

D6.3 Toolbox for behavioural change

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List of Acronyms	
Acronym	Meaning
EC	European Commission
CRM	Customer Relations Management
WP	Work Package
MaaS	Mobility as a Service

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1. Executive Summary

The SCALE-UP project, funded under the European Union's Horizon 2020 programme, brings together three advanced urban nodes - Antwerp (Belgium), Madrid (Spain), and Turku (Finland) - to develop data-driven, user-centric strategies that accelerate the transition to smart, clean, and inclusive mobility. This initiative aligns with EU climate and transport objectives, emphasising behavioural change towards active, healthy, and sustainable transport modes.

Under Work Package six (WP6), the project has been focussing on implementing six behavioural change related measures, which encompassed objectives such as understanding travel behaviour through data analytics, raising awareness of sustainable active travel modes, incentivising behavioural shifts, and promoting multimodal solutions.

The behaviour related work package in SCALE-UP is structured with a three-dimensional model, where we analysed the work along a physical dimension, a digital dimension and a human dimension.

Furthermore, under Work Package eight (WP8) a total of four knowledge transfer webinars took place over the past years which allowed the three urban nodes to reflect on their behaviour related work and exchange among the SCALE-UP consortium partners. One technical webinar was organised on behavioural science and nudges which allowed the three urban nodes to discuss their implemented work with external experts from science and other urban nodes.

This deliverable is meant to bring all behaviour related work aspects together and translate them into a toolbox that provides actionable measures derived from the project findings to facilitate behavioural change. The insights gained from the three urban nodes offer practical recommendations for policymakers, transport planners, and other stakeholders. It needs to be mentioned that behavioural science is a science where you would expect results within a certain corridor. There is ultimately not one solution and therefore the outcomes will represent a set of guidelines which should be adapted and tested in a local context.

2. Introduction

The activities of WP6 have been developed in three general intervention areas. These are

1. To encourage active and healthy mobility solutions, even in the winter season
2. Tackling behavioural change around events
3. Nudging behavioural change in general

The three urban nodes have tested and implemented a total of six measures within SCALE-UP

Table 1: Overview of behaviour related measures

Measure	Description
Antwerp 9	Nudging and incentivising sustainable travel
Antwerp 10	Active travel campaigns and events as a catalyst for sustainable travel
Madrid 8	Nudging multimodality at regional level
Turku 8	Incentivisation of mobility services in Turku
Turku 9	Mobility guidance in connection with events and exceptional circumstances
Turku 10	Winter as a mobility season

2.1. Relation to other Work Packages & project activities

Apart from implementing the listed measures, a continuing exchange within WP8 and the Community of Practice has been taking place during the project. Transferability webinars did take place to establish the work under WP6, especially with a series focussing on the dimensional model, where the urban nodes exchanged among themselves and with other involved project partners. A technical webinar was organised to discuss the implemented measures with experts outside of the SCALE-UP consortium.

3. Scientific background of behavioural change concepts

Behavioural change refers to the process of modifying individual and collective actions, habits, and decision-making patterns in response to internal or external influences. In the context of transport, behavioural change involves shifting travel habits toward more sustainable, efficient, or health-conscious modes of transport, such as cycling, walking, and shared multimodal mobility options.

Theories of behavioural change emphasise that mobility choices are influenced by a combination of rational decision-making, habitual behaviours, social norms, and external interventions. Factors such as cost, convenience, infrastructure, environmental awareness, and incentives all play a role in shaping transport behaviours.

Successful behavioural change strategies often leverage psychological and social mechanisms such as nudging, incentives, penalties, and infrastructure adjustments to encourage sustainable transport choices. However, long-term change requires consistency, reinforcement, and addressing structural barriers that inhibit the adoption of new mobility behaviours.

3.1. Key concepts of behavioural change

- Theory of planned behaviour: Suggests that individuals' transport choices are influenced by their attitudes, perceived social norms, and perceived control over their actions.
- Nudge theory: This concept highlights how subtle interventions can guide people toward desirable choices without restricting options.
- Habit disruption Theory: Many transport behaviours are habitual. Changing these habits requires external disruptions.
- Social practice theory: Emphasises that transport behaviours are embedded in social routines and cultural practices and that sustainable transport adoption requires shifts at both the individual and societal levels.
- Cognitive load and decision fatigue: The complexity of transport choices can overwhelm users.

