

URBAN MOBILITY DAYS 2023

Best of Mobility Management



FROM THOUGHT TO ACTION



**"80 % of people fail to
fulfill their intentions"**

The psychology of goals / Gordon B. Moskowitz



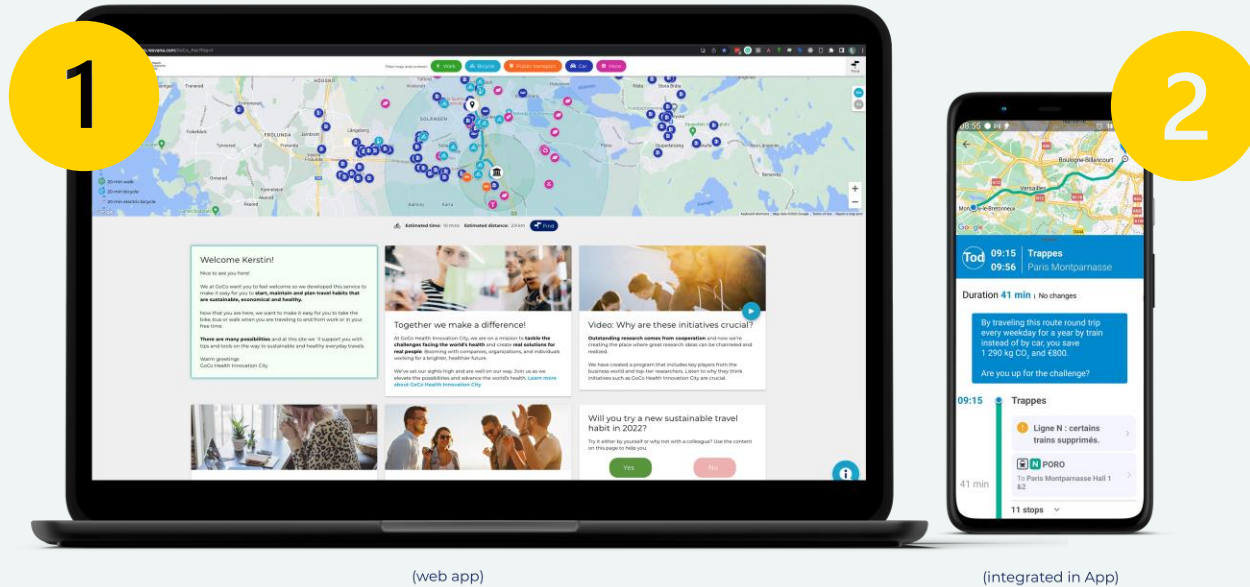
WE ARE EXPERTS ON BEHAVIORAL CHANGE

- ✓ 50+ clients
- ✓ 8 countries
- ✓ Team of 12 in Europe
 - ✓ Behavioral Designers
 - ✓ Climate Change Experts
 - ✓ Techies



