FACULTY OF SCIENCES

IMPROVING INTEREST IN PUBLIC, ACTIVE, AND SHARED TRAVEL MODES THROUGH NUDGING INTERVENTIONS

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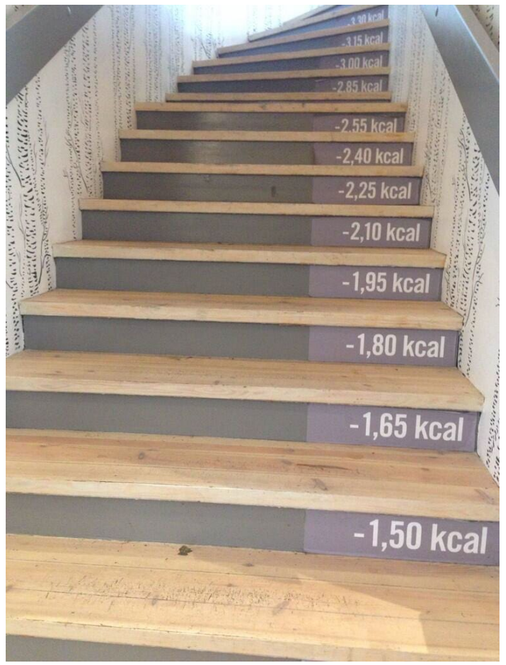
NUDGING

Aspect of the decision environment altering people's behaviour in a predictable way without forbidding any options or significantly changing economic incentives

(Thaler & Sunstein, 2008)



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NUDGING IN GOVERNMENT

Nudge units → UK, NL, etc.

Flanders

Local Initiatives

External Partners

Health-related contexts

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Moral nudging

↓

Benefits for individual & society

Norm nudging

↓

Social pressure & appropriate within-group behaviour

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MORAL NUDGE

Walking/Cycling

Physically and mentally healthier:

Those who are active for 30 minutes a day have less stress and a lower risk of depression.

A frequent cyclist weighs on average four kilos less than a motorist.

Active commuting

- Reduces the average number of sick days by one per year
- Reduces the risk of:
  1. Cardiovascular diseases
  2. Osteoporosis (bone decalcification)
  3. Being overweight
  4. High blood pressure
  5. Colorectal cancer
  6. Type 2 diabetes

More fun and cheaper!

No traffic jams | Reduces air pollution | Better quality of public space | More cost effective

Public Transport

Benefits during the ride, you can...

Relax | Work | Watch series | Meet new people

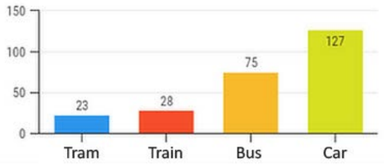
Benefits for your health:

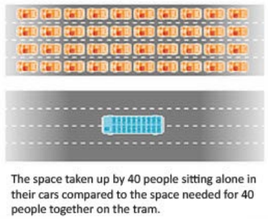
Walking to and from a stop/station gives you more physical activity.

People who travel to work by public transport have a lower BMI and a lower fat percentage than those who drive to work.

Benefits for your health:

Average CO2 emissions in grams per km per person, at average occupancy:





The space taken up by 40 people sitting alone in their cars compared to the space needed for 40 people together on the tram.

Car Sharing

Impact

47% Less frequent car use

70% Less car ownership

A shared car replaces

4-15 private cars

Comfort

Always a parking space

Always a car available

Vehicle to suit your situation

Livable neighborhood

Up to 180m² of space freed up per shared car

New contacts in your neighborhood

Better air quality

Financial

- Save about 3000 euros per month
- Lower costs for society

Climate

- Fewer raw materials needed
- Less energy needed for production
- 21% less CO2 emissions per car sharer