3.2. Key challenges

- Habitual car dependency - Many individuals rely on private vehicles due to habits, convenience, and the perceived status of car ownership.
- Perceived inconvenience of alternative modes - public transportation, cycling, and walking are often perceived as less convenient, slower, or unreliable in relation to the car.
- Social and cultural norms - Car ownership is associated with independence, and freedom, making shifts toward shared and public transport hard.
- Resistance to change - Even when alternatives exist, individuals may resist change due to comfort with existing routines and a lack of awareness.
- Mismatched policies and urban design - Many cities are still designed with car-centric policies. Reversing these structural barriers requires long-term urban planning and policy adjustments.
- Technological and data privacy concerns - Digital mobility solutions, such as ride-sharing and mobility-as-a-service (MaaS), require extensive data collection, raising concerns about data privacy and security.

3.3. Limitations of behavioural change

Scientific research on behavioural change in transport highlights both its potential and its limitations. While interventions based on behavioural science have proven effective in various contexts there are challenges around their scalability, consistency, and long-term impact.

- Effectiveness of behavioural interventions: Nudging, and awareness campaigns can lead to short-term increases in sustainable transport adoption. However, long-term retention of these behaviours depends on continued reinforcement and infrastructure support.
- The role of external triggers: Significant life events (e.g., moving to a new city, starting a new job) often provide natural opportunities for transport behaviour change.
- Connection between policy and behavioural science: Policies such as congestion pricing, low-emission zones, and car-free city initiatives have demonstrated success in altering transport behaviours.

- Challenges in measuring behavioural change: Assessing the success of behavioural change initiatives might be difficult due to uncertainties on how to measure and define "success".

3.4. Behavioural change within SCALE-UP

While the above-mentioned concepts might have given inspiration to the measure design in the three urban nodes within SCALE-UP, they do face some of the challenges and limitations mentioned. Yet it needs to be outlined that all of them have moved away from a car centric infrastructure. Various factors such as the size of the urban nodes, the cultural societal background, the climate do have an impact of their respective modal share.

Behavioural change measures in SCALE-UP have been designed around three key intervention areas:

- Encouraging active and healthy mobility solutions, even in winter
- Tackling behavioural change around events
- Nudging behavioural change in general

The work on those intervention areas within SCALE-UP has been clustered around a three-dimensional model aiming to influence individual travel behaviour, which are presented in more detail in the next sub-chapters with examples. The three dimensions are:

- Physical dimension
- Digital dimension
- Human dimension

3.4.1. The physical dimension

This dimension focuses on the physically built environment and infrastructure with key components such as:

- Infrastructure improvements – Designing spaces that facilitate behavioural change, such as dedicated bike and bus lanes, pedestrian-friendly areas, or well-placed multimodal transport hubs, including park & ride.
- Wayfinding & signage – Using clear, intuitive physical signage and markers to guide individuals toward preferred choices.
- Policies and regulations.

3.4.2. The digital dimension

The digital layer enhances the physical dimension by providing real-time, interactive, and data-driven interventions to influence decision-making with key components such as:

- Digital navigation & wayfinding – Mobile apps, GPS-integrated tools, and digital signage that provide real-time guidance.
- Personalised recommendations – Suggestions for sustainable travel choices based on user behaviour and preferences.
- Incentives – Apps that reward sustainable choices, such as walking or using public transport, with discounts, or other recognition.
- Data collection – Using behavioural data to track engagement and improve interventions over time.

3.4.3. The human dimension

This layer acknowledges the role of human behaviour and psychological triggers in decision-making with key components such as:

- Education & awareness campaigns – Promoting the benefits of new behaviours through awareness raising workshops and campaigns and clear communication around large events.
- Active mobility in all seasons – Positive campaigning about health benefits around active mobility the whole year round.
- Behavioural nudging & incentives – Using nudges and incentives to actively change behaviour permanently.

4. Behaviour related SCALE-UP measures

Within the three urban nodes of Madrid, Antwerp & Turku, six behaviour related measures with various elements have been tested and implemented.

