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Austria

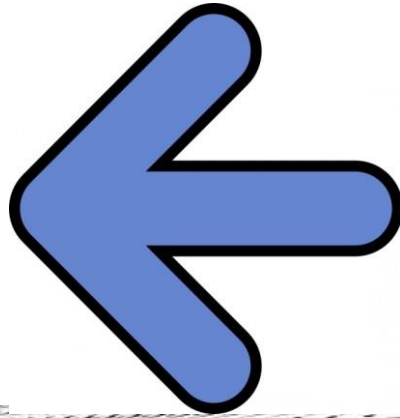
Marketing and awareness raising for sustainable mobility

Hannes Höller
Climate Alliance Austria

March 2017

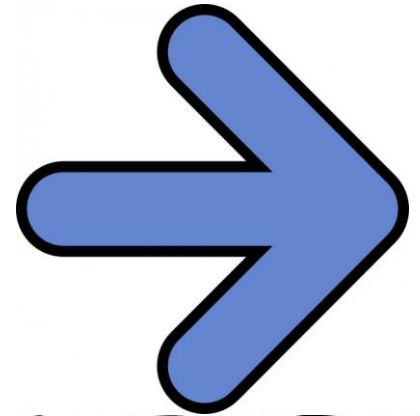


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expectation

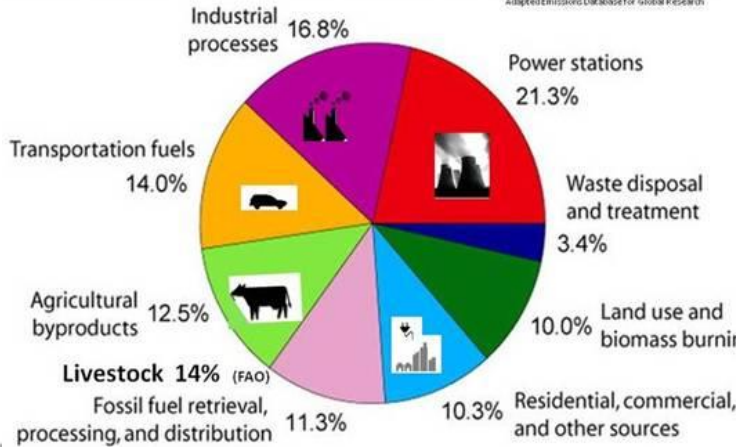
reality



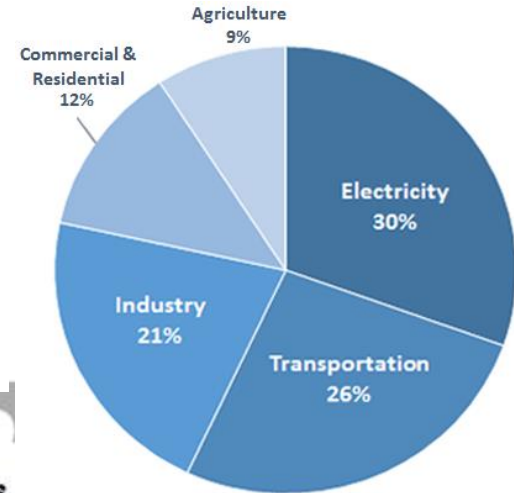
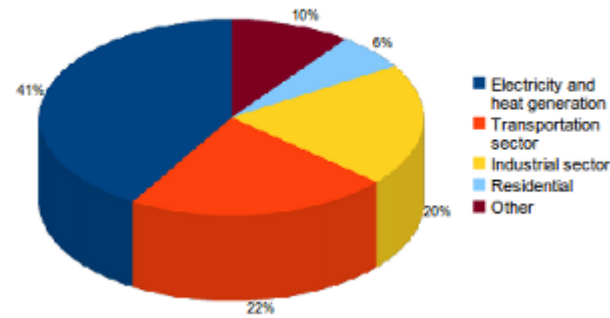


