

Interreg
CENTRAL EUROPE



MOVECIT

European Union
European Regional
Development Fund

TAKING
COOPERATION
FORWARD

 Brno (Czech Republic) 14th/15th November

Train the Trainer Workshop

 Climate Alliance Austria (Elke Sumper)



Climate Alliance
Austria

Theoretical Background:

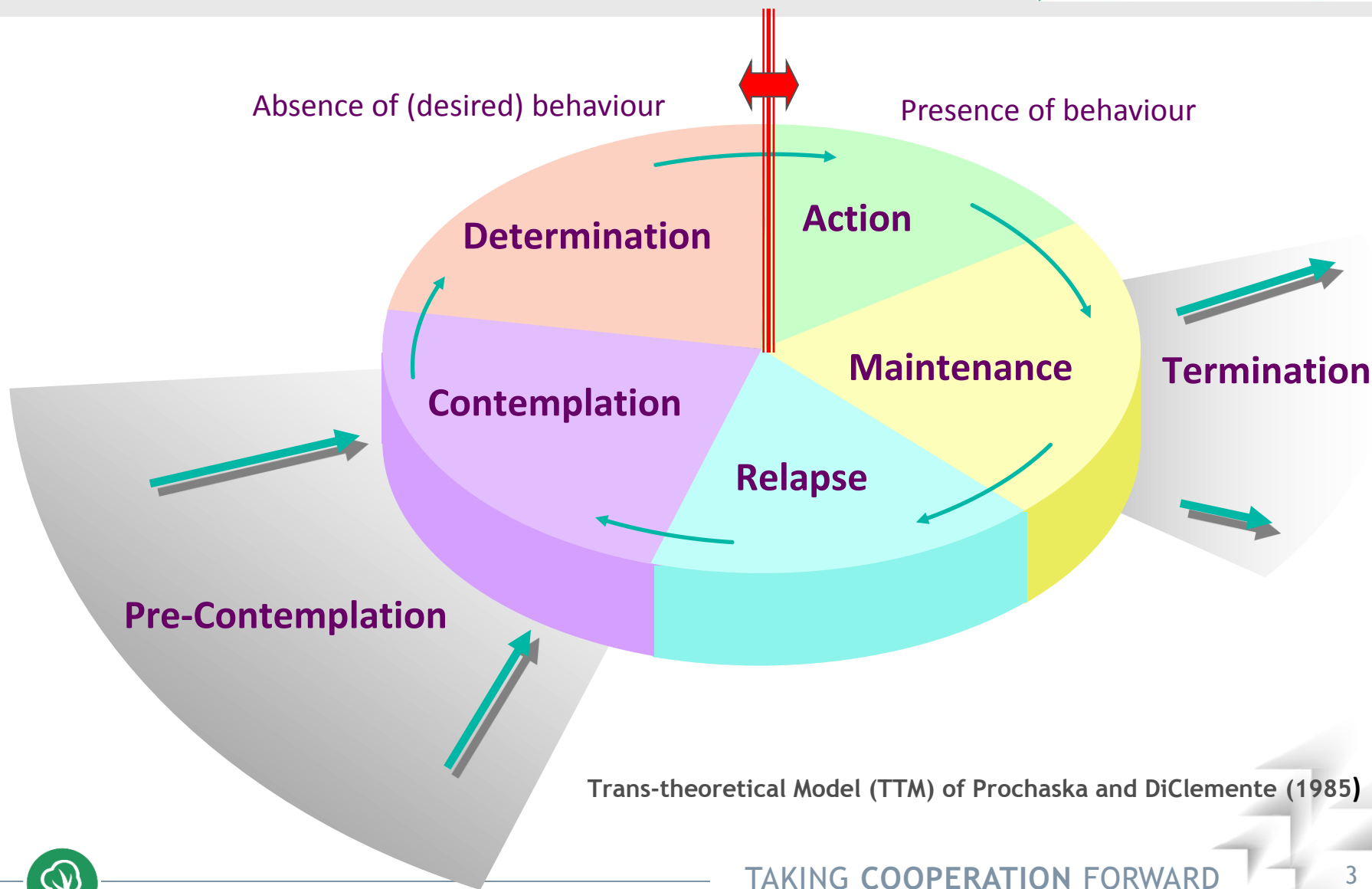
Changing Behaviour: Trans-theoretical Model (TTM)
Marketing Model to promote mobility activities

