

[Malmö's campaign to encourage cycling \(Sweden\)](#)



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Topic:

Walking and cycling

Mobility management

Description

In May 2007 the event-based campaign "No ridiculous car trips" was undertaken in Malmö. A survey indicated that the campaign was observed by 50 % (approx 130,000 people) of Malmö citizens. The survey also shows that over 10,000 people have changed their travel habits thanks to the campaign. They are now more willing to leave their cars at home and take the bicycle instead for the short journeys.

Background & Objectives

Half of the car trips within the City of Malmö are shorter than five kilometres and a third shorter than three. As the municipality is under pressure to reach the national target for decreased emissions of greenhouse gases, "No ridiculous car trips" is an attempt to awaken the citizens by pointing out the problem.

- 45% of the inhabitants shall recognize the events.
- 90% shall approve of that the municipality sets up these kinds of campaigns.
- 55% shall experience that their basic view of car trips have changed or been affected by the campaign.
- 25% shall have considered driving less frequent due to the campaign.
- 5% of those who noticed the campaign have made an attempt to change their travelling habits.
- 50% of those who noticed the campaign, and have made an attempt to change their travelling habits, believe that they will keep their new habit.

Implementation

"No ridiculous car trips" is an event based information and behaviour campaign, developed to persuade people to use the bike instead of the car for shorter trips. Apart from the general information (adverts, brochures, bicycle maps and giveaways), we used unexpected means of advertising such as living cyclists in front of big ad boards; cyclists looping central streets during rush hours; a "most ridiculous car trip"-confession competition, etc.

- 50% of the inhabitants recognized the events.
- 94% approve of that the municipality sets up these kinds of campaigns.
- 23% experienced that their basic view of car trips have changed or been affected by the campaign.
- 16% have considered driving less frequent due to the campaign.
- 9% have used their car drive less frequent thanks to the campaign.
- 100 % of those who have changed their travel habits believe that they will keep their new habit.

Conclusions

The campaign had a huge impact on the citizens of the city of Malmö. By deliberately using unconventional methods and a blend of humour and seriousness of advertising we reached the people and increased the awareness of the topic - ridiculous car trips.

It is crucial to remember that, in this information stuffed world, people easily forget. Vital to these kinds of behavioural campaigns is to have a long term strategy. Our intention is to repeat the campaign at least twice a year.

It's encouraging to know that half of our population recognized the "No ridiculous car trips" - campaign and to know that a high percentage 94% of them approves of that the municipality of Malmö sets up campaigns in the aim to reduce the car traffic. We are working for the future.

Text taken from [ECOMM](#) abstracts.

A short film about the campaign: follow the link: [Film](#)

click on the film \"No ridiculous cartrips 2007\" on the right hand side.

Keywords

measures - awareness raising

measures - campaigns

Marketing strategies / branding

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