

Working together to change the behavior towards sustainable mobility

European Week of Regions and Cities



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ABOUT THE REGION

- (Border)region in eastern Netherlands
- Approx. 800.000 inhabitants
- 2 cities, 16 smaller municipalities
- Green Urbanisation (60.000 new houses)
- The GMR has no formal responsibilities.



Our new SUMP: three pillars

PIJLER 1

Clean mobility and behavioral approach

- A Stimulating clean mobility
- B Behavioral approach
- C Facilitating conditions

PIJLER 2

Local and regional mobility networks

- D Urbanization agreements
- E Scaling up bicycle
- F Coherent regional public transport
- G Enhance multimodal networks

PIJLER 3

National and international corridors

- H Lobby for better rail-transport
- I Lobby for resilient road network

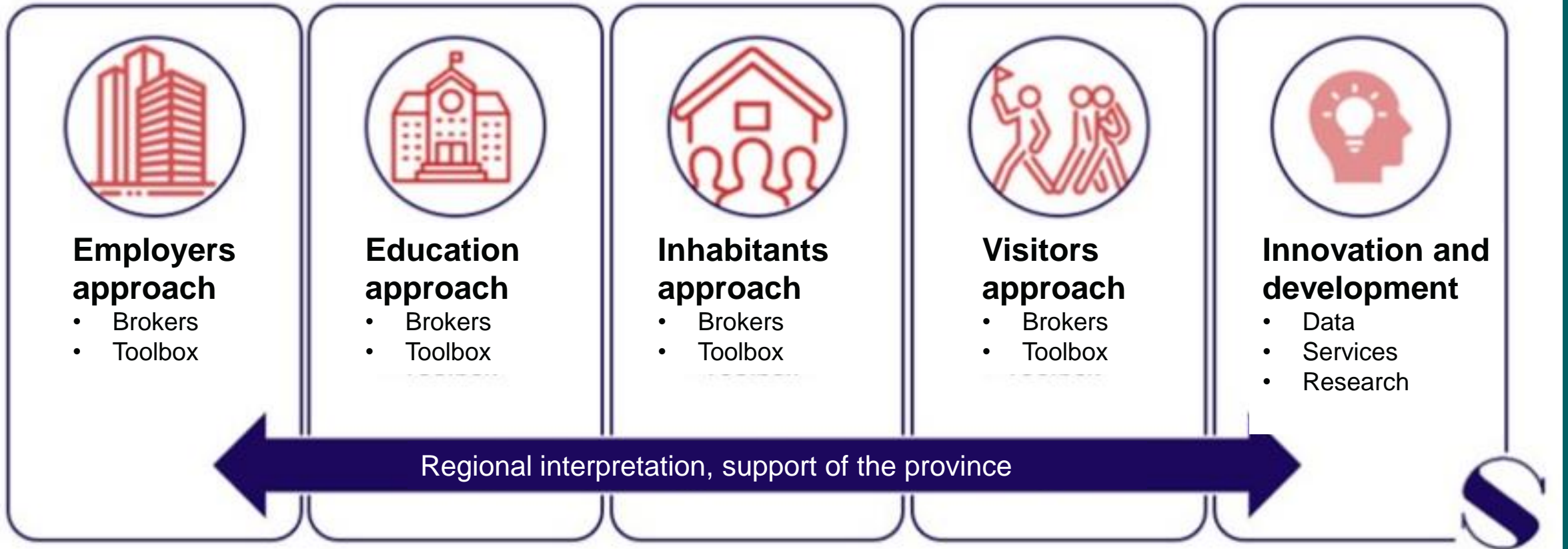
Goals of the behavioral approach

- Less trips (e.g. more remote work or remote education)
- Travelling outside of the peak hours
- The use of sustainable alternatives
- The use of clean vehicles



Working together on 'smart and clean on the move'