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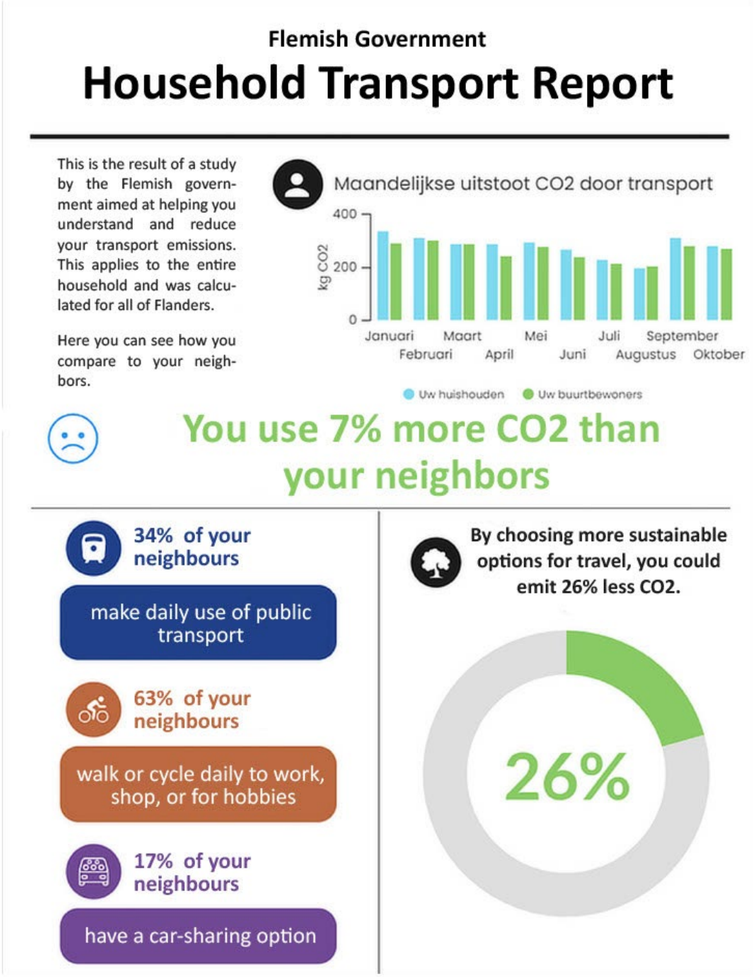
NORM NUDGE



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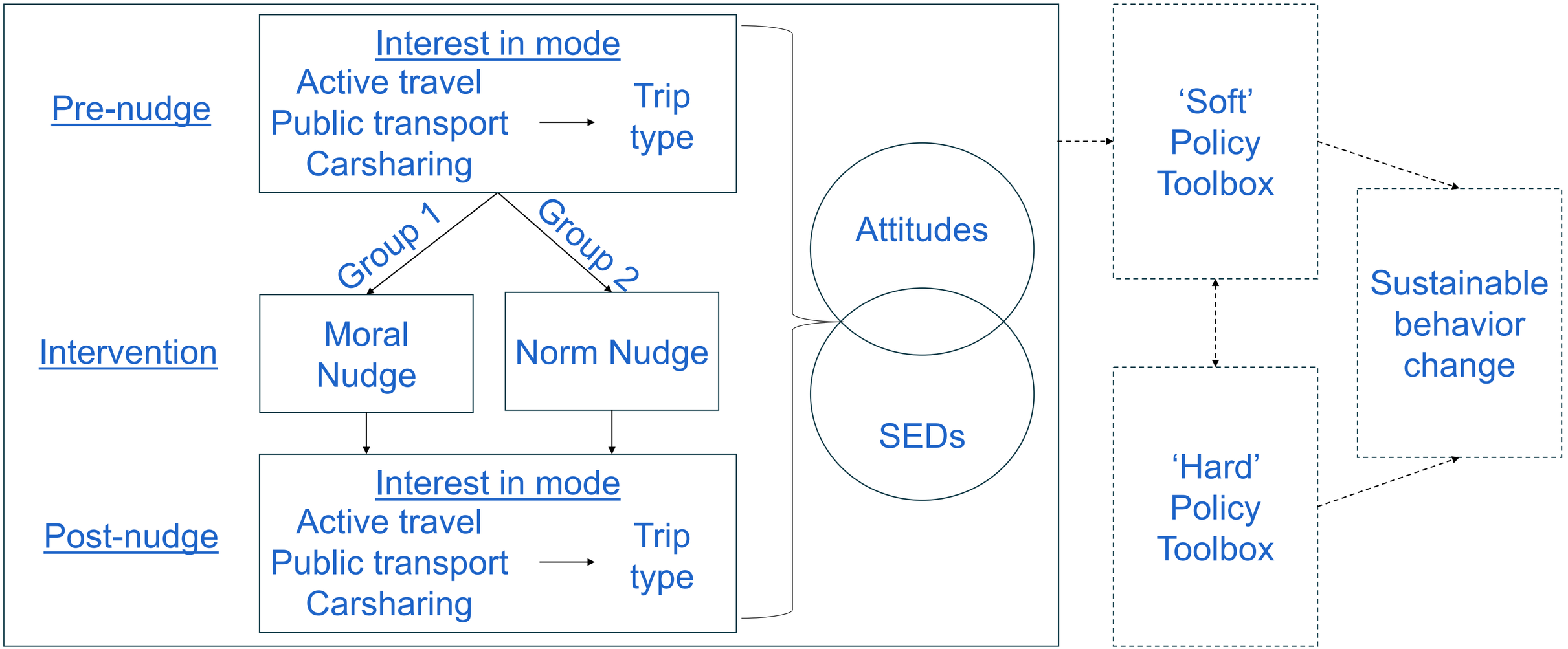