Steps of the Training

Information and awareness raising
Interactive work with employees
Look into the future - possible implications of sustainable mobility



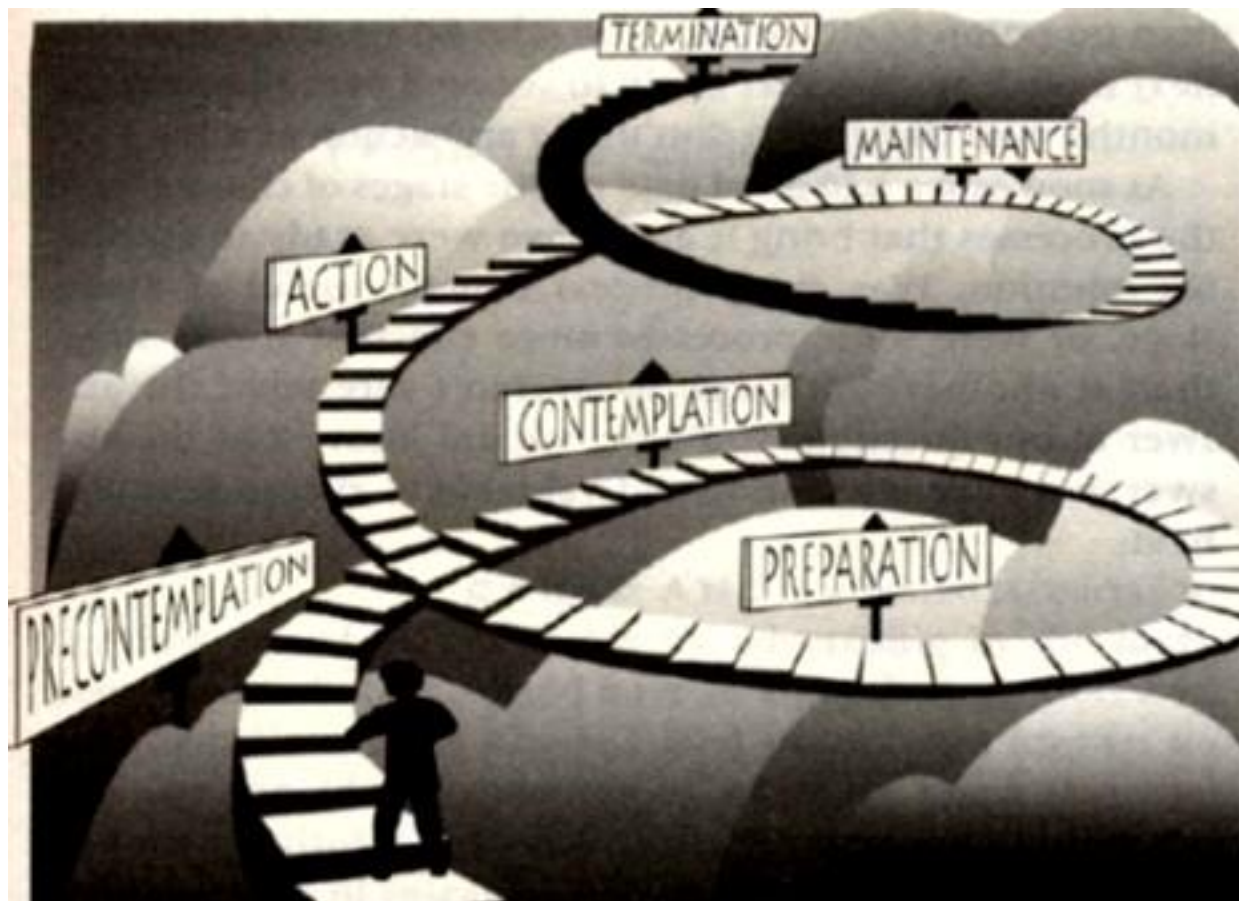
CHANGING BEHAVIOUR



Trans-theoretical Model (TTM) of Prochaska and DiClemente (1985)