Four different approaches and conditions



The employers approach

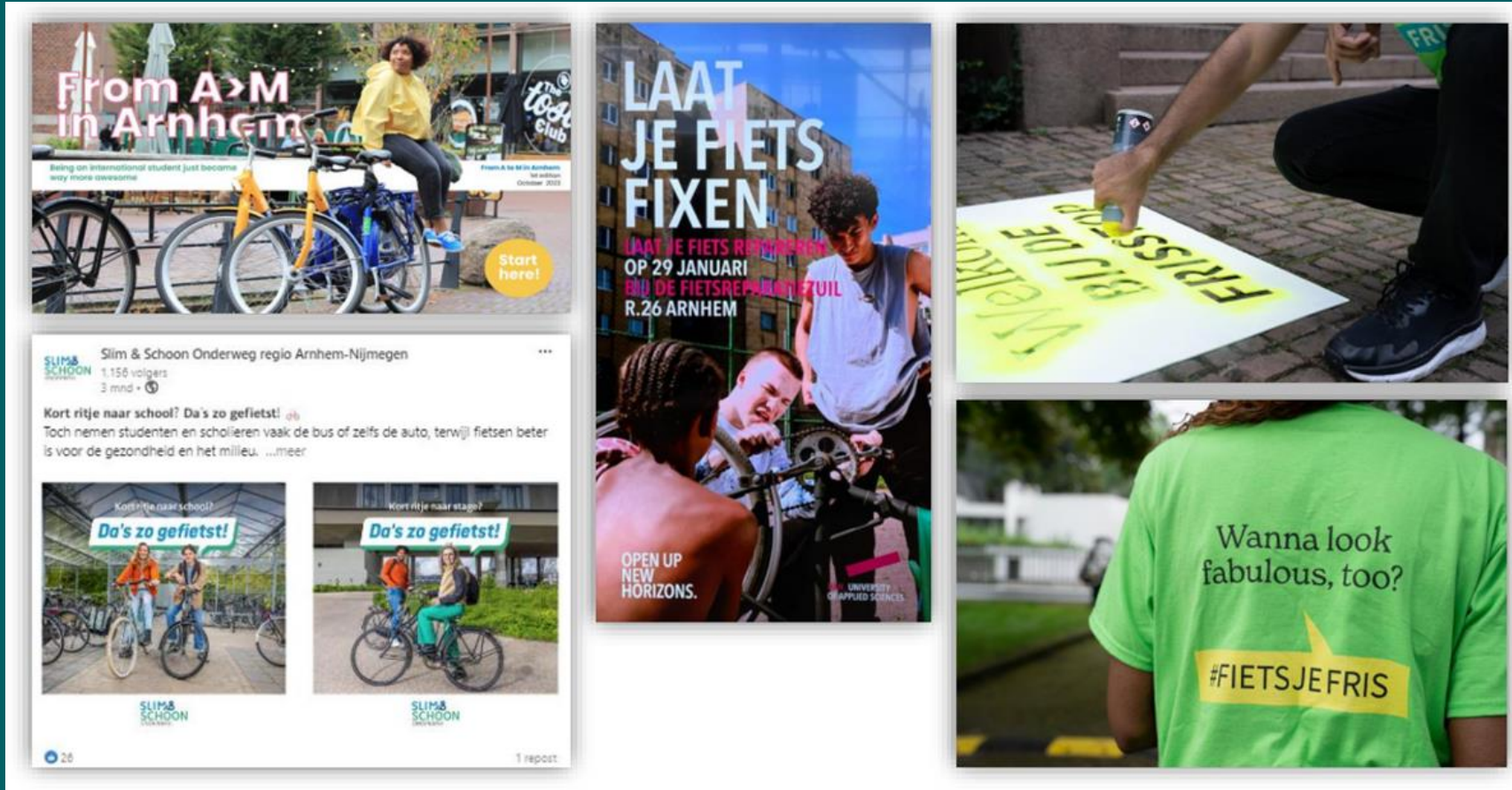


- E-bike trial
- Bike challenge



- Phase 1: Explore
- Phase 2: Time for action
- Phase 3: Follow through

The education approach



- Campaigns
- Interactive magazine
- Bicycle repair

Rate your trip to school

The inhabitants approach



New developed areas

- Lower parking normes
- Shared mobility



Existing areas

- New bus line / cyclepath
- Large road works
- etc



Personal changes

- New job
- New house
- Getting kids

Conclusions

- It's important to have high quality sustainable alternatives like public transport, cycling facilities and shared mobility
- Only the offer of alternatives won't change people's habitual behavior
- You also need to have invest in behavior change and that is possible via the different approaches
- Cooperation with different layers of government, employers, providers of mobility services and your inhabitants is essential