

Interreg
Alpine Space
SaMBA

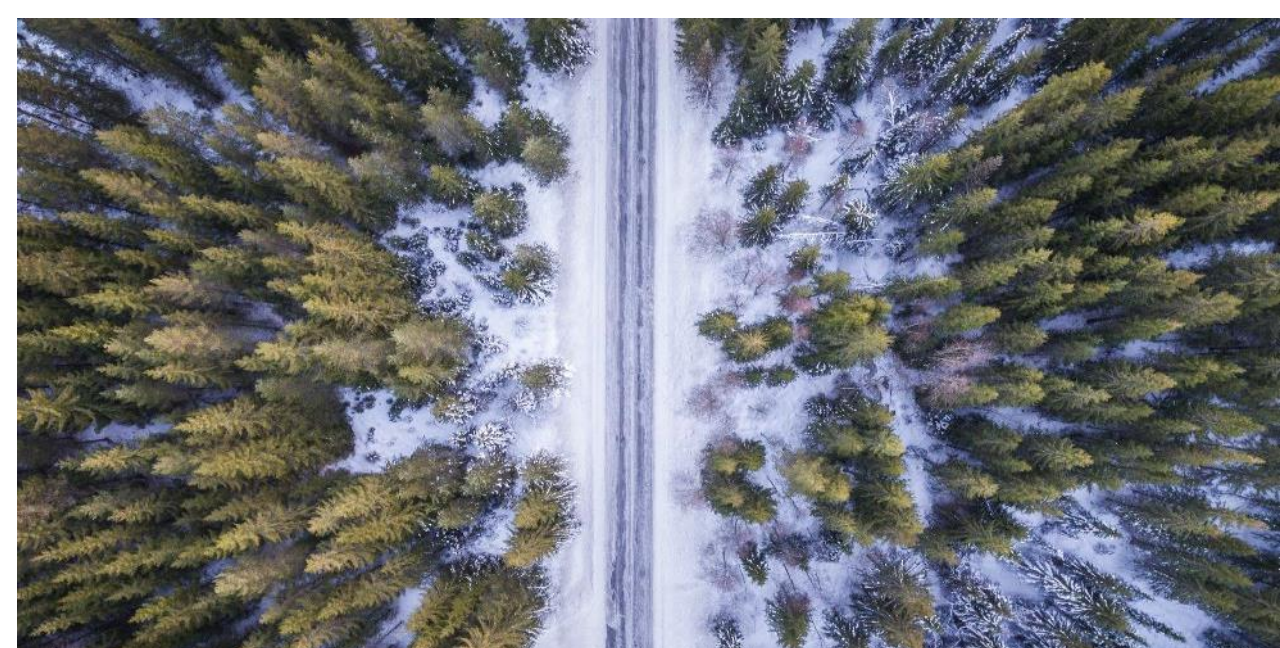


Implementing behavioral change initiatives

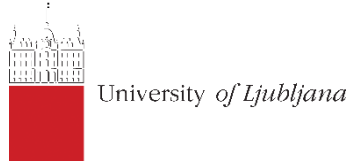
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SaMBA website:
www.alpine-space.eu/samba

The SaMBA project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme



...13 PROJECT PARTNERS



SaMBA – Sustainable Mobility Behaviours in the Alpine Region

A big community that cooperates....

... 41 OBSERVERS

5 AUSTRIANS - 1 BELGIAN - 1 SWISS - 9 GERMANS - 6 FRENCH - 15 ITALIANS - 3 SLOVENIAN

A big community that cooperates...



...to achieve a common goal



to **promote low carbon mobility** in the AS area



by creating a **transnational community** and providing them with **knowledge and tools**



to implement **behaviour change policies**



based on **reward and pricing schemes** that are co-designed by the citizens, equitable, related to the external costs of transport

CITY OF SALZBURG (AT)

TARGET GROUP

- People in changing life situations like the change of residence

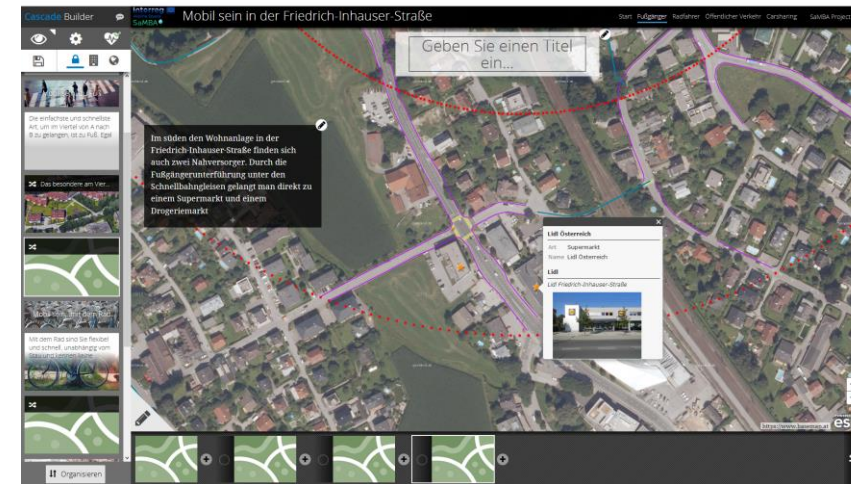
TWO PILOT AREAS

- new building project „Kendlerpark“
- refurbishment project „Friedrich-Inhauser-Straße“

