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Mobility as consumer behaviour

How can consumer research guide mobility management?

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You'll be familiar with
central consumer research
topics that are of relevance
for sustainable mobility.



a brief history of consumption

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Consuming has less and less to
do with **physical goods**.



NETFLIX



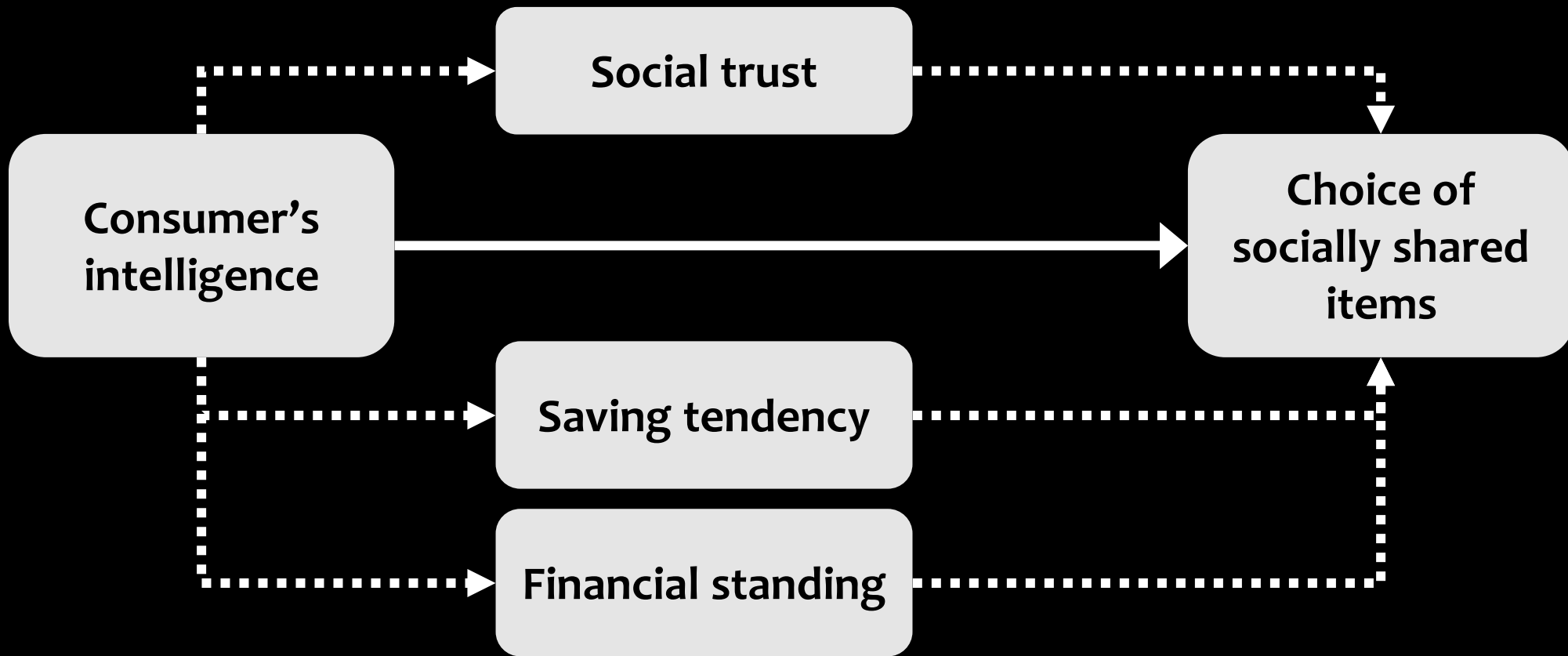
In consumer research, sustainable mobility is often discussed as a part of collaborative consumption ie. **sharing economy**.

Underused assets are utilized. For the owner, the asset is not solely a consumer good anymore but a financial investment. For the user, the asset is a service he or she uses.

Who makes smart choices?



Aspara & Wittkowski (2019) Sharing-Dominant Logic? Quantifying the Association between Consumer Intelligence and Choice of Social Access Modes. *Journal of Consumer Research*.



The promises and problems of nudging

The promises



The problems

Nudging may not be sustainable,
because if the stimulus disappears,
will the hoped effect also disappear?



Are we ready to own nothing?





Solid consumption

- ownership-based
- stability
- ownership value
- physical object is a part of one's identity
- burdensome

Liquid consumption

- access-based
- flexibility
- use value
- no emotional engagement to physical objects
- uncertainty

Liquid consumption easily violates the human need for **belongingness**. Alienation, rootlessness and loneliness are indeed characteristic to today's society.





If everything flows, we will drown.

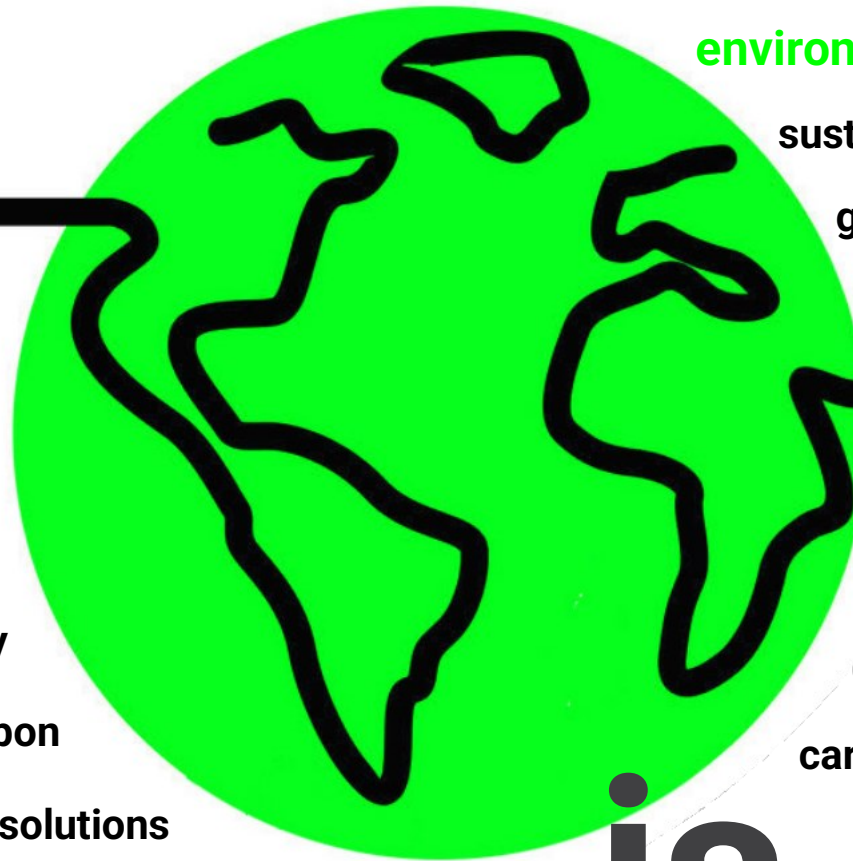


Where is the boundary of privateness in mobility solutions? What can be shared, what must be owned?

