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# 2 Seas Magazine

**SPECIAL FOCUS**

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INTERREG IV A 2 MERS SEAS ZEEËN



**A cluster initiative:**  
Eco<sup>2</sup>mobility  
New levers of change



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3 EDITORIAL  
Helmut PARIS : traffic psychologist at Mobility and Transport  
Department Flanders Region



5 INTRODUCTION  
Cluster context

Presentation of the partnership, the theme and the approach developed by the cluster



8 CHAPTER 1  
Mobility context

Discriminatory territorial development rationales  
The reign of the car as an amplifier of inequalities  
Sustainable mobility, an answer for everyone



13 CHAPTER 2  
Diverse groups facing mobility

An evolving public approach  
Taking into account the diversity of groups facing mobility  
Taking into account the diversity of areas facing mobility



18 CHAPTER 3  
Good practices adapted to different groups

«Mobility and Social Inclusion» - Gand - 20 March 2014  
«Mobility and Tourism» - Breda - 15 May 2014  
«Mobility and the next generation»- Maidstone - 19 June 2014



24 CHAPTER 4  
Behavioral approach to go further

28 CHAPTER 5  
Perspectives

36 CONCLUSION



## Helmut Paris

Traffic Psychologist

As a traffic psychologist working at the Flemish Department for Mobility and Public Works (Belgium) I'm usually deal with road safety related issues. One could argue "Cobbler, stick to your last".

So, why would I be entitled to tell you something about sustainable mobility?

The answer is very easy: Both need a behaviour change to reach their goals.

That is due to the fact that in the end it is the road user himself who can make a safe traffic situation unsafe and vice versa. Without the cooperation of the road user we won't be able to manage sustainable effects in reducing traffic victims at all. However, we can go on taking policy measures that are focused directly on local safety effects. Or we can try to change people's mobility patterns preventively which indirectly would provide us with the positive effects we are searching for. In my opinion the second option is the more sustainable one.

Let's be clear: People today have to deal with an unbelievable amount of information and external triggers at each moment of the day and they have to make thousands of decisions, day after day and most of the time they have to do that on their own. Usually not all information that is relevant will also be available at the moment itself. And also if it was available there would be no time at all to reflect upon all pro's en contras. Thus, we can suggest that most of our daily decision making is generated automatically by human processes that are highly efficient and functional in helping us manage our lives. And although these individuals' decision making processes initially do not directly focus on mobility, their impact on our mobility behaviour and especially on our mobility choices is huge.

If someone has to move from one town to another e.g. for a job acquisition and there is no possibility to take the bus, then our road user will not really have a chance to choose between different modes of transport. If you feel ill and you have to go to the doctor, you probably don't want to be among other people and you prefer that someone drives you by car (e.g. a taxi) – no matter if there is bus or not.

By that we see that most of our travelling choices are made in function of other individual targets. So if we want to change behaviour in favour of a more sustainable mobility we have to provide people with alternatives first. By offering a bus line we facilitate the preferential behaviour by creating an alternative. Otherwise the choice is easily made. But that's of course not enough. The success will highly correlate with the quality of the alternatives in terms of how they fit one's lifestyle. When we e.g. want a business manager to step over and to take the bus instead of the car, we probably have to convince him/ her with another arrangement of our bus line. It is in fact not necessary to push people in a certain direction when we can make sustainable mobility attractive (push vs. pull).

On the other hand, offering different travel mode choices costs money. Therefore we have to choose wisely. When we decide to do an investment, we also need to be sure about our public support. We won't

## Helmut Paris

Traffic Psychologist

get any further when people are staying dismissive of alternatives. That means in the first place that we have to keep telling people about the value of alternative travel modes and furthermore we have to show what's in for them personally. The best way to do that is the way of creating best practices.

During the final conference of the cluster Eco<sup>2</sup>Mobility we learned that while citizens increasingly expect travel solutions to be customised to their needs, infrastructure development and transport solutions for large groups are no longer a sufficient response.

To support the development of active modes of travel and encourage modal shift, it is possible to design effective public policies that help people to choose what is best for themselves and for society in general. More and more public and private organisations are adopting innovative strategies to accelerate the desired behavioural change among citizens, the user or the consumer.

No doubt, this final seminar succeeded in offering the delegates of the 4 Member States France (Nord-Pas de Calais), England (SW, SE, E), Belgium (Flanders) and The Netherlands (South coastal area) the opportunity to learn about new approaches to behavioural change and understand how to implement them.

My conclusion is, that are the people that makes a difference. Keep going and make people believe in the idea of sustainable mobility.

Sincerely yours



After long regarding their role as builders of infrastructures, public mobility policies at present are limited in terms of investment through the effects of the economic crisis (which has also impacted users), and also impeded by environmental restrictions and the principle of equality between territories, which they must now include in the redefinition of their objectives.

Against this background of metropolitan development, it thus seems essential to develop new public approaches, capable of confronting the territorial inequalities it entails, while at the same time avoiding the exclusion of certain publics, in particular those who are most economically and socially vulnerable.

**The Eco<sup>2</sup>Mobility cluster is aligned with this attempt to reshape public action on mobility**, underpinned in particular by numerous outcomes inherited from European projects that focussed essentially on the accessibility of services and the development of sustainable modes of travel. The partnership formed for the Eco<sup>2</sup>Mobility cluster is therefore built upon innovative

elements that are contributing to the development of new mobility strategies. Indeed, by bringing together two universities (Breda and Plymouth), two urban planning agencies, one association working for sustainable mobility and numerous public authorities at various levels (Departments, Provinces, communities of municipalities), the Eco<sup>2</sup>Mobility

partnership represents a group of primarily public structures, all motivated to drive forward their mobility policies with **a view to greater optimisation of the existing infrastructures and enhanced accessibility for publics with increasingly diverse needs and expectations.**

## ECO<sup>2</sup>MOBILITY CLUSTER PARTNERSHIP

### Formal Partners :

Pas-de-Calais County Council  
Kent County Council  
Mobiel 21  
Université de Breda (NHTV)  
SWSAL : Transport and mobility organization on the sidelines of the University of Plymouth  
Agency Planning and Development of Saint-Omer Region  
Agency Planning and Development of Boulogne sur mer  
District Council of Boulonnais

### Associated Partners :

Norfolk County Council  
Hampshire County Council  
Cyclopark : not profit organization of bike promotion  
Province of East Flanders  
Province of West Flanders  
Municipality of Eindhoven  
Province of Noord-Brabant  
District Council of Saint-Omer  
Pas-de-Calais Tourism

Initially, the first stage was an intensive preparation phase, made up of several meetings, allowing both for the partnership to be completed (representation of the 4 member states of the INTERREG 2 Seas Program) and also for the implementation of the cluster's shared aims to be refined. To do this, it was the results from the European projects, represented at the heart of the partnership, which guided the creation of the cross-border approach, chosen for the Eco<sup>2</sup>Mobility cluster. These results, notably coming from **Nisto, Bike Friendly Cities and from CBOOPSD**, based initially on alternative methods of transport to individual cars and taking into

account the user, have resulted in interlinking questions: **What action can be taken to ensure that the various publics, and in particular the most vulnerable, become more mobile through the use of modes of travel other than the private car? How is it possible to break away from the single logic of building travel infrastructures in favour of improved utilisation on the part of users? How can public mobility policies be tailored to support individual changes of behaviour, the key to a shared use of the various means of transport available?**

These are the questions that have

guided the work of the Eco<sup>2</sup>Mobility cluster over this year, punctuated by events for valorisation and exchange, which will have helped to further our thinking on how to make specific publics mobile through sustainable mobility. And here are the main lessons learned and the avenues envisaged for putting them into practice in mobility policies.

The choice to only select 3 target groups to understand eco-mobility awareness essentially comes from **a partnership desire to set out ways of making it suitable for each of the groups**. To define these 3 groups, **young people** clearly represent an initial target, due to the fact that they are the adults of the future. Moreover, it seemed essential for them to master alternative transport methods, so that they become users. Then tourists, due to the volume of journeys that they bring about, are an important target to raise awareness with. By changing touristic and leisure travelling behaviour, the impact on the production of greenhouse gases and urban congestion could be significant. Lastly, taking into account **disadvantaged and vulnerable groups** seemed unavoidable, due to the fact that they directly suffer the unjust consequences of access to mobility (amplified by the economic crisis and the supremacy of the car), while they are often dependant on it to engage or reengage, whether professionally, socially or culturally.

Once these target groups were identified, the Eco<sup>2</sup>Mobility partners thought it necessary to organise dedicated time periods for each of these 3 groups. The

ambition of these workshops was therefore to be able to discuss, in the morning, **the specific issues of each of these groups** vis-à-vis mobility in order to consider, in the afternoon, **the results of the European projects represented in the cluster as possible responses to these needs**. Numerous professional and university experts were involved for each of the workshops, allowing for the presentation of quality content, some bringing about innovative actions, allowing for eco-mobility best practices to come together. The understanding of diverse national contexts in terms of mobility at the heart of Europe and public approaches which deal with them, was able to be facilitated through these events. What's more, the presentation of concrete cases, in original forms, each time encouraging cross-border discussions, has allowed for a collection of knowledge and courses of action, of a richness even more significant than they planned for, to be brought together in a way that is specific to each of the groups targeted by the workshop.

These works have therefore been made a reality through the creation of a guide taking into account the results from the European projects as eco-mobility best practices, suitable for one or several groups targeted by the cluster.

The "**best practice guide**" therefore aims to disseminate these practices judged as relevant and participates in encouraging the use of methods of transport alternative to individual cars. It does this by providing records for decision-makers and professionals in contact with these groups, which

briefly detail the action and encourage contacting people who have already experienced it.

The "**Eco-mobility Publication: drivers for change**" is part of an overall vision, it aims to link the work carried out during the cluster with the current European context for mobility and the challenge it represents for public policies, looking for efficiency and effectiveness from their population support measures.

