

Unlocking Urban Mobility Behaviour Change Joint Project Conference: MOBI, PTP-CYCLE, STARS

18 February 2016

BIP: Rue Royale 2-4, 1000 Brussels, Belgium

PROGRAMME

SUMMARY		
12:00-12:45	Lunch	
12:45-18:00	Conference	
18:00-18.30	Awards ceremony	

DETAILED PROGRAMME		
12:00-12:45	Lunch	
12:45-13:15	Introduction to the projects - Plenary session MOBI, PTP-CYCLE, STARS	Paul CURTIS , International Projects Manager, Vectos Sander BUNINGH , Team Leader, DTV
13:15-13:45	Key note - Plenary session What makes us change behaviour? Tapping into human psychology	Helmut PARIS Traffic Psychologist, Ministry of Mobility & Public Works, Belgium
13:45-14:30	Experts debate - Plenary session Unlocking urban mobility behaviour change Moderated by Marianne WEINREICH , Cycling Embassy of Denmark	Pascal SMET , Brussels-Capital Region Minister for Mobility and Public Works Karen VANCLUYSEN , Secretary General, Polis Network Stephan RENNEN , Project Officer, EASME Neil SMITH , Senior Project Officer, Sustrans, Benedicte SWENNEN , Urban Mobility Officer, European Cyclists' Federation TBC
14:30-15:00	Coffee break	
15:00-17:00	Parallel sessions <i>See below for details</i> STARS - Schools MOBI - Workplaces PTP-CYCLE – Households, Workplaces, Universities	Each project provides 2 sessions, one hour each. Delegates may stay for both, or swap to another session half way through to maximise learning.
17:00-17:30	Coffee break	
17:30-18:00	Participants debate: real experiences from the projects - Plenary session Moderated by Marianne WEINREICH , Cycling Embassy of Denmark	- Student from STARS TBC - Commuter from MOBI TBC - Champion from PTP: Wim DE SMET , mobility manager at Securex
18:00-18:30	Awards ceremony	
18:30	Close	

15:00 – 17:00 Parallel sessions	
STARS	
15:00-16:00	A1. PRIMARY SCHOOLS CASE STUDIES <i>Successful local case studies from across Europe (including Pecha Kucha presentations)</i>
16:00	A2. SECONDARY SCHOOLS CASE STUDIES <i>Successful local case studies from across Europe (including Pecha Kucha presentations)</i>
16:00-17:00	A3. RESULTS OF STARS 1. <i>Success factors of Accreditation and Youth Travel Ambassador schemes. Policy Recommendations</i> 2. <i>Qualitative and quantitative assessment of the impacts of the STARS programme</i>
	A4. INNOVATION AND FUTURE STEPS 1. <i>Transferable and innovative initiatives</i> 2. <i>STARS legacy, free guides and how to get involved in the network!</i>
PTP-CYCLE	
15:00-16:00	B1. RESIDENTIAL SETTING: 1. <i>How to conduct an effective travel advice conversation, Sustrans</i> 2. <i>Integrating PTP projects, targeted programmes and incentives for greater uptake of cycling and walking, Haringey/ Greenwich/ Burgos</i> 3. <i>Understanding correlating factors enabling travel behaviour change, Greenwich/ Haringey</i>
	B2. UNIVERSITY SETTING: 1. <i>Delivering student peer-to-peer travel advice, Antwerp</i> 2. <i>Working with stakeholders (PT operators, student networks, social enterprises), Ljubljana</i> 3. <i>Training and guidance materials and success factors to set up your own PTP programme. Policy Recommendations</i>
16:00-17:00	B3. WORKPLACE SETTING: 1. <i>PTP, demand management and infrastructure planning, Antwerp</i> 2. <i>Recruiting PTP champions (across various settings), Antwerp/ Riga</i> 3. <i>Training and guidance materials and success factors to set up your own PTP programme. Policy Recommendations</i>
	B4. PUBLIC 'IN THE FIELD' EVENTS: 1. <i>Engaging with students and employees on university campuses, Ljubljana</i> 2. <i>Visitors' attitude toward travel behaviour change, Riga</i> 3. <i>Organising in the field events, Burgos</i>
MOBI	
15:00-16:00	C1. GAMIFICATION <i>Effective changing behaviour elements</i>
	C2. SEGMENTATION <i>Who is playing the game?</i>
16:00-17:00	C3. RECRUITMENT <i>Company arguments and how the MOBI approach can be effective in different conditions</i>
	C4. EVALUATION <i>Best practices and overall results. Policy Recommendations</i>

Background

The MOBI, PTP-CYCLE and STARS projects all share the common theme of sustainable mobility behaviour change. Whilst our target audiences and approaches have been different, they have realised a shift in attitude or behaviour since we are all – child or adult, student or worker, commuter or leisure traveller – susceptible to a change in our travel habits if the right alternative is presented.

Over the last 30 months we have taken the very latest techniques and ideas from across Europe and implemented behaviour change programmes in workplaces, schools, universities, households and at public events: increasing cycling, walking and public transport and reducing single occupancy car use.

This event will impart nearly three years of learning and results, key success factors, benefit to cost ratios and all the practical examples and guidance that you will need to boost your behaviour change programmes in your cities.

Why should I attend?

- Attend a unique event giving delegates to pick and choose their practical learning on school, university, workplace and household interventions to achieve switch away from car use and towards cycling, walking and public transport
- Learn our tried and tested techniques - in multiple countries - to change behaviour:
 - o Incentivisation
 - o Competition
 - o Accreditation
 - o Motivational interviewing
 - o Peer groups
- Take home evidence and build your business cases to unlock extra investment and policy making in behaviour change programmes
- Learn the bigger picture of the psychological factors of behaviour change and how it can be unlocked from child to adult
- Learn how motivational interviewing can help achieve a shift, and learn the techniques
- See which approaches worked best in different countries and cultures
- Briefings on a wealth of “how to” guides and impact-focused case studies to make your case
- Details of future learning opportunities drawing on expertise developed in our project networks

Who should attend?

Municipalities, schools, universities, workplaces, chambers of commerce, mobility NGOs, consultancies, planners, IT developers.

More information

Please visit the websites of our three projects:

- www.starseurope.org
- www.ptpcycle-europe.eu
- www.mobi-project.eu