Thank you!

The new **black**

circular economy
climate action
active mobility
climate resilience
renewable energy
low carbon
nature-based solutions



environment

sustainability

green neighbourhoods

net zero city

climate neutrality

climate city contract

energy transition

Green deal

carbon footprint

is green



why, for whom, with whom?

a communication problem

a focus issue

nature is resilient, we are not enough

people do not care about nature, environment & climate, as much as they care about themselves & their comfort



sustainability

The Brundtland Commission defines sustainable development as:

“Development that **meets the needs of the present without compromising** the ability of **future generations** to meet their own needs.”

long term thinking
commons
togetherness
not just eco-friendly



sustainability



2008

2015 The Paris Agreement

2019 The Green Deal

2020 Cities Mission

2022 100 climate-neutral and smart cities by 2030

2016 The new Urban Agenda

The 2030 Agenda for SD: 5P People, Planet, Prosperity, Peace, Partnership + 17 SDG



2012 The SDGs replace the Millennium Development Goals (MDGs). At the UN Conference on SD (Rio+20) in Rio de Janeiro, the "The Future We Want" outcome document

2002 Earth Summit (Rio+10) produced the Johannesburg Declaration: global commitment to SD, not exceeding the Planet's carrying capacity

1997 Kyoto Protocol operationalizes the UN Framework Convention on Climate Change by committing to reduce GHG

1992 Agenda 21 Earth Summit in Rio de Janeiro, Brazil: "think globally, act locally" - environment = global common resource

1987 Brundtland Report: Our Common Future, introduced the concept of sustainable development (SD) & described how it could be achieved

1972 The Club of Rome: The Limits to Growth

ECO-DEVELOPMENT

SUSTAINABLE-DEVELOPMENT

BRICK AND MORTAR POLICIES
TOP DOWN PLANNING

INNER CITY PROBLEMS,
AREA BASED SOCIAL
WELFARE PROJECTS

ENTREPRENEURIALISM

COMPETITIVE POLICIES

AUSTERITY and
TECHNOLOGY DRIVEN
POLICIES

CRISIS IN WORKING CLASS
NEIGHBOURHOODS

INCREASING USE OF TEMPORARY
SOLUTIONS IN URBAN AREAS

POST WAR
RECONSTRUCTION

MARGINALISATION AND SOCIAL
EXCLUSION

URBANISATION OF
METROPOLITAN AREAS

EXPANSION OF CITIES
(IN-MIGRATIONS)

SOCIAL POLARISATION AND
GENTRIFICATION

The new **black** is green | urban mobility in the context of climate challenges



Irina ROTARU | 02 June

ECOMM
TURKU 2022
EUROPEAN CONFERENCE ON MOBILITY MANAGEMENT

why urban mobility?

- ❑ main challenge in reaching climate neutrality
- ❑ much complex than at a first glance, requiring an integrated understanding
- ❑ not only about carbon footprint, but also an issue of resources & comfort



urban mobility & climate neutrality

overall perspective

integrated understanding

full lifecycle

Not only GHG emissions / carbon footprint generated through different trips

but also those for the production and dismantling of vehicles & dedicated infrastructure, buildings & space



urban mobility & climate neutrality

- 1) towards past / simplification / human centered deregulation



urban mobility & climate neutrality

2) towards future /
technology /
artificial intelligence /
regulation



urban mobility & climate neutrality

Paris & Ile de France

- Reduce the need: 15 min city
- Collective / shared
- Service / multifunctionality