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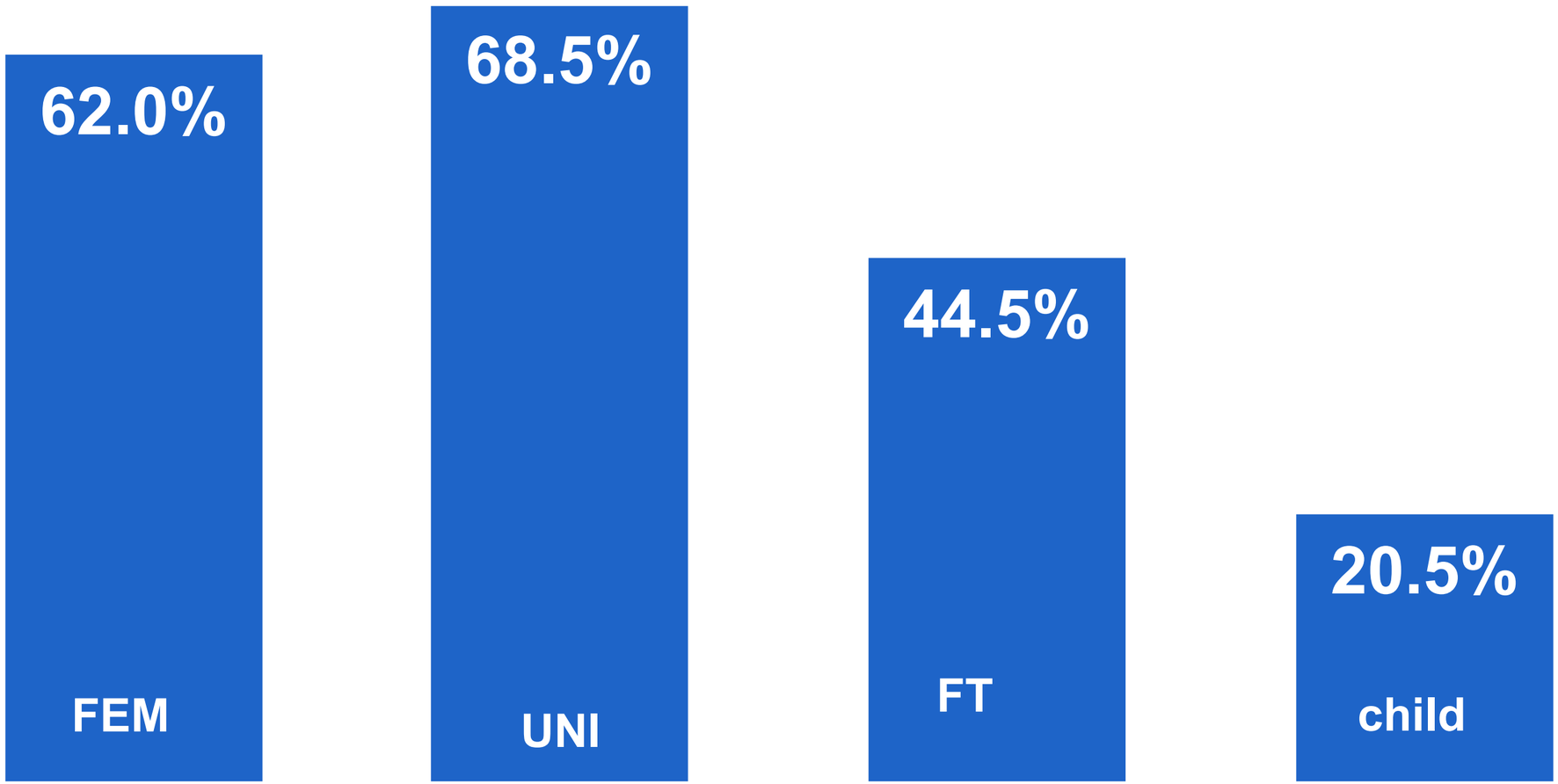
AVERAGE AGE 38.5