CHANGING BEHAVIOUR



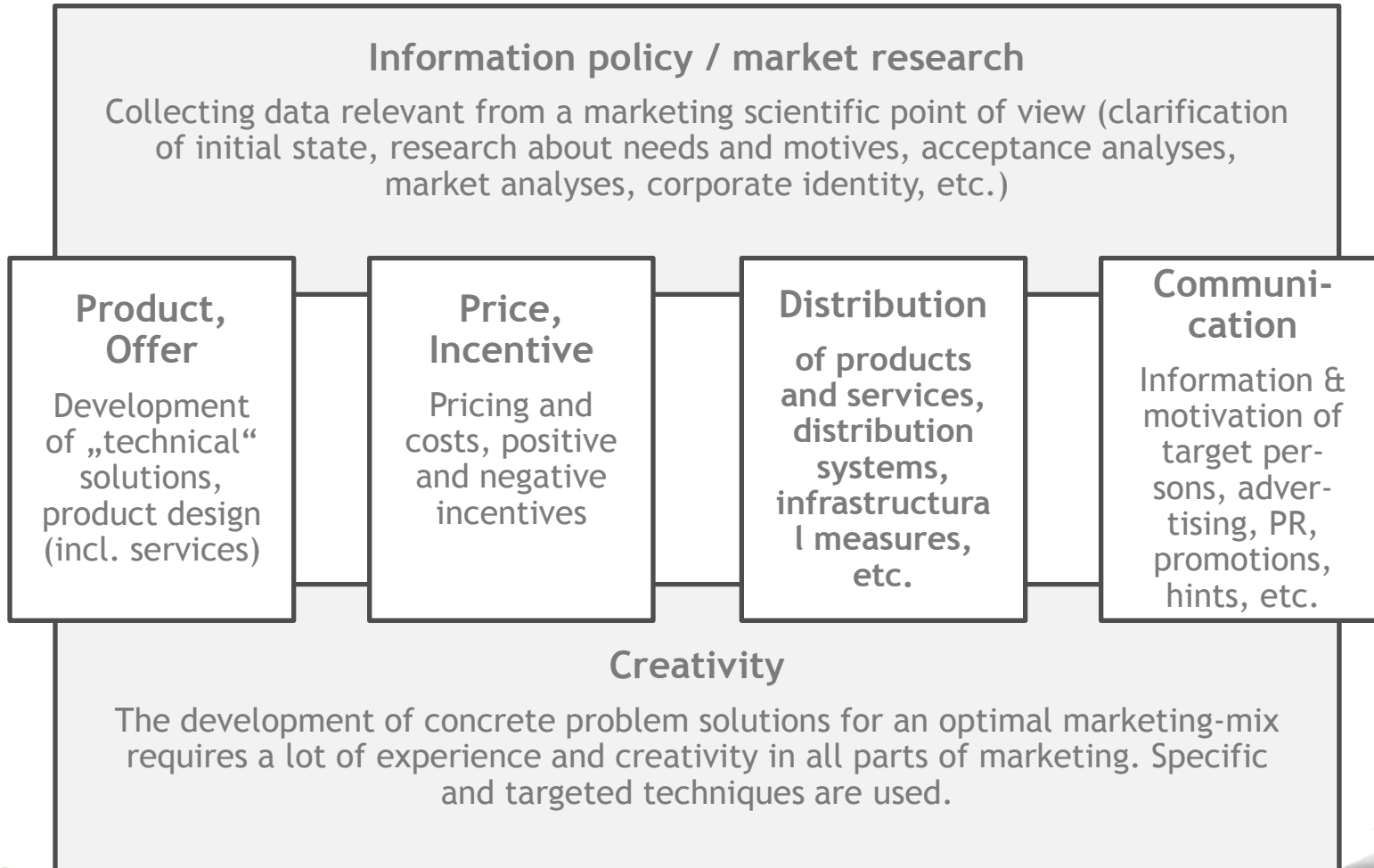
(SOCIAL) MARKETING MODEL

"Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives."

(Marketing News, March 1, 1985, Vol. 19, No. 5, S. 1)



(SOCIAL) MARKETING MODEL



(SOCIAL) MARKETING MODEL

- Information measures:
 - knowing about the „clients`“ needs
 - relevant and important arguments
- Product measures:
 - infrastructure
 - „vehicle“
 - formal and informal structure
- Incentive measures:
 - prizes (money or other prizes)
 - awards („cyclist of the month“)
 - advantages and benefits (visit to museum for pedestrians & cyclists for free)



(SOCIAL) MARKETING MODEL

- Communication measures:
 - > specifically for different target groups!!!
 - information about existing offers and services
 - advertising, what one can offer
 - humorous/funny way of dealing with weaknesses and disadvantages of products
- Holistic approach:
 - offers and products can be brilliant, but if nobody knows them, nb will use them
 - incentives to overcome initial hurdles
 - good advertisement and efficient incentives to make people use a bad offer will lead to boomerang-effect!