Annual Greenhouse Gas Emissions by Sector

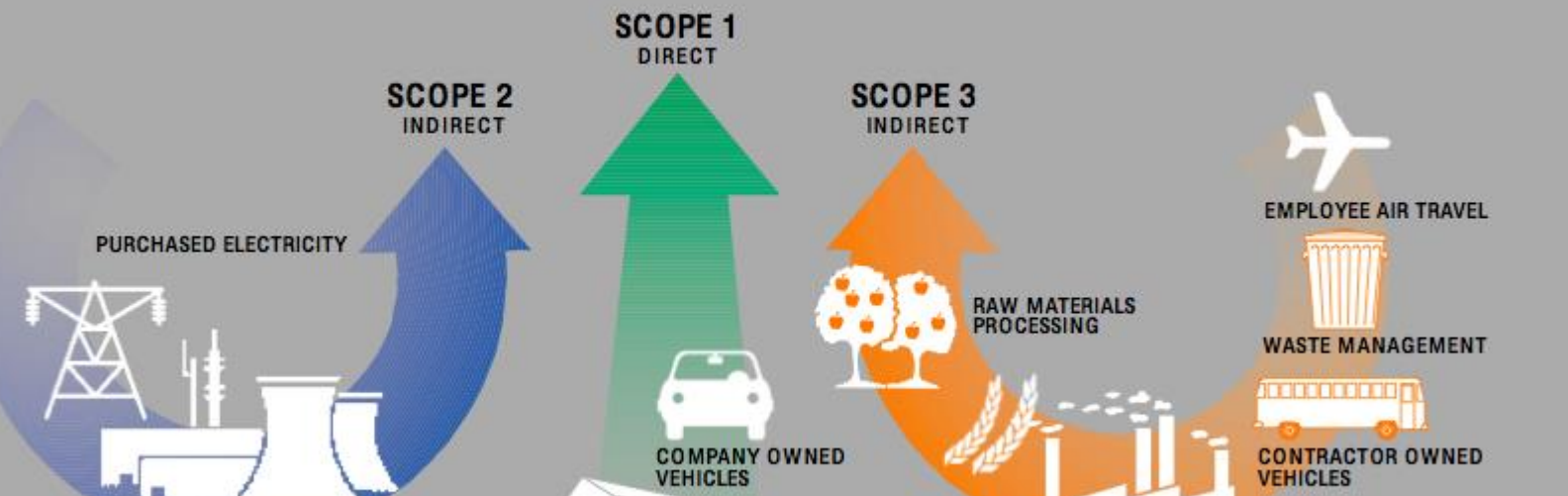
Adapted Emissions Database for Global Research



Carbon dioxide emissions from fossil fuel combustion



CO₂ SF₆ CH₄ N₂O HFCs PCFs





THE BENEFITS OF CYCLING {HEALTH & COMMUNITY}



Cyclists are a diverse group. Some of us ride fat tires down rocky trails, some of us ride road bikes up burly hills, some of us ride for sport and some of us ride just for fun. Some ride for the adrenaline rush and some ride their bikes for basic transportation.

Bicycling, along with being the most efficient mode of human locomotion, is also one of the best all-around activities for improving our health and communities.

www.atlantabike.org • www.peoplepoweredmovement.org



2 CYCLING IS THE **SECOND** MOST POPULAR OUTDOOR ACTIVITY IN THE U.S.

Source: Outdoor Foundation, 2010

47%

OF AMERICANS SAY THEY WOULD LIKE MORE BIKE FACILITIES IN THEIR COMMUNITIES.

Source: National Highway Traffic Safety Administration.



Studies have shown that homes closer to bike paths are more valuable.

Source: Bikes Belong Foundation



THE AVERAGE PERSON WILL LOSE 13 LBS IN THEIR FIRST YEAR OF RIDING TO WORK

Source: Outdoor Foundation, 2010.

BALANCE

Cycling produces the balance between exertion and relaxation which is so important for the body's inner equilibrium.

HEART

All the risk factors that lead to a heart attack are reduced and regular cycling reduces the likelihood of heart attack by more than 50%.

COORDINATION

Moving both feet around in circles while steering with both your hands and your body's own weight is good practice for your coordination skills.