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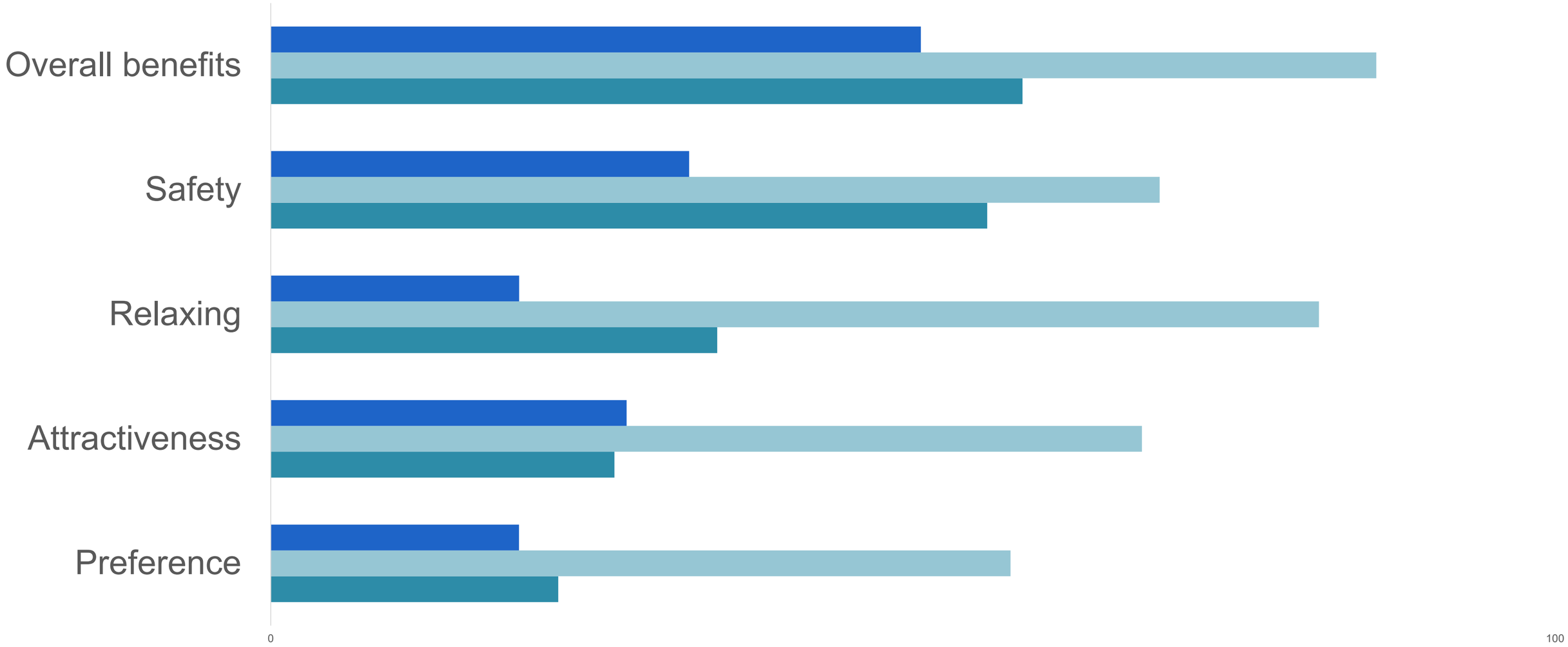
ATTITUDES



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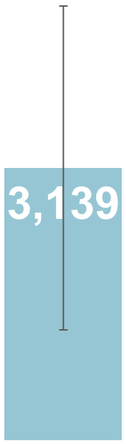
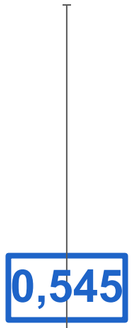
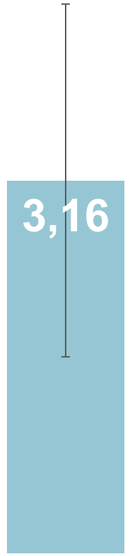
PAIRED SAMPLE T-TESTS

