



Behaviour changes and participatory processes for sustainable mobility

A Policy Learning Platform Event

28 June 2022, Thessaloniki

Summary: This thematic workshop explored the challenges of encouraging citizens to make low-carbon transport options, and how to better include them in planning processes to ensure that interventions meet their needs. The workshop attracted fifty participants to network with other practitioners, hear about policy frameworks and support options, and discover good practices from across Europe.





Highlights

Mobility remains one of the most challenging sectors to decarbonise, being the only sector where emissions continue to rise, and currently responsible for 27% of total emissions. There is therefore a drastic need to make large changes to our transport system, which will affect all people in their daily lives. While we often think of the low-carbon transition as being technology-based, people need to be empowered to make change, to understand changes around them, and to use these new technologies.

Policy-making is undergoing a paradigm shift, recognising the need to get a more comprehensive understanding of citizen needs and behaviour, and to involve them in the process so that policy is most efficiently and effectively implemented. This includes both **determining citizen behaviour and aiming to change it**, and **directly involving citizens in planning** so that changes are more acceptable to the target audiences, and decisions taken are viewed with greater legitimacy. In this way, behaviour change and participatory processes go hand-in-hand and are mutually reinforcing, bringing as many people as possible into the transition. Mobility is a key topic of the Interreg Europe programme and behaviour change and participatory planning have been two of the most requested topics by the Interreg community for examination in a workshop.

Behaviour Change

- Behaviour change is influenced by a number of factors including: **Capability** (can citizens do it? This relates to their physical and psychological ability, including physical skills and knowledge of routes); **Motivation** (do they want to do it? This can be both conscious (attitudes, beliefs, identity) and unconscious (habits, emotional reactions, etc.); **Norms** (are they encouraged to do it? What do their peers do, what are the social norms around them?); and **Context** (Is the environment enabling it? Is there sufficient infrastructure, time and money for the action?)
- Changing behaviour is a major challenge, requiring significant awareness raising, training and reinforcement. It is not a one-time action but needs constant revisiting and can be best achieved with a package of measures taking account of all aspects above;
- Individuals are most open to behaviour change when their status quo is significantly challenged, for example, changing job or moving house. Crises such as the COVID pandemic and the energy price crisis also present windows of opportunity to introduce bold policies;
- Co-creating interventions with the community also has a behaviour change aspect, with the community more likely to change their behaviour if they have been involved in defining the change.

Participatory Planning

- Participatory planning enables access to different types of knowledge from many different sources to enable more equitable and effective policy-making processes and outcomes, as well as avoiding group think and narrow perspectives;
- Involving citizens shift discussions away from only technical discussions to also consider quality of life, accessibility and sustainability;
- A good stakeholder strategy is essential to identify and map stakeholders, analyse them to understand their needs, collect data, and work with them to enable exchange;
- Continuous stakeholder motivation and mobility is very challenging and demands dedicated resources, going far beyond just informing and consulting;
- Participatory planning requires a significant shift in mind-set for public authorities, being more open to inputs, but also to criticism, and requires new skills and organisation, including in some cases, staff dedicated only to engagement.



Good practices

Following keynote presentations from Fred Dorsimont (Behaven, EDHEC Business School) and Andréia Lopes Azevedo (Polis), the workshop explored five good practices from Interreg Europe projects and held an interactive session on participatory processes, led by the [e-smartec project](#).

Behaviour Change

The [10 Minute Town Framework](#) – Krissel Alcaraz, Arup – [MATCH-UP project](#)

- The 10 Minute Town concept aims to ensure all daily necessities, community facilities and services are provided within a 10-minute walk or cycle or are accessible from rural settlements by high-quality public transport services, for all citizens. The [framework](#) has been provided for towns to adapt to their own contexts. As a starting point, authorities determine existing travel behaviour and routes to community facilities, explore baseline conditions such as infrastructure, demographics and travel patterns, and then assess street networks and public transport connectivity to find where improvements are needed to encourage a shift to active and public transport.

[Travel demand management for major events](#) – Graham Banks, Transport for Greater Manchester - [REFORM project](#)

- Manchester, as one of the largest cities in the United Kingdom, attracts a large number of concerts and sporting events, amongst others, which lead to significant increases in vehicles on the road. Transport for Greater Manchester (TfGM) aims to limit this by managing the transport network, creating capacity and encouraging use of sustainable modes. It works closely with local government, sports venues and media outlets to shift transport onto less used roads and to encourage use of sustainable transport. This includes the use of shuttle buses and digital awareness campaigns, resulting in a 20% decrease in use of private cars.

