



## GTZ SUTP presentation

*If you are willing to use any of the material contained in this presentation, please be so kind as to email **sutp@sutp.org** . You can also request any of the pictures presented here in its original format (JPG), with due permission from its authors (always cited at the bottom of the slide). We also welcome any comments or suggestions to this presentation or SUTP material in general.*

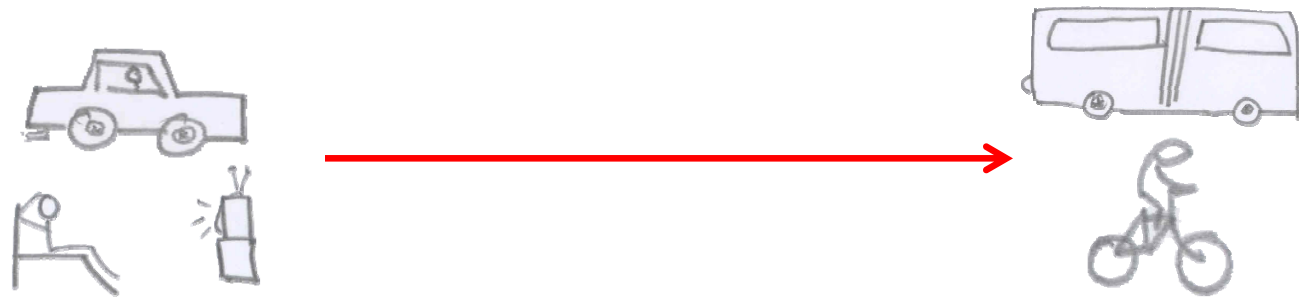
Thank you,

The GTZ SUTP team

Image source: GTZ SUTP Project

Carlos F. Pardo- GTZ Proyecto de Transporte Urbano Sostenible- Coord. de proyecto





# Psychological strategies to reduce automobile dependence

## Theories and applications in developed and developing countries

Carlos F. Pardo

Bogotá, September 20, 2006. Towards Carfree Cities Conference VI

# Table of contents

- Complementary measures
- Target groups
- Why do people love the car?
- Awareness and behavior change
- 3 channels to transmit the message
- Examples

