

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE

2023

LEUVEN, BELGIUM • 29-30 NOVEMBER 2023



leuven



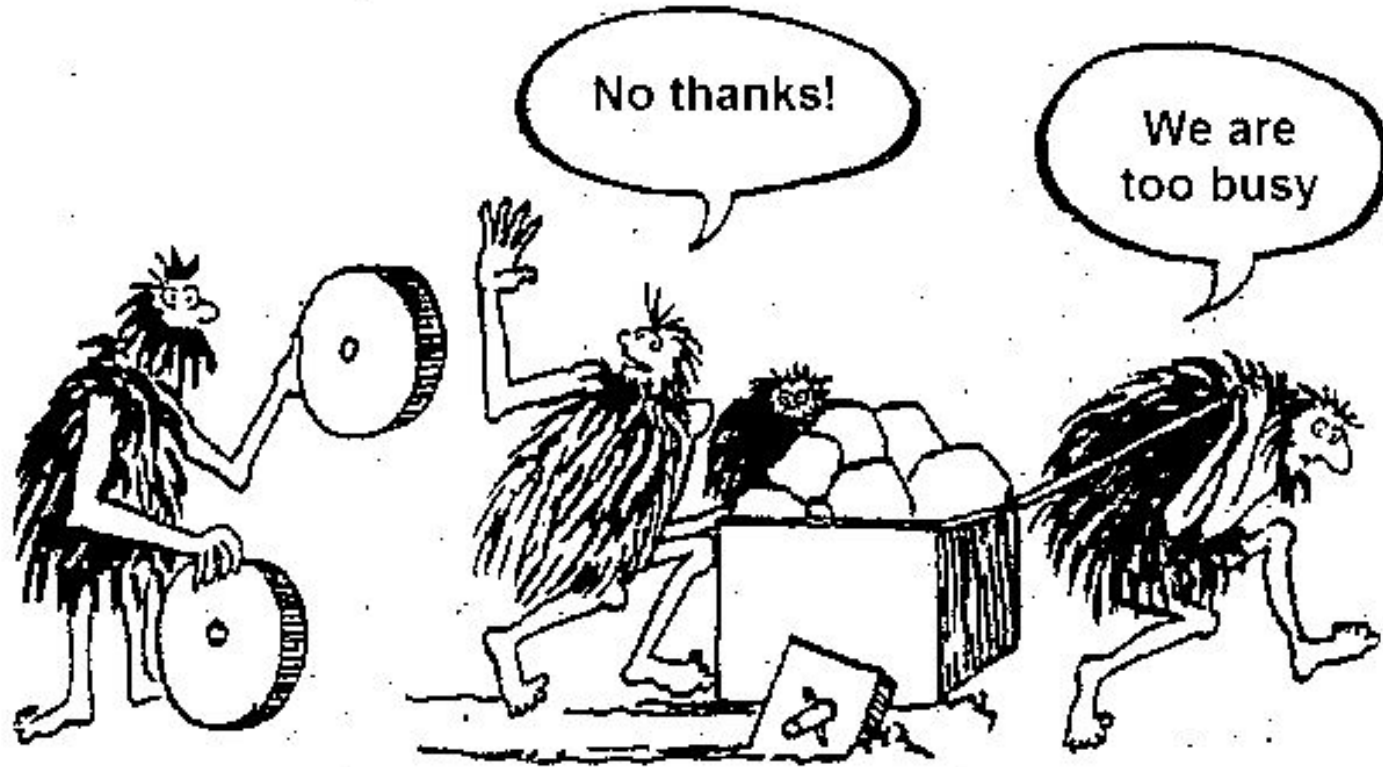
30 days going on 365: Lessons learned from the '30 Days of Less Cars' campaign



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30 days less car



How can we
(civil society)
change travel
behavior towards
sustainable and
shared mobility





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WHY

Sustainable Mobility has to be easy, comfortable, affordable, reliable and safe!



