

Mistakes we've made (and continue to make)

in promotion of
sustainable urban
transport



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Washington, January 26, 2012

All drawings and photos (except where noted) are from the author)

Mistakes about what?

- Modal shift
- Attitude change
- Behaviour change

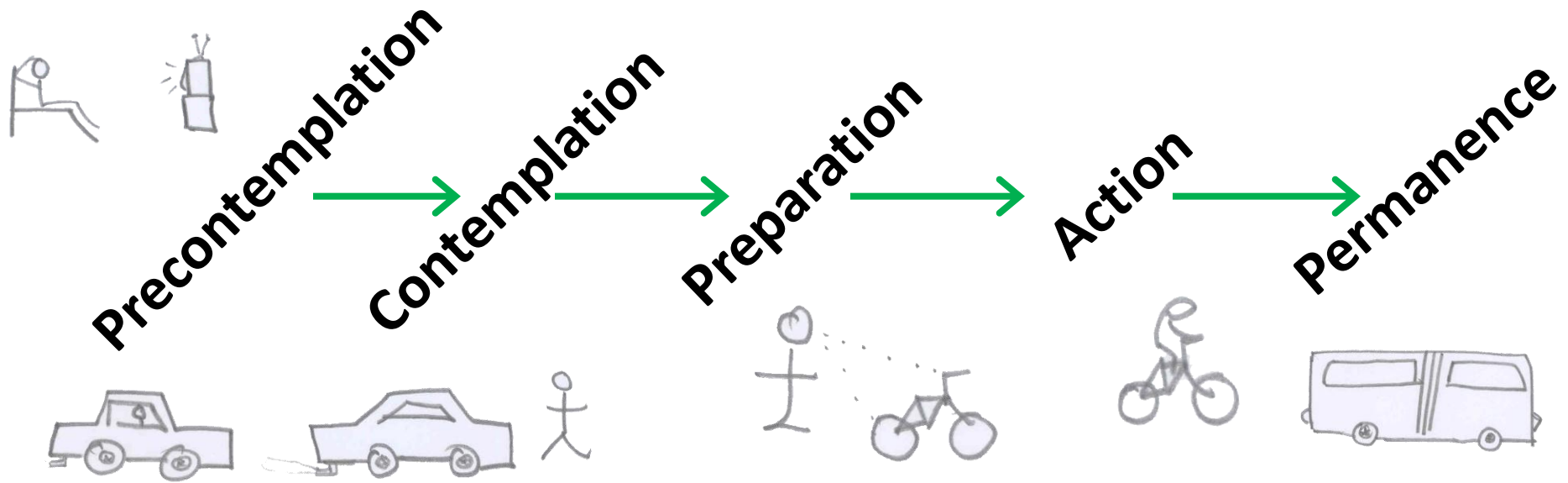


1: expect total mode shift

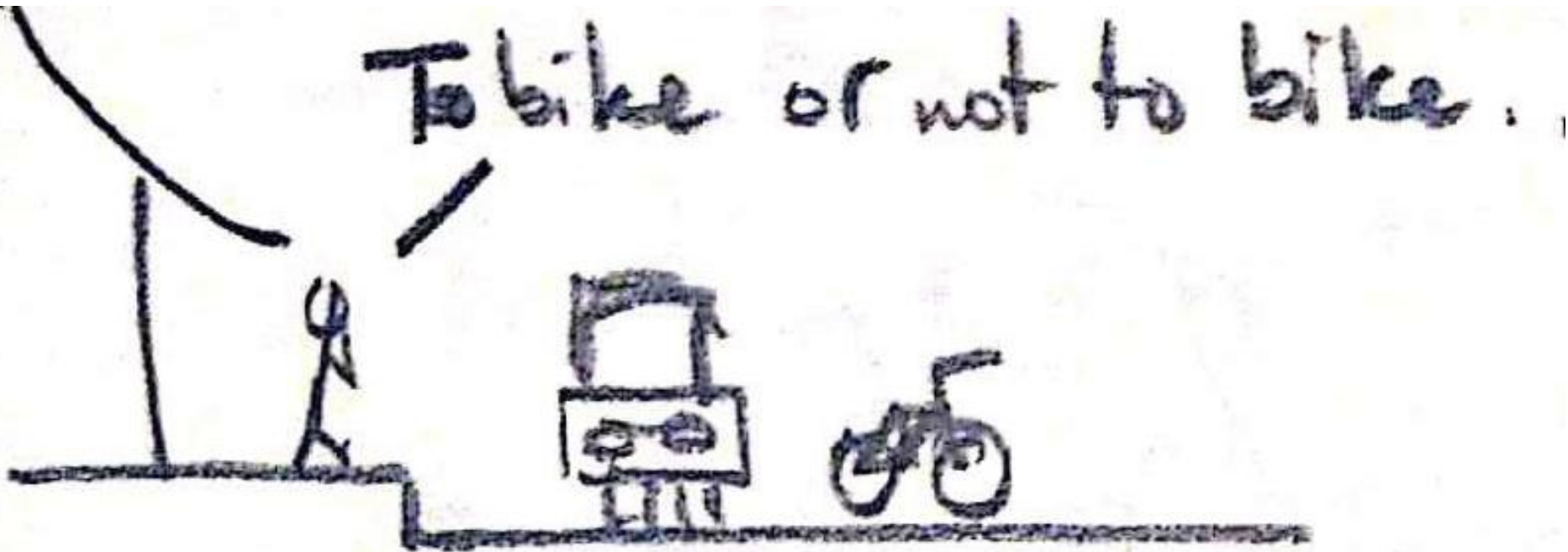


Levels of awareness

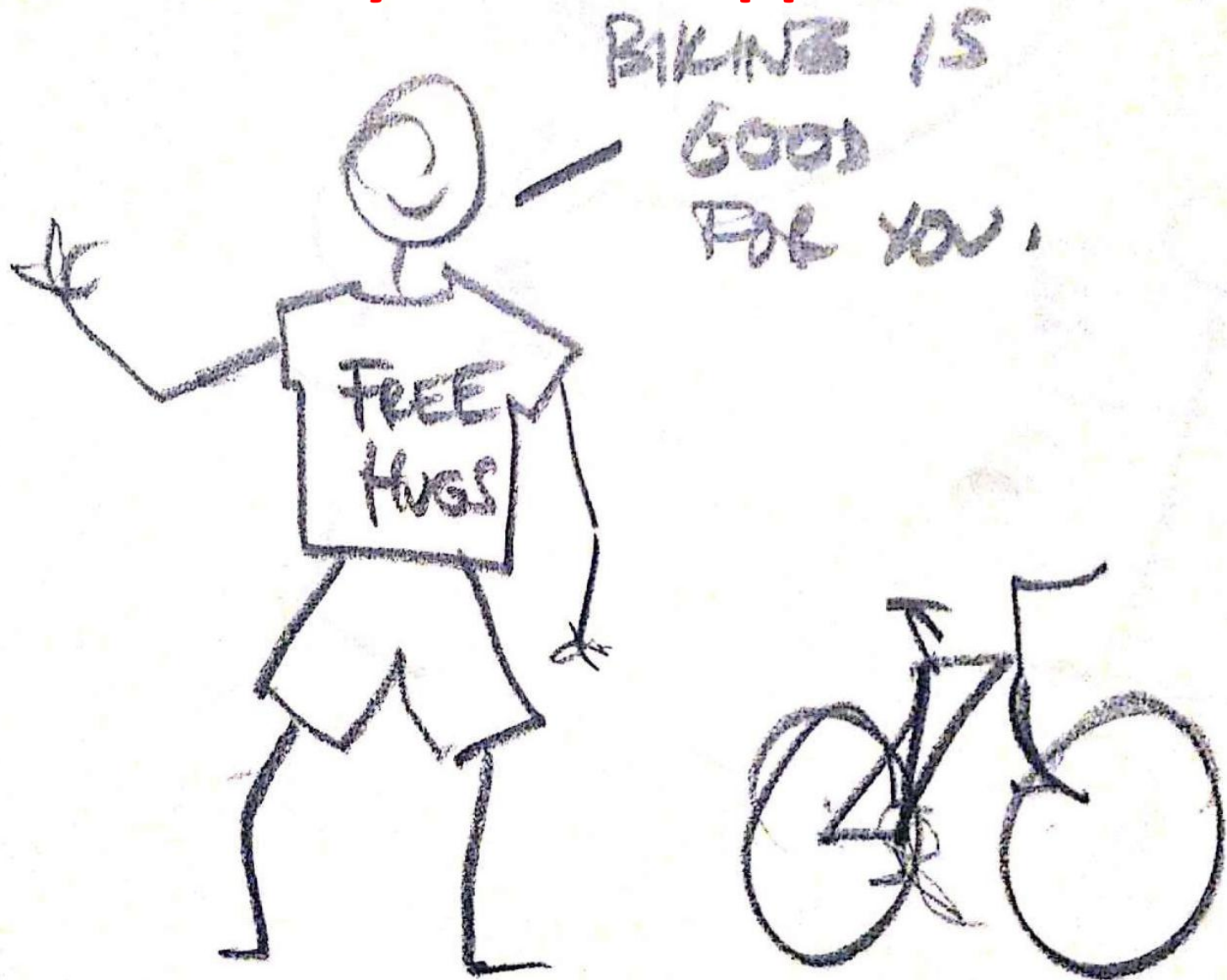
(Or, why it's not so easy to change behavior)