MUSCLES

A week of inactivity reduces the strength of the muscular system by up to 50% and can harm them long-term. During cycling, most of the body's muscles are activated.



MENTAL HEALTH

Cycling has a relaxing effect due to uniform, movement which stabilizes physical and emotional functions. It reduces anxiety, depression and other psychological problems.

BACK PAIN

Cycling posture is optimum, and the cyclic movement of the legs stimulates muscles in the lower back.

WAISTLINE

Cycling is ideal for targeting problem areas. It enables people who can not move easily to exercise. It increases fitness and stimulates the body's fat metabolism.

JOINTS

The circular movement of cycling assists the transport of energy and other metabolic products to the cartilages, reducing the likelihood of arthritis.

Source: Cavill N, Davis A, 2007. "Cycling and Health: what's the evidence?" Cycling England.

ON A ROUND TRIP OF TEN MILES, CYCLISTS SAVE AROUND \$10.00 A DAY

Source: Commute Solutions, 2011



More than three times as many new bicycles (14.9 million) are sold in the U.S. each year than cars (4.6 million)

Source: National Bicycle Dealers Association, 2010

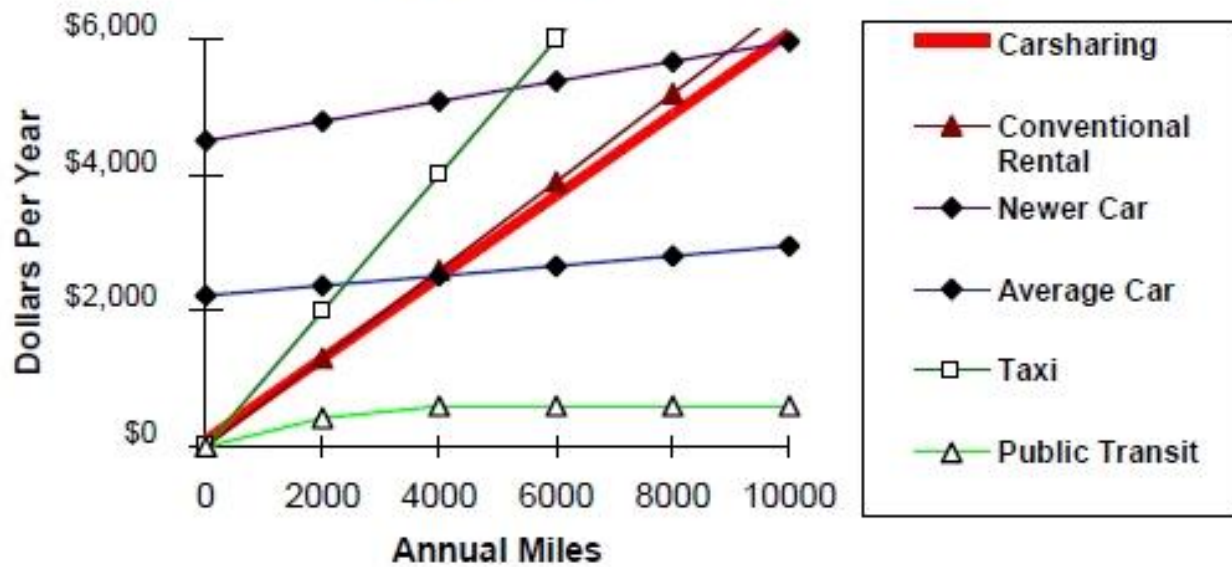
CYCLING/WALKING PROJECTS CREATE 11-14 JOBS PER \$1 MILLION SPENT COMPARED TO JUST 7 JOBS CREATED PER \$1 MILLION SPENT ON HIGHWAY PROJECTS