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HOW

So people has to taste it,
feel it,
experience it and
get addicted



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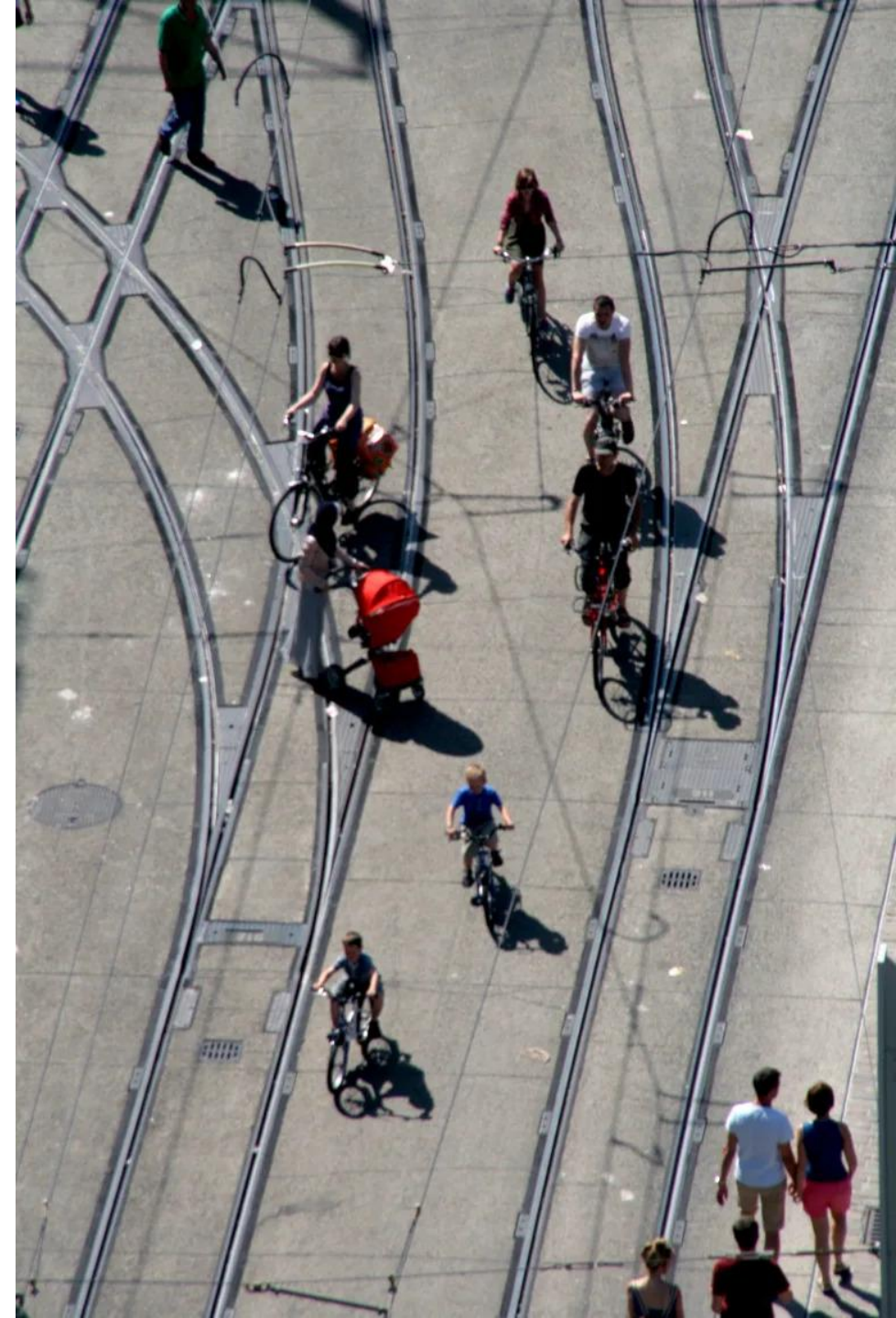


What

- a 30 days challenge
 - june 2022 and june 2023
- > Participants could experiment with new and sustainable transport solutions (motivation and activation)
- > support and communications by partners
- > (academic) research (acknowledging the difficulties)
- > recommendations for policy makers



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over ons [faq](#) [nieuws & inspiratie](#) organisaties en gemeenten

IK DOE
MEE!



Geld groeit niet aan de bomen

Erger nog, het kost ons net bomen. Het geld dat jij bij de bank parkeert, blijft daar immers niet in een kluis liggen. Het wordt geïnvesteerd. En die investeringen zijn niet altijd zo positief voor mens, milieu of planeet. Grootbanken financieren bijvoorbeeld nog massaal fossiele brandstoffen. En we weten allemaal: fossiele brandstoffen zijn de motor



Acht budgethacks die je helpen autominderen

Autorijden is duur, [dat is geen nieuws meer](#). Door te kiezen voor openbaar vervoer bespaar je automatisch een pak geld. Lees even mee.

[Lees meer](#)



We zijn bijna halweg. En dat doen we goed!

De eerste twee weken van juni zijn voorbij gevlogen. Via onze sociale mediakanalen zagen we heel wat fijne posts passeren van jullie avonturen van onderweg. Heerlijk om al die blije snoeten te zien! Een speekmedaille voor iedereen. En veel wind in de rug, dat ook.



RESULTS

2023 (2022)

- 6100 participants (6500 in 2022)
- 125.000 car-free days (166,000 car-free days)

Together with companies, cities, universities, mobility-providers...

