

USEmobility newsletter

“Understanding Social behaviour for Eco-friendly multimodal mobility”

2nd issue – 2012 August



Report on interviews with decision makers and Best-practice list

Project presentation in Vilnius, Lithuania

Decision makers all see the necessity for improving public transport in Croatia

The EU project USEmobility applies a new approach to the analysis of European mobility behaviour. It particularly aims to find out why people decided to switch from exclusive car use to public transport within the past 5 years.



Here we go!

USEmobility project has now completed the data mining period, so we have a strong base for further activities of the project. We analysed trends in European mobility, interviewed decision makers, compiled a best practice list of measures towards eco-friendly mobility, and conducted a comprehensive survey in six European countries. In June, 2012 we organized six workshops with international experts and decision makers to receive their feedback on all of our findings and future assumptions. This summer we will start to develop our strategic recommendations in order to support the eco-friendly multimodal mobility of Europe's citizens. Enjoy our project film in which we summarized all of our goals and tried to introduce peoples' mobility needs. Enjoy viewing and reading!

For more details please visit: www.usemobility.eu

Just click on the picture above, and enjoy viewing!

We asked people why they changed their mode of transport

Interview with the designers of the USEmobility survey



Citizens of Austria, Belgium, Croatia, Germany, Hungary and the Netherlands were interviewed about their mobility behaviour in the last five years. The results showed that almost half of the population reported a change in their use of transport mode, a fact indicating a highly dynamic mobility mix

among European citizens. In all USEmobility countries, there are significant differences in the choice of transport mode depending on the purpose of travel. The highest dynamics of change can be found regarding work-related travel. Now we are talking to Mr. Thomas Krautscheid, Head of Quality Research and Klaus-R. Knuth, Head of Consulting at Quotas Ltd. who were both leaders of the project partners' experts and who designed the survey and analysed the findings. [Read more](#)

Opportunities and obstacles to eco-friendly multimodal mobility



The USEmobility project consortium invited prominent experts for an interactive workshop series. We met and consulted more than 70 stakeholders in the five project countries (including in the Netherlands, where the survey took place) on June, 2012. National workshops aimed to shed light on the point of view of relevant stakeholders

– decision makers in politics, administrators, transport service providers and civil society organisations – in regard to the necessary framework conditions and obstacles to measures being implemented by 2020 and 2050 to foster eco-friendly multimodal mobility. Here is the report on the lively, inspiring debates.

[Read more](#)



USEmobility is conducted by a consortium of seven partners from five European countries
More information is on our

website: www.usemobility.eu

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