Paris = a city of short distances

1 hour walk from Place de la République to Bois de Boulogne

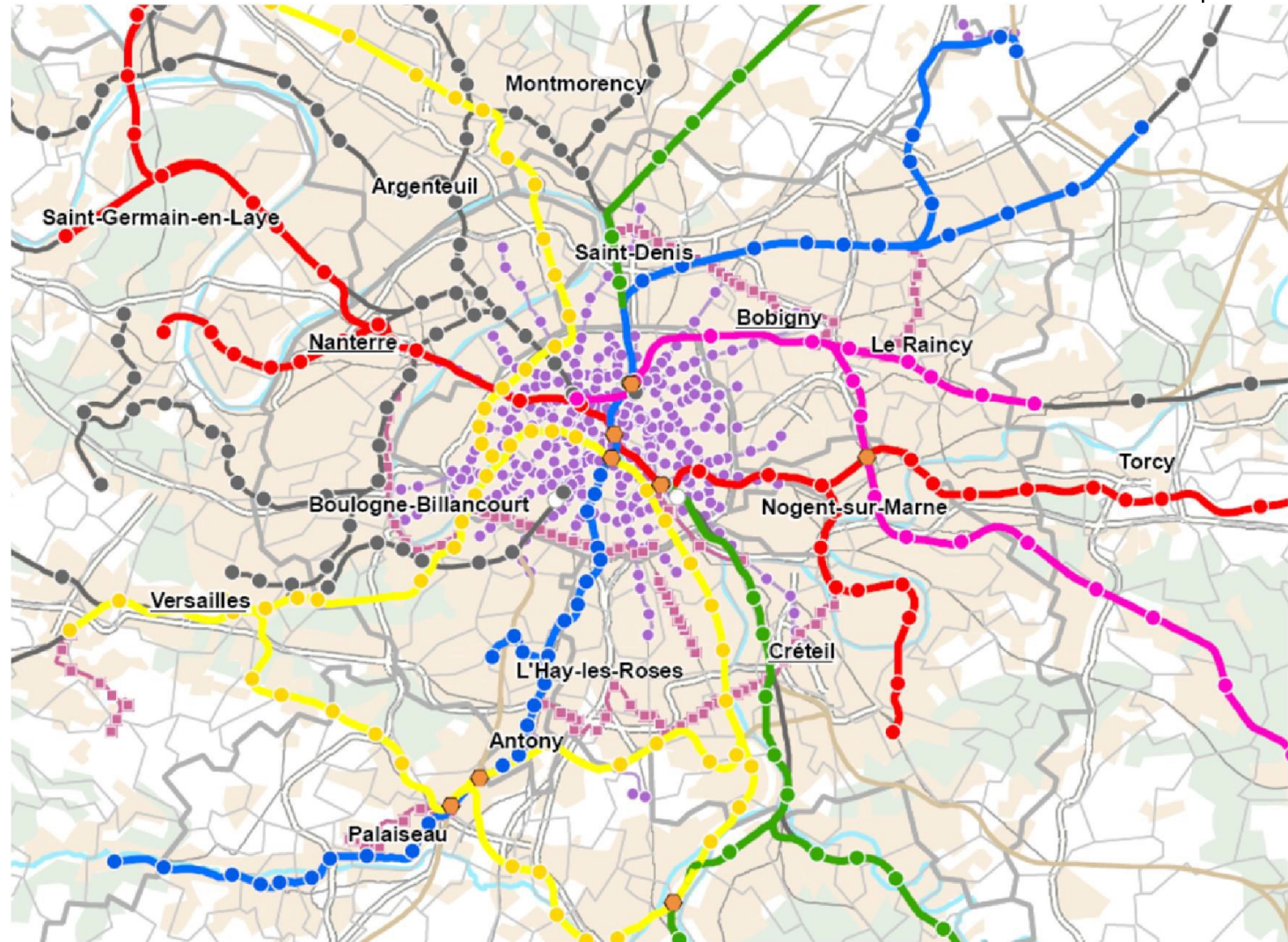
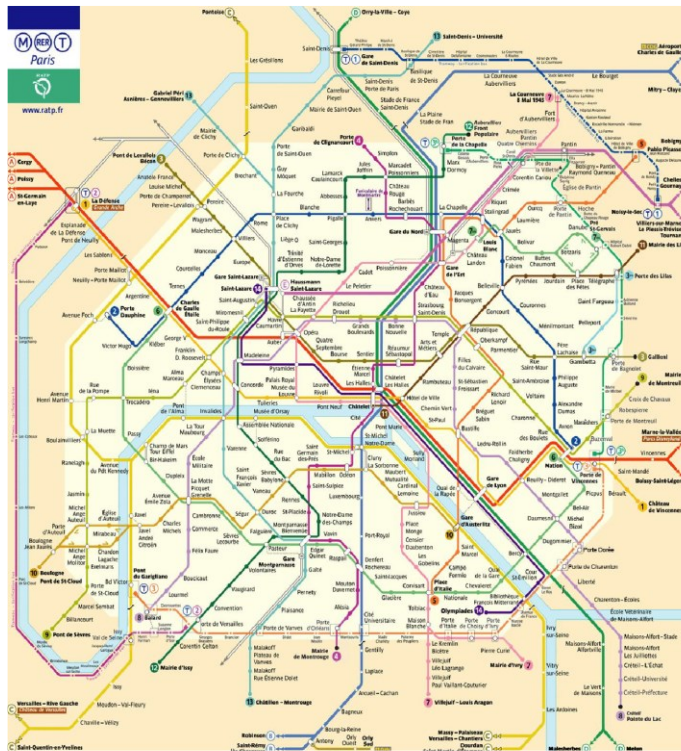
Less than 2h from one end to another

