



# PE4Trans

Interreg Europe




European Union  
European Regional  
Development Fund

## PE4Trans – Incentivising behaviour change

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# PE4Trans directions



Use of GPs &  
knowledge: economy,  
sociology and  
psychology

Transferable  
mechanisms of public  
engagement in policy  
making

# How do we work – citizens' panels



# 1st step – visions of the future



# Next step - values

Protection of the environment, but also:

Health

Safety  
and  
Security

Quality  
and  
enjoyment  
of life

Nature

People



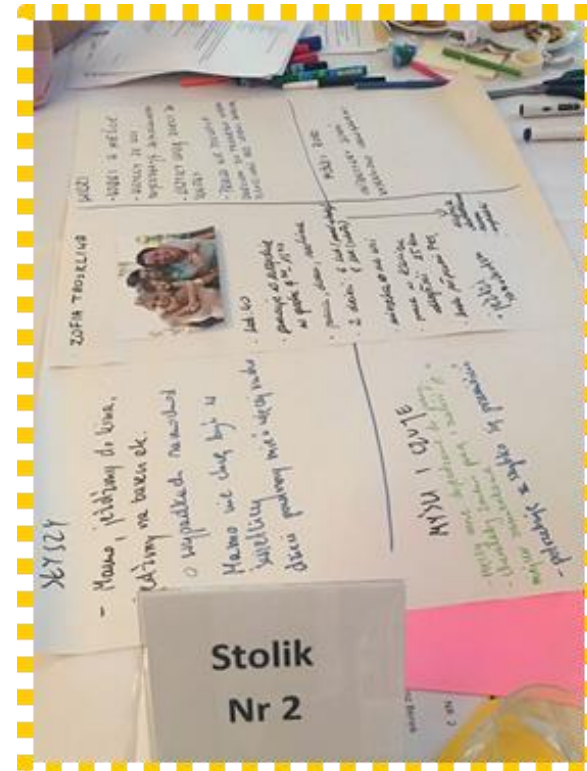
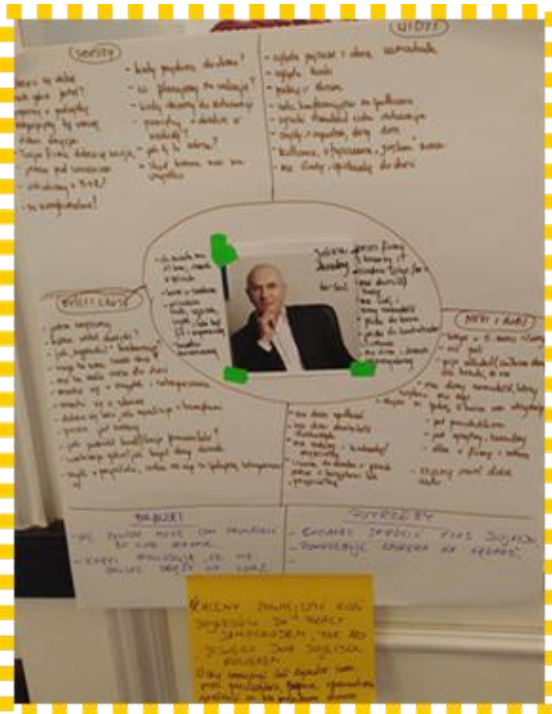


# Target groups

Empathy map

Target group definition

Desired behavioural change





- Reasoned decision from past

**Old habit**

Considering a change

- Overcoming resistance to change
- Getting out of the routine

Decision on the change

- Rational criteria (e.g. economy)
- Values & attitudes
- Irrational:
  - Stress, social acceptance

Behavioural change

- repeating
- triggers / reminders
- reinforcement

**New habit**

# What did we learn from the experts





# Target group: Working mums

## Factors of the desired behavioural change:

- Overload, lack of time,
- Concerns for children's safety.



## Action idea: Building kids independence

- Engagement of schools,
- Education related to safety, health, spatial orientation,
- Employers: flexible working hours,
- Involvement of older/ retired people as kids' assistants.



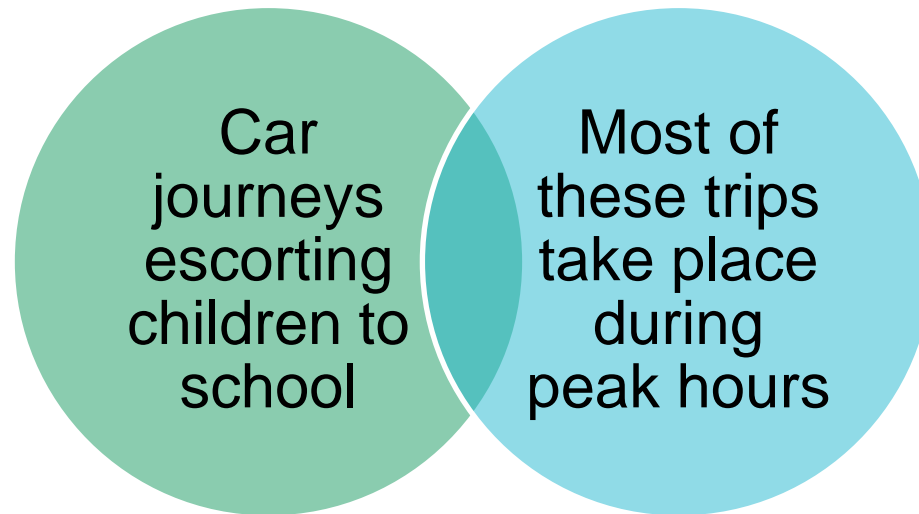
Action drafted – example



# Good Practice: *Stars - pupils cycling to school*

Teritory: City od Valladolid (Spain)

## Problem:



Objective: encourage pupils to go daily by bicycle to the school

# *Pupils cycling to school –* how does it work

Stars is Pan-European programme, 4 schools from of Valladolid take part

Schools awarded with Gold, Silver and Bronze accreditation for activities promoting modal shift to cycling and walking

Changing perceptions and mobility behaviour at a young age can lead to long-lasting impact

# GP: *Incentivising behavioural change among Science Park tenants*

Poznan Science & Technology Park (Poland)

An illustration showing a group of people engaged in various physical activities on a green field. From left to right: a person running, a person on a bicycle, a person running, a person walking, and another person on a bicycle. The text 'parkowy Szal Kilometrowy' is written in white, stylized font across the middle of the scene.

parkowy Szal  
Kilometrowy

Annual competition for the park employees and tenants

- kilometres made by:
  - bike
  - running
  - walking

Objective:

- promotion of sustainable transport and healthy life style among employees and tenants' employees

# Behavioural change among science park tenants

## in 2019

the participants biked around 45 400 km (more than Earth's circumference)



100 people started the challenge, 50 participated actively

100

Long term competition – almost 4 months from May till August



Some of people started using bike for commuting to work (e.g. our colleague living 23 km away)



# Key messages for incentivising behaviour change



The change must be in agreement with the target group's values

Different approach is needed for different territories (cities vs. rural areas)

Mixing incentives: infrastructure, flexibility, rewards, instructions, engagement

Sometimes the **desirable change** within the group (*car addicts*) is **not possible**, but we can work on the change **gradually**





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# Thank you!

Questions welcome



*Project smedia*