

## Beyond Push and Pull: Incentive Schemes to Promote Sustainable Mobility Behaviour in Communal Practice

Friday, 12. July, 10:00 – 12:00

Individualised mobility consulting, mobility budgets or playful comparisons among colleagues about who cycled the most: Incentive schemes open up a variety of new opportunities to promote sustainable mobility behaviour. Given supportive framework conditions and communication measures, incentive schemes can be a valuable addition to classic push and pull measures on the way to sustainable urban mobility.

This webinar sets out to discuss and reflect upon the potential of incentive schemes and positions them in relation to communal mobility policies. Three communal examples illustrate how incentive schemes can be applied in practice. A subsequent discussion and outlook will identify the framework conditions for incentive schemes to be effective.

### Target Group

Local authorities, mobility and transport planning, urban planning

### Agenda

Moderation: Anne Klein-Hitpaß & Levke Sönksen, Difu

#### 10:00 | Introduction – Promotion of sustainable mobility behaviour as a municipal task?

Miriam Dross & Alena Berta, UBA

#### 10:15 | Can we make it attractive and easy? About the effects of material, immaterial and gamified incentives

Marlene Münsch, ConPolicy

#### 10:40 | Learning from communal practice

##### Moving away from the private car – Mobility budgets as financial incentives

Elodie Mertz, Brussels Air Premium, Brussels

##### Putting value on active mobility – Synergies of gamification and financial incentives

Sílvia Casorran Martos, FutureMob, Barcelona

##### Traffic light innovations – Intangible incentives as a means to make cycling more attractive

Bram Klemann, Rainsensor, Heatsensor, Green Wave, Rotterdam

#### 11:15 | So what does it take? From idea to implementation

Susan Grant-Muller, University of Leeds

#### 11:30 | Beyond the individual case – Discussion of framework conditions and transferability

#### 12:00 | End