FUTURE MOBILITY MANAGEMENT – BEHAVIOURAL CHANGE TO NORM CHANGE?

Caroline Ljungberg Toulson, Trivector
The Making of Behavioral Economics

Misbehaving
Richard H. Thaler
Best-selling coauthor of Nudge
Planning

Regulations and incentives

New technology

Behavioural measures
"Mobility management is soft measures to affect the trip before it has started"
THE ROAD TO MOBILITY MANAGEMENT 3.0

**MM 1.0**
- Project based in municipalities
- External financing
- Test projects

**MM 2.0**
- Part of internal businesses
- Changes in infrastructure
- Connection to exploitation and parking

**MM 3.0**
- Preemates the internal businesses
- Changes social norms, attitudes and behaviour
- Short – and long term
- Individual and society level
WE ARE STUCK IN OUR CAR HABIT…
WE NEED TO THINK WHAT WE DO IS GOOD

- COGNITIVE DISSONANCE
Group 1: If you were to choose \textit{today}, would you prefer chocolate or fruit \textit{next week}?

- Choose \textit{today}: 26% prefer chocolate, 74% prefer fruit.
- Eat \textit{next week}: 26% prefer chocolate, 74% prefer fruit.
Choose *today* and eat *today*

Grupp 2: If you were to choose *today*, would you prefer chocolate or fruit *today*?

- 70%
- 30%
We find it hard to act now for benefits that will come later – and maybe not even to ourselves.
IT IS HARD WITH TOO MANY CHOICES
You’ll see, I wear only gray or blue suits, I’m trying to pare down decisions. I don’t want to make decisions about what I’m eating or wearing. Because I have too many other decisions to make.
WE ARE ONLY HUMANS…
SOCIAL MOTIVATION
WHAT OTHERS DO MEANS A LOT
IT MIGHT SEEM LIKE A BIG STEP…
A NUDGE IN THE RIGHT DIRECTION

- Respects the free will of individuals and doesn’t forbid alternatives
- Doesn’t use regulations and economic incentives
MAKE IT SIMPLE!

NUDGING
MAKE IT SIMPLE!
THE STANDARD ALTERNATIVE

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**Hitta till hotellet**

**Tunnelbana**
Tunnelbanestation T-Centralen

**Buss**
Buss 69, 53 eller 65 till Norra Bantorget
Buss 1 till Vasagatan

**Från Arlanda**
Arlanda Express till Stockholm centralstation.

**Taxi**
Vi rekommenderar TAXI STOCKHOLM.

**Om Clarion Hotel Sign**

**Antal hotellrum**
558 st - 1115 badkar

**Antal konferenslokaler**
10 st - plats för över 1220 deltagare

**Avstånd flygplatser**
Arlanda flygplats: 40,4 km,
ca 30 min (med bil)
Bromma flygplats: 8,7 km,
ca 10 min (med bil)
FEEDBACK!
THANK YOU FOR CYCLING

Tack för att du cyklar!
CHANGE IN THE PHYSICAL ENVIRONMENT

NUDGING
WHAT DO WE NEED?

► Everyone has a role – regions, municipalities, companies, employers etc.
► Make sure that mobility management is integrated in everyday work and in long term
► Work with different social groups, different transport modes, measures etc.
► Include experiences from behavioural economics
► Use nudging
THANK YOU!
caroline.ljungberg-toulson@trivector.se