# Complementary measures

Education and participation

Carfree transport

*Adapted from Jeroen Buis*

Policy, EI

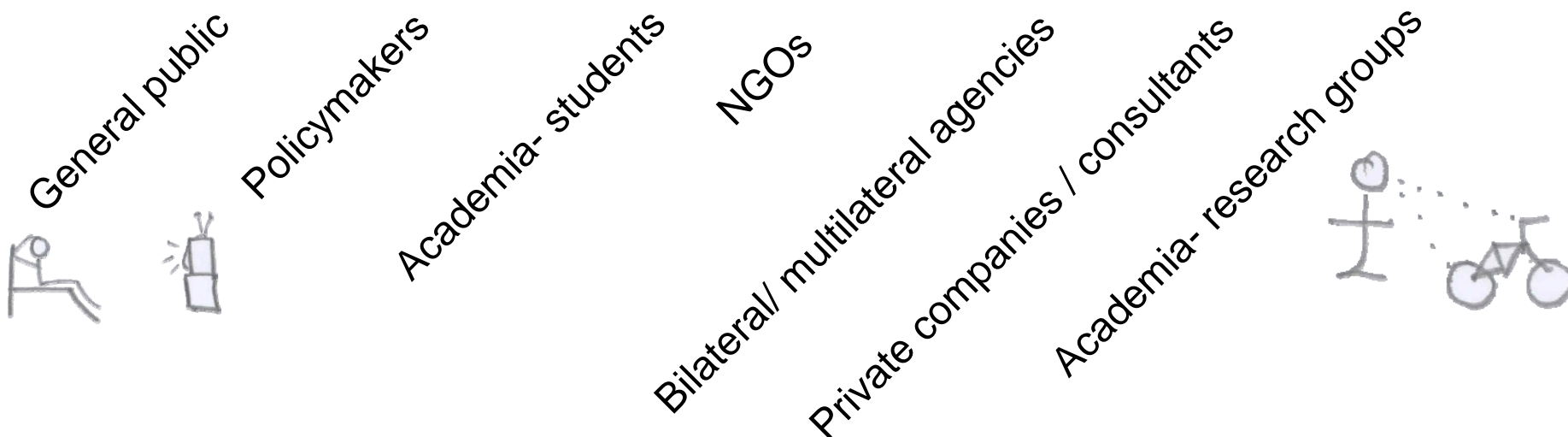
Infrastructure

# Target groups

## Basic target groups of sustainable transport initiatives

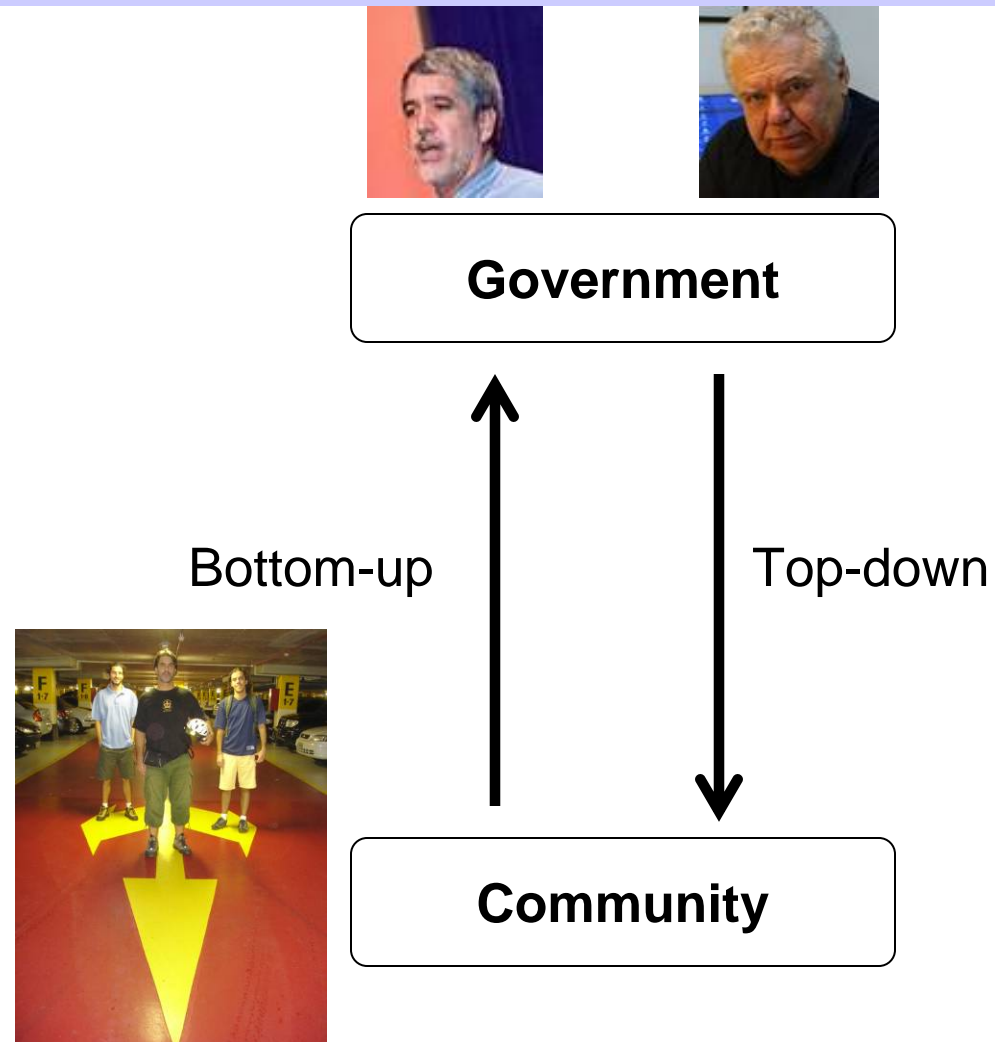
Passive groups

Active groups



# Target groups

- Two key actors
- Permanent interaction
- Two ways of proceeding



# Target groups

- Car users



# Target groups

- Public transport users, bicycle users and pedestrians