3 months after the end of the campaign in June 2022, 30.7% of the participants reported that they still drive their car significantly less than before the campaign.



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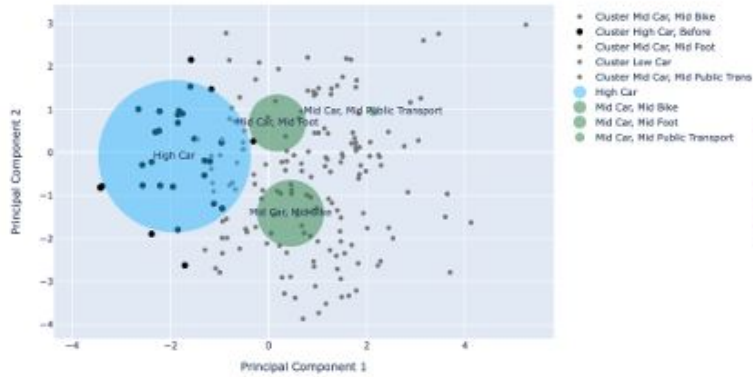


Figure 20. Challenge Effect on initial 'High Car' Users:
many shifted to "Mid Car, Mid Bike" and "Mid Car, Mid Bike"

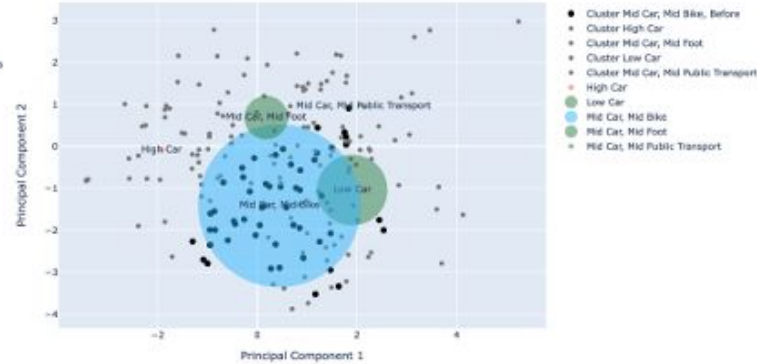


Figure 21. Challenge Effect on initial 'Mid Car, Mid Bike' Users: many shifted to be "Low Car"

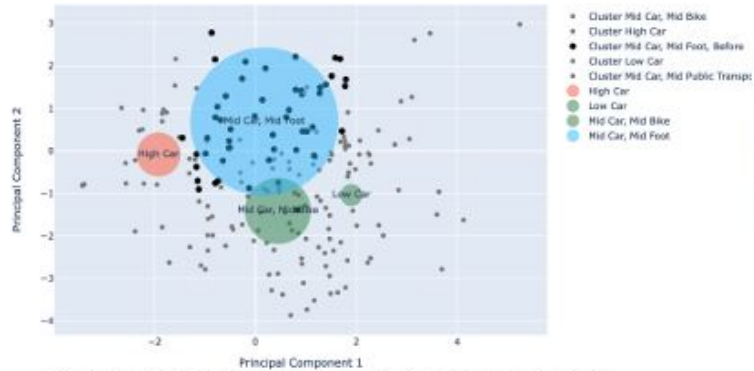


Figure 22. Challenge Effect on initial 'Mid Car, Mid Foot' Users: although a few shifted to 'High Car' or 'Low Car' many shifted to be 'Mid Car, Mid Bike'

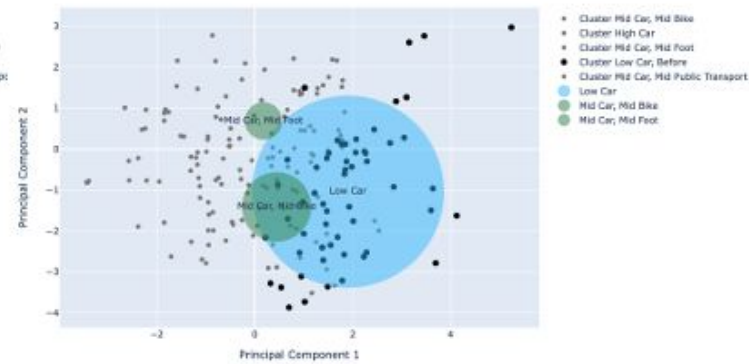


Figure 23. Challenge Effect on initial 'Low Car' Users: many remained as 'Low Car' although a few shifted to 'Mid Car, Mid Bike' and 'Mid Car, Mid Foot'



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Lessons learned

30 days going on 365

The main conclusions were:

- Let people get an accessible taste of sustainable mobility and inform them widely about the possibilities
- Provide a wide range of public transport and sharing systems.
- Ensure that sustainable mobility is synonymous with affordable, reliable, efficient, safe and comfortable

<https://30dagenminderwagen.be/inspiratie/rapport-30-dagen-minder-wagen>

E-book

<https://30dagenminderwagen.be/inspiratie/365-dagen-minder-wagen>



“

Wij doen mee!



