CIPRA MASTERCLASS 6

Changing mobility habits

Campaigns for sustainable mobility in the Alps

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My work connects research and practice

Institute for spatial policies.
Ljubljana, Slovenia

Geographer.

Travel habits of Slovenians.
Campaigns for more walking and cycling.

National communication campaigns.
Temporary traffic and spatial regulations
(10+ municipalities)



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Why do we keep travelling the same way?

A parent drives a child to school, then continues to work.

What would have to change for them to try another way?



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A repeated journey becomes a (travel) habit





We got used to using cars: Created car-oriented mobility habits

Example: Trip to school

1 RECURRING SITUATION	2 FAMILIAR CHOICE	3 NEEDED OUTCOME
School starts at 8:00	**Drive the usual route**	**Arrive on time**
Then continue to work	Known timing and parking	With little uncertainty

The same journey calls for the same reliable solution.

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A repeated journey becomes a (travel) habit

We can create a new travel habit.





Example: Trip to school

WHERE CHANGE CAN START

Make another route feasible

Safer street or better service

Support the first attempt

Clear information and help

Make it worth repeating

A dependable experience

People need a reliable journey, not simply a new message.

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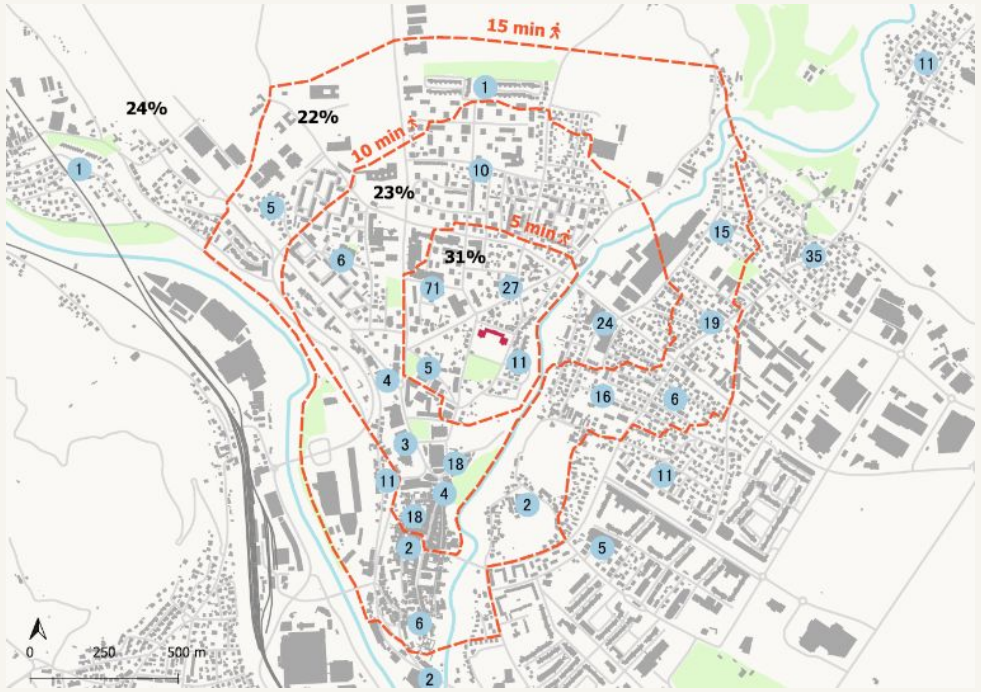
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Every journey has a context

Route and street conditions
Available services and their reliability
The plans of people travelling together
Time, cost and confidence

Alpine towns and valleys:
terrain, dispersed settlement, seasonal demand and connecting services

Not every short car journey as freely substitutable.



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A campaign must match the actual barrier & the actual solution



If the route feels unsafe, address the street.
If the connection is unclear, make the trip easy to plan.
If the journey feels risky, help people try it with others.

Get the data to see what happens on the first attempt.

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When do people reconsider a familiar journey?

Life changes → Mobility advice can help at this moment.
A new home, job or start of school means planning a journey again.



Changes to the street → These changes can provoke conflict.
Access restrictions or parking rules make the usual journey less automatic.

Both create a moment for change.
Restrictive measures also require us to address people's concerns.

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Changing the street is changing people everyday life





Will I still reach my home or workplace?
Where will the traffic go?
Will children actually be safer?

There is many ways to address the concerns of people.

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Two examples from Slovenia

School street in Kranj

A temporary street arrangement lets pupils and their parents experience a different arrival to school.