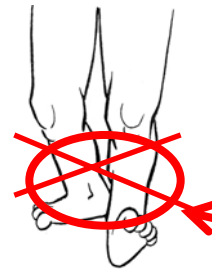
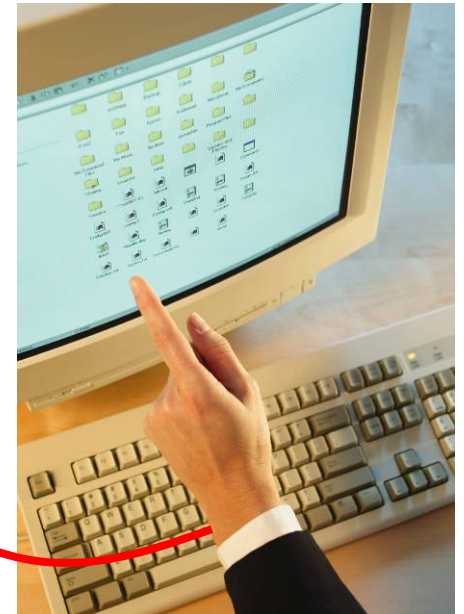
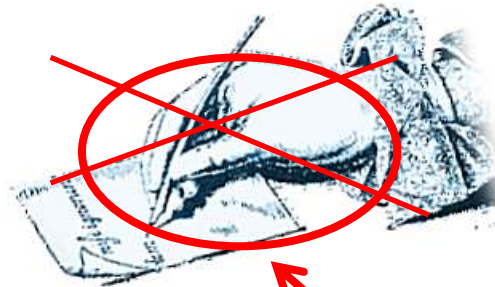
# A reminder- a problem

- We are moving people, not cows...or are we?



# Handwriting and computers

- Compare the bicycle / PT to handwriting
- Who **writes by hand** when you can **type**?
- Who **walks/rides** when a **machine can do it** for you?



Technological developments may “handicap” people  
They replace the original tool or task. (Edward T. Hall).

