Changing behaviour for a better life
Why change travel behaviour?
What is behaviour change in Dublin?

Population of Dublin 1.3 million (2016)

Age profile: Ireland most youthful nation in EU - 40% of population less than 30 years of age (2014)
What is behaviour change in Dublin?

Number of Cars Crossing Cordon in AM Peak Period, 2006-2017

- Cars: 60,000, 58,000, 56,000, 54,000, 52,000, 50,000
What is behaviour change in Dublin?

- **2006:**
  - Sustainable Modes: 30%
  - Car, Goods and Other Modes: 70%

- **2017:**
  - Sustainable Modes: 70%
  - Car, Goods and Other Modes: 30%

*2017 70% of all trips by sustainable modes*
How does Dublin change behaviour?
Partnership
An Tásice & Dublin City Council
Green Schools
Green Schools
Green Schools

To encourage students, parents and teachers to walk, cycle, scoot, use public transport or carpool instead of using the private car on the school run.
Impact of Green Schools
Impact of Green Schools in changing behaviour for a better life
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SMALL STEPS TO BIG CHANGE
Hope to see you all in 2019!
Go raibh maith agat
Obrigada
Thank you

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