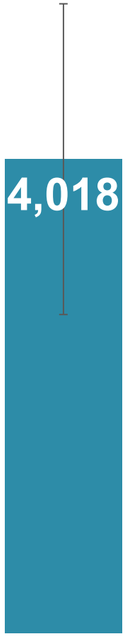
Moral nudging

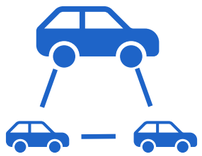
Norm nudging











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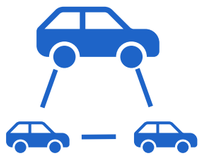
MULTIPLE REGRESSION

	Moral nudging	Norm nudging
	**Attitudes**, No Children	Attitudes, Younger
	Female	No Driving License
	Higher Income	Attitudes

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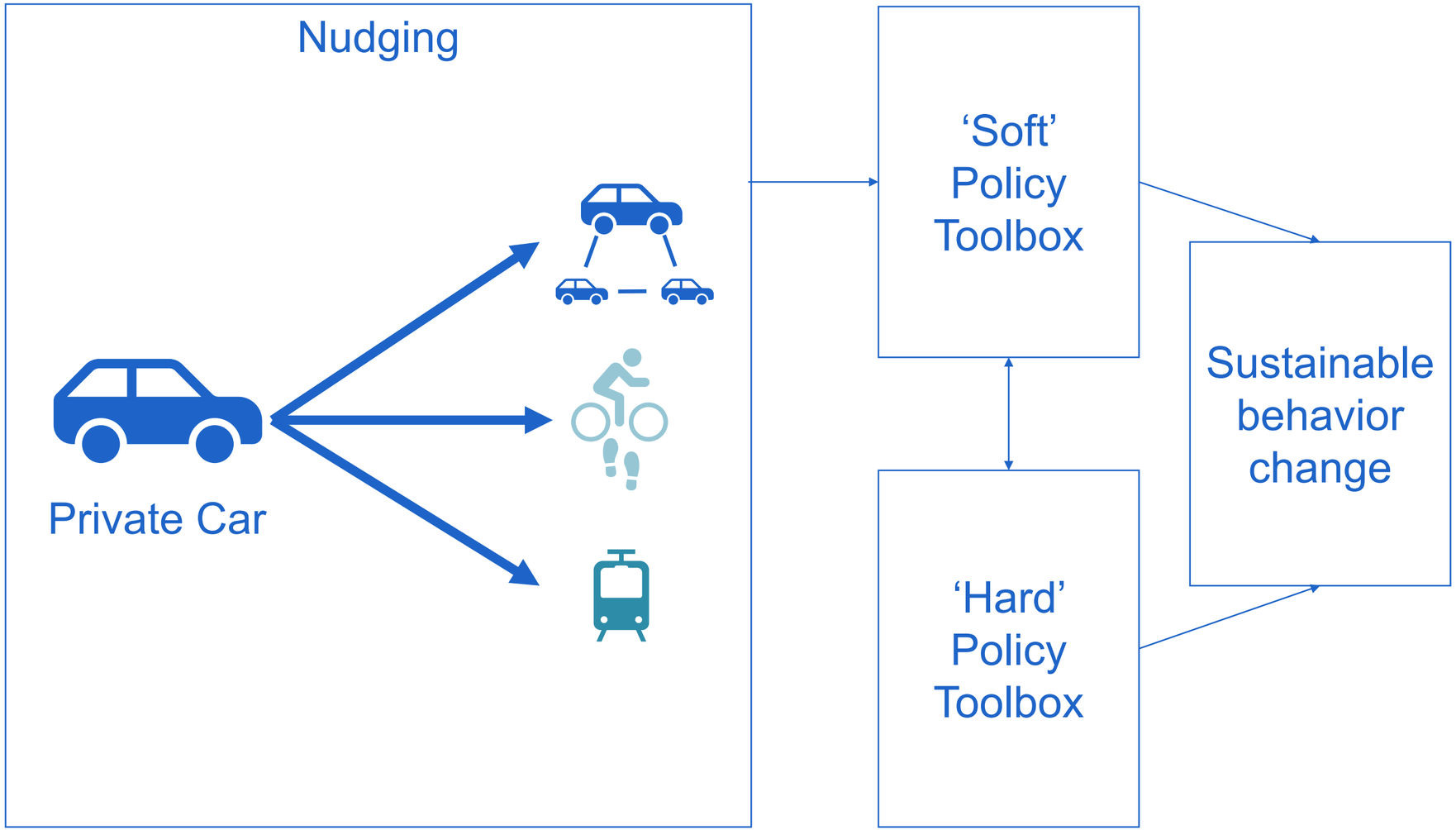
CONCLUSION



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