SMART NUDGES - DIGITAL NUDGING SOFTWARE

43 % state they have changed their behavior due to the platform



Co-funded by the European Union



A FRIENDLY PUSH IN THE RIGHT DIRECTION

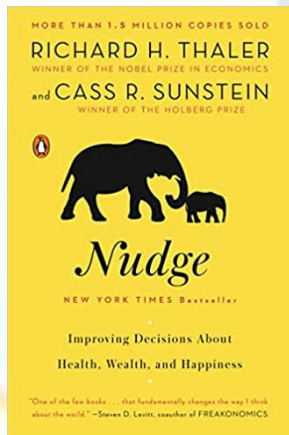
Nudging

- Behavioral science
- Cognitive Science
- Psychology
- Design

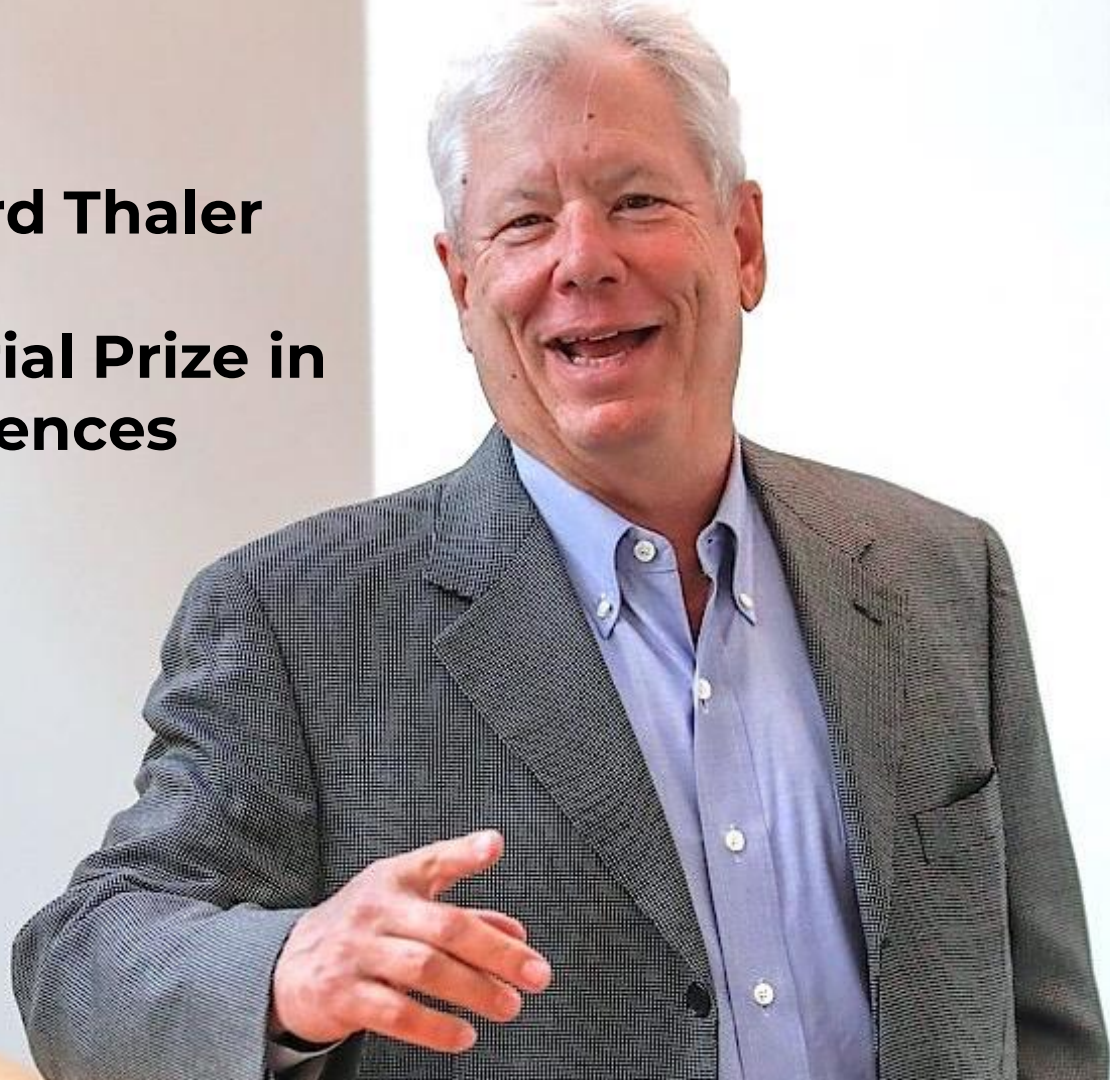


Professor Richard Thaler

2017 Nobel Memorial Prize in Economic Sciences



2006

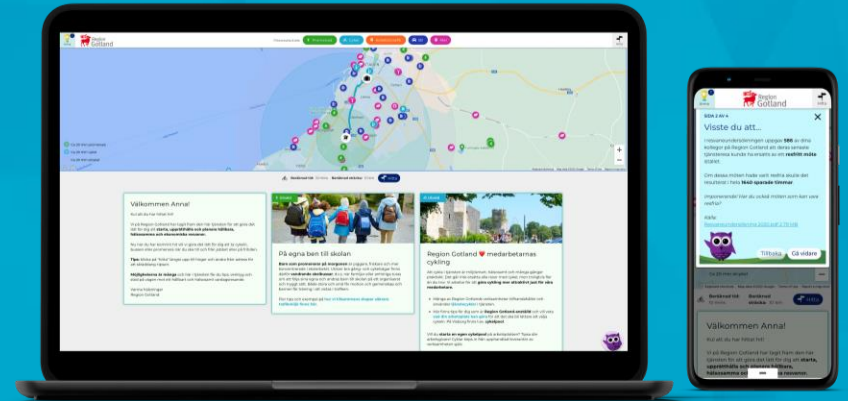


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INSIGHTS ON HOW TO
CHANGE TRAVEL HABITS

#1 - PERSONALIZATION IS KEY