4.1. **Antwerp 9 - Nudging and incentivising sustainable travel**

The initial idea was to nudge and incentivise sustainable travel via mobility profiles with personalised offers.

4.1.1. Challenges encountered

Technological complexity: The original plan relied on emerging technologies that were not yet fully operational, complicating automation and integration.

Stakeholder Coordination: Multiple departments had to be aligned, leading to delays in development.

Usability concerns: The mobility-focused scope risked limiting adoption leading to an expansion to include other incentives offered by Antwerp.

4.1.2. Summary

Because it was not possible to deliver a finalised and fully operational back office during the lifetime of the SCALE-UP, the Smart Ways to Antwerp team has put several incentives, promotions and activation campaigns in the market using basic systems like promotional codes provided by the mobility providers distributed through existing channels.

4.2. **Antwerp 10 - Active travel campaigns and events as a catalyst for sustainable travel**

Antwerp encourages sustainable mobility concepts around events. This is based on mobility guidelines for event organisers to share, the possibility to offer further incentive nudges and temporary infrastructure installations as well as clear signage.

4.2.1. Challenges encountered

Promoting active mobility around events has seen some challenges. Early engagement with event organisers is crucial to explain sustainability needs, establish frameworks, and ensure smooth implementation of measures like bike parking. Collaboration with event organisers has not been always straightforward.

Temporary event bike parking has not always been adopted successfully, promotion and signage of pop-up as well as permanent bike parking options can be further increased.

Promotion via external apps did not always work out.

4.2.2. Summary

The implementation of this measure within the SCALE-UP project was successful, leading to extensive collaborations with internal and external stakeholders, diverse incentive actions (both digital and physical), and valuable data collection. When it comes to modal shift there are limitations: reducing car usage below 30% at events is particularly challenging, but significant gains can be made when targeting events with a 50% or higher car modal share. Clear mobility guidelines that are easily shareable benefit all stakeholders and should incorporate nudging. Mobility information should be embedded and shared at multiple stages for event attendees.

4.3. Madrid 8 - Nudging multimodality at regional level

Madrid has been nudging people for multimodal trips within Madrid region. This included the "Green Routes", a number of green cycling pathways available via the local MaaS app. Furthermore, EMT has been providing free bus travel on special occasions when high mobility is expected, the start of the school year etc to test and explore the quality of the bus network. Around big events, targeted communication campaigns have been launched, with event specific public transportation access plans and prolonged hours of free service for event participants. Within the SCALE UP project a communication campaign to promote multimodal transportation was launched by the City, EMT and CRTM during the last European Mobility Week.

4.3.1. Challenges encountered

The integration of the *Green Routes* into the MaaS app proved more difficult than anticipated. The overall interactive integration in the app did not happen but all information on the network can be accessed via a link from the app. Regarding the information campaigns around large events, while they are deemed successful it is hard to measure the actual impact in numbers as the overall ridership in Madrid's metro on a daily basis is very high and it is challenging to identify the specific event participants.

4.3.2. Summary

The EMT Free Days program has shown great results in terms of demand. More than 60.5 million passengers have been transported by EMT Madrid during the 60 free travel days - distributed over 22 periods - and the measure has benefited more than 12.5 million new users.

Regarding the campaign for the promotion of public transport, the mobility plan and the communication campaign there are tangible results and EMT ridership is at record levels.

4.4. **Turku 8 – Incentivisation of mobility services in Turku**

Turku developed more than 10 individual nudges to change travel behaviour. This included educational based ones for school children, lending a public transport card from the local library. Furthermore, a dedicated mailing campaign to establish personal mobility profiles test(linked to local animals) has been launched and a great number of data and travel habits has been collected by respondents.

4.4.1. Challenges encountered

The implementation of the nudges was initially aimed for with a new Customer Relations Management (CRM) system. During the implementation it became clear that the CRM was not suitable and therefore other solutions were found. Furthermore, the development of the nudges planned in cooperation with scientific project partners didn't materialise due to different priorities and a slowed process.