Driving 30 campaign in Trbovlje

Data driven communication and local input support introducing the largest Zone 30 in Slovenia.

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Temporary arrangement helps manage the change

BEFORE	DURING	AFTER
Explain why, what and when	Give clear guidance and hear concerns	Share evidence, adapt and explain the decision

Temporary arrangements let people experience the change before it becomes permanent.

It can provide the data on how successful it is in following the goals of change (ex. More pupils walk to school)

It can provide the data on how people like it and be one of input for redesign it.

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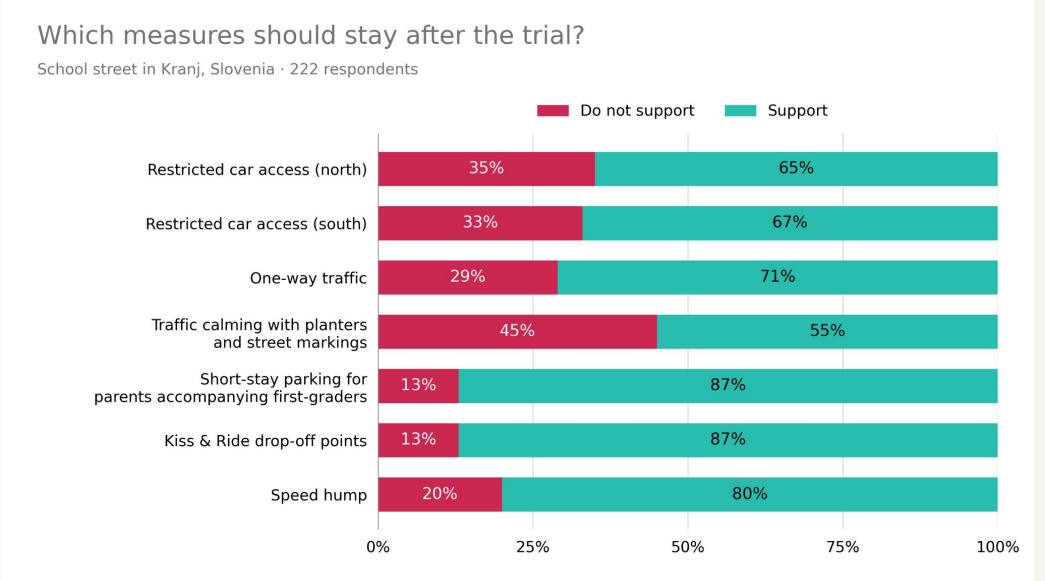
School street in Kranj, Slovenia 2026: test, measure, decide

−85%

morning traffic on one part of the street

32,4 → 20,4

km/h average speed



The city will keep most measures and improve some.

https://www.youtube.com/watch?v=0TzInKN43_c



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Driving 30: Communication helps people understand a change to their daily journeys

Residents asked for calmer traffic.
The municipality introduced a wider 30km/h zone.

Even with this initial support, restrictions on driving created friction.

BEFORE

Collect evidence about school journeys and traffic speeds

Show why safer streets are needed

DURING

Explain the change through familiar language and local channels

Address questions and concerns

AFTER

Share the measurements and explain what the changes mean

Make the results understandable

Connect the measure to something people care about: children's safety and everyday life in their neighbourhood.

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Driving 30 in Trbovlje, Slovenia 2024: making the evidence understandable

BEFORE

550 + pupils

Active travelled to school in the area.

Another 200 pupils wants to travel to school actively.

> 80 % drivers

Didn‘t follow the restrictions.

Highest speed measured during the day was 84 km/h.