PERSONAL MOBILITY ADVICE supported by the development and provision of site-specific mobility information (brochures, folders, story maps ...) analog & digital.

MOTIVATION through incentives and ICTs

Enhancing mobility behaviour change in new building and refurbishment projects

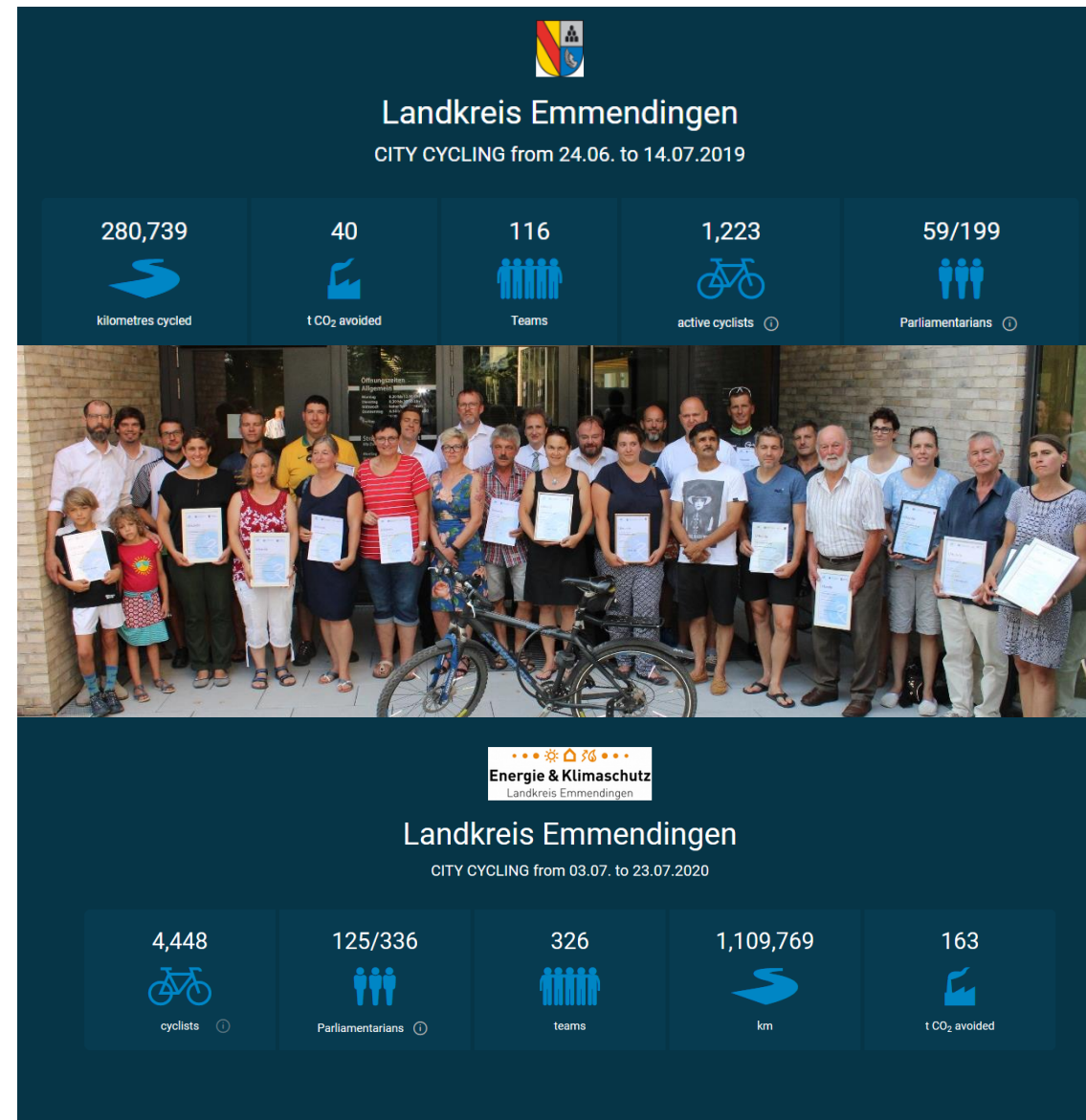




CITY CYCLING (DE)