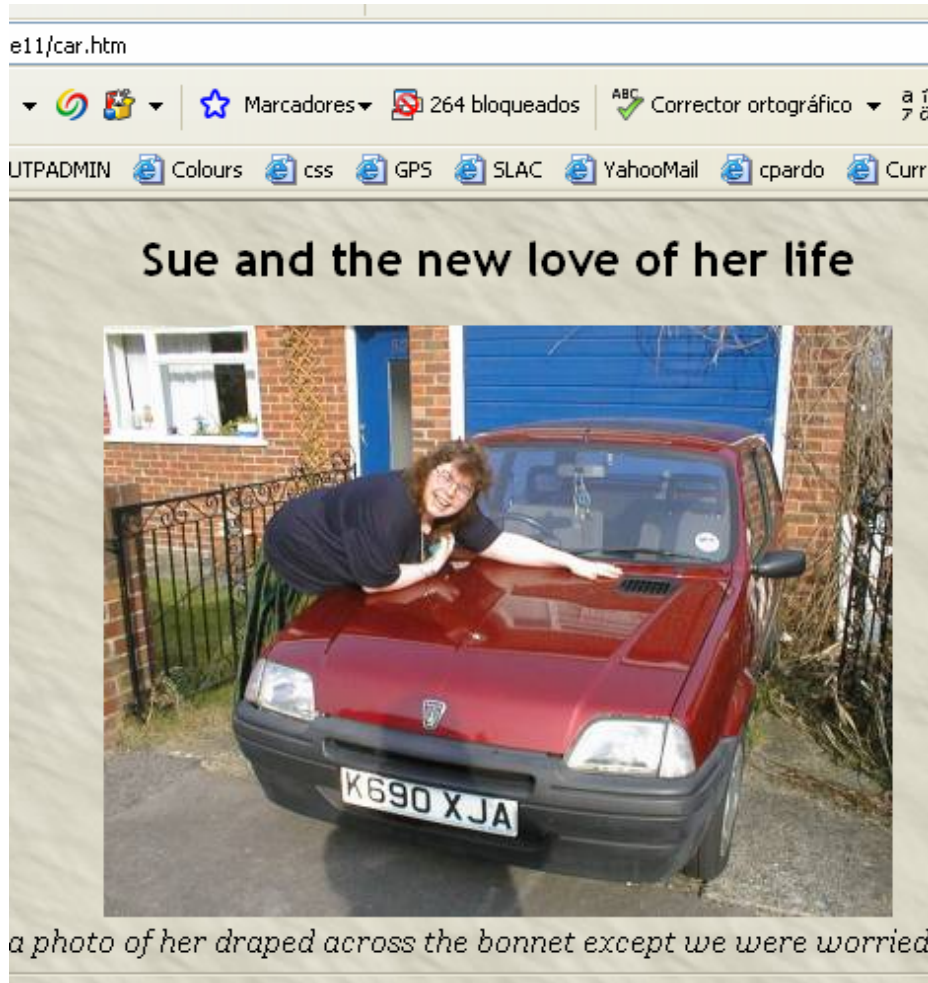
# Humans (seemingly) can't walk

“Humans are progressively losing their ability to walk!”



Source: “Over the Hedge” movie

# Why do people love their car?

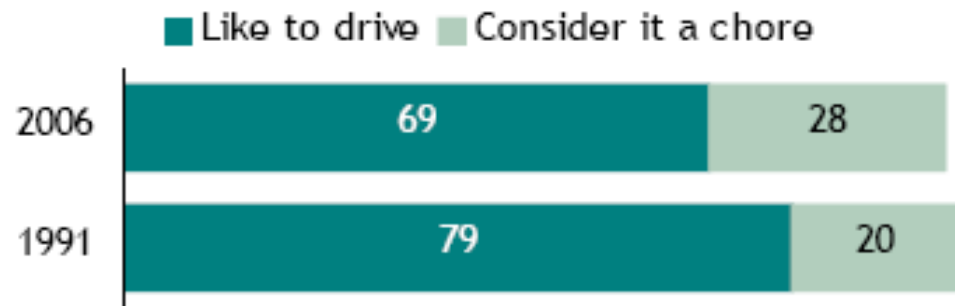


# Why do people love their car?

## We Like to Drive Because...

	%
Time to be alone/quiet time	21
Scenery/new sights/get away	19
Freedom/independence	14
Way to get around	12
Can pick up and go	9

## Percent of drivers who...



Source of all data above: Pew Research Center study: Americans and their Cars. 2006

# Why do people love their car?



## Car Got Attitude?

Do you ever think of your car as having a personality of its own, or don't you think about your car this way?

	2006
Yes	31%

Source of all data above: Pew Research Center study: Americans and their Cars. 2006

# Why do people love their car?

- Let's be sincere:

- Comfortable
- Music
- Air conditioning
- Fast
- People are **greedy**
- People are egocentric before they are heterocentric



# Why do people love their car?

- But...
  - Dangerous
  - Traffic jams
  - Inequitable



## We Consider Driving a Chore Because...

	%
Traffic/congestion	23
Other drivers	14
Commuting/going to work	10
Running errands	10
Just don't like to drive	8
Specifics of the car/conditions	5
Waste of time	5