STEPS OF THE TRAINING

1. Information and awareness raising:

Why do I have to change my behaviour?

2. Interactive training phase:

What can I do?

How can it be done?

3. Taking a look into the future:

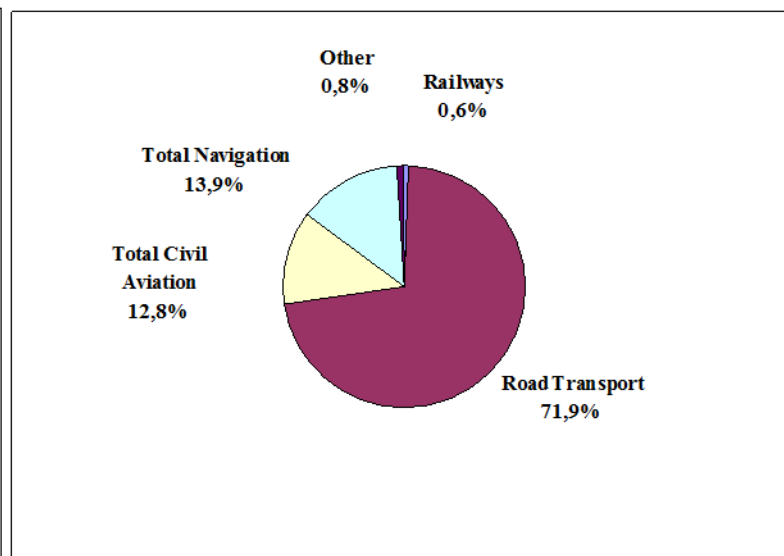
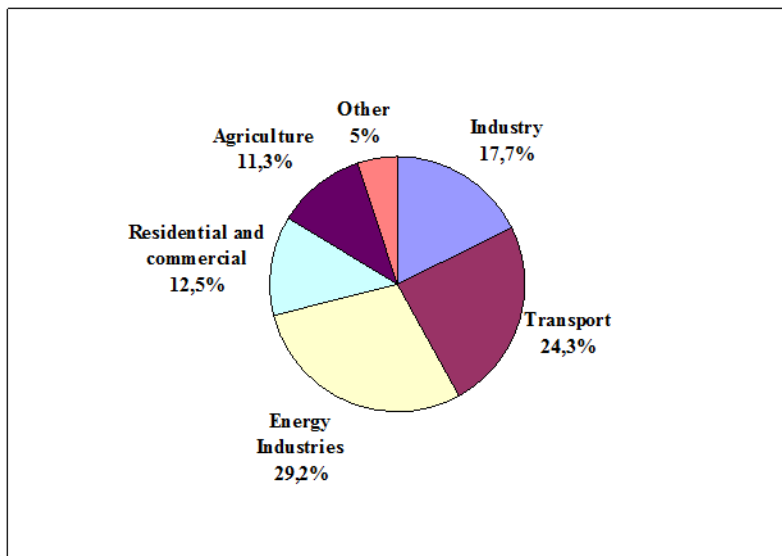
What positive implications has sustainable mobility for myself?



STEPS OF THE TRAINING

1. Information and Awareness Raising

- Greenhouse gas emissions grow fastest in the transport sector!
- Transport accounts for
 - 28% of global energy demand
 - 25% of the energy related GHG emissions in the EU
- >70% of GHG emissions are caused by road traffic - by MIT
- Cities suffer most: Urban traffic produces $\frac{1}{4}$ of traffic caused GHG emissions



STEPS OF THE TRAINING

2. Interactive work with municipality employees

Important for the training methods:

Personal involvement!

Personal engagement!

Personal consternation!

Aha - experiences!

Let them do it on their own!

Some suggestions for methodological approach in the training:



2. Interactive work with municipality employees

- Personalized Mobility Quiz:
with questions from the mobility questionnaire
„How many employees go to work by car every day?“
- Estimation Game:
Scale on the floor - people position themselves
„Estimate how many kilometers it is from your home to work.“



3. Taking a look into the future

- Physical and psychological health aspects:
 - Counting calories, kilometres, etc.
 - Feeling better in the evening, because of physical effort
 - Integration of sports in everyday life - no fee for fitness studio!
- Calculating costs for the cars in the household - how much money could be saved, if there wouldn't be a second or third car?
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