Competition as a way to get people to cycle

Target groups: Policy-makers and general public



SaMBA Tool – for finding policies & estimating impacts in terms of mobility behavior change

- Introduction of measures and incentives that help to promote sustainable forms of transportation
- Combination of a transferable excel tool for decision makers and optional GIS-based components for visualizing and modeling potentials

Main functions:

- filter measures derived from best practices based on transport political goals and characteristics of the target area
- show impacts of selected measures taken from best practices

Interreg Alpine Space SaMBA Tool for finding policies & estimating impacts in terms of mobility behavior change

For definitions of some important terms see glossary!

Please fill in the blue cells

Reset

Save as PDF

Select a dimension

Promotion of active modes

Select a goal

Increasing the modal split of walking

Fill in the parameters to characterize your target area

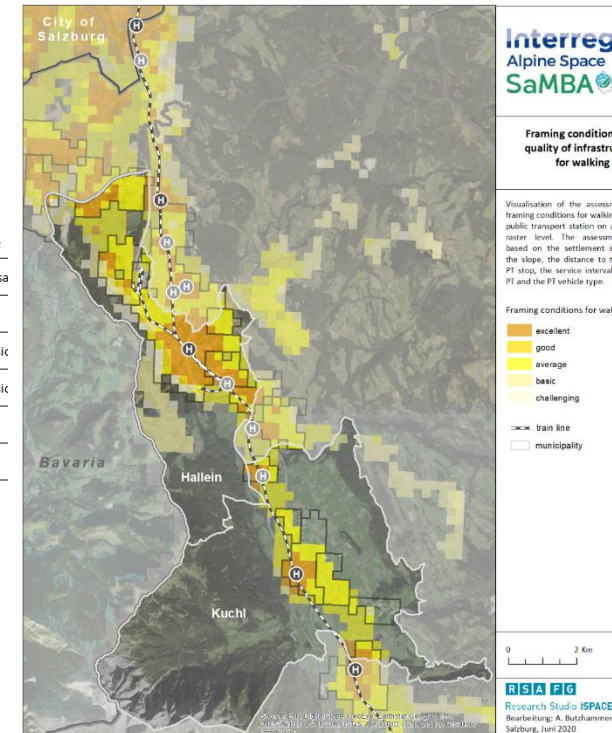
The more parameter values are filled in, the more measures can be recommended!

| | |
|------------------------------------|-----------|
| Type of the target area | Urban |
| Quality of footpaths and sidewalks | High |
| Presence of a primary school | Yes |
| Presence of a secondary school | Yes |
| | Yes No |

Click on a best practice to receive further information

Recommended measures

| Measure name | Best practice | Documented impacts |
|---|-------------------------------|----------------------------|
| Promotion of walking to school | Walking bus | Traffic volume, traffic sa |
| Kilometer collection game for pupils and parents | Beat the street program | Health |
| Programs for pupils | STARS, Rewards in the MUV app | Modal split, CO2 emissic |
| Rewards for children using sustainable modes on the way to school | Traffic Snake Game | Modal split, CO2 emissic |
| Rewards for using less cars per household | One less car program | Modal split |
| Incentives for residents to use less MIV | In motion program | Modal split |



SaMBA Mobility Behaviour Change Platform



Take Inspiration

Monitor the MBC

Co-create the MBC

Good News

About



Lead the Mobility Behaviour Change. Together

Lead the Change

SaMBA Mobility Behaviour Change Platform

- The MBC platform is a virtual transnational community, which gives a voice to public administrations, individual citizens and enterprises who care about sustainable mobility and who want to move unsustainable mobility habits towards less impacting ones by promoting behaviour change measures and initiatives
- The MBC Platform addresses public administrations, individual citizens and enterprises
- It provides:
 - information on existing good practices
 - visibility to public and private entities who are implementing mobility behaviour change measures
 - stories of people who changed their mobility habits
 - a tool to monitor the mobility (through direct creation and publishing of surveys)
 - a tool to launch challenges to solve local mobility problems
 - a tool for the evaluation of mobility policies impacts
 - social network functionalities to like, rate or comment on favorite content

SaMBA competition: Your vision of the future Alpine mobility

Send in **videos and pictures** of sustainable Alpine mobility and win a prize!

The main prize? A trip to SaMBA's final conference in Turin in 2021.

Spread the word in your networks!



YOUR VISION OF THE FUTURE
ALPINE MOBILITY – A SUSTAIN-
ABLE MOBILITY COMPETITION

SaMBA Competition 2020/2021



Thank you for your attention!

Questions?

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