In the first section, we will draw up an assessment of the key developments in the context of mobility, formulating the new challenges it faces today. The second section will highlight the diversity of the user publics,

calling for specific consideration in order to grasp their needs and their relationships with mobility. In the third section we will address some of the solutions identified in response to the specific travel problems encountered by these publics, elements of which are taken from the Good Practices Guide produced by the cluster. The fourth section will introduce concepts and notions relating to behavioural change and will attempt to look at these behavioural approaches as avenues for concrete actions tailored to the requisite changes in mobility policy. The final section will conclude this publication by drawing valuable lessons for the future development of these refreshed public mobility policies.





A description of the context of mobility today seems to be an essential first step, due both to the importance acquired by mobility in the quality of life of citizens, but also with a view to the inequality engendered by the hegemony of the car and its limitations. For the most part, the elements raised in this section reflect the exchanges that occurred in the various meetings between the cluster partners, and also the European literature available on this subject.

## Discriminatory territorial development rationales

Transport and mobility play a role in the economic and social challenges which present themselves at three territorial levels:

- at global level, the development of international exchanges and the concentration of flows of

goods in the European port «hubs» and high-volume European land transport routes;

- at European level and the level of regional metropolitan centres, fast and frequent links (high-speed rail or air) between the large national and European centres;

- at the level of territories located at a distance from the large urban concentrations, access to rapid transport and to improved services will facilitate rebalancing, but at a high cost.

Above and beyond these issues of competitiveness and territorial attractiveness, **the quality of life for citizens also depends upon their ability to get around**. In fact, be it for work, service use or leisure, populations are obliged to be mobile. In a globalised world, the productive specialisation of metropolitan areas brings with it, in addition to a concentration of jobs and services within them, a gradual lengthening of the commuting **distance between**

home and work and increased journey numbers relating to ever more varied needs.

## The reign of the car as an amplifier of inequalities

*The European Union is experiencing a boom in mobility and flows: in fifteen years (since 1995), the movement of people increased 25% and 35% commodity flows.*

Source : <http://lewebpedagogique.com/bac-premiere/mobilites-flux-et-reseaux-de-communication-dans-la-mondialisation/>

After long decades favourable to the automotive industry, the ownership rate of households has grown rapidly, this in response to developments in spatial organisation driven by road infrastructure investment policies. With this increase in the number of vehicles on the road and transportation routes, car journeys have thus also multiplied since the 1970s, showing a first slowdown in the early 2000's in Western countries, even stagnation in some countries. This observation demonstrates two particular limitations to **the emergence of what is virtually a «car-addicted» society.**

*25 000 cars in circulation in 1907, 500,000 in 1914, 50 million on the eve of World War II, 300 million in 1975 and 900 million units in 2007*

Source : Alternatives economies

### Motorisation rates, by NUTS 2 regions and 2005–12 evolution

State	Motorisation rate*, 2012	Change in motorisation rate**, 2005-12
BE	489	+ 4,6%
FR	519	+ 0,9 %
PB	503	+10,3 %
RU	471	- 0,8 %
<b>Total 2 mers</b>	<b>496</b>	<b>+ 4 %</b>

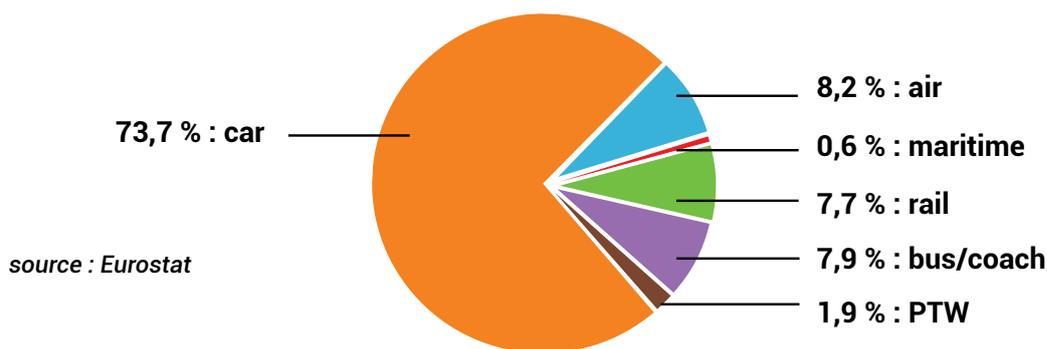
\* number of passenger cars per 1 000 inhabitants in 2012,  
\*\* % overall change in motorisation rate from 2005–12.

### Total modal distribution displacements and evolution by country of 2 mers zone

2 mers States	Car		Bus		Train	
	2012	1991-2012 Evolution in points	2012	1991-2012 Evolution in points	2012	1991-2012 Evolution in points
BE	80,4 %	-3,40	12,4 %	2,30	7,1 %	1,00
FR	85,1 %	0,00	5,4 %	-0,70	9,5 %	0,70
PB	88,2 %	2,90	3,0 %	-2,60	8,8 %	-0,30
RU	86,0 %	-2,20	5,8 %	-1,00	8,2 %	3,20
<b>Total 2 mers</b>	<b>84,9 %</b>	<b>-0,67</b>	<b>6,7 %</b>	<b>-0,50</b>	<b>8,4 %</b>	<b>1,15</b>

source : Eurostat

## Modal distribution of intra-Community touristic transport of passengers in 2010



**The first limitation is economic in nature.** The economic crisis, the rising cost of oil and the explosion of car maintenance costs more generally have contributed to dividing car users into those who have the means to cover this cost and those who do not. In fact, the consequences of the economic crisis (unemployment, fall in purchasing power, reduced public assistance etc.) **added to the rising cost of travel have culminated in a scissor effect, generating territorial inequalities** between the metropolitan centres engaged in international competition and peripheral territories lacking public transport facilities as an alternative. This territorial segmentation consequently creates the exclusion of numerous publics with regard to their mobility capacity.

## Sustainable mobility, an answer for everyone

**The second limitation to the «car addiction» is based on the development of modes of travel that are alternatives to the private car,** which involves a modal diversification of the mobility offer. Observed in particular since the early 2000s and following the emergence of sustainable development in spatial planning and public policy conceptions, this change is providing a response to the problems caused by the hegemony of the automobile.

► First, road transport systems engender negative effects in a number of spheres: infrastructures,

in particular fast routes that are difficult to cross, produce cut-off effects, for animals in the countryside and for humans in town. They change the landscape, either directly or indirectly (visual pollution on the approaches into towns, through advertising and signs).

► When demand exceeds capacity, roads are subject to congestion that slows down flows and they cause pollution. Asphalt makes carriageways impermeable and traffic discharges pollute waterways. Traffic causes significant noise pollution, either concentrated or more diffuse, affecting a large number of people.

► Traffic flows contribute to ambient air pollution either in the public space or in dedicated enclosed spaces (car parks, tunnels etc.). The effects on health of pollution from road traffic call for significant epidemiological work. Traffic causes often fatal accidents, and the efforts to improve road safety and counter road rage call for constant action on the part of public authorities in high car-owning societies.

► The transportation of persons and goods requires large quantities of energy, and oil is the

*In 20 years, from 1990 to 2010, consumer spending related to the automobile in France rose from €80 billion to over €131 billion (+64%). The average annual french household budget motorized dedicated to the automobile is €5 700, up 22% over 20 years. The annual costs of the use of motor vehicles (fuel, maintenance, repair, parts and other services) increased from €2700 to €3880 over the same period.*

main energy vector in transport. With the concentration of oil reserves in a few countries, many also located in difficult geopolitical regions, this oil dependence is a problem in itself, all the more so as many experts are predicting the imminent arrival of the production peak (peak oil) just at a time when oil needs for transport are growing, in particular with the increase in car ownership in emerging countries. It is also a problem for the global environment as oil combustion is contributing to climate change brought about by the greenhouse effect.

Extracts from the White Paper of the European Commission: «Towards a competitive and resource-efficient transport system»

In all the major car-owning regions of the world, air quality standards and safety standards are imposed on vehicles placed on the market, vehicles and fuels are subject to specific incentive-based taxation (increasing the cost) and highway codes are moving towards an enhanced concern for safety.

**while initiatives promoting soft modes have appeared, encouraging the emergence of more economical and ecological transport alternatives, which should take control over mobility.**

At a more local level, environmental policies promote travel modes that are regarded as «soft» or «virtuous» (walking, cycling, public transport) and seek to transform the road into a user-friendly public space by discouraging the

use of cars and powered two-wheel vehicles. They may seek to influence mobility

- directly (road sharing, subsidies for public transport, promotion of car sharing, control of car parking, pay tolls, car-free days etc.) **or to promote the engagement with this issue of intermediate stakeholders** (company travel plans in France, for example)

- or they may do this more **indirectly by seeking to promote urban density** or the «coherent town» to avoid the development of such car-dependent territories, **known as «urban sprawl».**

## Project

### BIKE FRIENDLY CITIES, (INTERREG IVA 2 seas, May 2011-September 2014)

The project goal was to establish and promote cycling as a sustainable, clever, healthy and fun form of transport in cities; and to increase the attractiveness of cycling in general and cycle facilities and services in cities across the Two Seas Region. The partners brought in their own subprojects, varying around the themes of movement, road safety, bicycle parking, health and bicycle services. Each project was jointly approached and by exchanging views, the different parties benefitted from each other's experience and knowledge.

- ▶ Bike parades and various events promoting cycling in the city were organised in all the partner cities and were a great success
- ▶ New cycle tracks and various services such as bike sharing system, bike hub, bike parking, etc were implemented by the partners
- ▶ Workshops have been organised throughout the

project in schools to raise awareness of children to cycling, crossborder partnerships have been organised such as cycling workshops done by sustrans in Neufchatel Hardelet ; young people from Southend went cycling in Muidelburg, etc. Together with the partners a BFC strategy handbook was made:[http://community.bikefriendlycities.eu/page/index.html/\\_/general-policy/handbooks-bike-friendly-cities-r11](http://community.bikefriendlycities.eu/page/index.html/_/general-policy/handbooks-bike-friendly-cities-r11). The handbook is available in English, French and Dutch.