- ✓ **1 360** employees at Region Gotland and GotlandsHem
- ✓ New model (BPI) to measure behavioral potential index
- ✓ Smart Nudges Mobility was adjusted for each individual



RESULTS – LESS CAR USE



CAR

- 14 %

Less car use



BEHAVIOR

35 %

has changed or are planning to change to a more sustainable travel habit due to the platform

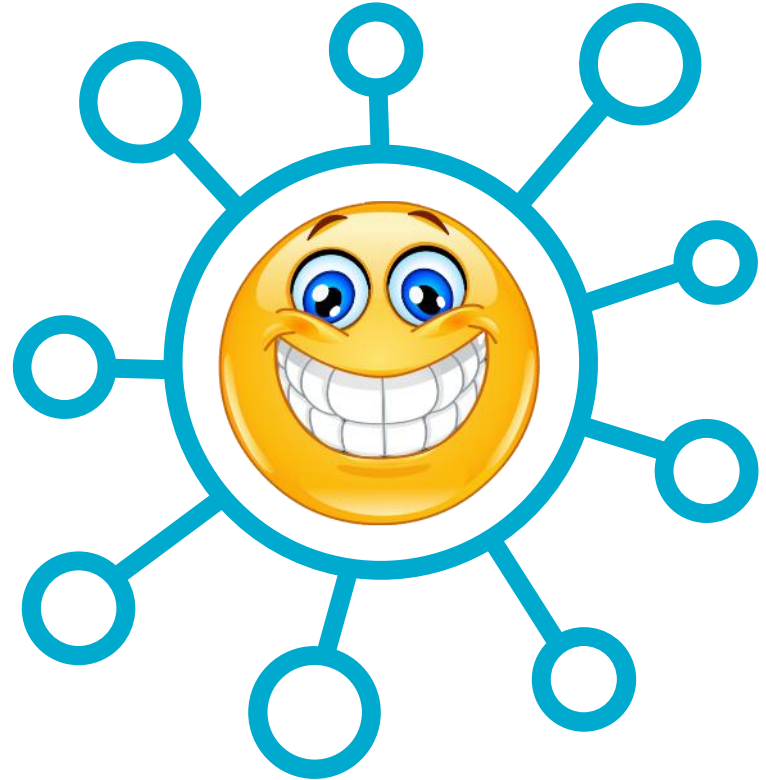
#2 - FIND THE RIGHT WINDOW FOR CHANGE

90%

OF HABITS RELATED TO CAR USE
OCCUR IN CONNECTION WITH
A "LIFESTYLE EVENT"

USE THE FRESH START EFFECT

- ✓ Start a new job
- ✓ Move
- ✓ Get married
- ✓ Get divorced
- ✓ Get kids
- ✓ Get a dog
- ✓ A pandemic