A great idea: multimodality

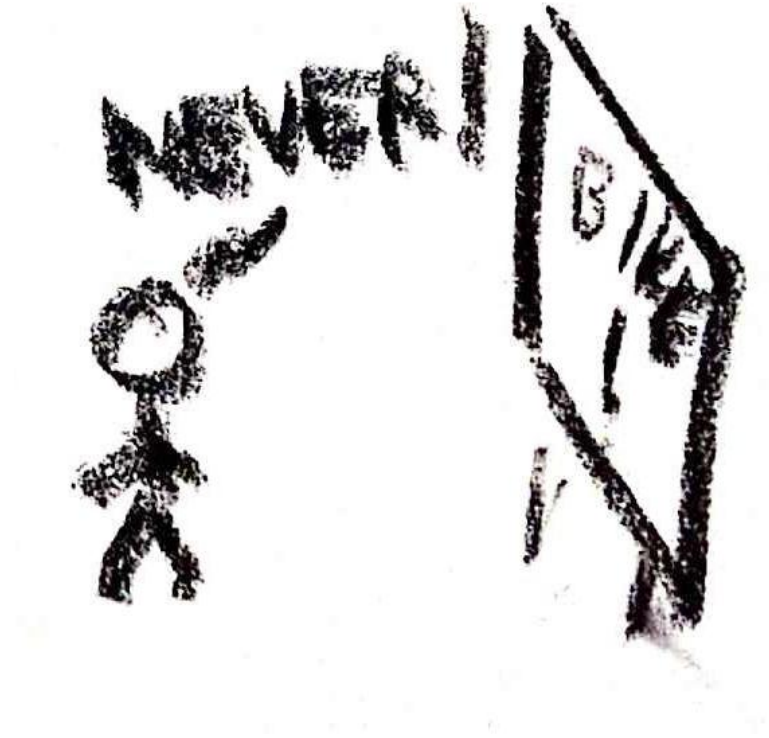


2- think everyone is a hippie



- People think about **themselves** first.
- **Indications of what to do should be related to people's own interests:**
 - How much they save in money
 - How much they save in time
 - What benefits in health, productivity they'll have