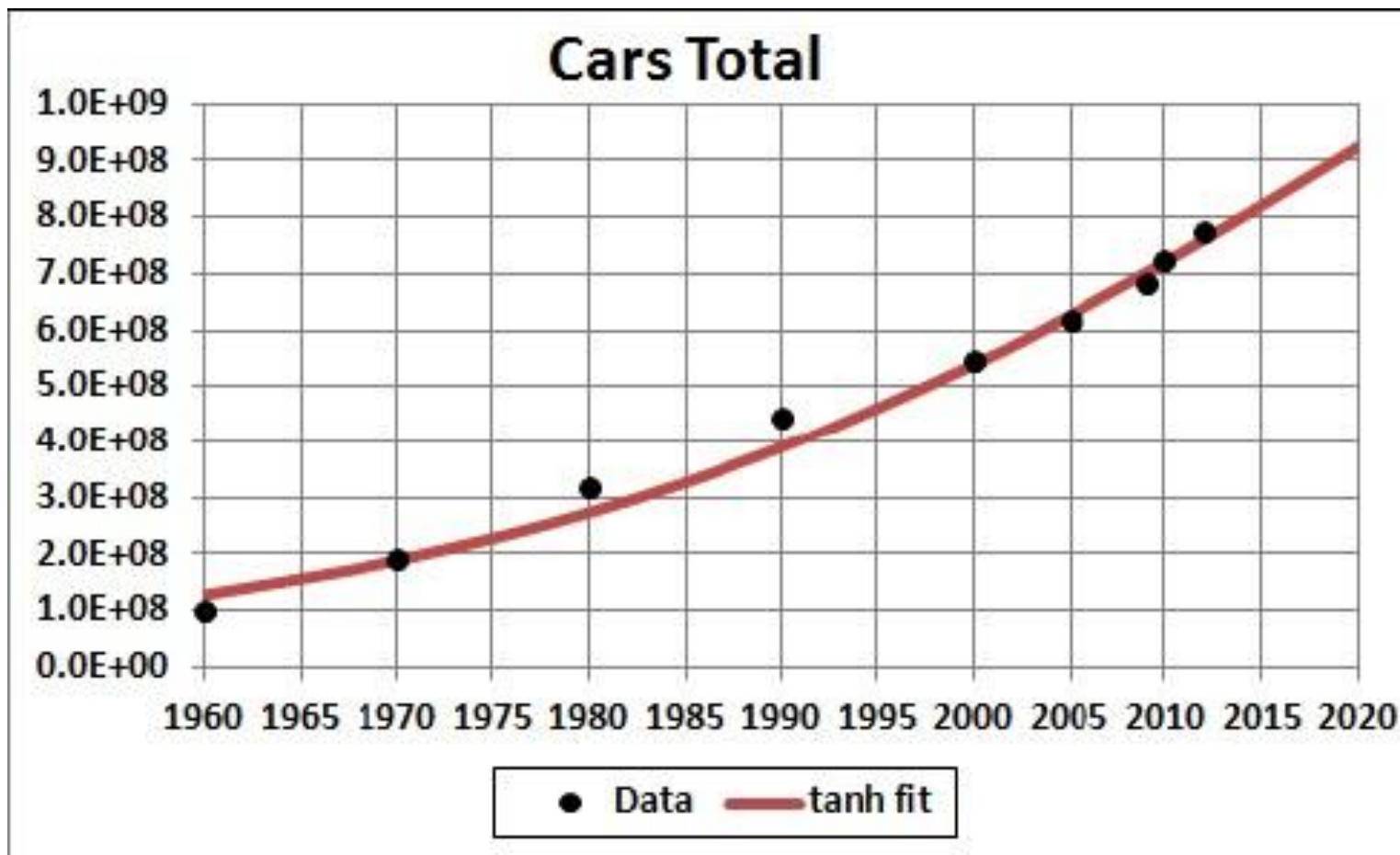
Source: The Alliance for Biking & Walking Benchmarking Project



Carsharing Benefits
Victoria Transport Policy Institute

User Expenses for Various Modes⁵







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Climate change is
a **cause** of
human mobility

Human mobility can increase
risks and vulnerabilities



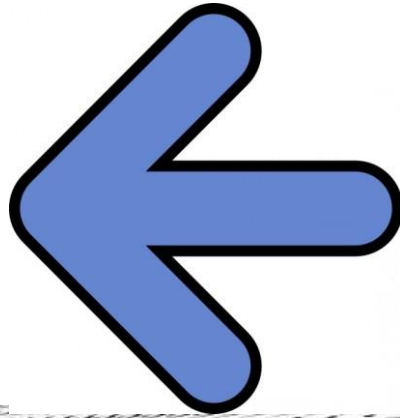
Human Mobility at COP22

7-18 November 2016, Marrakesh

© IOM/MECC
Sean Fitzgerald



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expectation

reality





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10 to 90.