2024?

New challenge in june

Kick-off 22 april (Ghent)

Focus on communication

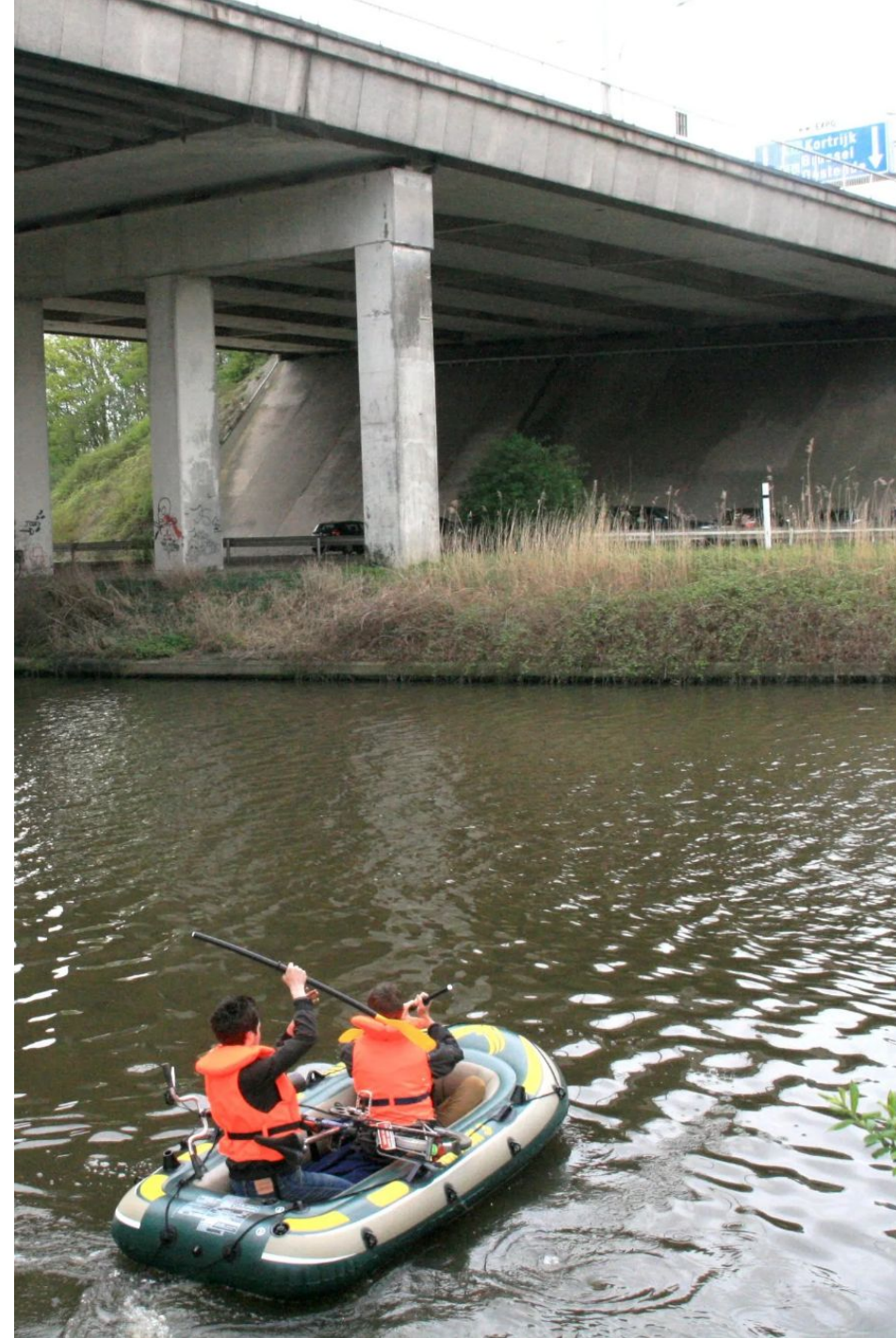
Elections!

All thoughts, support, ideas ->

Barbara@duurzame-mobiliteit.be

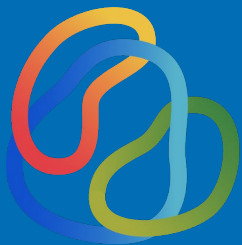


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**Thank you for
your attention!**



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