- Inner Paris: 105 km²
- Inner London: 321 km²
- Inner Madrid: 606 km²



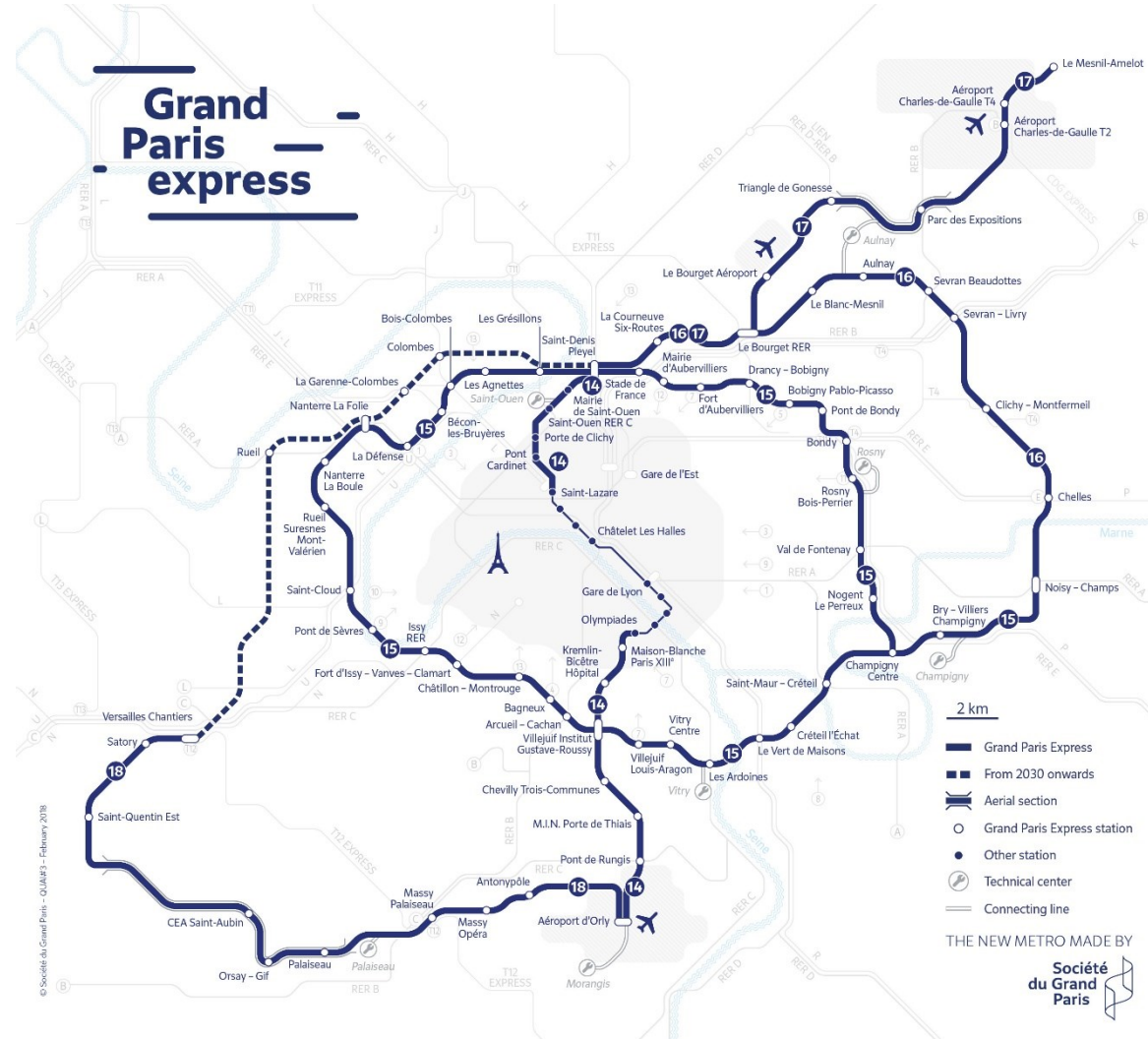
urban mobility & climate neutrality

Paris & Ile de France



urban mobility & climate neutrality

Paris & Ile de France



Opening

2020 - 2021



2024



2027

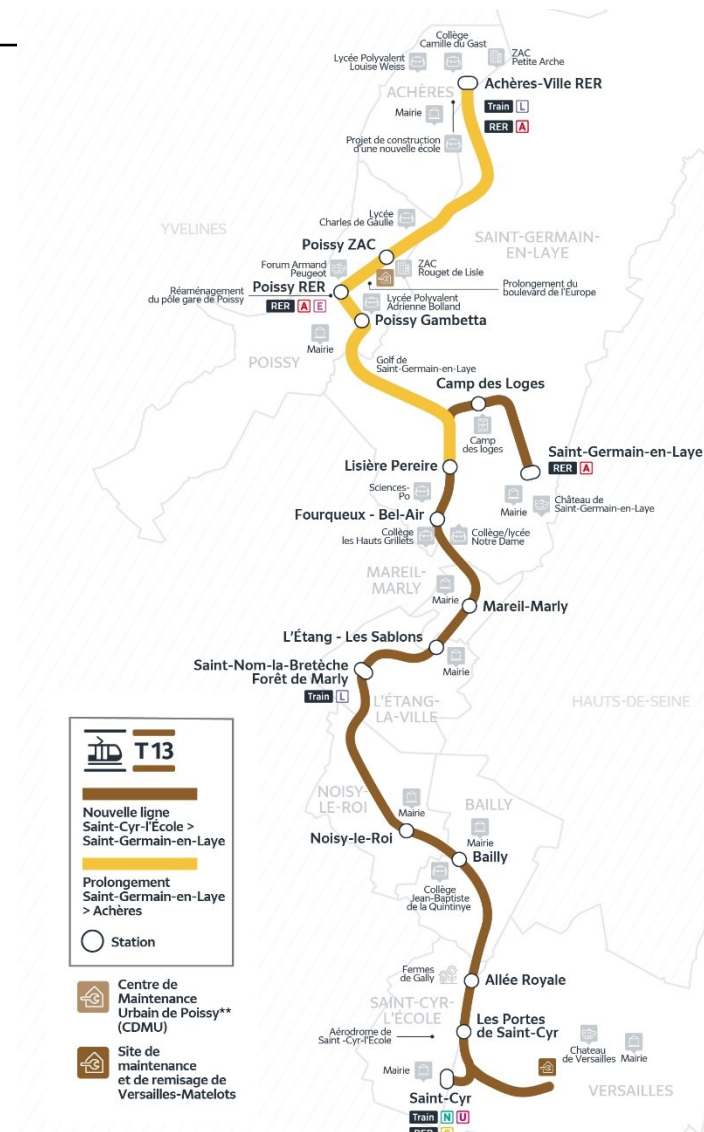


2030



urban mobility & climate neutrality

Saint Germain-en-Laye



* À l'horizon 2024, en raison du prolongement de la ligne E à l'Ouest, la ligne J ne desservira plus la gare.

** Le centre de maintenance urbain sera construit à Poissy dans le cadre du tram T13 prolongement Saint-Germain-en-Laye > Achères. Le site de maintenance et de remisage sera situé à Versailles-Matelots et sera mis en service en même temps que le tram T13 nouvelle ligne Saint-Cyr-l'École > Saint-Germain-en-Laye.