The partnership consisted of 9 partners from all countries of the 2 Seas region (BDCO and CAB) and the lead partner was the city of Middelburg (NL)

More information: [www.bikefriendlycities.eu](http://www.bikefriendlycities.eu)

## Project

### GREENWAYS (INTERREG III A Cross Channel Programme, 2005-2007)

#### Objectives:

1. Plan and develop an environmentally-friendly Greenways\* transport network to support local economic development and increase opportunities and choice for all residents and visitors to Kent and Nord to make both utilitarian and leisure journeys by sustainable and healthy means (cycling, walking and horse riding).

2. Develop the project partners' and other strategic partners' expertise in all aspects of Greenways research, development, implementation and promotion, founded upon the exchange of experience and European good practice;

3. Involve local communities in planning the future provision of localised, multimodal alternative transport networks.

► RESEARCH was carried out with user groups, the general public and partners about how people accessed information and used the existing greenway networks. There was also a review of connectivity and convenience of current networks to identify missing links and improve links to public transport.

► GREENWAYS BEST PRACTICE LEARNING NETWORK - seminars, reviews and workshops were hosted by each partner for professionals involved in any aspect of research, planning, implementation, use, promotion etc. of Greenways, in particular to help increase the participation of disabled people and older people in sustainable countryside leisure pursuits. A Best practice report was produced and published.

► DEVELOPMENT OF GREENWAYS NETWORK – new routes were created and existing routes/networks enhanced to improve access for local residents as well as improve the walking and cycling offer for visitors.

► ICT INFORMATION AND PROMOTION – a marketing strategy was developed and implemented with online and offline campaigns to increase usage of the greenways network and support the local economies.

Lead Partner: Kent County Council, 3 English Partners - Tonbridge and Malling Borough Council, Medway Valley Countryside Partnership (with the Environment Agency), 2 French partners - Département du Nord (CGN), Comité Départementale du Tourisme du Nord (CDT)





After a presentation of the context of mobility, it seems important to highlight the diversity of demand. These inequalities in travel capacity for the various user publics call for responses on the part of the public authorities, responses which must be tailored if they are to be effective. Produced on the basis of the three workshops organised in the first half of 2014, the aim of this section is to underscore the specific relationships between user publics and mobility and the need to take account of the public in order to promote the accessibility of the various services, of such vital importance to all.

## An evolving public approach

In France, the subject of users has frequently been approached from a service relationship sociology angle, analysing interactions at the ticket counter. Gradual dematerialisation has led to a re-evaluation of the role of public services and the initiation of a process of **modernisation**

**impacting the content and modalities of a reconfigured public intervention.**

In England, user participation is often linked to the notion of **«participative government»**. This perception of the government which aims to involve a wide and diverse group of participant in decision-making (users in particular) raises questions. In fact, given the lack of public

engagement, illustrated by low participation in national and local elections, one might wonder how the parties concerned can play an active role and how the involvement of users in the decision-making process can send a positive message to the public.

In Belgium, **mobility is a regional responsibility**. On Flemish level, a participation process is organised when developing a new Flemish Mobility Plan. There is also a Mobility council with representatives of mobility organisations, employees and employers. Citizens are not directly involved in this, although we hope the organisations represent their opinion.

On local level, in cities and municipalities, the 'GBC' – Gemeentelijke begeleidingscommissie – a local commission is dealing with the preparation, development and implementation of the local mobility plan. Members of the commission are chosen by the town council. Organisations and citizens can be members of the commission, but they do not have the right to vote. The Municipal decree states that local authorities need to organize participation for policy-making, implementation and evaluation.

Municipalities also have local advisory councils with citizens, the relevance and weight of these councils differ.

In the Netherlands it is common practice to involve local people in designing new policies, and mostly this happens willingly at all levels. However, for large infrastructure projects at national or local government level, this involvement is made a legal requirement. Despite this there is no government standard which ensures residents and retailers are involved in local mobility projects. **Thankfully a long tradition of advocacy groups in the Netherlands** has meant that most local government bodies DO involve partners in a participatory process. In the 1980's the promotion of cycling and 30 speed

limit zones began with advocacy groups that fought for more space for children with names like "Stop Child Murder". Nowadays local participation is more or less a standard part of local policy design in the Netherlands. Where local governments forget to involve relevant stakeholders, local residents or retailers come together to make a stand and influence the design or political decision anyway....

**The move from a supply logic to a demand logic**, where public services that listen to users can evolve in accordance with user expectations, assumes the dissemination of a mindset as well as tools (public marketing, quality approach, communication by objective) that place the user at the centre of the administration's concerns. In addition to integrating the user into the improvement of the service delivered, it seems essential to **implement methods allowing the best possible grasp of the needs of users** with regard to the various services provided.

Among users of public services, target publics can be distinguished according to the services offered:

- ▶ Health services, home help ⇒ **the dependent elderly, the disabled**
- ▶ Care modes, maternal and child health, school and extended school services ⇒ **children, families, and young people**
- ▶ Social, employment and local development services ⇒ **inclusion people**

To these target publics must be added users experiencing hardship who, depending on the public service concerned, have difficulties in accessing or reading the procedures to be undertaken. Thus, whether they are users targeted by specialised services or households in difficulty, these profiles and the needs involved must be taken into account in thinking on public service improvement.



## Project

### CBOOPSD (INTERREG IV A 2 seas, 2008-2011):

By implementing research, service planning and marketing techniques previously not used by the public sector, the partners have worked together to understand communities and localities through the use of software tools such as customer profiling and segmentation, mapping and accessibility to public facilities. Partners have been able to identify where and how services should be delivered. This provides evidence of customer needs, which can be used to plan both future capital and revenue spending, and

asset realisation. They become public sector leaders in this area of expertise.

The project partners found solutions for similar public service delivery issues, which are to:

- provide simple and easy access for all
- share existing services in order to improve coherence
- ensure efficient public service delivery
- target customers that are hard to reach by adapting services to make them more accessible and ensure they fulfil specific needs.

Lead Partner : Kent CC ; 14 English partners (Kent & Medway), 4 French partners (that Pas-de-Calais County Council, planning agency of St Omer country).

## Taking into account the diversity of groups facing mobility

The capacities of individuals to take advantage of the transport offer are highly unequal, however. Given the role of mobility in society, the issue of inequalities in mobility is very important. One can account for these inequalities at various levels: **practices (what people do), capacities (what they are able to do), obligations (what they have to do).**

Thus, inadequate economic and cultural resources limit the practice of tourism. On a day-to-day basis, growing competence in mobility is required because centres of employment and activity are distributed over much larger areas, because activities take place at times when public transport services are not running etc. Physical (one talks of disabled

accessibility), psychological and cognitive disabilities or social or economic disadvantage can limit one's capacity to take advantage of territorial resources and to meet obligations (such as job seeking). It is for these reasons that **thinking on the right to transport is being developed today within the framework of the fight against exclusion.** Conversely, one talks of **travelling elites** to denote persons of means in all situations and in all parts of the world.

**Everyday mobility needs at territory level vary widely qualitatively according to category of user:** speed for business journeys and urban logistics (deliveries, security etc.), comfort and reliability for home: work commuting (medium-distance public transport), convenience and proximity for access to everyday services (short walking, cycling or urban car journeys).

**The responses to these needs vary,** both from the viewpoint of modal relevance and according to the level of urban concentration: road fluidity for high added value journeys (prices for parking and certain fast roads), development of public transport on rights of way in large and dense agglomerations, making «neighbourhood life» safe for walking and soft travel modes, two-wheel vehicles and shared cars in less dense territories etc.

## Project

### ACCESS FOR ALL (INTERREG III A Cross Channel Programme, 2003-2005)

#### Objectives :

1. Enhance the profile and quality of provision of sustainable rural tourism opportunities in Kent and Nord-Pas de Calais, and increase the flow of tourists into and between these areas.

2. Improve the quality, range and dissemination of all promotional media which market trail-based walking, horse riding and cycling opportunities in Kent and Nord-Pas de Calais.

3. Employ jointly conceived strategies (focussed upon physical and landscape enhancements and information provision), to improve and increase opportunities to enjoy informal countryside recreation activities for people currently experiencing inequality in provision, particularly the disabled.

▶ Promotion/marketing/ ICT – a full marketing plan was

devised and implemented including an English/French publication distribution plan, delivery of a Kent Walking Festival, development of a new website with an on-line searchable database

▶ Exchanges - Technical exchange visits in France and Kent to deliver co-ordinated approach to web site development and consultation sessions to inform all project activities. A GPS Public rights of way network survey & staff training was also carried out.

▶ Visitor welcome - Design and installation of 'All language' parish maps (to interpret local opportunities for access using pictograms for foreign visitors). Installation of 'All language' footpath signage (to interpret access permissions using pictograms for foreign visitors). Staff training sessions/exchange visits

Access for All

Development of off-road trail in Tonbridge, West Kent  
Public consultation sessions/ workshops and Access for All questionnaires

Development and publication of Access for All policy  
Publication of 'toolkit' for inclusive design

Research and information exchange visits for disabled groups

Outreach/empowerment sessions with disabled groups

Lead Partner: Kent County Council, 3 English Partners - Tonbridge and Malling Borough Council, The Sensory Trust, Countryside Agency, 2 French partners - Comité Départementale du Tourisme du Nord (CDT), Syndicat Mixte du Parc Naturel Régional des Caps et Marais d'Opale

## Taking into account the diversity of areas facing mobility

Apart from diversified user profiles influencing needs that are variable according to the services, the territorial context also entails specific characteristics and dynamics to be incorporated in the thinking. **The urban/rural conflict** can also summarise these various logics at work in

the territories. The divergent demographic changes between urban spaces (tending to stagnate or fall) and rural spaces (often increasing) reinforces the various territorial problems between the agglomerations and rural districts. In an urban environment, urban sprawl is leading to a marked ageing in the town centre, linked to a loss of attractiveness to young households. This is supplemented by sensitive urban areas where pockets of poverty

are concentrated and, very often, a certain isolation limiting the mobility of these citizens. Public services must therefore cater for an ageing population while at the same time meeting the increasing needs of a young population impacted by the consequences of the crisis.