4.4.2. Summary

While there is a popularity around mobility nudges, evaluation of each individual nudge is complex and time consuming and requires a targeted approach. Also, the development of effective nudges is not straightforward. Implementation is resource-intensive and requires a diverse set of skills in marketing, design, communication, and technical expertise. A motivated team and good partners are key to success, while money is a secondary factor. Realistic expectations and analysing the available data are helpful when it comes to planning and implementation.

4.5. Turku 9 – Mobility guidance in connection with events and exceptional circumstances

While Turku counts already with a physical mobility guidance and since a few years there has been evident the need for a digital one, especially around events. In this measure, therefore, an e-mobility guidance concept was developed. The guidance is foreseen around big sport and cultural events in the city centre as well as guidance in case of construction works or pandemics.

4.5.1. Challenges encountered

Sometimes private event organisers do show limited interest in non-related event issues, such as sustainability. Furthermore, within the city administration it was not clear what digital guidance could and should include.

4.5.2. Summary

The overall development of digital mobility guidelines and its different expectations on city level are complicated, it needs significant allocation of human resources. It needs a close collaboration between the city and external stakeholders. While some of the tested measures lacked full use potential, there will be reoccurring annual events to improve based on lessons learned.

4.6. Turku 10 – Winter as a mobility season

Turku aimed to make winter a season more attractive for sustainable mobility by promoting winter as a mobility season through active stakeholder engagement as well as a winter street installation with events planned by the city but also local stakeholders.

4.6.1. Challenges encountered

For some of the activities, a minimum amount of snowfall was required so it was difficult to plan, develop and test them in periods without snow. The involvement of local stakeholders and groups for the winter street was low, so most events were organised with municipal staff.

4.6.2. Conclusion

Overall, the efforts to promote winter as a mobility season showed some success, but it is a challenging topic. The promotion of cycling in the winter months, is not a self-starter, although the provision of real-time data about cleared bicycle paths might

encourage people switch to walking or cycling due to increased confidence in the pavement conditions.

4.7. Reflection on the tested and implemented measures

All of the six behaviour related measure elements were successful. Yet, there are also elements that did not work as planned due to very different reasons. When it comes to behavioural change as mentioned in the introduction, it is not easy to pick the right framework for designing and implementing measures. Digital integration proved in many cases more complex than originally thought with the underlying question of end-user acceptance and design. Complex and separate apps need to provide clear extra value for reaching end user's acceptance. Another key element is a clear and targeted communication - nudges (especially when implemented on a smaller scale) need to reach the end user. While the SCALE-UP project provided tangible results in this WP6, the actions completed will help to establish general guidelines leading to optimised planning.

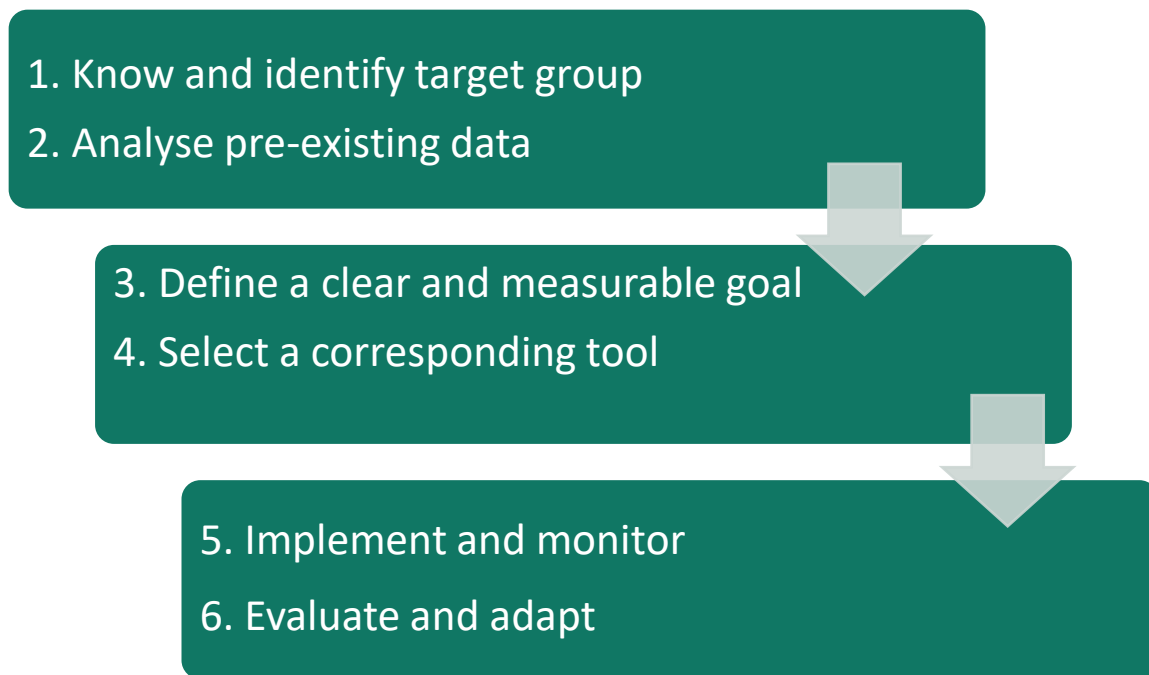
5. Toolbox: Practical steps for implementing behavioural change measures

