. Even with measures like these, it has been very challenging for many cities to promote PT. However, on the flipside, the modes of walking and biking have gotten a nice boost due to the pandemic. It has also created political pressure on cities to act and implement biking and walking-friendly measures, which were considered difficult before. This way, the pandemic has giving us both, challenges as well as opportunity for improvement.

As we are still in the middle of the pandemic and going in to the second phase of lockdowns, it is a little too early to see how the mobility situation will evolve over the longer period of time and which impacts are here to stay. However, there was a consensus among all the participants that this is the right time to nudge the society as a whole to make better long term decisions regarding sustainable mobility for the future.

Concluding notes

For people who are interested in knowing more about the topics of the SaMBA-Transnational workshop, we encourage you to please take a look at the linked presentations on this page. In case you are interested in our project in general, please take a look at other pages on our project website for more information.