In a rural environment, distinctions exist between areas that are seeing their population increase, requiring the provision of facilities to cater for the requirements of inhabitants

who increasingly resemble those in the town centres; and areas that are becoming depopulated through a lack of amenity and an inadequate housing offer, where service accessibility is becoming complex due to their geographical proximity and excessively expensive in the light of the number of beneficiaries.

It is therefore necessary to take account of the territorial dimension, and **more specifically the challenges linked to the attractiveness of territories**, as it highlights the problems, thus helping to determine the various public service user profiles affected by these local difficulties, in order to envisage avenues for

improvement which contribute to organising an appropriate local transport system and to make it **accessible to and useful for all the inhabitants of the territory**.

## Project

### NISTO, INTERREG IVB NEW (January 2012 – December 2015)

The main objective of the project was the implementation of a tool in order to assess alternative mobility projects taking into account the following criteria: quality of the environment, economy, customer satisfaction, mobility and security.

In order to create this tool, the following methodology was used:

1. Implementing evaluation methods of the partner pilot projects
2. Assessing the pilot projects
3. Developing demonstration projects

4. Using the results to create the tool box

- ▶ Throughout the project, stakeholder workshops took place in each partner region in order to communicate on the NISTO project to the local stakeholders but also in order to get their feedback and use it. One of the objectives of the workshops was the presentation of the multicriteria and multiactor tool.
- ▶ In Boulogne sur mer, thanks to this project, the not profit organization called "Rivages

propres" developed its cycléco project: bike and e-bike rental service in the town centre.

The partnership was made of 7 partners from France, England, Belgium, Netherland and Germany (including BDCO, Mobiel 21 and NHTV Breda) and the lead partner was the Nordhessen Region (D)

For more information: <http://www.nisto-project.eu/>

**The development of digital information services offer new prospects for promoting knowledge-imparting in relation to structural locations and services and the means of accessing them.** However, it is essential to take account of the above-mentioned diversity of user publics; whether the diversity lies in their capacity or their needs, publics are forming an increasingly complex demand, calling for tailored responses. Certainly, the additional support of the internet has helped to introduce elements of communication and even interaction between

the public service and the user, e-administration. This facilitates access to public services but the fact remains that a section of the population remains out of reach. Furthermore, in addition to this distinction between the on-line population and households without on-line access. The diversification of the needs of user publics thus entails a search for new forms of understanding the target public.



## CHAPITRE 3

### Good practices adapted to the problems of user publics



On the basis of the work carried out during the three workshops dedicated to each of the target user publics (excluded persons, tourists and young people), the content of these events brought to the fore not only the mobility problems specific to each of these user publics (mobilisation of a subject area expert, partner involved with a particular user public etc.) but also avenues for tackling the limitations found, from the European projects represented in the partnership. A summary of these exchanges thus constitutes a practical first step taken by the cluster in the face of the situation presented and concretises the challenge of acquiring a grasp of sustainable mobility in a way that is tailored to each user public. An example of valorised good practice will complete each report-back with a specific case. All the good practices identified are available at <http://eco2mobility.pasdecalsais.fr/> and they will be regularly updated with new files.

### «Mobility and Social Inclusion» - Gand - 20 March 2014

It is appropriate to examine social inclusion with regard to transport at European level as

the approaches vary widely from country to country, while the issues are relatively similar. In fact, France favours access to a private motorised mode whereas in England it is public transport and in Belgium and the Netherland it is the bicycle.

**The principle of poverty in transport** has both relational and material aspects. Comparison with another situation will lead to a value judgement (e.g. such and such a territory has a poor development offer compared with such and such another) and, at

the same time, functional reality determines whether or not people have access to services (e.g. if a citizen has no means of transport to do their shopping, then they are faced with a precarious situation). Because three-quarters of households own at least one vehicle in France, Belgium and England, the policies in these countries have long focused on that section of the population, while non-ownership is generally associated with an accumulation of situations of vulnerability (economic, social etc.). Except that it has been observed for a number of years that a society dominated by the automobile is incurring environmental and human costs. Thus, the principle of transport poverty involves notions of access to services and employment, costs on household budgets and societal impact in terms of health (linked to inactivity and pollution) and accidents.

The challenge therefore is to find a **way of moving towards mobility that includes the entire population, is acceptable economically and respectful of the environment.**

The experiences shared between the Eco<sup>2</sup>Mobility partners demonstrate that varied and concrete solutions do exist. In France, for example, there are differentiated fares on public transport for job-seekers, the elderly and young people and there are adapted services for the disabled. In the Netherlands, there are initiatives to make bicycles available to families in hardship and students and to encourage elderly people to take up cycling again. In Belgium, certain initiatives are aimed at supporting these user publics, such as accompanying persons with a cognitive disability on their daily journeys in order

to reassure them and render the destination accessible, or training elderly persons in the use of public transport so that they can then act as ambassadors. In the United Kingdom, the access by young people to training and employment forms the subject of in-depth thinking, taking the form of advice and the provision of tickets and vehicles in order to travel.

The difficulties encountered by these initiatives are twofold: firstly, these are generally **policies that are ad hoc in space and time and, secondly, the low or reluctant uptake of these solutions by the user publics concerned.**



## Good practice

### PUBLIC TRANSPORT AMBASSADORS

**Testing ground :** Flandres et Bruxelles/Belgique

**Project concerned :** STEER Program

**Partners involved :** Mobiel 21

The aim of this project Public Transport Ambassadors is to raise awareness among senior citizens in Flanders and Brussels on the importance of sustainable mobility and to encourage them to adopt a less car dependent life style by introducing them to the user friendly services of public transport.

► In PT-Ambassadors, MOBIEL 21 coached a number of volunteers to become skilled in PT

use. The PT ambassadors try to raise awareness among peers. During practical workshops the elderly get more information on public transport and they practice skills that are useful when travelling by bus, train, tram and/or metro.

► By doing so, help seniors get used to the public transport, and thus prolong their future mobility and transport autonomy

=> The project's strength is the PEER- approach: workshops are organized by and for senior citizens (often in cooperation with elderly clubs and associations).

## Good practice

### MULTIMODAL INFORMATION PLATFORM BOUGE.CO.COM

**Testing ground :** Audomarois/France  
**Project concerned :** CBOOPSD (2008-2011)/  
INTERREG IVA 2 mers  
**Partners involved :** Conseil général du Pas-  
de-Calais, AUDRSO, CASO

From the stated dissatisfaction regarding the transport services in the area and, more specifically, the stated lack of information, the idea of a territory-wide mobility centre was therefore adopted and implemented through the creation of a one-stop website dedicated to providing information on modes of travel:

- ▶ offering information relating to the various public transport networks (train, urban buses, interurban buses, transport on demand etc.): stopping points, adapted services, school transport etc.
- ▶ providing online itinerary calculations, offering intermodal solutions incorporating train, bus, walking and cycling and linking to carpooling in the absence of a public transport offer.
- ▶ The Smartphone version saw the light of day in October 2013, aimed at promoting improved

interaction with the user, offering an alert system in particular (poor weather, strikes, accidents).

=> The role of this multimodal information platform is to inform all inhabitants of the territory (direct impact on attendance collective transports), but a special initiative has been undertaken to take account of the needs of users without internet access or who are significantly disadvantaged in terms of mobility. In fact, specific work with user groups (the elderly, persons engaged in inclusion, young people) has promoted widespread awareness of this tool. In addition, all public services have been integrated into the tool (no need to have the exact address to find it) in order to facilitate uptake and adaptation to the needs of users.

Furthermore, a partnership with all the municipalities and public actors in the territory has enabled the creation of 70 service points, open to the public, offering access to information across the territory.

## «Mobility and Tourism» - Breda - 15 May 2014

The great majority of tourists travel in their country of origin and the car is their preferred means of transport. Furthermore, projections for 2020 tend towards an increasing number of journeys, with an upsurge in air travel. The impact of these movements on climate change thus presents a real problem for the sustainability of tourism. Analysis of a number of destinations, around the «**Three Ps: People, Planet, Profit**», demonstrates the difficulty of reconciling these three aspects.

Tourist mobility is tackled from two angles: access to **the destination and getting around once at the holiday centre**. In terms of access, the initiatives promoting more sustainable mobility are primarily centred on public transport and, in terms of getting around in situ, they are primarily centred on the bicycle. So although shuttles generally exist between airports and hotels, some regions are also offering this type of service from railway stations. Similarly, in the United Kingdom, small railway lines have been revived for visiting the countryside, while in France, an attractive reduced fare is offered at certain weekends for travelling to the coast, mountains

or countryside. Carpooling can also offer a solution.

Where access to the destination is by car nonetheless, one of the challenges identified is how to ensure that these tourists do not need to use their vehicles once there. Some initiatives are designed to make sustainable transport an attraction in itself. Thus, territories such as Brabant in the Netherlands with «Routebureau Brabant» and Kent in the United Kingdom with «Explore Kent» have worked hard on the development of leisure routes for cyclists, walkers, horse riders, mountain bikers and pleasure boaters, offering simple, comprehensive and easily-accessible information.

Some regions are also developing bus services that accept bicycles to reach the start points for cycle rides, as in Brabant, or to serve sections of the Greenway Cycle Trails, as in Finistère in France. In Belgium, for example, this type of initiative also takes the form of a «tourism by bicycle» label for eating out and «Bed + Bike» accommodation. Other initiatives

offer a combined or preferential price between the means of transport and the tourist sites visited (zoo, museum, festival etc.).