This section is meant to use the insights from the six project measures along the three intervention fields and translate them into general guidelines that can be used as a toolbox by any other city wishing to create and implement behavioural change measures. This toolbox is mainly addressed to urban planners, public transport authorities and city administrations

5.1. Step-by-step approach to designing interventions:

To design a behaviour related measure, a simple six step approach can be followed and adapted to the local needs.

Graph 1: Step-by-step approach measure design



5.1.1. Know and identify your target group

The foundation of any effective behaviour change initiative lies in clearly identifying the specific audience you want to influence. Understanding *who* should be targeted helps ensure that the strategies, messages, and tools resonate and achieve the intended impact. This step involves analysing the target group's motivations, barriers, habits, and preferences related to the behaviour that should be changed. Whether

the audience consists of commuters, event visitors, parents, or youth, diving deep into their daily realities and decision-making processes is crucial. Creating detailed segmenting of the audience into sub-groups may help tailor the approach, ensuring relevance and effectiveness.

5.1.2. Analyse pre-existing data

Before designing new interventions, it is essential to explore what is already known. Gathering and analysing existing data sources such as mobility patterns, previous studies, surveys, demographic profiles, and behavioural research relevant to the target group set a baseline. This step helps uncover key points, knowledge gaps, and potential opportunities for influencing behaviour. Leveraging existing insights prevents duplication of efforts and ensures your strategy is built on a strong foundation of evidence. Understanding past successes and failures also allows to fine-tune your intervention and focus resources where they will have the most significant impact.

5.1.3. Define a clear and measurable goal to achieve

With the target group and data in hand, the next step is to set a clear and measurable goal that guides the behaviour change measure. Goals should follow the SMART framework — Specific, Measurable, Achievable, Relevant, and Time-bound — to ensure clarity and focus. Clear goals not only help in planning interventions but also create a benchmark for measuring success. Linking the behaviour change goal to broader societal objectives, such as sustainability, health promotion, or road safety, reinforces the measure's relevance and secures stakeholder support.

5.1.4. Selection of tools

Choosing the right tool for the intervention is critical to influencing behaviour effectively. Based on the target group and goals, select something that aligns with the available resources, timeframe, and stakeholder capacity. This could include nudges, incentives or rewards, regulations, communication campaigns, digital tools, or physical infrastructure improvements. A successful strategy often combines physical, digital, and human touchpoints — for instance, pairing online information campaigns with on-the-ground improvements like better bike parking facilities.

5.1.5. Implementation and monitoring

Once the plan is ready, it is time to carefully roll out the behaviour change measure. Implementation requires strategic timing, coordination with partners, and high visibility to ensure the audience encounters the intervention at the right moment and in the right context. It is of great importance that a monitoring strategy is in place to track key indicators of success and remain flexible to adjust the approach if unforeseen challenges or barriers arise.

5.1.6. Evaluation and adaption

The final step focuses on assessing the measure's impact relative to the original goals. Use a combination of qualitative and quantitative methods to evaluate outcomes and gather feedback from the target group. Evaluation helps identifying which elements were successful, which faced challenges, and why. This reflective process is critical for refining the measure, scaling up successful components, or reworking ineffective strategies. By documenting lessons learned, valuable institutional knowledge is created that other team members or cities can build on in the future.