RESULTS FOR NEWLY MOVED

More positive towards sustainable travel habits



WALK

2X



BIKE

+ 76%



PUBLIC TRANSPORT

2X

#3 - DARE TO BE DIFFERENT



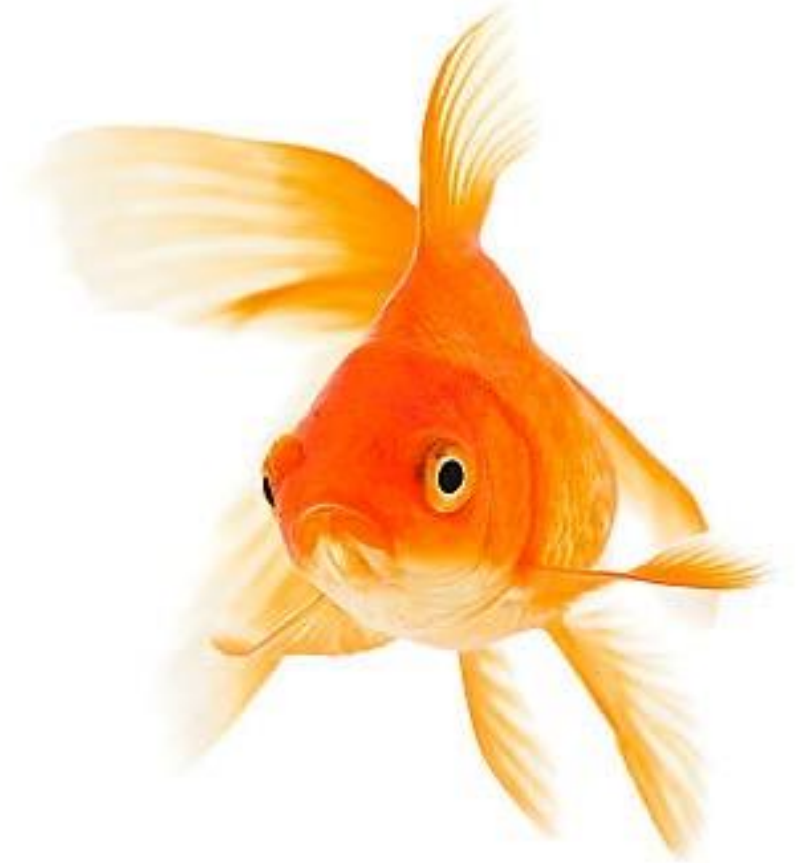
THE HUMAN ATTENTION SPAN

- ✓ Popular belief: The average human attention span had fallen from 12 seconds in year 2000 to **8 seconds** in 2015.
- ✓ That is **1 sec less than a goldfish(!)** who has a 9-second attention span.



DONT' WORRY – IT DEPENDS ON THE TASK AT HAND

- ✓ In 2004 we could spend **2,5 min** on any given screen
- ✓ In 2023 we are down to **47 sec** before switching to another



IMPROVING THE ENVIRONMENT AT TRAM STOPS

SMART NUDGE

Colorful ashtrays and signs with the typical local Gothenburg humor.

RESULTS

70 % better



City of
Gothenburg



- 
1. PERSONLIZATION IS KEY
 2. USE WINDOWS OF CHANGE
 3. DARE TO BE DIFFERENT

FEEL FREE TO REACH OUT



Katharina Paoli Brunat

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in all channels



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URBAN MOBILITY DAYS 2023

4-6 October 2023
Seville (Spain)

What is a mobility management plan? Which elements should it include?

Good practice examples of successful mobility management plans.

Hit list of the most effective measures, the success factors, but also the gaps and problems and lessons learned from successful mobility management measures.

Companies, institutions, tourism actors, schools etc. and their needs for implementing mobility management plans.

Fields of cooperation and support needs at the urban and regional level.

Supportive frameworks at the national level on a pan-European scale.

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