

FOSTER BEHAVIOURAL CHANGE

Bologna – SRM Reti e Mobilità

Save the date: 25th of October, 2017

Experts and representatives from cities discuss on requirements, solutions and recommendations to boost behavioural change in urban mobility by means of specific campaigns.

Such kind of campaigns, despite they usually cost less than other campaigns based on different approaches, could be very effective when implemented in the right way, with relevant impact even after the campaigns are concluded. Citizens, and in general people addressed by behavioural change campaigns, are not only informed and involved as passive targets. They play instead the role of active key players and they participate as protagonists of the change.

Furthermore, the behavioural change campaigns are usually based on information technology framework and tools (e.g., for tracking of movements, or means of transport recognition), and that provides results even much reliable, and provides precious data.

How can data collected by such behavioural change campaigns be exploited to improve urban mobility? (e.g., European Cycling Challenge, Bella Mossa, etc.). Interventions by experts and representatives from cities, companies and universities will present some cases and inspiring good practices to answer also this question.

Use cases assessment, working table, and open discussion will follow, and final Guidelines will be drafted.

The conference is aimed to let other cities and professionals know how the behavioural change campaigns could be effective and efficient, in particular when implemented in transport and people mobility in the urban areas.

Expected impact: a) Mobility managers and practitioners from cities get new ideas for measures to implement in their cities; b) Awareness raising about network.

Draft agenda*

- 09:30 – 10:00 arrival and registration
- 10:00 – 10:15 welcome and agenda
- 10:15 – 12:45 use cases from cities and stakeholders (University of Cagliari, aMo Modena, FIAB Italia, SRM Bologna, Roma Servizi per la Mobilità, AESS Modena)
- 12:45 – 13:30 discussion and findings
- 13:30 – 14:30 light lunch and networking
- 14:30 – 16:30 CIVINET Italia general assembly (only for CIVINET Italia members)

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* the meeting will be held in Italian language