ONE MONTH LATER

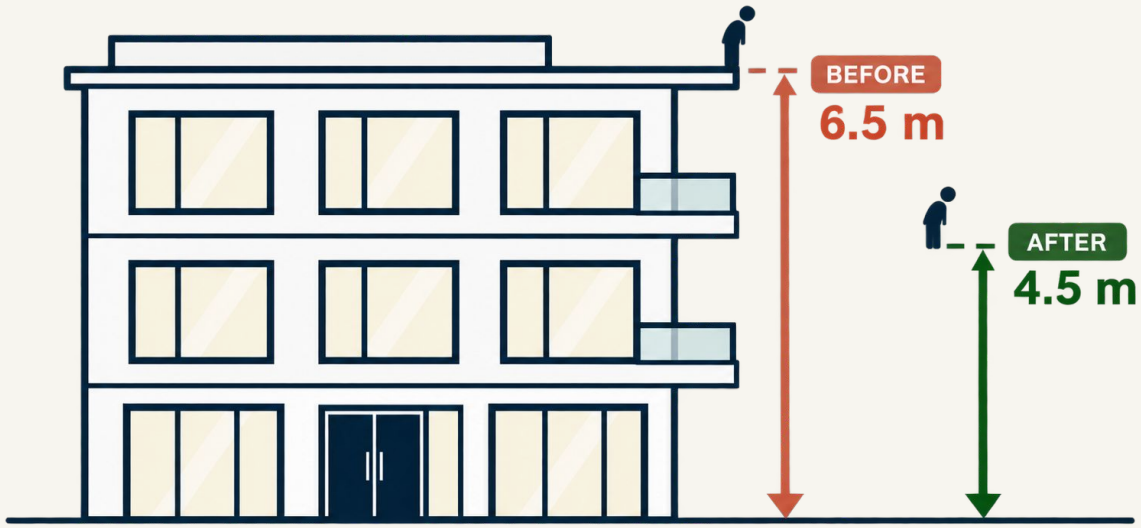
- 5000 cars

38 ⟶ 32 km/h

Average speed drop

21 m ⟶ 16 m

Stopping distance



From a speed measurement to an everyday consequence:

A shorter stopping distance can make the difference between stopping in time and a collision.

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Key points for designing your campaign

A reason to change
Explain the problem and what the change aims to improve.

A realistic alternative
Help people see how another journey can work for them.

Support through the change
Listen to concerns, support the first attempt and share the results.

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mountain
wilderness
france

Since 1988, Mountain Wilderness France acts to protect mountain areas and foster a relationship based on respect between mountaineers and mountains.

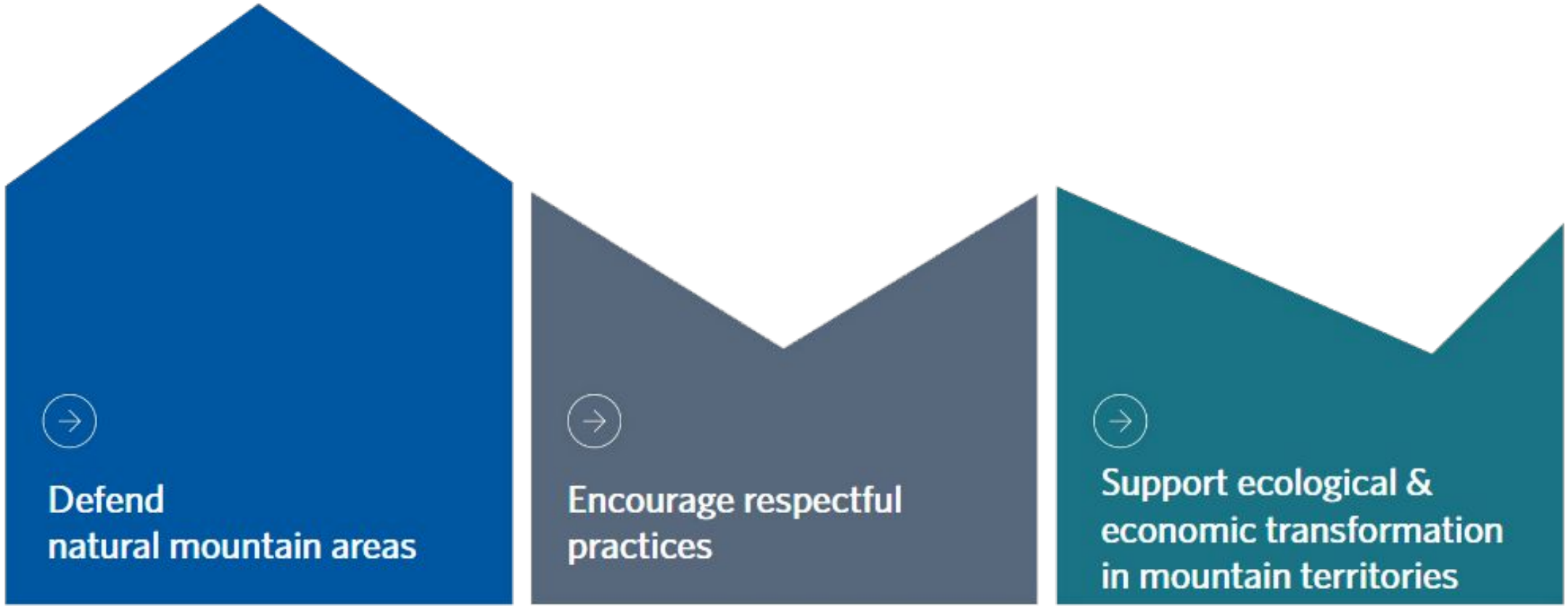


1. Introduction about Mountain Wilderness and mobility

2. The campaign called “Change your Approach”

3. WHAT we do, WHY we do it & HOW we do it

Action fields



Defend natural mountain areas

We defend natural mountain areas against negative human activities through :