The issue raised by all Cluster partners is **that the decision to opt for more sustainable tourist mobility is made for reasons of convenience and not obligation.** Several levers have been identified,

including the widest possible dissemination of information, the necessary cooperation between stakeholders and the possibilities offered by e-technologies for innovative and attractive solutions.

## Good practice

### ROUTE BUREAU BRABANT

**Testing ground :** Brabant/Pays-Bas

**Partners involved :** Province de Noord-Brabant

Coast Alive ran from 2009 to 2012 and aimed to explore how to use 12,000km of paths to mobilise people to be physically active, while considering how to limit the damage to natural and cultural heritage if an increased number of people do start using the paths.

► Delivery of Community Mobilization Initiatives - These 'field tested' initiatives by Project partners tested various approaches and to see if they really worked and how best to deploy limited

resources etc.

► Development of a method and database to capture heritage at risk from climate change

► Creation of Health Heritage and Biodiversity Walks (developed through CMI's).

=> These created a legacy that highlights the need to raise the profile of public rights of way, trails and other countryside access

## Good practice

### COAST ALIVE

**Testing ground :** Norfolk Coast

**Project concerned :** Coast Alive (2009-2012)/ Interreg IVB NSR

**Partners involved :** Kent CC, Norfolk CC

Coast Alive ran from 2009 to 2012 and aimed to explore how to use 12,000km of paths to mobilise people to be physically active, while considering how to limit the damage to natural and cultural heritage if an increased number of people do start using the paths.

► Delivery of Community Mobilization Initiatives - These 'field tested' initiatives by Project

partners tested various approaches and to see if they really worked and how best to deploy limited resources etc.

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=> These created a legacy that highlights the need to raise the profile of public rights of way, trails and other countryside access

## «Mobility and Youth»- Maidstone - 19 June 2014

The general observation is that children are no longer out in the street, either for playing or getting from one place to another, and that this phenomenon has an impact on health (reduced physical capabilities, increased obesity etc.). The reason for this trend is that the **limits imposed by parents are becoming increasingly reduced spatially**. Whereas in the 1920s a child of eight would have covered several kilometres unsupervised by his or her parents, this distance has shrunk down the generations and today it is restricted to the end of the road, just a few hundred metres away. For some experts, this abandonment of the street by children started in the second half of the twentieth century, as the automobile became more widespread leading to road design that facilitated road traffic. **A vicious circle then developed:** confronted with a feeling of declining road safety, parents

made the choice to transport their children by car, leading to an increased number of vehicles around schools, reinforcing even further the lack of safety around these sites.

Street furniture intended to protect pedestrians then proliferated in the streets but only made them more hostile and, in any case, these barriers stopped neither young people nor car drivers. Therefore, several initiatives aim to change street design to adapt them in line with principles of good sense and ease of use.

But since development schemes are not sufficient to bring children back into the streets, **several awareness-raising and communication initiatives have been developed in Europe**. One of the first steps is generally to teach children the rules of conduct in the street, whether on foot or riding a bicycle, to learn how to cross the road or handle their bicycles, for example. Additionally, various trials have demonstrated that two levers may motivate young people: the spirit of competition (between school pupils, classes

or between schools) and the friendship network (moving around as a group). Thus, actions such as «Living Streets» in the United Kingdom, which rewards young people with collectable badges, or «Traffic Snake Game» in Belgium, which offers a longer playtime, for example, according to the efforts made by young people, are meeting with real success. Similarly, walking/riding school bus schemes are becoming increasingly widespread in Europe. Additionally, it is not always children themselves, seeking independent mobility (it is time to themselves, away from parents, for interacting with their friends) who require convincing, but **rather their parents who can obstruct the practice**. The challenge is therefore to make parents aware of these problems, and to do so by making children «ambassadors» for softer mobility.

### Good practice

#### TRAFFIC SNAKE GAME

**Testing ground :** Flandres/Belgique/Europe

**Partners involved :** Mobiel 21

Created by Mobiel 21, this game is a campaign to encourage children (from four to twelve years old), their parents and teachers to make the school commute on foot or by bicycle. It was first used in a few schools in Flanders in Belgium and is today mobilised by a number of European countries in order to promote the use of alternative means of transport to the car for home-school runs.

- ▶ A reduction of 66% in car traffic has been observed around participating schools.
- ▶ Children involved are making progress not only in the area of road safety (anticipating the behaviours of road users) but also in their respect for the environment and their health (stimulation to do the recommended daily physical exercise).

=> Now of ten years' standing, this action constitutes a good ecomobility practice as it aims to educate future generations in soft mobility, from a very early age and in an entertaining way.

## Good practice

### KENT FREEDOM PASS

**Testing ground :** Kent

**Partners involved :** Kent CC

Kent suffers from a great deal of peak congestion on its roads, particularly around schools as parents use the car to drop their children off. Kent Freedom Pass gives every child a means of using the bus to get to school and anywhere else they wish to go in the evenings and at weekends, independently. It's a smartcard which allows travel on buses without the need for cash.

► The cost of the pass was initially £50 (for the year) and entitled the holder to unlimited travel on Kent's buses.

► Kent Freedom Pass was such a success that it was taken up extensively by Kent's youths.

=> This action is part of the better use of public transport by young people, via offering a transport freedom beyond the simple home-school journey. It therefore encourages young people's mobility during their free time (culture, sport, leisure, etc.)



## CHAPITRE 4

### Behavioural approach for further progress



Through the organisation of the final event, the Eco<sup>2</sup>Mobility cluster introduced notions of behavioural change and opened up concrete avenues for adding value to the good practices identified. These added values are to be implemented beyond the cluster, but they are already contributing to thinking on the modernisation of public policies, and in the sphere of mobility in particular.



The good practices identified, considered by target user public, help to identify the concrete actions already tried, which aim to change the mobility behaviours of user groups in a tailored way. However, individual limits remain and these require that we go beyond these good practices by user public, in order to envisage new public strategies capable of **influencing individual mobility behaviours**.

The behavioural sciences make

a valuable contribution to this process. In fact, by observing the impediments to sustainable mobility, it is clear that they lie at the intersection between **three levels: the social context, personal history and societal context** which have to be taken into account in understanding the diversity of individual situations regarding the ability to change behaviour and also the levers for action proposed to promote support for the change.

Among the main difficulties in making changes observed, we should mention the accumulation of barriers or at least **the absence of convergence of incentives for change**. Mobility subsidies are a good indication of this as **the trend at European level is highly contrasting**. In fact, we see that the modes of travel supported by the public authorities vary from State to State. Thus, in France support for acquiring the driving licence predominates, in public support for workplace integration in particular, while in England, public transport is primarily targeted as a mobility solution for disadvantaged persons or those engaged in integration. Belgium and Holland, more advanced in terms of bicycle use, already incorporate this soft mode of travel in urban development or mobility support strategies; there is still room for further improvement.

**The importance of habits and the automatism of behaviour** constitute a further limit to individual change. In the face of the repetition of behavioural habits, the question of ethics and social norm plays an important benchmark role and provides a basis for consideration of numerous dimensions such as the relationships between the actors and stakeholders of the ecosystem, the motivation and intentions of each individual, the estimate of risks or informing participants.

In order to assess the readiness for change of a user or group of users, questionnaires and other tests developed by the behavioural sciences provide a means of identifying the stage of change reached, on **a six-stage scale (MTT scale)**:

- **Precontemplation**: At this first level, the person is not concerned at all by the problem. It is therefore very difficult to get them to change behaviour as they are immediately resistant to any change, having a tendency to deny that there is a problem or to throw the blame onto others.
- **Contemplation**. At this stage, interest in the issue is perhaps accepted. But the level of knowledge is still partial and the need to be convinced is still strong before progressing to action.
- **Preparation**. Now, the person is ready for a change that they will undertake themselves, identifying the objectives and means required to achieve it (eating organically or changing mode of transport, for example). It is important clearly to identify the objective fixed for oneself, and in particular the appropriate means for achieving this objective (otherwise, there is

a risk of discouragement).

- **Action**. This is the stage of progression to action. The person moves into action, tests the various options, the various possibilities. Their appraisal of the change becomes more precise as it is based on their own feelings: what works, what does not work, the alternatives, the changes that will have to be made etc. At this stage, therefore, habits are disrupted but the new reflexes are not yet definitively adopted.

- **Maintenance**. The changes of behaviour have been made, but they now have to be maintained over time in order to become true habits. It is necessary to avoid situations liable to cause «relapses»...

- **Termination**. At this stage, the risk of a relapse is practically zero. The new behaviours have been totally integrated and are not regarded in any way as constraints. These are habits that have become self-evident realities, automatic reflexes that are fully integrated into behaviour: «I use public transport without question.»

These six steps thus encompass preparation for change, the change itself and the long-term establishment of the change over time. This approach is intended to **pinpoint the stage at which the public is in its capacity for behavioural change but also helps to convince user publics to progress on to action (change engineering)**.



In addition to this initial evaluation, **five techniques have been defined for leading user publics towards the adoption of different behaviours**. As a preliminary, the definition of two terms seems essential.

Attitude is the «state of mind» of a subject (or a group) vis-à-vis another object, action, individual or group. A person's *savoir-être*, their way of being. It is a mental predisposition to act in a given way. In particular, it denotes an intention and is therefore not directly observable. Attitude is an essential concept in explaining social behaviour and a necessary notion in explaining reactions to a task. As regards the term «behaviour», this describes the actions of a living being. The relationship between attitude and behaviour can therefore be simplified as a **cause/effect relationship**, which is used as a lever for the behavioural techniques of communication, **in two ways**.

### **Persuasive communication**

This is a communication technique based on the presentation of a set of arguments aimed at leading someone towards something (to believe, to do, to want etc.). Thus, the goal of persuasion techniques is to change knowledge, beliefs and therefore attitudes in order to have a consequent influence on behaviour. So levers for a change of attitude are mobilised (rationality, argumentation, recognition, emotions, reward, punishment, social pressure etc.). To do this, three fundamental questions have to be answered:

- What information is to be transmitted?
- What are the best arguments to put forward?