urban mobility & climate neutrality Paris & Ile de France



ZONES TARIFAIRES VISITEURS

Zone 1 4€/h

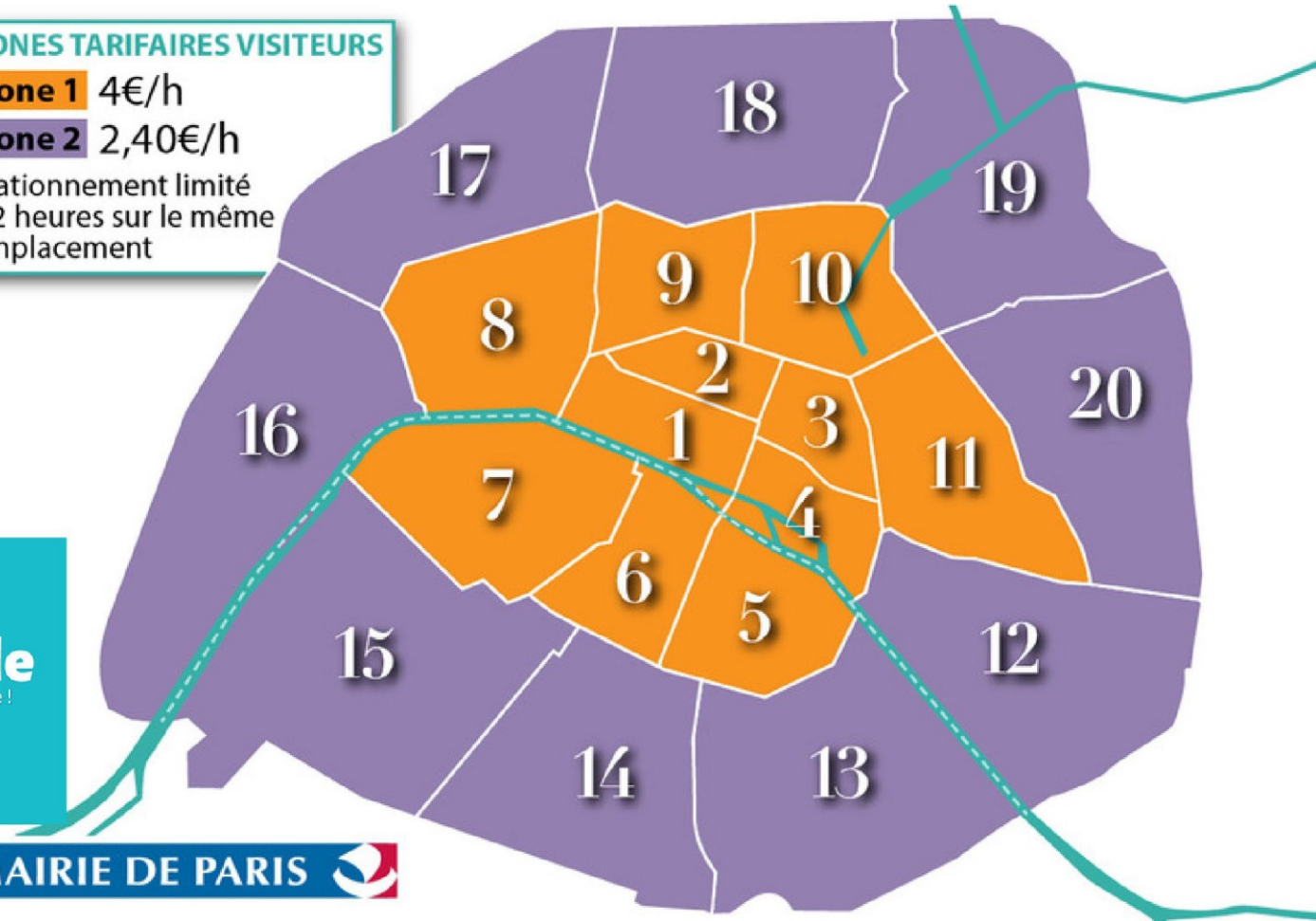
Zone 2 2,40€/h

Stationnement limité
à 2 heures sur le même
emplacement



P Mobile
Stationnez plus facile !

MAIRIE DE PARIS



urban mobility & climate neutrality Paris & Ile de France

1^{ER} JUILLET 2016

**INTERDICTION DE CIRCULER
DANS PARIS LES JOURS OUVRÉS
DE 8H À 20H**

Qui est concerné ?



Les **véhicules particuliers**,
mis en circulation
avant le **1^{er} janvier 1997**



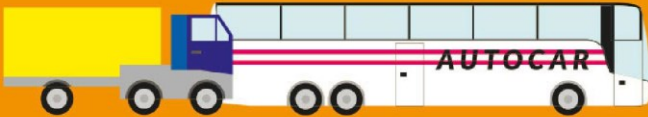
Les **véhicules utilitaires
légers**, mis en circulation
avant le **1^{er} octobre 1997**



Les **deux roues motorisés**,
mis en circulation
avant le **1^{er} juin 1999**

1^{ER} JUILLET 2015

**RESTRICTIONS DE CIRCULATION 7J/7
SUR L'ENSEMBLE DU TERRITOIRE HORS BOULEVARD
PÉRIPHÉRIQUE, HORS BOIS**



Les **véhicules lourds** les plus polluants,
essence et diesel immatriculés avant octobre 2001

**Quel certificat
pour votre véhicule ?**

VIGNETTES CRIT'Air



Tous les véhicules
«**zéro émission moteur**» :
**100% électrique
et hydrogène**



Essence et autres
EURO 5 ET 6
À partir du
1^{er} janvier 2011



Essence
et autres
EURO 4
Entre le 1^{er} janvier
2006 et le 31
décembre 2010
inclus

Diesel
EURO 5 ET 6
À partir du
1^{er} janvier 2011



Essence
et autres
EURO 2 ET 3
Entre le
1^{er} janvier 1997
et le 31 décembre
2005 inclus



Diesel
EURO 4
Entre le
1^{er} janvier 2006
et le 31 décembre
2010 inclus



Diesel
EURO 3
Entre
le 1^{er} janvier 2001
et le 31 décembre
2005 inclus

Diesel
EURO 2 ET 3
Entre
le 1^{er} janvier 1997
et le 31 décembre
2000 inclus



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Bus Rapid Transit along the Seine



Bus Rapid Transit linking the railways stations



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Completely electrified public transport by 2025



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MAIRIE DE PARIS

SAMEDI 6 – DIMANCHE 7 JUIN
FÊTE DU VELO 2015



Ticket 1 jour gratuit
disponible directement sur les stations Vélib'.



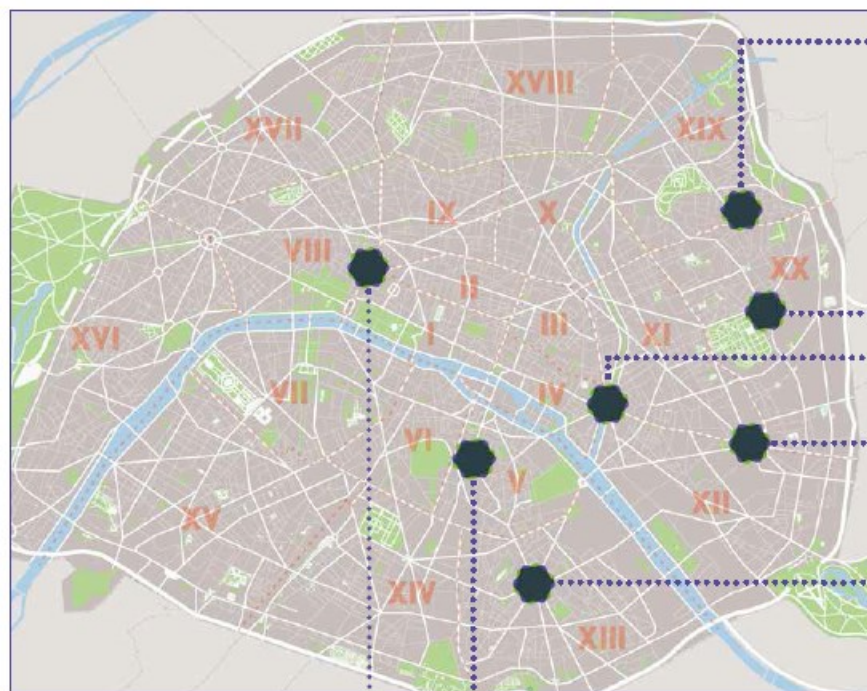
30 premières minutes offertes
pour chaque trajet, au delà,
la tarification classique s'applique