5.1.7. Summary

This six-steps provides a structured, yet flexible framework for designing, implementing, and refining behaviour change measures. It emphasises a data-driven, audience-centred approach, supported by adaptation if necessary. This is a planning tool ensuring effective use of limited resources and eliminating risks of failure.

5.2. Further key aspects linked to designing a behaviour related measure

Next to using the step-by-step guide to set up a behaviour change related measure, there are a few more aspects to be taken into account.

5.2.1. The importance of timing

Behaviour change is a complex process, influenced by external factors, personal habits, and environmental conditions. One crucial yet sometimes overlooked element in the success of behaviour-related measures is *timing*. Implementing a

behaviour change initiative at the right moment can significantly enhance its effectiveness, while poor timing can render even the best-designed measure ineffective. Two key aspects where timing plays a critical role are seasonal influences and targeting people during moments of personal transition, such as moving to a new neighbourhood.

Seasonality is a powerful factor affecting behaviours, especially in the context of active mobility. Cycling, walking, or other forms of sustainable transport are naturally more appealing in pleasant weather. Launching an active mobility campaign encouraging people to cycle in winter when it's cold, dark, and rainy needs a lot of extra attention and supporting measures.

On the other hand, rolling out such initiatives in spring or early summer, when days are longer, temperatures are milder, and nature is in bloom, creates a more supportive context. People are generally more open to being outdoors and trying new activities, making it the ideal moment to introduce incentives for cycling, walking, or using public transport. By aligning the measure with the season, you can maximise the likelihood of positive first experiences, which are critical for establishing lasting habits.

Life transitions, such as moving to a new neighbourhood, present another critical window of opportunity for behaviour change. When people relocate, their routines and habits are naturally disrupted. They no longer have established routes to work, a favourite supermarket, or default transportation methods. This "habit reset" period makes them uniquely receptive to new information, options, and behaviours.

Introducing sustainable mobility options, digital tools, or incentives for new residents during this phase can have a lasting impact. For instance, providing a welcome package with cycling maps, free public transport passes, or information about local amenities not only helps them settle in but also subtly nudges them towards healthier and more sustainable travel choices. If the first behaviour they adopt in their new environment is aligned with the intended change, it is far more likely to stick.

5.2.2. Events as opportunities for behaviour change

Changing human behaviour is difficult, largely because much of what we do is driven by habits, which are automatic routines shaped by repetition over time. When people operate on "autopilot", it is challenging to introduce new behaviours or alternatives, no matter how beneficial. However, certain situations temporarily disrupt these habitual patterns, creating unique windows of opportunity for influencing behaviour. Events such as festivals, sports competitions, or large gatherings are prime examples of such "less habitual" contexts.

When attending events, people step out of their daily routines. They navigate unfamiliar locations, encounter new information, and make decisions they don't usually face how to get there, where to park, or how to move around the event area. This disruption of routine creates a natural openness to new experiences and ways of doing things, offering an ideal moment to introduce sustainable, active, or healthier behaviours.

Events also bring together large, diverse groups of people, amplifying the potential reach and impact of behaviour change initiatives. Visible actions, like many attendees arriving by bike or using shared mobility, create social proof and make new behaviours feel normal and accepted.

Events are powerful catalysts for behaviour change, as demonstrated in SCALE-UP, because they place people in unfamiliar, less habitual situations where they are more receptive to new ideas. By strategically targeting these moments with the right nudges and support, organisers and cities can plant the seeds for lasting behaviour change that extends well beyond the event itself.

5.2.3. The non-existence of an average end-user

When designing behaviour change measures, there is often a tendency to imagine an "average end user", a rational, predictable individual who will respond uniformly to nudges, incentives, or information. However, such a person does not exist in the real world. Human decision-making is highly individual, influenced by a complex mix of personal circumstances, experiences, values, emotions, and social contexts. Recognising this complexity is essential for creating effective behaviour change strategies.