- What are the right channels, media tools to be mobilised?

In addition to these preliminary questions, thought must also be given to the preparatory actions to be implemented in order to obtain the participation of the target user or group.

### **Engaging communication**

This is a technique based on the simple concept: actions engage, not ideas. The provision of information certainly leads to better knowledge among the public but it does not systematically translate into appropriate behaviours. The model of engagement theory results in a series of micro-actions which, under certain circumstances, leads to the «free» choice of the desired behaviour.

The key questions of engaging communication rely on taking proper account of the user or group of users targeted (who says what? to whom? how? what effects?) and in particular the choice of support action adopted (making them do what?) because here it is not the individual who engages himself or herself but rather the situation that engages the individual.

**Three further levers** can be mobilised in this goal to support behavioural change.

### **Individualised marketing**

This technique appears relevant in the light of findings of automated behaviours leading to a high cost of change. Applied to mobility, and in particular to the question of the modal shift of travel, individualised marketing is based on preliminary work of population targeting and prospecting of the various levels of change represented.

The technique also relies on

an upstream and downstream evaluation of the action, supporting the change by demonstrating the added value obtained.

It uses mobilisable levers of influence such as a tolerance threshold reached (daily traffic jams, the cost of car maintenance etc.) or the positive experience of an alternative (work carpooling, cycling holidays etc.) each contributing to establishing the long-term use of an alternative mode of travel.

### **Nudge**

The approach of choice architecture can be summarised as a change achieved without coercion, triggered by a «nudge». In fact, this model aims to activate «ready-made» behaviour: on the basis of a trigger, the individual or group will spontaneously implement the expected behaviour, provided that the appropriate stimulus has been correctly identified (physical environment, social pressure, feedback etc.).

### **Entertaining-persuasive principles**

This last approach aims to provide the target user or group with elements that help to reduce the perceived complexity, here the complexity involved in changing the mode of travel. Thus, all supports that facilitate acceptance by the user of elements that contribute to their change of behaviour. Technology can often have a useful role to play in this entertainment-centred approach aiming to simplify the practical engagement of users, or offering a means of networking data and information that enhances individuals' motivation to maintain their change of behaviour.

Of the many possible inputs, below are the four main supports identified, each supplemented by examples applied to changing mobility behaviour.

- **support for the task** => all the aspects that are going to help the user to use a mode of travel in their everyday life.

Example: calculation of routes, information platform, guidance (GPS), PRM accessibility

- **support for dialogue** => all the aspects that are going to incentivise the user to commit

themselves and to continue to use the mode of transport.

Example: SMS alerts, application highlighting the opportunities

- **support for credibility** => all the aspects that are going to incentivise the user to trust and assign credibility to the use of the mode of transport.

Example: publication of expert reports and studies, availability of third parties accorded legitimate trust (carpooling, bicycle hire or car sharing website), videos or tangible evidence conveying concrete usage of the transport.

- **support for sociability** => all the aspects of group dynamics that are going to incentivise the user to commit themselves and to continue to use the mode of transport. Example: family, company, local authorities, social groups

All these techniques help to **give practical expression to the behavioural approach.**





The future developments envisaged within the framework of the Eco<sup>2</sup>Mobility cluster have originated from the intersection between the good practices identified by user public and the behavioural approach described above, helping to improve public mobility policies. At the cluster event, it was thus possible to organise workshops using the methods described above, encouraging reflection on the concrete prospects to be pursued.

The idea of changing behaviour quickly leads to wanting to focus on young people, as future habits are built from a very young age. Their habits are also less engrained and consequently easier

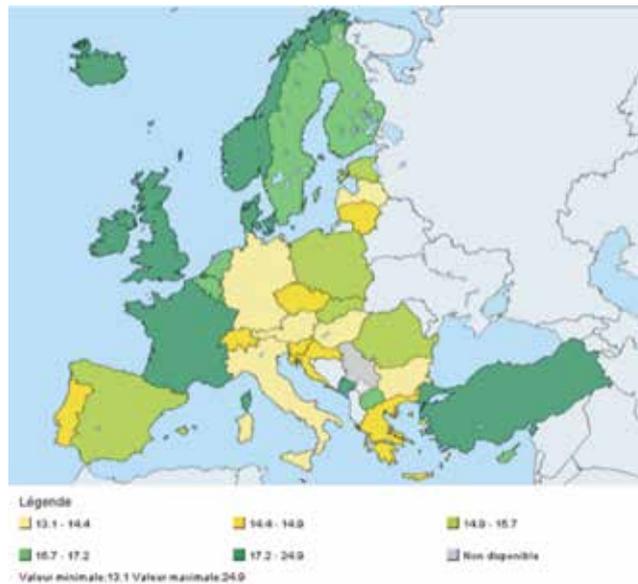
to change. This choice of a target group is justified even more in the four countries represented in the Eco<sup>2</sup>Mobility cluster as the **share of young people in their overall population is more significant**

**than the European Union average.** Nearly a third of the population of Belgium, France, the UK and the Netherlands is under 25 years old.

Share of the total population (%) en 2013	0-14 ans	15-19 ans	20-24 ans
UE (28 pays)	15,6	5,4	6,1
Belgique	17,0	5,7	6,3
France	18,6	6,0	6,0
Pays-Bas	17,2	5,9	6,3
Royaume-Uni	17,6	6,1	6,8

source : Eurostat

## Share of the population aged between 0 and 14 in the European Union in 2013 (source : Eurostat)



Therefore, dealing with mobility with young people, from infancy to adolescence, until they become young adults, means a large share of the population can be affected. Moreover, by making the youngest aware, it generally means that all the family sphere can be reached, directly or indirectly.

School and accompanying make up the second important transport motive, after home-work journeys. More and more young people use the car to get to school or university. Although the growing distance to primary school is an explanatory factor, a growth in the use of the car among secondary school and higher education students can also be seen, despite these students being closer to their place of study. The initial reasons for the accompanying would be the insecurity due to traffic and fear of the unknown. In this context, accompanying by car brings about a vicious cycle: the more children are driven to school, the more traffic increases and the more parents are encouraged

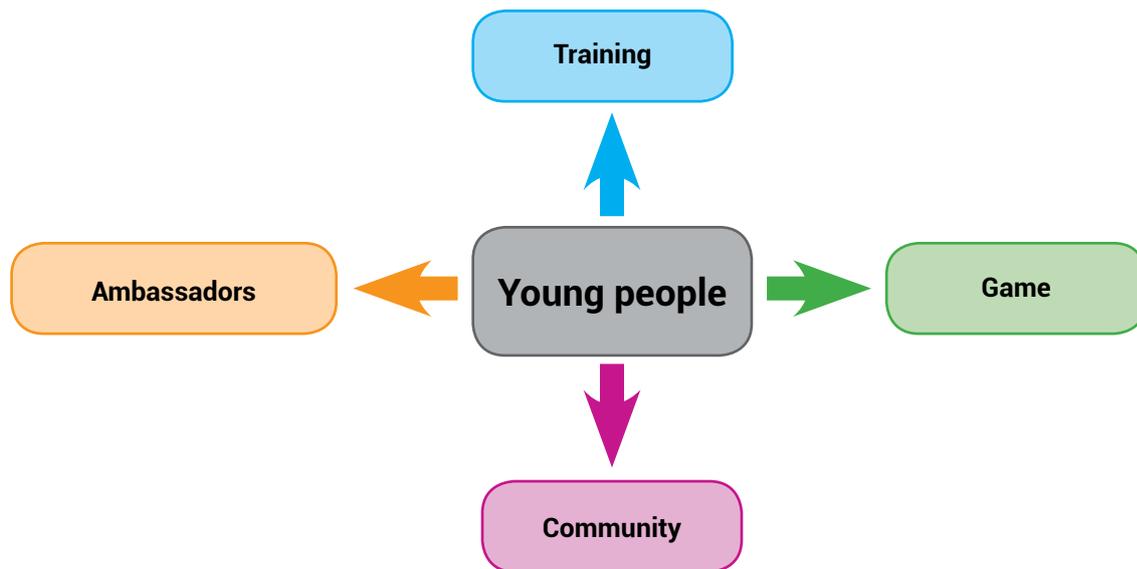
to drive their children to school. In the same vein as school and habits, you can include everyday explanations of this practice.

Also, today's young people are the active ones of tomorrow, who will travel to work, to the shops and to leisure activities, but also tourists and potentially people who may encounter physical, social and economic difficulties in getting around. Attitudes towards the environment develop quite early during childhood. We also see that the mobility habits of adults are marked by the experiences from childhood. The child who is constantly accompanied in the car is therefore highly likely to be more dependent on the car once they are an adult. Moreover, they don't develop the aptitude for behaviour appropriate to slow methods and risk overestimating their dangers. Likewise, the difficulty encountered from time to time by people reintegrating is that they've never taken public transport prior to needing to look for a job and that, all of a sudden, there is a real

psychological barrier to travelling several kilometres from their local town. This kind of barrier can be dealt with if (as young as possible) children are taught that mobility doesn't stop at a dependence on the car. Instead a global mobility offer can be open to them.

It is therefore necessary to bring different mobility services to the population, but these services must be supported by a real strategy aiming to encourage their use from childhood.

Finally, best practices carried out by the partners have shown that different drivers could be used to bring about a change in behaviour in young people.



## Training

Change starts, above all, **with learning about different mobility solutions**. This driver is generally the most utilised. Several examples were identified during the cluster:

- In the context of the INTERREG Bike Friendly Cities project, the Communauté d'Agglomération du Boulonnais (equivalent to Boulogne district council) has brought workshops on cycling too schools, aiming to teach them to control their bicycles (balance, speed, breaking, overtaking etc.) and to adapt their behaviour in public areas.
- Kent County Council has developed the "Small Steps" program in partnership with the Kerbcraft government project, which teaches children aged between 5 and 7 how to be safe pedestrians by working under real conditions on the decision making process and behaviour. In France, a national initiative named the "Permis Piéton" (Pedestrian

Permit) is similar and involves children aged between 8 and 9.