velib'
MAIRIE DE PARIS



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PLACE DES FÊTES

Données place
Surface 38 000 m²
Part de chaussée 22,5%
Part de trottoir 50%
Part de jardin 14,5%
Part de bâti 13%
Données quartier proche
Habitants 18 000
Part des 60 ans ou plus 20%
Part des moins de 20 ans 22,1%
Indice de jeunesse 1,10
Taux d'emploi 30%

PLACE GAMBETTA

Données place
Surface 6 100 m²
Part de chaussée 65,5%
Part de trottoir 31,5%
Part de fontaine 3%
Données quartier proche
Habitants 9 000
Part des 60 ans ou plus 17,1%
Part des moins de 20 ans 16,1%
Indice de jeunesse 0,94
Taux d'emploi 98%

PLACE DE LA BASTILLE

Données place
Surface 29 100 m²
Part de chaussée 50%
Part de trottoir 47,5%
Part de l'espace colonne 2,5%
Données quartier proche
Habitants 7 174
Part des 60 ans ou plus 20,5%
Part des moins de 20 ans 15,8%
Indice de jeunesse 0,77
Taux d'emploi 316%

PLACE DE LA NATION

Données place
Surface 49 800 m²
Part de chaussée 51%
Part de trottoir 31%
Part de jardin 18%
Données quartier proche
Habitants 13 482
Part des 60 ans ou plus 23,7%
Part des moins de 20 ans 15,4%
Indice de jeunesse 0,65
Taux d'emploi 61%

PARIS

Surface de la ville 105 km²
Surface des voies 27 km²
Part de chaussée 56%
Part de trottoir 44%
Habitants 2 249 975
Part des 60 ans ou plus 20,3%
Part des moins de 20 ans 19,6%
Indice de jeunesse 0,96
Taux d'emploi 75%

PLACE DE LA MADELEINE

Données place
Surface 28 000 m²
Part de chaussée 41%
Part de trottoir 32%
Part de bâti 27%
Données quartier proche
Habitants 2 935
Part des 60 ans ou plus 21,9%
Part des moins de 20 ans 18,5%
Indice de jeunesse 0,85
Taux d'emploi 2 156%

PLACE DU PANTHÉON

Données place
Surface 28 600 m²
Part de chaussée 45%
Part de trottoir 22%
Part de bâti 38%
Données quartier proche
Habitants 7 412
Part des 60 ans ou plus 21,2%
Part des moins de 20 ans 19,3%
Indice de jeunesse 0,91
Taux d'emploi 257%

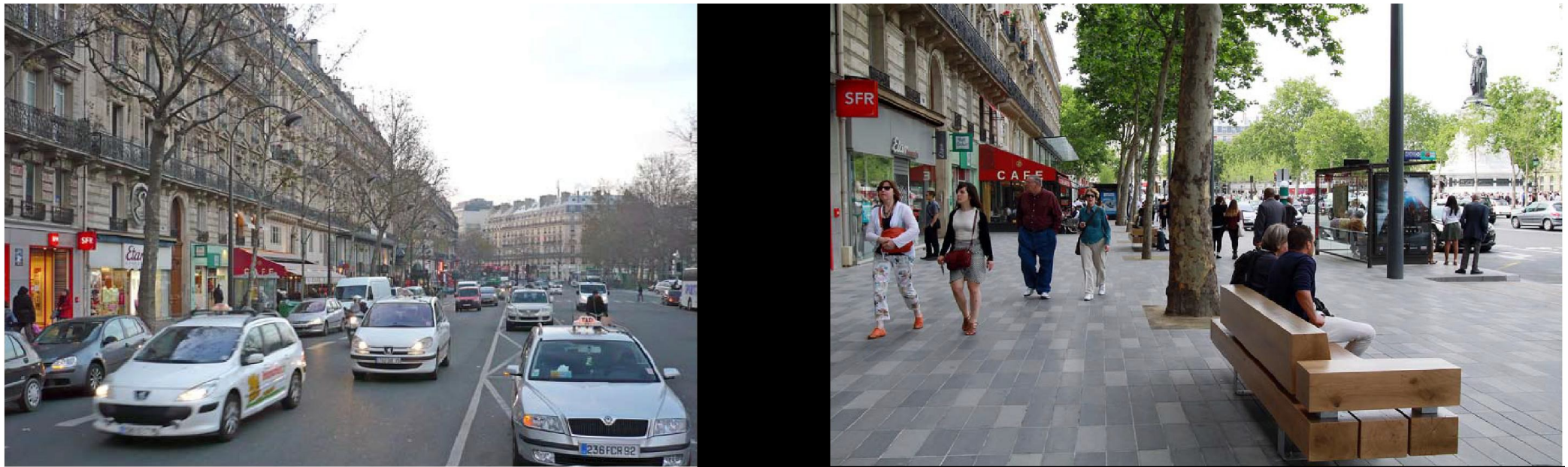
PLACE D'ITALIE

Données place
Surface 33 300 m²
Part de chaussée 45%
Part de trottoir 34%
Part de jardin 21%
Données quartier proche
Habitants 11 273
Part des 60 ans ou plus 23,5%
Part des moins de 20 ans 16,2%
Indice de jeunesse 0,69
Taux d'emploi 104%

