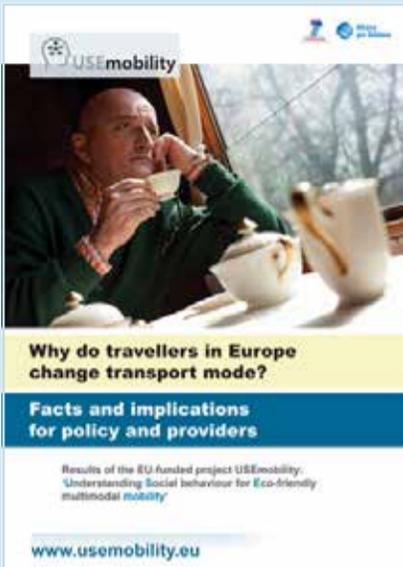


USEmobility newsletter

“Understanding Social behaviour for Eco-friendly multimodal mobility”

3rd issue – 2013 April



Policy brief in English
Core findings in a nutshell

Policy brief in German

Strategic recommendations

for Decision Makers in Politics

for Providers of Transportation Services

for Civil Society Organisations

for the European Commission

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.



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

website: www.usemobility.eu

The project is funded by the European Union's Seventh Framework Programme

Contact:

Project Coordinator

Mrs. Jolanta Skalska

Allianz pro Schiene e.V.

Reinhardtstraße 18

10117 Berlin

Phone: +49 30 2462599-61

e-mail: jolanta.skalska@allianz-pro-schiene.de

Published by: Clean Air Action Group, András Lukács President,

Hungary, 2011

You can unsubscribe from this newsletter by sending an

e-mail to: info@usemobility.eu



Members of the USEmobility consortium at the final conference

Considerable dynamism in modal choice

On the question of what actually motivates people to use eco-friendly modes of transport, particularly public transport and multimodal transport chains more intensively, the USEmobility project has come up with a range of interesting insights.

People in Europe are surprisingly flexible when it comes to choosing their mode of transport. Almost half of all people belong to the group of so-called 'swing users', who switched in the last five years from the car to public transport or vice versa. Changes in people's personal situation (relocation, a new job, birth of children, retirement) influence strongly their choice of means of transport. People are also more multimodal and more pragmatic than expected. When it comes to the characteristics of services offered, classical 'hard' factors have the highest relevance in both the decision to use public transport more often and, on the contrary, to quit public transport. But the influence of 'soft factors' is also considerable; therefore they should be taken seriously.

Under the lead management of the German Pro-Rail Alliance, USEmobility demonstrated that putting the focus on travellers and their needs can lead to an increase in environmentally-friendly mobility and that a turnaround in transport behaviour can be achieved in Europe. This will require a concerted effort by all stakeholders. This process has to begin today to ensure that targets on sustainability are met and to give people a greater quality of life. Please make use of USEmobility's insights and recommendations!

For more details please visit: www.usemobility.eu

Why do travellers change transport mode: implications for policy and providers

Video from the final conference



Just click on the picture above, and enjoy viewing!