The training is also about the **sharing and broadcasting of information**. Therefore, the "schoolroutemap" developed by the Province of East Flanders consists of map documents made around schools, which present an overview of the safe cycling routes and 30km/h zones, indicate the safest routes, show the areas that require special attention (the black spots), provide information on equipping bikes and show the routes with works, etc. Likewise, the bougeco.com platform set up by Pays de Saint-Omer in the context of the INTERREG CBOOPSD program lets you get comprehensive information on school transport by giving answers in terms of routes and timetables.

Vis-à-vis the fun/persuasive principals, this kind of action is mainly what is known as **"task supports"**, in other words, prerequisites to a change in behaviour.

Therefore, this first stage is necessary, as if young people don't know **"how"** to act differently then they can't drive this change. According to behavioural science, this driver therefore enables the **"preparation"** phase to be reached on the TTM (Transtheoretical Model) scale, but it doesn't aim to sustain the change.

## Good practice

### TWO EXPERIMENTS CARRIED OUT IN THE CONTEXT OF EUROPEAN PROJECTS WERE ANALYSED FROM THE PERSPECTIVE OF CHANGING BEHAVIOUR

#### Zoom on Bougeco.com :

The persuasive challenge is to make users of individual cars use public transport more during their daily journeys.

On the basis of approximately fifteen questionnaires carried out during the Cluster event, the tool seems:

- to provide a suitable support to simplify the approach,
- to bring a response to users, however it doesn't highlight the change in behaviour during its use,
- to inspire confidence to a certain extent,
- to encourage relations between people.

Therefore, Bougeco.com appeared as a tool able to enable behaviour change, but one which needs to reassure as to the reliability of the service and try to highlight users' progress.

The analysis of experiences coming from the learning from young people ("Small Steps", "Bike Friendly Cities") lead to two avenues for reflection:

The actions mentioned on walking and cycling generally **have a "road safety" approach**, therefore highlighting a problem of insecurity and accidentology (learning from past accidents) – an activity often

carried out by representatives from the police force). Although the origin of the action is often linked to these facts, the objective to be reached could remain unchanged; making the areas surrounding the school safe, without relying on this "negative" message. The word "road" has a heavier connotation than "street". In Belgium, a "street code" (Straatcode in Dutch)

was created in 2003 and it has significantly changed the "highway code", considered as unsuitable for urban traffic. Since 2006, France has been trying to draw inspiration from this initiative. Therefore, the communication around this kind of action should be more persuasive, avoiding highlighting the lack of road safety, which is an argument against walking and cycling.

<b>Street Life</b>	<b>Road-kill</b>
<b>Street Party</b>	<b>Road Rage</b>
<b>Play-streets</b>	<b>Roadworks</b>
<b>The High Street</b>	<b>Trunk road</b>
<b>Streets paved with gold</b>	<b>Roads full of pot-holes</b>
<b>Streets ahead</b>	<b>Road to nowhere</b>
<b>Street cred</b>	<b>Road hog</b>
<b>«On the street where you live»</b>	<b>«On the road again»</b>
<b>«Dancing in the street»</b>	<b>«Hit the road, jack»</b>

source : John DALES - Urban Movement – Atelier « Mobilité et Jeunesse » de Maidstone le 19/06/2014

The other analysis, involving a conceivable development, is that these training actions almost uniquely **deal with walking and cycling and not public transport, without talking about inter- or**

**multi-modality**; in other words moving to and using different transport methods during the same journey. The explanation may be found in this initial concern over road safety, which therefore

doesn't involve public transport a lot. In France, the unique educational approach for young people aims to raise awareness of safety and citizenship on highway public transport and the dangers

at the stops, when getting off the bus. During the first workshop (Mobility and Social Inclusion – Gand), MOBIEL 21 shared an initiative aiming to educate about the use of public transport, but it was carried out by and for elderly people (see the “Public Transport Ambassador” record in the best practice guide). Yet young people may also need to learn to read a public transport network (often diagrammatic), to use a timetable grid and to be put into a real-life situation by taking the bus or the train with adults.

## Games

During the workshop entitled “**Mobility and The Next Generation**” in Maidstone, young secondary school pupils came to present their vision for the planning of the hypothetical construction of a new school. One of them explained that he wanted to be able to have fun while going to school, for example:

- If there were a Bike-Park or a Skate-Park next to school, he would go by bike to be able to play with his friends before and after school;
- If the course to get there was a game like hopscotch or an obstacle course to jump over, he would like to go there on foot.

This testimony leads to **the idea of fun that games can bring**. Therefore, making transport a fun experience can really lead to a change in behaviour. Beyond the notion of fun, games can also be viewed from the perspective of competition. It's therefore about using nudges, adopted in the health and finance sectors, to get stuck into eco-actions, which sustainable mobility forms a part of. With

the nudges, behaviour changes unconsciously, in other words the change isn't the results of an ideological commitment, rather it's a pragmatic action.

The “**Traffic Snake game**” created by MOBIEL 21 (see the “Traffic Snake Game” record in the best practice guide) perfectly illustrates this concept of the nudge by triggering a choice through feedback, in other words the feeling of getting something by making this choice. It's a campaign to encourage children (4 to 12 year olds), their parents and teachers to get to school in a healthy way, which is completely safe, all the while respecting the environment. This game was first of all used in a few schools from Flanders in Belgium and it is now used by numerous European

### Zoom on Emile, the Mobile Snake:

The persuasive challenge is to ensure children use public transport (cycling, walking or car-pooling) more during their school/home journeys.

During the final week of the cluster, a collective evaluation of the tool was carried out in order to determine the motivations of the people targeted to adopt the desired behaviour.

Incorporating the four persuasive drivers, this game seemed an effective action in changing young people's behaviour.

countries in order to promote the use of alternative transport to the car when travelling to school. During the week of the competition, each pupil is encouraged to get to school on foot, by bike, on public transport or via car-pooling and will get a sticker when arriving at school. All the stickers are collected and stuck onto a large banner with the aim of filling it up in order to earn prizes. The results are convincing **as a 66% reduction in car traffic was recorded around the participating schools**. What's more, the children participating make progress in the area of road safety (anticipating the behaviour of road users), but also in their respect of the environment and their health (encouragement to do recommended daily physical exercise).

In England the Living Streets association promotes “**Walking challenges**”. The schools are encouraged to welcome a competition, the goal of which is to see which household will be able to walk as much as possible. The pupils therefore use a Smartphone app called “Ground Miles” to record their steps and participate in the challenge, or register themselves on the website (pedometers can be provided to help count steps), all the while competing against other households. Each participant earns a voucher. Vis-à-vis the fun/persuasive principals, these competitions act on the “**sociality**” aspect by using the group dynamic to encourage behaviour change. Therefore, this kind of action enables “**taking action**” (4th phase on the TTM scale) by testing different mobility solutions.

## The Community

The previous actions show **the strength of group dynamic** on changing behaviour. The social norms and peer pressure depend on perceived opinions of friends and family and the importance given to these friends/family by the individual. The majority of people strive to conform and integrate socially. Young people and children are also heavily influenced by the social approval from their peers. In this context, the pressure to conform is one of the strongest factors in influencing personal opinions, basic feelings and behavioural intentions.

The testimonial of a secondary school student mentioned earlier noted this question of "playing with their friends". One of their friends had, herself, highlighted

this criterion, by explaining that she liked to walk to school as she met her friends on the way.

**The Pedibus or Velobus type actions** aiming to organise the picking up of students on foot or bike to get to school or the leisure centre (example of the CAB in the FR.3 record of the best practice guide) act on this group effect.

They enable the development of a feeling of belonging and therefore encourage the "**continuation of the developed behaviour**" to turn it into a habit (phase 5 on the TTM scale).

## The Ambassadors

Becoming a sustainable mobility ambassador would mean that new behaviour had been completely integrated (phase 6 on the TTM

scale). It's about considering that the user **can be a representative, or even a medium**.

To this end, Kent has developed an initiative making school children "**Junior Road Safety Officers**". The aim of this project is to allow children to demonstrate the road safety problems which affect them locally in their school and to make pupils, teachers and the community aware. The pupils can also highlight the questions linked to road safety which interest them and ask for the training that they would like to get in this area (creation of flyers and displays for the school as well as information supports for awareness campaigns).

## Good practice

### JUNIOR ROAD SAFETY OFFICER

**Testing ground :** Kent/Angleterre

**Project concerned :** Kent initiative

**Partners involved :** Kent CC

The aim of this project is to empower children within their school to highlight road safety issues that affect them locally and raise awareness among pupils, teachers and the community. In doing so the project also aims to reduce casualties.

Each Primary school is encouraged to select two Junior Road Safety Officers (JRSOs) from year 6 (10-11 years old). They are awarded this position to keep for one year. The children have to apply for the job giving reasons why they feel they would be suitable. In October a Conference is arranged for the new JRSOs where they will receive information about the job, resources and themes to get them started.

▶ 100 schools now voluntarily participating, each implementing various road safety initiatives as a result.