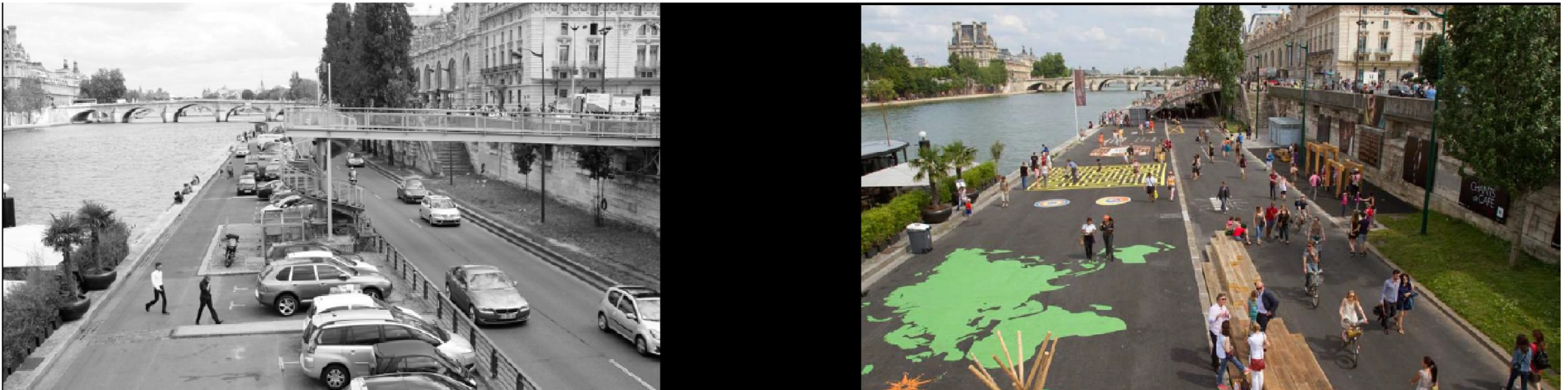
Sources : Insee recensement 2011 et Clap 2009



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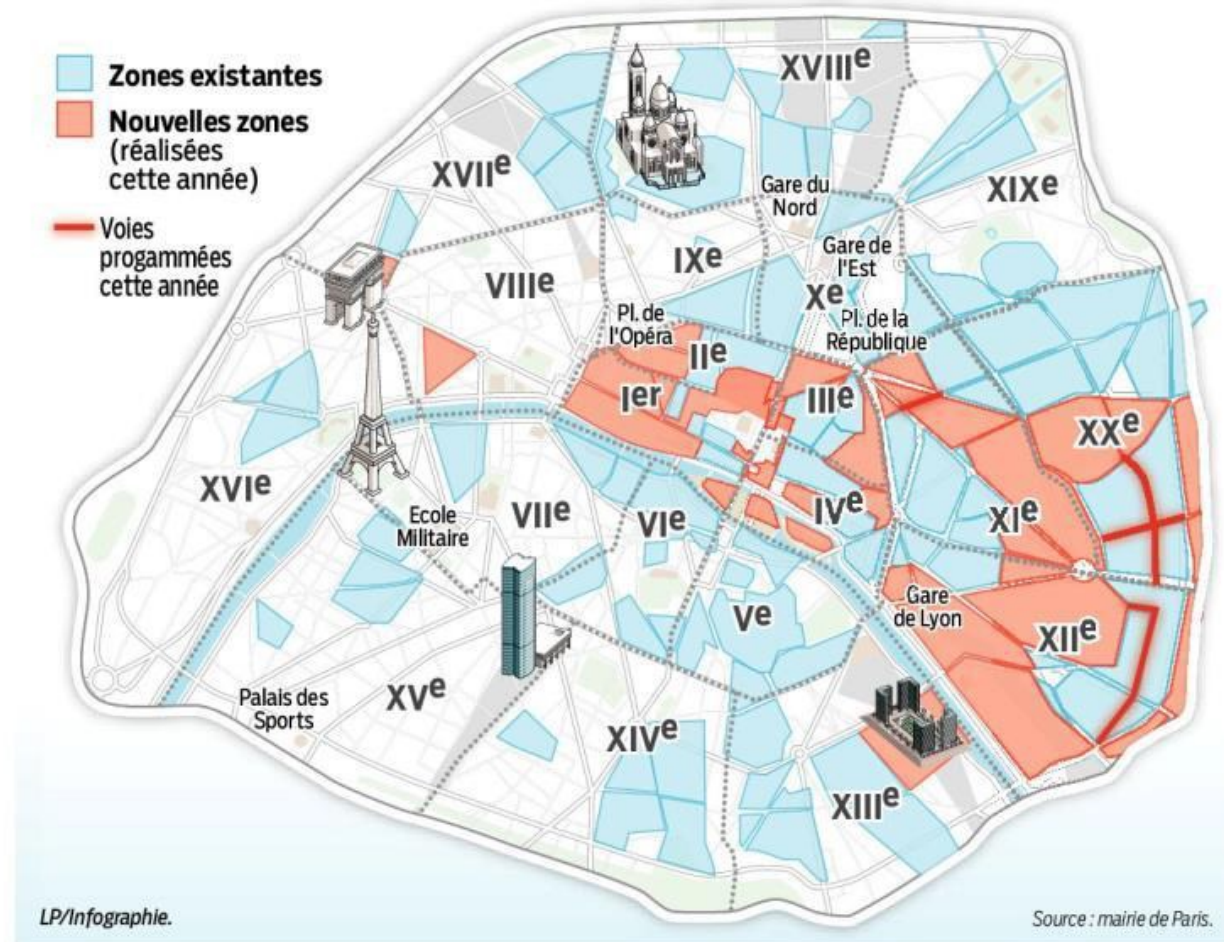


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Low speed areas



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Electric cars, since December 2011



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Parking and car sharing



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Autonomous vehicles



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Urban logistics



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Urban logistics



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First / last mile
sustainable
solution