#3- expect everyone to change

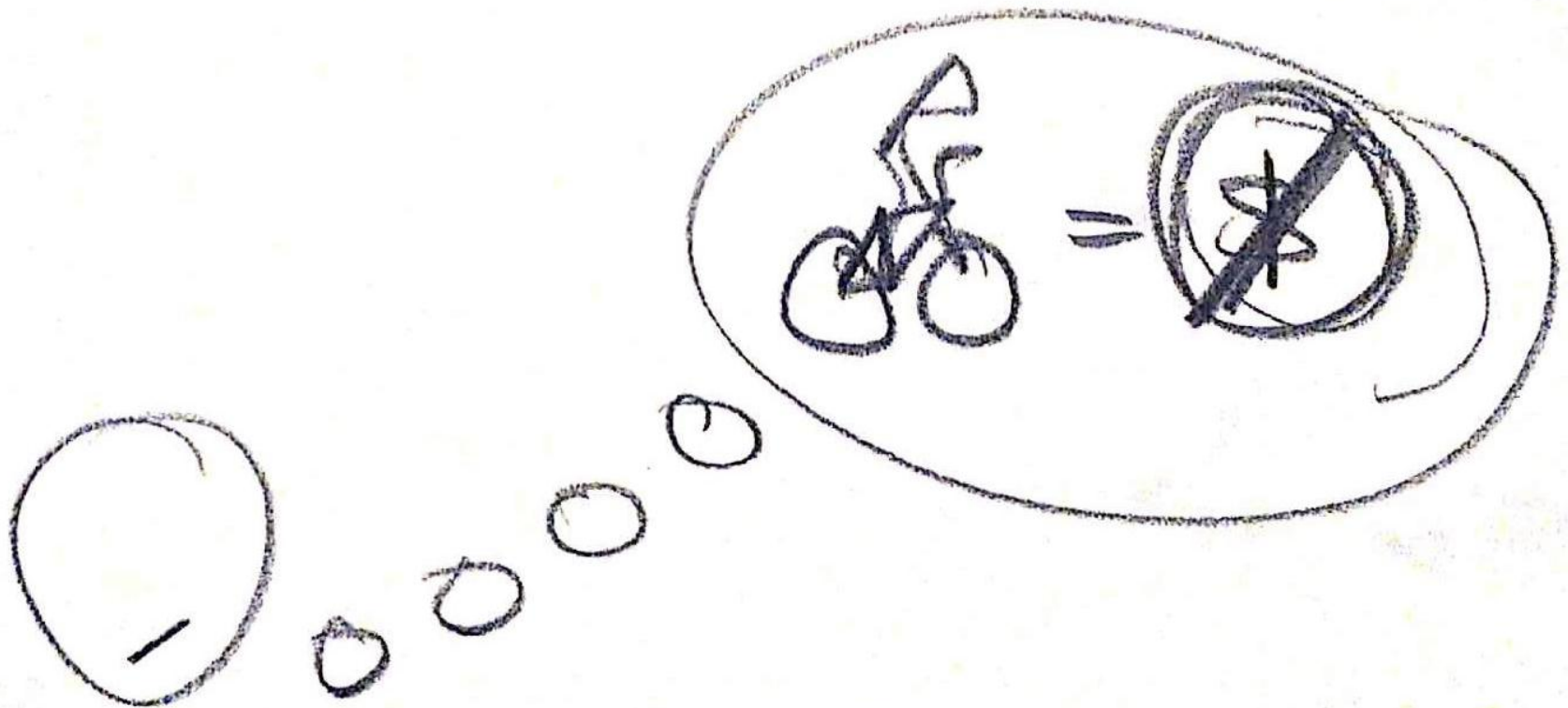


Some segments of the population will be much more resistant to change

We can at least ask for respect



#4- Think that status is the silver bullet

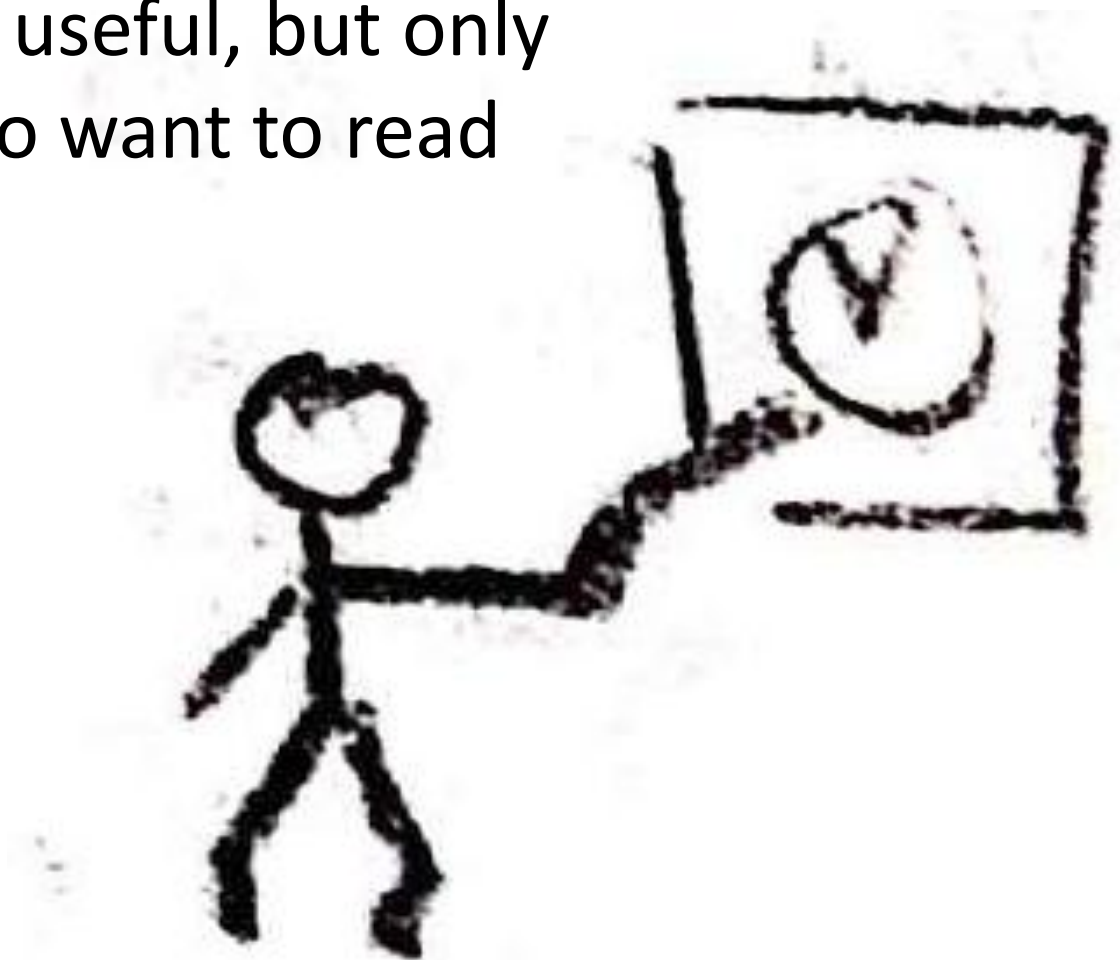


Change status for coolness

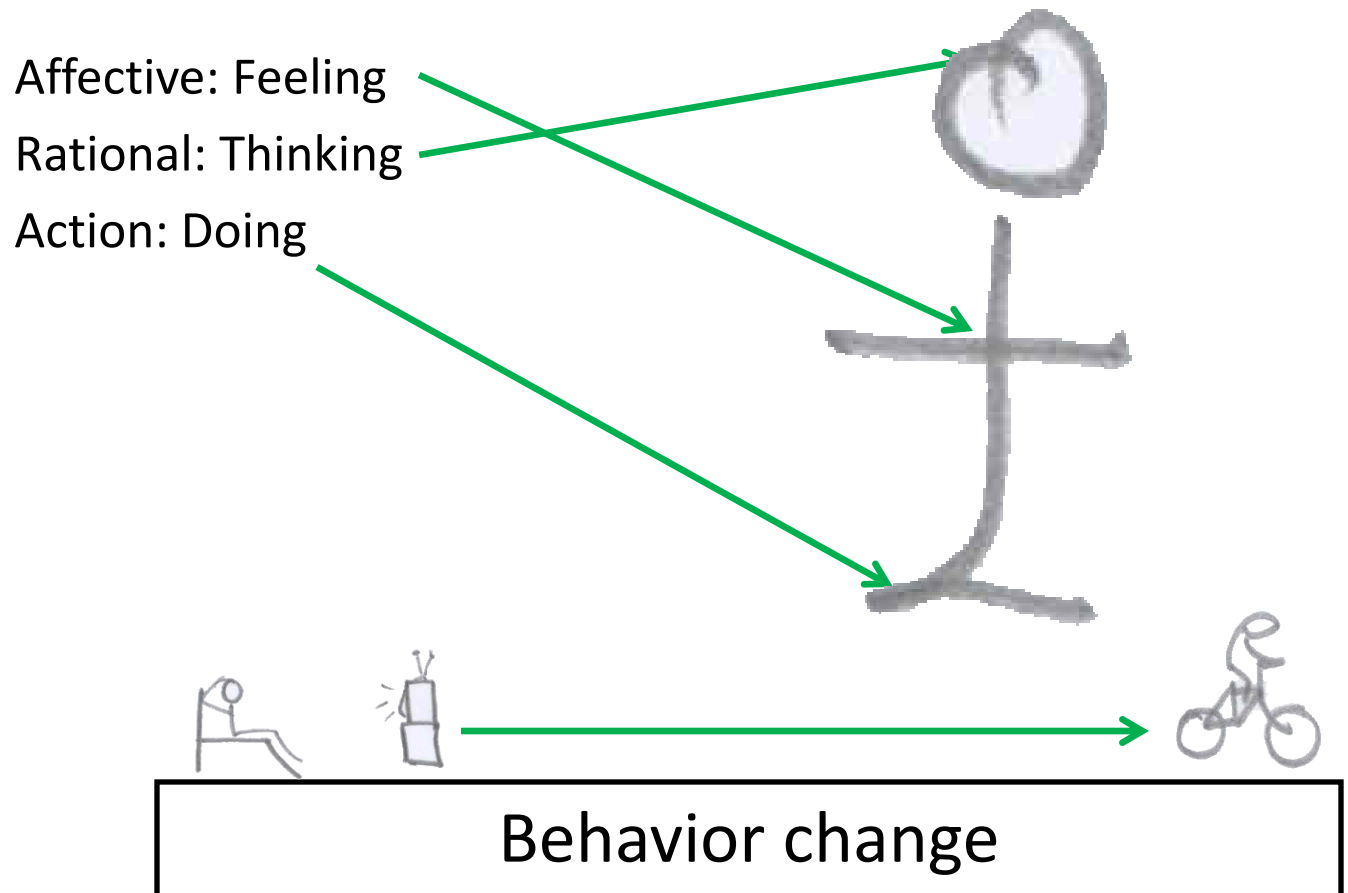


#5- Give too many stats

- Statistics are useful, but only for those who want to read them.



3 channels of transmitting the message



This is your brain on stats



**Regardless of how much tea
you take**

**This is
your
brain on
bikes**



#6- Think the car is the enemy



But the car is their only (perceived) option.

Think of the car (and present it) as one of the options, but not the best one.

