

# Achieving Travel Behaviour Change - Lessons from EU Projects

London Boroughs have been successfully bidding for and delivering EU Funded projects over the last several years. Much of these activities have been delivered through the Intelligent Energy Europe - STEER Programme, which shares common objectives with the Mayor's Transport Strategy such as carbon reduction, shifting journeys towards active travel and unlocking the potential of alternatively-fuelled vehicles.

This free half day conference will firstly showcase two concluded EU projects CARMA and SEGMENT. Join us to hear how these projects have delivered innovative behaviour change campaigns across a number of EU cities. We will also look at two newly started projects, PTP CYCLE and STARS, in order to get a sense of what the EC's current priorities are in this field.

**TUESDAY 26TH MARCH 2013**



**Royal Borough of Kensington & Chelsea Town Hall  
Hornton Street  
London  
W8 7NX**



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To book your place,  
please click [here](#).

Alternatively, you may  
contact Sabrina Ishfaq  
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(t) 020 8583 4980  
for any questions and  
to secure your place.

Lunch and refreshments will be  
provided and there will be plenty  
of networking opportunities  
throughout the morning.  
We look forward to welcoming you.



## CONFERENCE AGENDA

- 09:30 Coffee/registration
- 10:00 Welcome
- 10:10 Behaviour change at TfL  
*Guest speaker Chris Mathers, Transport for London*  
An overview of the Games Travel Demand Management programme and a look to the future.
- 10:40 IEE STEER Programme – Why you should get involved  
*Guest speaker Olav Luyckx, Executive Agency for Competitiveness and Innovation (EACI)*  
Overview of the STEER 2013 funding priorities and a look to the future.
- 11:00 Coffee break
- 11:20 SEGMENT: Market Segmentation for energy efficient transport  
*Jillian Anable (Aberdeen University), Matthew Clark (Steer Davies Gleave), Sabrina Ishfaq (LB Hounslow)*  
With the use of local segmented marketing and targeting of life change moments (relocating council employees, health care service visitors and parents of year 1 children), three small campaigns were developed to effect sustainable travel behaviour change. Campaigns developed ranged from active travel campaigns to the delivery of ecodriving courses.
- 12:00 CARMA: Cycle Awareness Raising and Marketing  
*Marina Kroyer*  
*Royal Borough of Kensington & Chelsea*  
CARMA has developed cost-effective ways of marketing cycling in urban areas, to specific target groups. The campaign also implemented innovative communications to maximise the use of existing infrastructure.
- 12:40 PTP CYCLE & STARS  
*Paul Curtis, LEPT*  
Pick up some ideas on what the EC is currently funding in the field of sustainable transport and how proven behaviour change methods are a hot commodity right now! These two new cycling projects are evidence of this. The tools of choice: individualised travel marketing and accreditation on a pan-EU scale.
- 13:15 Lunch and close