Where are your
decisions made?



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emotions



- 1: Real athletes ride bicycles.
- 2: Bright children riding bicycle.
- 3: Your fitness studio.



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role models

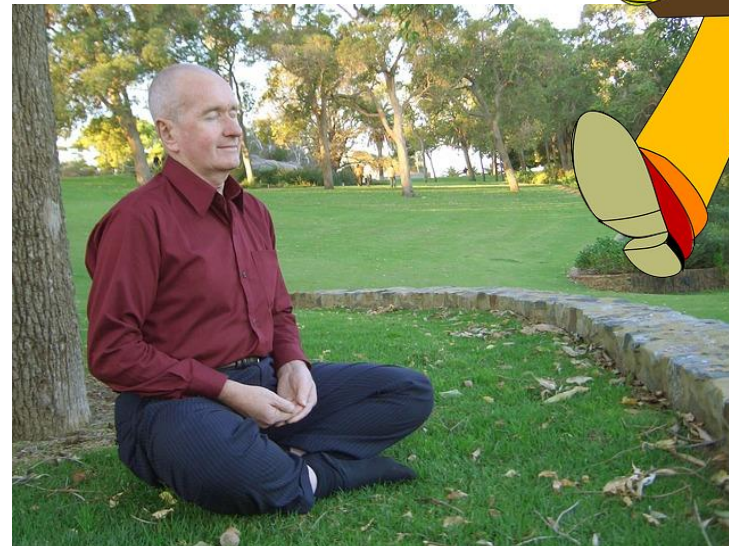
- 1: Ignazio Marino (Mayor of Rome – 2015).
- 2: Thomas Steiner (Mayor of Eisenstadt).
- 3: Anna Wehofschitz (90 years old).



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4 windows of
opportunity.





- Abgaben
- Aktuelles
- Amtliche Termine
- Amtstafel
- Anfrage und E-Mail
- Axams mobil**

- ÖV-Fahrpläne
- ÖV-Tickets
- Radfahren
- Zu Fuß
- Auto
- Tempo 30

Axams mobil

Axams mobil ist die bürgernahe Anlaufstelle unserer Gemeinde für alle Fragen rund um **klimafreundliches Verkehrsverhalten**. Auf **Axams mobil** finden Sie **Auskunft und Serviceleistungen** zum öffentlichen Bus- und Bahnangebot, Tipps und Hinweise für Radfahrer und Fußgänger sowie Informationen zur Fahrplatzvermittlung *compano-tirol.at* und zum Sprit sparenden Autofahren.

Mobilitätsauskunft am Gemeindeamt

Welche öffentlichen Verkehrsmittel fahren in der Früh Richtung Innsbruck? Wie komme ich auf schnellstem Weg nach Telfs? **Herr Matthias Riedl** steht Ihnen mit **Fahrplanauskünften** zum öffentlichen Verkehrsangebot – mit allen Abfahrtszeiten, Umsteigemöglichkeiten und Anschlüssen – persönlich zur Verfügung. Zudem trägt Herr Riedl Sie gerne in die **Fahrplatzvermittlung** *compano-tirol.at* ein. Die Serviceangebote können Sie selbstverständlich auch telefonisch in Anspruch nehmen.

