

# Levers to change mobility behaviours and reduce energy consumption



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## Context of climate change and air pollution

- ➔ Developing vehicle technology and mobility supply is essential but not enough
- ➔ Lifestyles and behaviours have to change

### GOALS:

- ➔ Reducing systematic and individual car use, and encouraging multimodal practices
- ➔ Optimizing investments to improve existing transportation supply
- ➔ Challenging limits and inertia for change



## CHALLENGES:

- ➔ Better know the obstacles to better support people in their changing process
- ➔ Rely on a wide range of levers to foster changes
- ➔ Think and develop technologies for users



## MATERIAL CONDITIONS

- Providing the means to move differently  
→ developing a cost-effective mobility offer
- But despite an abundant mobility offer, behavioural changes remain difficult

## INDIVIDUAL WILLINGNESS

- Force of habit
- Attitude towards the different modes of transport
- Mobility knowledge and skills

## SOCIAL CONDITIONS

- Family and professional constraints
- Social norms and collective dynamics

# A LONG AND COMPLEX PROCESS OF CHANGE



**Under-  
standing**



**Thinking**



**Consent**



**Adapta-  
tion**



**Integra-  
tion**

# A LONG AND COMPLEX PROCESS OF CHANGE



Under-  
standing

Thinking

Consent

Adapta-  
tion

Integra-  
tion

Pre-  
contemplation

Contemplation

Preparation

Action

Maintenance

Inform /raise  
awareness

Convince

Make the  
transition to  
action easier

Accompany  
the test

Consolidate  
the new  
practices

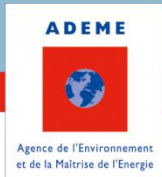
Transtheoretical model  
J.O. Prochaska et C.C. Di Clemente (1986)

# CHANGING HABITS, VALUES AND ATTITUDES



- **WORKING ON HABITS** → **Constrain and incite**
- **WORKING ON VALUES** → **Raise awareness**
- **WORKING ON ATTITUDE** → **Communicate and encourage experimentation**

# RELY ON SEVERAL COMPLEMENTARY LEVERS



## INFORMATION

- Increases knowledge of alternatives
- Raises awareness, reflexivity and responsibility
- Effective if sufficiently targeted

## COERCION

- Sets boundaries and guides practices
- Increases constraints and pushes to give up the car
- Effective if sufficiently dissuasive and controlled

## INCENTIVE

- Makes people discover new offers
- Compensates for the costs of change
- Effective if sufficiently known and worthwhile

## EXPERIENCE

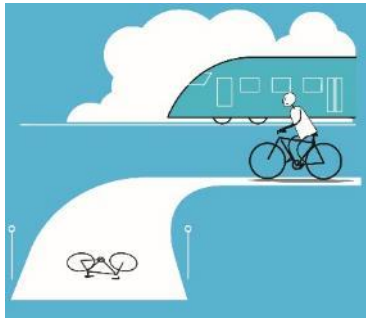
- Increases mobility skills and broadens the scope of possible
- Removes pre and misconceptions
- Effective if the experience is positive



# USING A WIDE RANGE OF INSTRUMENTS



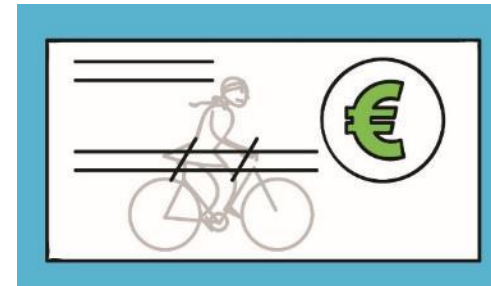
## PLANNING AND INFRASTRUCTURE



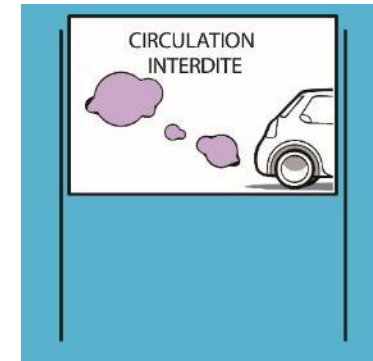
## INFORMATION COMMUNICATION



## ECONOMIC INSTRUMENTS



## LEGAL INSTRUMENTS



Source ADEME, ouvrage « *Changer les comportements, faire évoluer les pratiques sociales vers plus de durabilité*, 2016)

# MOBILITY BEHAVIOUR CHANGE ON THE MOVE?



- **A slowdown in car use : The number of daily car users has decreased from 59% to 50% between 2016 and 2018**
- **The ideal of car ownership lose 8 points compared to 2016 (but still 63% of French people)**
- **Penetration rate of emerging motilities:**
  - **carpooling (30%)**
  - **cycling for daily trips (26%)**
  - **VTC (16%)**
  - **urban device (skating, scootering) (9%)**

*(Survey of Obsoco, Chronos, 2018)*

- **Intention to buy an electric car progress but remain limited (12%)**
- **41% declare being ready to travel in a 100% autonomous vehicle**
- **For the French, mobility must be financially and socially accessible (53% and 50%), but also environmentally respectful (47%)**

*(Survey Wavestone/Elabe, 2018)*

Thank you!

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