Every individual approaches decisions on whether to cycle to work, use public transport, or choose a sustainable option through their unique lens. Factors such as age, income, health, cultural background, family situation, and even mood can shape choices. What motivates one person may be irrelevant or even discouraging to another. For instance, a fitness-driven young adult might be easily nudged toward cycling, while an elderly person with limited mobility may find the same nudge alienating or inaccessible.

This diversity means that one-size-fits-all interventions rarely succeed. Behavioural change requires understanding these varied decision-making processes and designing measures that respect individual differences. Segmentation, empathy-driven research, and tailored communication are crucial. Successful strategies offer flexibility, multiple entry points, and options that allow people to choose what fits their context.

Ultimately, there is no "standard end user" because human behaviour is as diverse as the individuals who exhibit it. Acknowledging this reality is the first step toward crafting meaningful, inclusive, and effective behaviour change initiatives.

5.3. Selection of tools for implementing a measure

While the following section will give you an overview of various tools to implement a behaviour related measure, this is meant as a catalogue of ideas. The tools listed can be linked to one or more of the dimensions that have been used within SCALE-UP. It is also important that the choice of tool(s) can be made as stand-alone or in combination with others to maximise the desired outcome of behavioural change. A combination between a positive minded nudge and a change in regulatory rules might multiply the success rate of the measure.

5.3.1. Incentive-based measures:

Table 2: Incentive based measures

Reduced pricing	• Public transport • Shared transport providers • Free subscription with private car phase out	Human
Gaming elements	• Receiving badges for ecological behaviour • Small gadgets linking to campaigns and events	Human / Digital

5.3.2. Informational nudges:

Table 3: Informational nudges

Tool	Description	Dimension
Event information	• Share details about multimodal options to reach event venue • Inform about temporary installations • Encourage the use of P&R	Human / Physical / Digital

	Using of clear and easy to understand signage	
Educational campaigns	Educational campaigns on climate change and what can be done to slow it	Human
Appealing at ecological conscience	- Showing CO2 emissions by mode of transport	Human / Digital
Appealing to personal health	Active mobility might not be the fastest, but	Human / Physical
Involving local stakeholders	Whenever possible involve external stakeholders to multiply success	Human

5.3.3. Infrastructure Improvements:

Table 4: Infrastructure improvements

Tool	Description	Dimension
Extending the cycling infrastructure	Safety is among the key priorities for a better cycling infrastructure, as well as physically separated lanes.	Physical
Creating pedestrian zones and itineraries	Pedestrian zones are often linked to a higher quality of life.	Physical / Human
Improving public transport	An increased and a better public transport offer, might lead people rethink their habitual choice of transport.	Physical
Park and ride facilities	Park & ride facilities in combination with apps and combined ticket integration.	Physical / Digital
Shared mobility provides	First / last mile shared mobility offer increases attractiveness of multimodal journeys.	Physical / Digital
Infrastructure related apps	Waiting times offering people a real-time overview of choices.	Digital / Human

5.3.4. Digital infrastructure:

Table 5: Digital infrastructure

Tool	Description	Dimension
Digital local apps	Offering apps with additional features, that are not featured in universal used apps	Digital
Integrated apps	Combine multiple digital services in one app	Digital
Real-time information	Provide real-time data for people to make an informed decision	Digital / Human

5.3.5. Regulatory tools:

Table 6: Regulatory tools

Tool	Description	Dimension
Low emission zones	A better air quality allows more active mobility.	Physical / Human
Parking zoning	Making parking harder and more expensive in city centres.	Physical / Human

6. Conclusions

Behavioural change as one of the five thematic intervention areas has been core to accelerate green, sustainable and active modes of transportation and the overall goal to change the modal split permanently, yet it is not always straightforward.

Improvements to the digital and physical infrastructure are crucial for delivering that behavioural change we want to see on the human dimension. At the same time, these changes are deeply personal and there are people completely immune to it, so the importance is to reach the open-minded ones.

This toolbox should help cities to understand how to approach behaviour change in a structured way, also on the lessons learned from SCALE-UP. It is important to take external factors into account such as timing, the exact target group and local background. While temporary financial benefits might be a good incentive to trigger behavioural change at least temporary, the work completed has shown that this is not always the deciding argument. There are many creative possibilities to deliver a nudge or an information campaign, without a big budget and this toolbox contains ideas where human resources and money are best spent.