Matthias Riedl Tel. 05234/68110-71

Tirol mobil



Gemeinden mobil



timetable for the bus

ticket information

cycling map

carsharing



facebook Community Update



1.55 Billion
people on Facebook each month



1+ Billion
people on Facebook each day



900 Million
people on WhatsApp each month



925+ Million
people using Groups



700 Million
people on Messenger each month



8+ Billion
video views each day



400 Million
people on Instagram each month



15+ Million
people online due to Internet.org



45+ Million
small & medium businesses using Pages



Completed Aquila
first unmanned aircraft to beam down internet



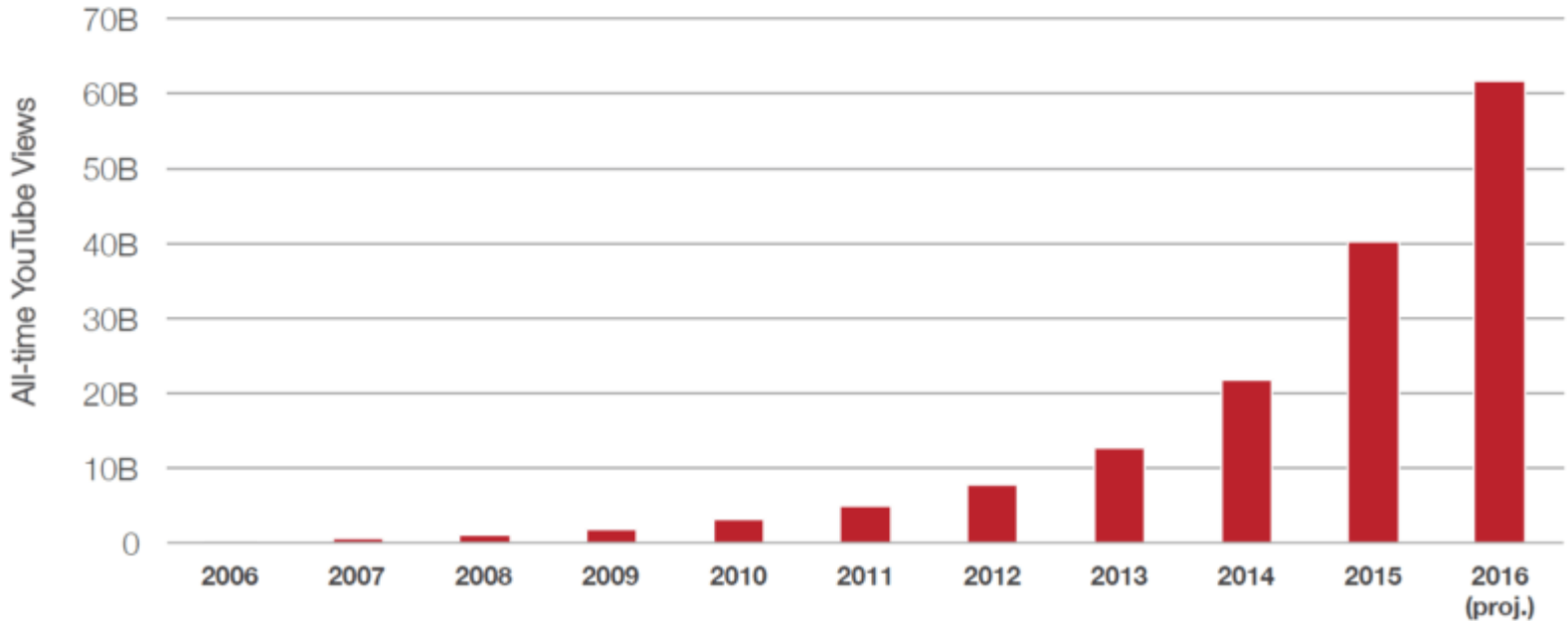
Announced first satellite launch
to provide internet



Introduced M
digital assistant powered by AI



Announced Gear VR
consumer release





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Give your message a personal touch.

- [Armin Wolf](#) (ORF)
- [Christoph Chorherr](#) (Gemeinderat, Wien)
- [Johannes Pressl](#) (Bürgermeister, Ardagger in NÖ)

Local or global information?

- Nearly three quarters (72%) of adults are quite attached to following local news and information.
- Use your websites and community newspaper





Your double-check.

Recommendation for all texts, folders and posters.

1. Who is my target group?
2. How do I get people to act?



inform, motivate & activate



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Take part in the mobility week

EUROPEAN **MOBILITY** WEEK invites local politicians and the public to experience the benefits of shared mobility.

Theme 2017: Clean, shared and intelligent mobility.

www.mobilityweek.eu





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