Tips & Tricks on behaviour change
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Velo-City 2017
MaxSem-model

Pre-contemplation
People never cycling; “cycling is no option for me”

Contemplation
People never cycling; “could cycling be an option?”

Preparation / Action
People never cycling; “I want to try out cycling”

Maintenance
People who cycle (often or now and then); “I keep on cycling”

Pie chart:
- Precontemplative fase: 38%
- Contemplative fase: 21%
- Voorbereiding / actie: 14%
- Instandhoudingsfase: 9%
- Total: 100%
“Awareness raising is a form of communication aimed at influencing one’s behavior. It is more than only informing people. The aim is to encourage people to voluntarily change their behavior”
moment marketing
be credible
13 FACTS ABOUT THE CITY OF CYCLISTS

- 13% Walking
- 23% Bicycle
- 32% Car
- 32% Collective

3 out of 4 cyclists do it all year round

Supermarket and street level shop turnover broken down according to transport made in %. Customers on bicycle at these businesses account for an annual turnover of DKK 15.4 billion in Copenhagen.

DKK 5 million
Is what the new bicycle bridge The Bicycle Serpent annually saves its many users measured in time saved. The bridge will have paid its way within 7 years.

DKK 1 billion
Have been invested in the cycling city since 2001.

2,800 years
Is how long it would take statistically to cycle to work before having an accident.

31 times
Around the world. That's how much people cycle every day in Copenhagen.

30%
Reduction in the fatality rate for adults who cycle daily to work or education. 1 minute
Is the amount of time saved on an average journey of 5 km compared to 2000.

10,000 - 20,000 T
CO2/year is what will be saved additionally if the target of 50% cycled commuter journeys by 2026 is achieved.

4 out of 5
Copenhagen households have access to a bicycle.

Copenhageners who think cycling affects urban life and atmosphere

TRAFFIC ENTERING IN AND OUT OF THE CITY CENTER (24 HOUR WEEKDAY TRAFFIC 1970 - 2014)
#200FOR200

TAKE THE CHALLENGE:
www.200for200.bike

1. RIDE 200K
2. RAISE $200
3. CHALLENGE 2 FRIENDS
BIKE vs CAR

RUNS ON FAT AND SAVES YOU MONEY

RUNS ON MONEY AND MAKES YOU FAT

Put The Fun Between Your Legs!

Let's have a moment of silence for all those who are stuck in traffic on their way to the gym to ride stationary bicycles.

No Ridiculous Car Trips, Malmö
look for the unusual suspects

DIALOOG

VOKA Oost-Vlaanderen en FIETSERSBOND Gent in dialoog over het Mobiliteitsplan

Dat de werkgeversorganisatie Voka Oost-Vlaanderen en de Gentse Fietsersbond elk hun eigen visie hebben op mobiliteit, lijkt te verwachten. Maar nog voor het gesprek start, zegt Geert Moerman van Voka dat hij vorig jaar meer dan 10.000 km met de fiets aflegde, waarvan de helft woon-werkverkeer. Hiermee is de toon meteen gezet.

Geert Moerman van Voka en Yves De Bruyckere van de Gentse Fietsersbond hebben wel meer gemeen met elkaar. Ze vinden albei dat er minder doorgaand verkeer door de binnenstad moet rijden en dat het Circulatieplan constant moet worden geëvalueerd en waar nodig bijgestuurd. En ook over de verdere uitvoering van het openbaar vervoer is er geen discussie. Tot zover de raakpunten.

"We roepen ook bedrijven op om zich duurzamer te verplaatsen."

"Het is en blijft een gematigd en autovriendelijk plan, toch?"
what about these guys?
use the language of your target audience
what’s in it for me?

Don’t carry Christmas with you all year.
Cycle for fitness.

Did you know at peak times it can be quicker to cycle in Worcester than to drive? You’ll find the proof of the pudding in the pedalling.

Worcester
Choose how you move

www.worcestershire.gov.uk/choose
provide personalised travel advise

http://ptpcycle-europe.eu
change the default
show the default
let car commercials be an inspiration
even car addicts love cyclists
Thanks for your attention and keep on cycling!

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