**Ok, some stuff has
been done **right****

A- The coolness factor



**“I will choose Style over Speed”
– Cycle Chic Manifesto**

B- sharing, not owning



Velib, Autolib, zipcar, etc

C- car is replaced by the iPhone



Why?

Piaget, J. (1983) *Psychogenèse et histoire des sciences*.

All this and more in...

- Training document-
Public awareness and
behavior change
- English and Spanish
- CD rom with 100
additional documents
- Available free from
www.sutp.org

División 44
Medio ambiente e infraestructura



Sensibilización ciudadana y
cambio de comportamiento
en transporte sostenible
Curso de entrenamiento- 2da edición

gtz Proyecto sectorial
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Política de Transporte

 Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

Discussion paper (to be Position paper)

- “Estrategias de promoción de transporte sustentable y bajo en carbono para América Latina”
- ¿Cómo estamos?
- ¿Qué se debe promover?
- Pasos para una estrategia de promoción

Estrategias de promoción de transporte sustentable y bajo en carbono para América Latina p. 1



Estrategias de promoción de transporte sustentable y bajo en carbono para América Latina
Carlos Felipe Pardo
Position paper (Enero de 2012)
1



GO SLOW
AND SEE OUR BEAUTIFUL
CITY
GO FAST AND SEE OUR
JAIL
STATE LAW ENFORCED.



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