▶ Lots of positive local media coverage :

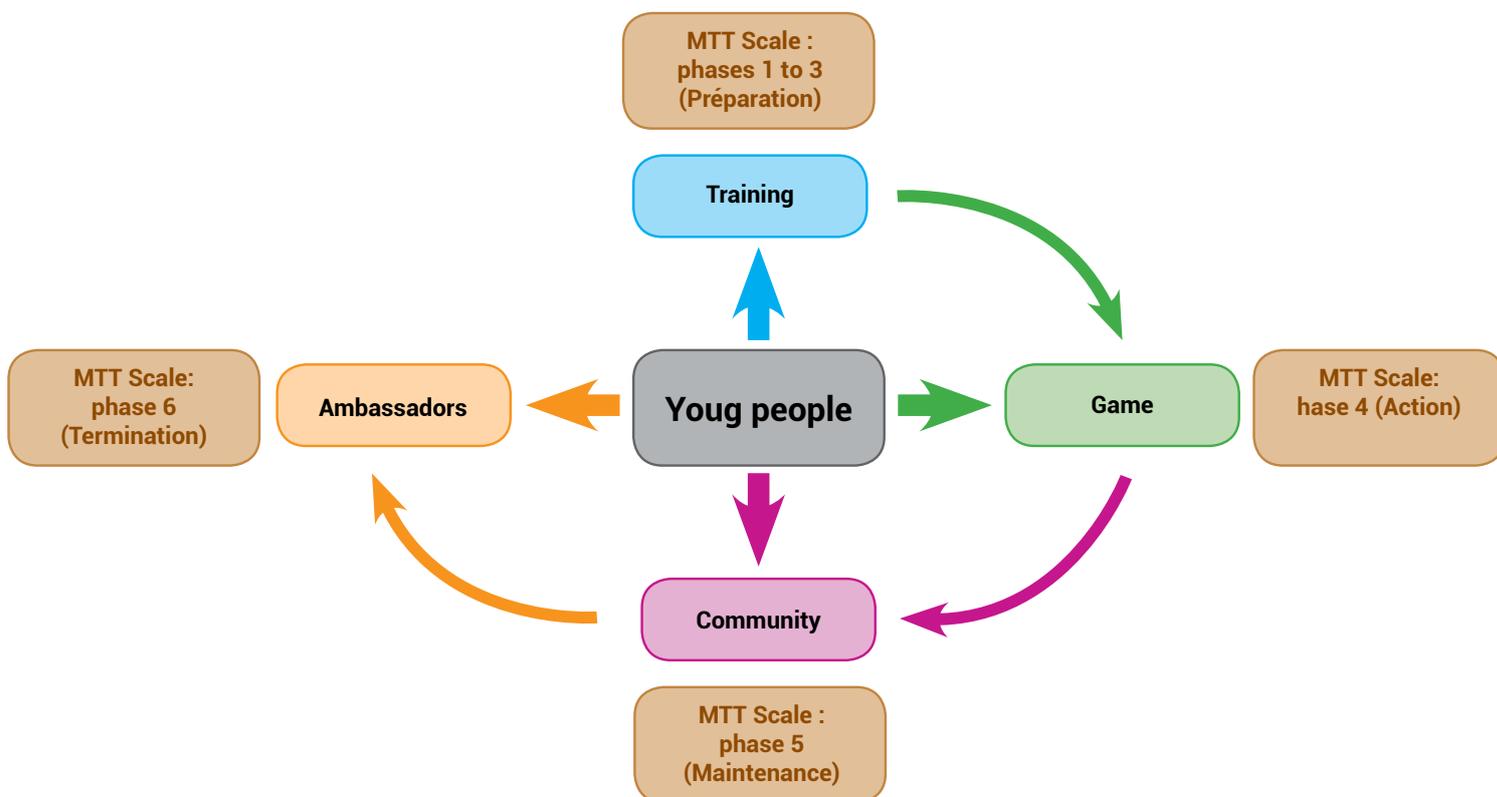
- Increased road safety awareness at schools and wider community
- Improved collaboration between primary schools and Kent County Council Road Safety
- Empowered primary school pupils to represent their school and choose the appropriate road safety initiatives for their school.
- Pupils developed experience making decisions, working as a team and communication skills.

=> A good example of the use of the ambassador role and its impact on the approach

This kind of action clearly highlights the ambassador role of children. Becoming an ambassador can also be about encouraging the sharing of a certain “expertise from experience”. Therefore, even if the example doesn't especially target children (although it could develop to adapt to their uses), the Bike-PRINT tool developed

by NHTV in Breda, in the context of the INTERREG NISTO program, is a very interesting example (presented during workshop 2 of the cluster). This app translates the GPS data from journeys made by bike (“the bike footprint”), via Smartphones from users, into precious information for cycling policies and gives the users a

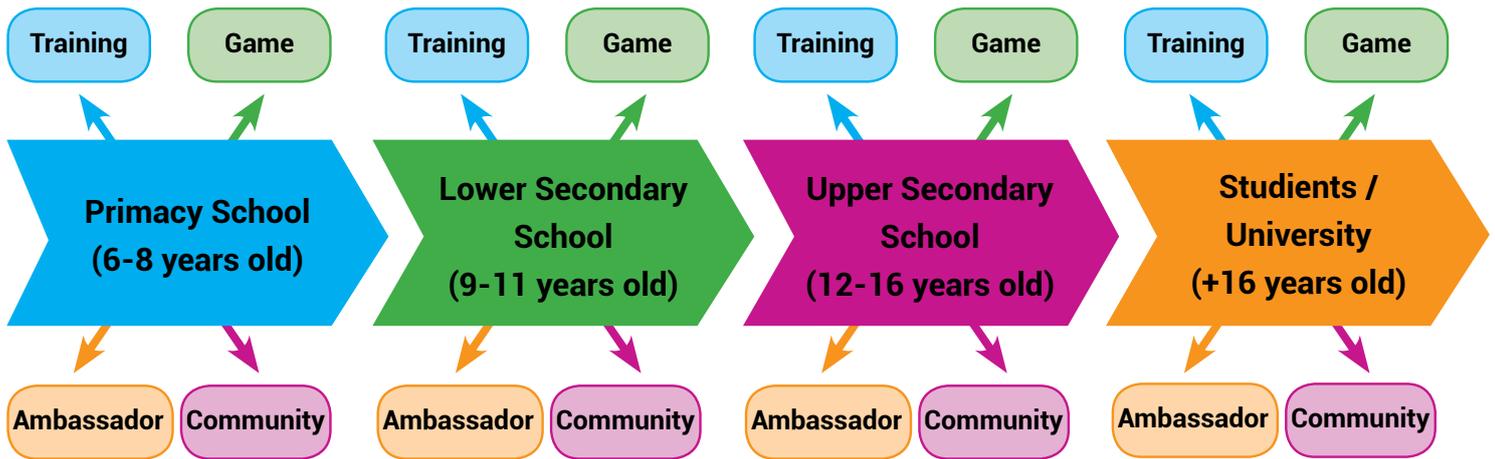
detailed and up-to-date image of bike use, the quality of the network and accessibility by bike. Upon reading the analysis of these four intervention actions vis-à-vis the contributions from behavioural science, they may seem more like progressive steps towards a change in behaviour.



Within the perspective of maintaining behaviour in favour of sustainable mobility, you would need to **anticipate the situations**

**likely to cause a “relapse”**. The partners from the cluster made the point that this risk was generally encountered among young people

**when changing school**, notably when going from primary to secondary.



The challenge is therefore to **intervene throughout the school years** in order to make the **behaviour change long lasting and** build it into their habits:





As a conclusion, the Eco<sup>2</sup>Mobility cluster partners are keen to underline the importance of certain principals and learning, taken from the cooperative and cross-border work over a whole year. It is about the different points dealt with during this publication, which are summarised so that what is essential can be grasped:

- ▶ A general mobility context that is under the influence of the car, but which is gradually seeing the establishment of limitations (costs, inequalities, limited oil reserves etc.) that are **conducive to the development of alternative travel solutions**.
- ▶ To encourage the emergence of ecomobile travel practices, the development of dedicated infrastructures is still too **often disconnected from support for the target population**, without which ownership remains limited to one section of the user publics (travelling elites) and this situation is not helping to change ever-expanding car-centred behaviours.
- ▶ Ownership of these changes by citizens cannot happen in isolation; it must be part of a proactive **public framework making public or soft mobility modes options that offer everyone the ability to travel**.
- ▶ An understanding of the user publics and their increasingly diversified needs is leading to a change in public mobility policies. The introduction of behavioural approaches in seeking heightened awareness of sustainable mobility among user publics is questioning **these policies anew by proposing action on individual behavioural change**.
- ▶ The difficult economic context and the emergence of ecological awareness is fostering **consideration of**

**ecomobility as a mobility solution, accessible** to all user publics (economically fragile, those with disabilities or health problems, tourists, school pupils etc.) **and tailored** to shifting needs.

The work carried out during the three workshops dedicated to each of the target user publics will have provided a comprehension of the outcomes of the European projects represented in the cluster as solutions to the requirement to support the user publics in moving towards modes of travel that are alternative to the private car, but also an awareness that individual impediments still constitute limits to the effectiveness of public aid for mobility.

By providing a **framework for cross-border thinking**, underscoring the differences in both favoured travel modes and the public approaches adopted to support them, Eco<sup>2</sup>Mobility has highlighted the need to offer all citizens, and in particular the younger generations, **an «education» on sustainable mobility** so that all can access the opportunity to travel.

The availability of an evolutive Good Practices Guide constituting a cross-border resource centre around ecomobility (already linked to the regional resource centres of the Nord-Pas-de-Calais and Flanders).

The aim of this Guide is to encourage the propagation of actions identified as tailored to each of the three user publics targeted by the Eco<sup>2</sup>Mobility cluster. New files will be added to it as trials and practical applications unfold, aiming to encourage the reproduction of actions identified as suitable for each of the targeted groups and consequently to train a growing population from the areas of the 2 Seas Program and beyond.

With this pooling exercise as a springboard, and through the relationships forged between the cluster partners (and linked with other projects on the theme of mobility), cross-border cooperation has today been initiated on a shared basis which is conducive to the development and implementation of innovative actions capable of influencing individual behavioural change, bringing closer the goal of mobility for all.

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The Interreg 2 Seas Programme is an EU funding programme which promotes crossborder co-operation between partners from France, England, Belgium (Flanders) and The Netherlands. It aims to develop the competitiveness and the sustainable growth potential of maritime and non-maritime issues through the establishment and development of cross border partnerships.