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[Maintaining sustainable travel behaviour among new Gdynia pupils and workers \(Poland\)](#)



Author:

[Aleksandra Romanowska](#)

City:

Gdynia

Country:

Poland

Topic:

Walking and cycling

Collective passenger transport

Mobility management

Description

In the framework of the SEGMENT project, special target groups were determined. The segment of the so-called "car contemplators" consider buying a car and the campaign in Gdynia aimed to encourage this group to remain in their current travel behaviour and not get a car.

Background & Objectives

[SEGMENT](#) was an Intelligent-Energy-Europe-funded project which tested consumer market segmentation techniques to persuade people to adopt more energy efficient forms of transport.

In the framework of SEGMENT, the City of Gdynia carried out campaigns for '[new employees](#)' and '[new school pupils](#)' - primarily to encourage people to change their travel behaviour from using the car to walking or cycling. However, the survey for determining the various segments in the target group, also found the target group of the so-called "car contemplators" - people without a car but strongly considering buying one. For this target group the aim was thus not to *change* travel behaviour, but of *maintaining* the current sustainable travel behaviour.

The aim of the campaigns was thus to make *car contemplators* feel good about themselves that they walk, cycle or use public transport, showing at the same time that car is no longer a measure and a symbol of success.

Implementation

As part of SEGMENT, Gdynia undertook a survey of travel behaviour of *car contemplators* from the segments of 'new employees' and 'new school pupils', travelling to/from work and to/from school on the way to/from work, and their attitudes to different modes of transport.

Survey results allowed for identification of common characteristics of *car contemplators*: they work full time, use public transport a lot and like it (but mainly because they have no alternative), don't have driving licence, but have a great desire to have it, perceive car as a symbol of success, do not see themselves cycling but walking is an option, would like to travel more often by car than they do now and declare no interest in environmental issues. This information allowed for the creation of campaigns directed specifically for them, aiming to make them feel happy about themselves when not using a car, to show that cars should not be perceived as a status symbol and that public transport also gives independence.

The campaigns for *car contemplators* included:

1. For 'new employees':

- Coupons for a café for new employees who have a monthly ticket for public transport .
- Certificates with thanks for using the public transport, with slogan "Forget about a car, now a bus/trolleybus/rapid railway is in vogue" (catchy and rhyming in Polish).

2. For 'new school pupils':

The campaign included rewarding parents from 6 schools from 'Walk once a week' campaign, using PT when they travel to work after walking children to school, with special gifts (flower, biscuit, something sweet once a week and a coupon to a café). This was held every week from May to June and in September 2012.

Conclusions

The campaign for *car contemplators* carried out in Gdynia has been very well received by the participants. Parents walking children to school and new employees who received coupons to a cafe

felt awarded, and the prize for using public transport in everyday trips to work turned out to be a very nice surprise for them. The project led them to realise that their transport behaviour is an example of good and worthy imitable practice and that they should not feel worse than car users because of using public transport.

Interviews carried out with the participants of the campaign revealed that despite of a sceptical approach at the beginning of campaign, they changed attitudes and became more interested.

Lessons learned

- The segmentation method helped to show that it is not only important to change undesired travel behaviour, but also to maintain desired behaviour.
- However, measuring the effects through a travel behaviour survey does not produce significant results, as samples are unreliable, numbers are small and analysis complicated.

Detailed results on MaxEva

There was no separate evaluation of these campaign add-ons. About 14% of the two target groups were "car contemplators" - about 280 persons. These add-on campaigns were part of other campaigns and these were analysed in detail through the MaxEva tool:

- for the new school pupils campaign click [here](#)
- for the new employees campaign click [here](#)

Keywords

measures - awareness raising

measures - mobility management services

MM for employers

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