



Are you a public operator attempting to increase the use of public transportation? A brand looking to promote its new electric models or multimodal modes of transportation? Or an organisation advocating for less car use in order to reduce the environmental impact of urban or long-distance travel? Whatever your goal is, make sure it is based on science rather than chance.

### The impact of sustainable mobility

- The transport sector accounts for one-fifth of global greenhouse gas emissions, with car and flight travel accounting for the majority.
- Technological advances in low-carbon energy sources and electric vehicle (EV) development are increasing, but so is global transportation demand. By 2070, car ownership is expected to increase by 60%, with passenger flight demand tripling.
- According to a Google survey, the number of people searching for sustainable travel options increased by 70% in 2021.
- **Shifting to electric bikes and vehicles, opting for public transport and active modes over driving is critical. Particularly in richer countries with large populations that travel frequently.**

### The science of sustainable mobility behaviours

Before trying to get people to adopt sustainable mobility behaviours, it is important to understand the many barriers that get in the way. For instance, the intention to bike to work is often challenging against the convenience of using a car, especially in higher-income jobs. Another barrier is car dependency, where the environment favours car use over other modes of transport as more convenient.

**This is why Behaven has created a behavioural science-based methodology for encouraging sustainable behaviours. This means we examine conscious and unconscious influences and enable change using the right combination of proven interventions.**

Our toolbox include the Rainbow Wheel (TM), which is comprised of 66 proven behaviour change interventions, including for instance:

- 'Adding objects' or installing brighter lighting at bus or train stations to increase feelings of safety when using public transport at night.
- 'Tailored information' or when a route is searched on the map, providing information on how much emissions could be reduced or calories burned by walking or cycling instead of driving.

### From science to practice

Here is how Behaven is helping STIB-MIVB (Brussels' public transport operator) encourage sustainable mobility behaviours:



#### Challenge

In the context of their MaaS (Mobility as a Service) project, STIB-MIVB asked Behaven to assist them in finding solutions to reduce car usage in and around the Brussels-Capital Region.

#### Solution

For two scenarios (i.e. urban drivers to walk/cycle short distances, and commuters to use alternative modes one weekend/month), interventions were co-defined following a literature review and stakeholder workshops.

#### Results

More than 30 interventions were prioritised for each scenario, across infrastructure, communications and service delivery, and are available to strengthen STIB-MIVB's various MaaS activities.

*"It is critical that we rely on a solid approach that takes into account all types of influences. Behaven assisted us in taking on that challenge, and our go-to-market strategy for this particular segment clearly benefits from Behaven's expertise and recommendations." Joke Beel, STIB-MIVB*

**Get in touch**

Rely on science rather than chance. And make your projects more effective using the science of sustainable behaviours. Contact Fred Dorsimont, our Managing Director, at [fred@behaven.com](mailto:fred@behaven.com) or visit [www.behaven.com](http://www.behaven.com)