- National and local advocacy in 100 official instances
- Citizen-based mobilization (petitions, demonstrations, ...)
- Legal actions



Recent action: we launched a petition against motorised leisure

Our historical wins about motor-engines and noise pollution

- Héliskiing
- Off-road races
- Snowmobile in natural spaces



mountainwilderness

The campaign « Change your approach »

- Reduce car use for leisure purposes
- Advocate for the development of public transportation offer
- Promote sustainable mobility towards the mountaineers’
- Change the way people relate to time and space



mountainwilderness

Problems we address



- Car overcrowding in the valley and in natural spaces and its consequences (noise, air and visual pollution + conflicts)
- Greenhouse emissions due to transport (66% for a ski resort)
- Lack of public transportation in the mountains and lack of information about them

What do we do

1. **WORK WITH PROFESSIONALS AND PUBLIC INSTITUTIONS**
   - French federation of mountain clubs, regional and national parks, tourist offices and more
   - Share our experience and tips in that field
   - Promote car-free outings

2. **ORGANIZE CONCRETE ACTIONS IN THE FIELD**
   - Movies, debates, workshops in the clubs
   - Outings in the mountains : by public transport or bike
   - Communication campaigns

3. **WE ADVOCATE FOR BETTER MOBILITY POLICIES**
   - reduce car access within the mountain
   - develop infrastructure for bike (Bike racks on the back of buses, bike lockers at train stations)



A series of leaflets « 10 ideas to go outdoor without a car »



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CONCRETE EXAMPLES

BIKE and CLIMB FESTIVAL



CONCRETE EXAMPLES

OUTINGS BY PUBLIC TRANSPORT



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   - Movies, debates, workshops in the clubs
   - Outings in the mountains : by public transport or bike
   - Communication campaigns

3. **WE ADVOCATE FOR BETTER MOBILITY POLICIES**
   - Publish position papers
   - Reduce car access within the mountain
   - Develop cycling infrastructure (Bike racks on the back of buses, bike lockers at train stations)



CONCRETE EXAMPLE



Bike racks on the back of buses

CONCRETE EXAMPLE



Road closing



How we do it

Make it desirable by :

- NOT TALKING ABOUT ECOLOGY FIRST
- PROMOTING THE BENEFITS OF PUBLIC TRANSPORT (+ relaxing, + sociable, and sometimes + adventurous)
- SHOWING THE NEGATIVE CONSEQUENCES OF CAR OVERCROWDING
- SUPPORTING NEW MOBILITY ALTERNATIVES
- CREATING A COMMUNITY BY ORGANIZING CONCRETE ACTIONS

Make it possible and spread it by :

- Giving tips and tools to the people and mountain clubs
- Promoting existing solutions
- Organizing national mobility challenges

COMMUNICATION



A photo bank in creative commons

COMMUNICATION & PHILOSOPHY



COMMUNICATION





Then the artificialisation of mountain areas would be limited.

How we do it

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Any questions ?



Your turn! Design a mobility campaign: 40 minutes

1. Choose a case and your role
Whose perspective are you taking: a municipality, NGO, employer or transport operator?

2. Develop your campaign using the worksheet
Define the desired change, address barriers and concerns, and decide what to communicate and how.

3. Make your idea concrete
Add a campaign message and an example activity or a sketch. Be creative and make your assumptions clear.

4. Prepare a short presentation
Explain your concept, the partners you need and how you would assess the results.
(Max. 5 minutes per group)

THE CASES

- Case A: Reducing noise pollution from motorbikes and sports cars
- Case B: Reducing “Parent Taxi” traffic around schools
- Case C: Introducing Parking charges in Alpine destinations
- Case D: Making public transport the reliable choice for commuters

QUESTIONS TO ASK YOURSELF DURING THE FINAL PRESENTATION

Is it clear and concrete what will happen ?

What is the main idea that you remember ?

How people would react to this campaign ?

Is it rather: Realistic / Pessimistic / Optimistic ?