Marchandise
consolidation site



Shared delivery of
goods to shop
keepers by cargo
bike



Delivery from
shops to pick-up
points, lockers
or at home



Packaging
collection

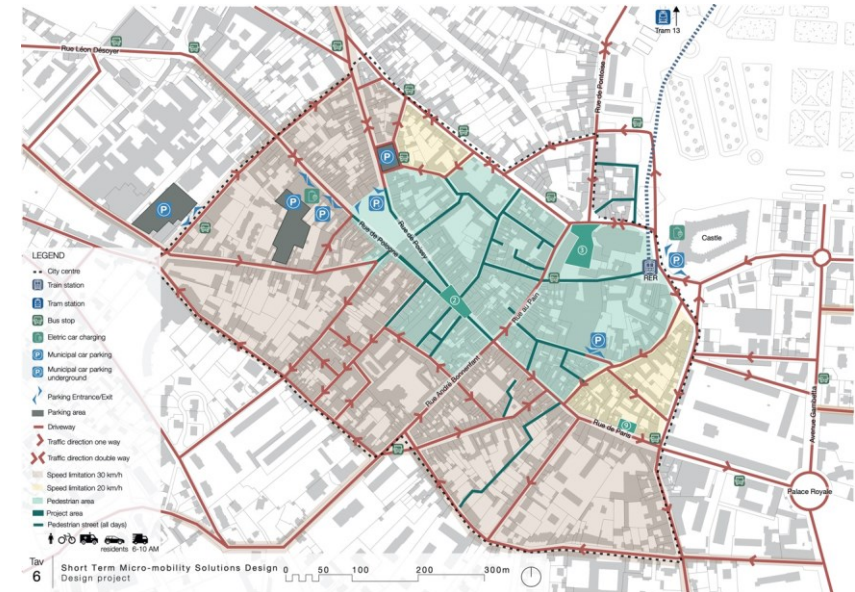
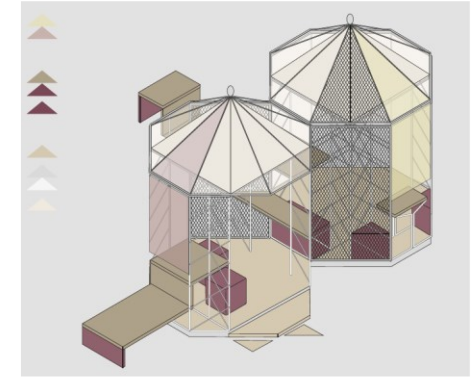
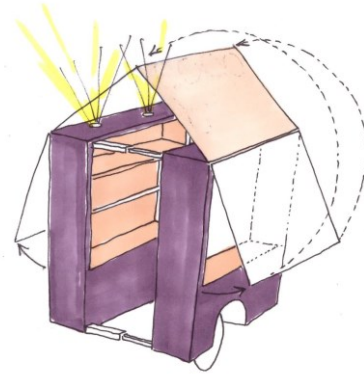
Urban logistics



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SAFELY CONNECTED. Sustainable Common Accessibility of Lively Downtowns for Healthy People

public space toolkit (urban furniture, spatial configurations & time management schemes) responding to public health challenges and allowing its fast, sustainable and effective adaptation for multiple concomitant or successive uses and needs



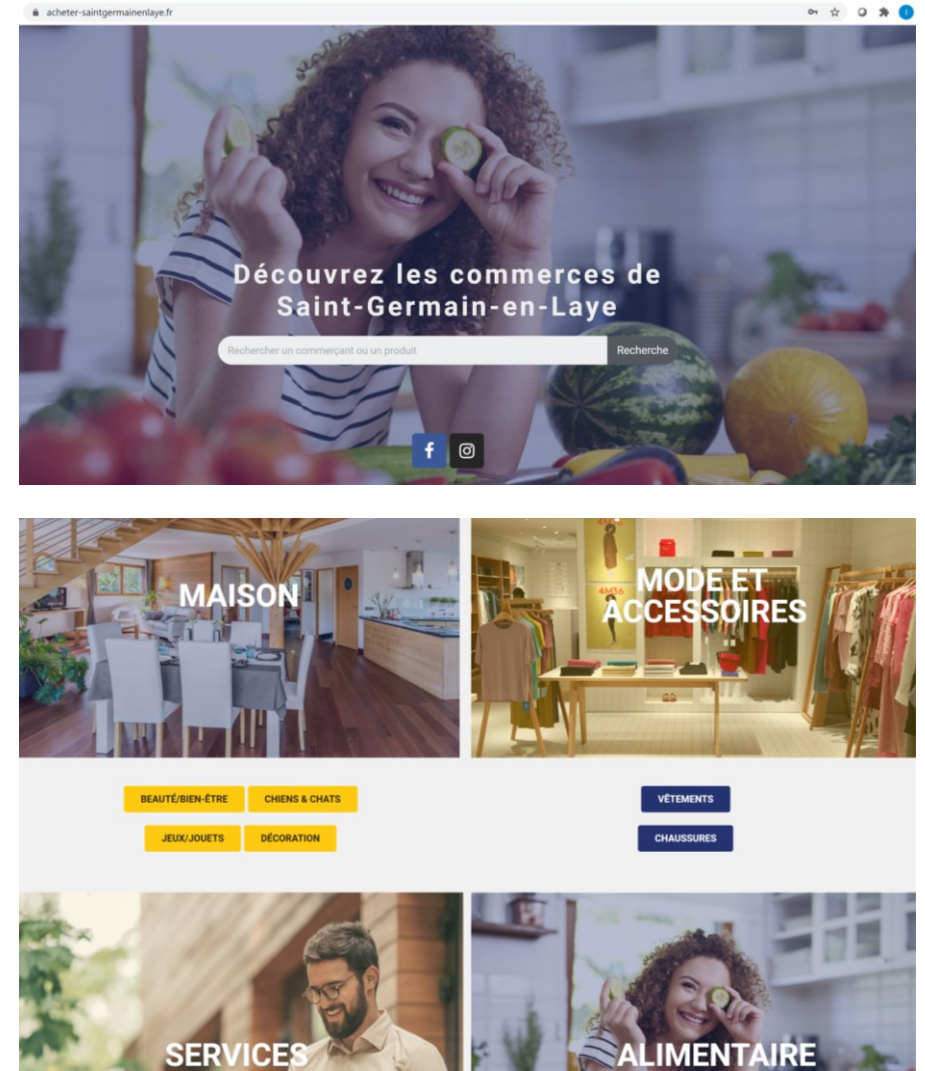
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Paris & Ile de France

SAFELY CONNECTED. Sustainable Common Accessibility of Lively Downtowns for Healthy People

Active mobility and community friendly e-commerce platform enabling the promotion of local products and services, as well as the optimisation of deliveries and traffic flows, tested in SGL and easily replicable elsewhere

- + **Solidarity network** consolidating the economic and social resilience
- + **New opportunities** for innovative start-ups
- + **Urban logistics platform**



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