Understanding behaviour change in response to COVID – Glykeria Myrovali, Centre for Research and Technology-Hellas (CERTH) - [e-smartec/REFORM project](#)

- In the framework of the [Inter-Connect project](#) and Inter-Connect PLUS (Interreg ADRION Programme) CERTH and other partners ran citizens' surveys, and tourism and mobility stakeholder surveys, to determine how passenger transport was affected by the COVID pandemic, if new pop-up measures such as cycle lanes could support sustainable mobility, and how to avoid returning to the pre-pandemic norm. The work revealed an interest in individual mobility such as scooters and bikes, a need to disincentivise the use of private cars, a desire to link individual and active transport to public transport, and to regulate micro-mobility.

Participatory Planning and Processes

[Involving Youth in Participatory Planning](#) – Lillian Jahr Oterholt, Municipality of Lørenskog - [SmartEdge project](#)

- The municipality of Lørenskog, Viken County, Norway, explored how to engage citizens in mobility planning, and encourage a shift to active and public transport, as the average car journey in the municipality was less than 1km. Children from local schools were engaged to learn about sustainable transport, and to use a mobile application where they could map track their route to school and indicate where they saw room for improvement, where they felt at risk, and what sorts of surroundings they liked to walk through. The information was used to update mobility plans, introduce more crossings and benches, and introduce car free zones around schools. The results were reported back to the students who felt empowered and educated by the activity.



Citizen Panels for co-designing Action Plans – Evangelos Genitsaris, Aristotle University of Thessaloniki - [PE4Trans project](#)

- The PE4Trans project, recognising the importance of participatory planning, made use of citizen engagement panels in defining the Action Plans to be implemented in the project's second phase. Each partner set up a Citizen Panel on Sustainable Mobility via open call for candidates, selecting a balanced group of participants to discuss mobility. Five meetings took place over three years to discuss long-term visions, current behaviour and habits, target-groups for action, co-designing actions, and validating the action plan. The COVID-19 pandemic meant that some meetings had to be moved online, and the project noted the challenge of keeping everyone engaged throughout. However, the participants were very satisfied with their involvement and are happy to have shaped the action plan.

Workshop on Participatory Processes and Mobility Co-Planning – Maria Morfoulaki, Centre for Research and Technology-Hellas (CERTH)

- The afternoon session of the workshop contained an interactive workshop run by the e-smartec project in which the project presented some of its [good practices](#) in co-planning and awareness raising, and then engaged participants to integrate participatory processes into the development cycle of a Sustainable Urban Mobility Plan, considering target groups, participation methods, communication channels, and indicative costs for the action. The theory and approaches used in this activity can be found in the e-smartec [Handbook for Success, Tips on Marketing Techniques](#).





Next steps

- Cities and regions will need to do more to engage citizens, if we are to achieve the depth of transition needed to enable low-carbon mobility. New skills and approaches are needed, and public authorities can learn from the examples presented on how to do so. The earlier they start, the better!
- Citizens need to be at the heart of the transition, with planning taking account of real behaviour, and with their diversity taken account of. Different approaches are needed for young and old people, for able and less able-bodied people, and for different socio-economic backgrounds. Make sure to understand their needs;
- Significant interest was expressed in the '10 Minutes-Towns' framework of the MATCH-UP project. A Matchmaking has therefore been proposed between the interested regions, Arup, the Southern Regional Assembly of Ireland and some of the municipalities involved in the framework.
- A lot of interest was also expressed in the good practice from Lørenskog on youth participation. This was explored in further detail in a Matchmaking on 29 June, to which additional interested participants were invited. A separate report on that matchmaking has been prepared. Further online exchanges may be facilitated by the Policy Learning Platform, such as a webinar or online discussion.
- The PE4Trans citizens panels were of great interest for other Thessaloniki based participants, who were interested in continuing the action. CERTH (e-smartec, REFORM) and the Aristotle University of Thessaloniki (PE4Trans) will discuss this directly. The Policy Learning Platform also suggested a story on the PE4Trans citizen panel methodology, which could provide inspiration for other projects.
- There is still the possibility to request personalised services, specifically through [peer reviews](#), [matchmakings](#) and the [policy helpdesk](#)
- The Policy Learning Platform provides a significant amount of material with advice and policy solutions, including:
 - [Policy briefs](#) on mobility topics such as [Improving the convenience of public transport](#), [Cycling Cities](#), [Integrated low-carbon strategies](#), [Regional e-mobility](#), and [Sustainable urban logistics](#);
 - Event learnings on [behaviour change](#), [cycling uptake](#), [clean public transport](#), [cargo bikes](#), and [citizen-focused urban mobility](#);
 - A [Good Practice Database](#) of inspiring and proven policy interventions from across Europe.

For more information on the workshop, visit the [event's conclusion page](#), where you can access the presentations, attendee list and event photos.