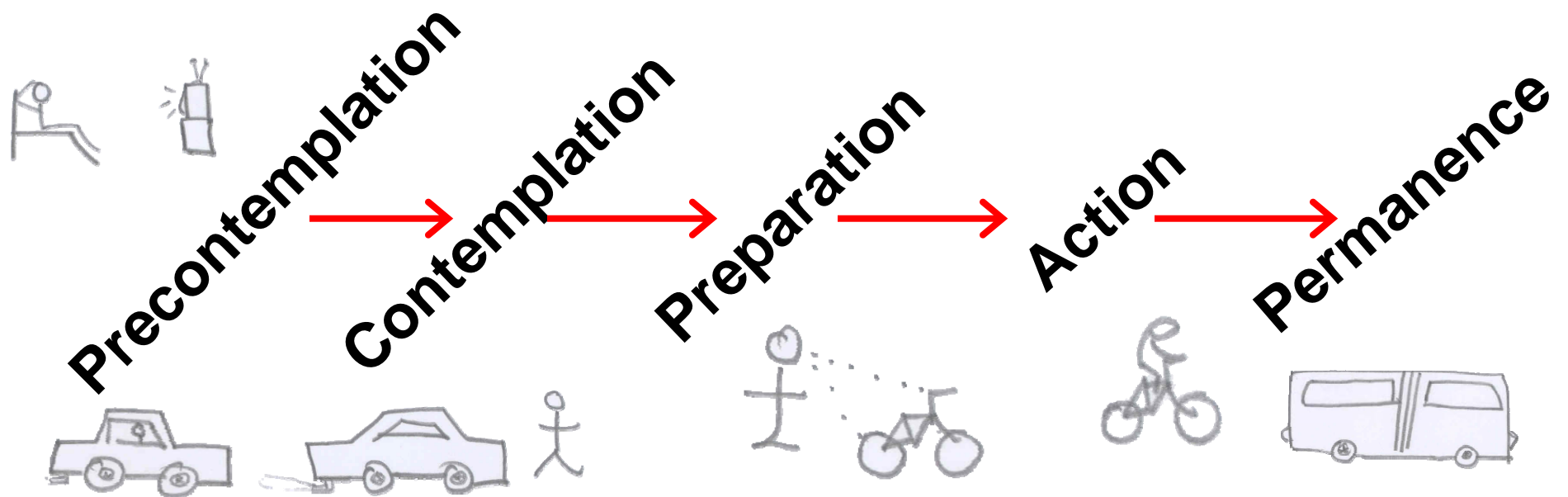
	1991	2003	Percentage increase
Average annual hours of traffic delay per person	16 hrs	25 hrs	+56%

Source: Bureau of Transportation Statistics

Source of all data above: Pew Research Center study: Americans and their Cars. 2006

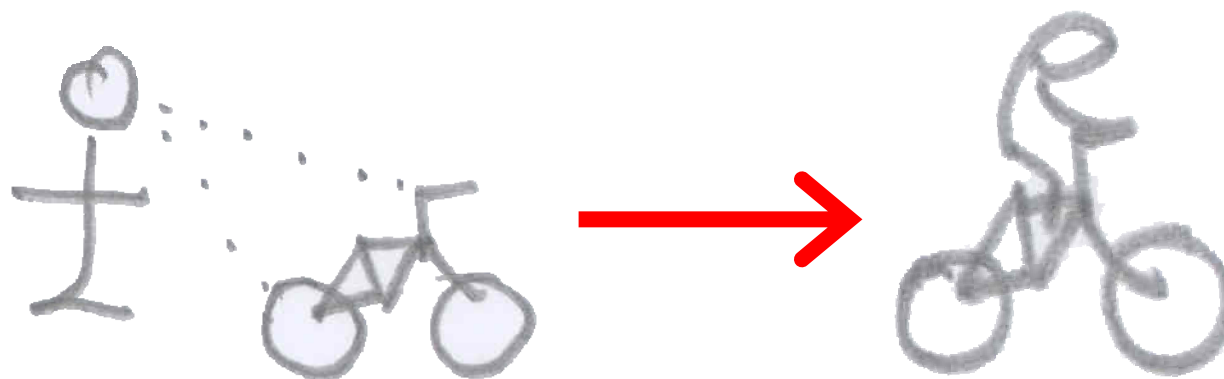


# Levels of awareness



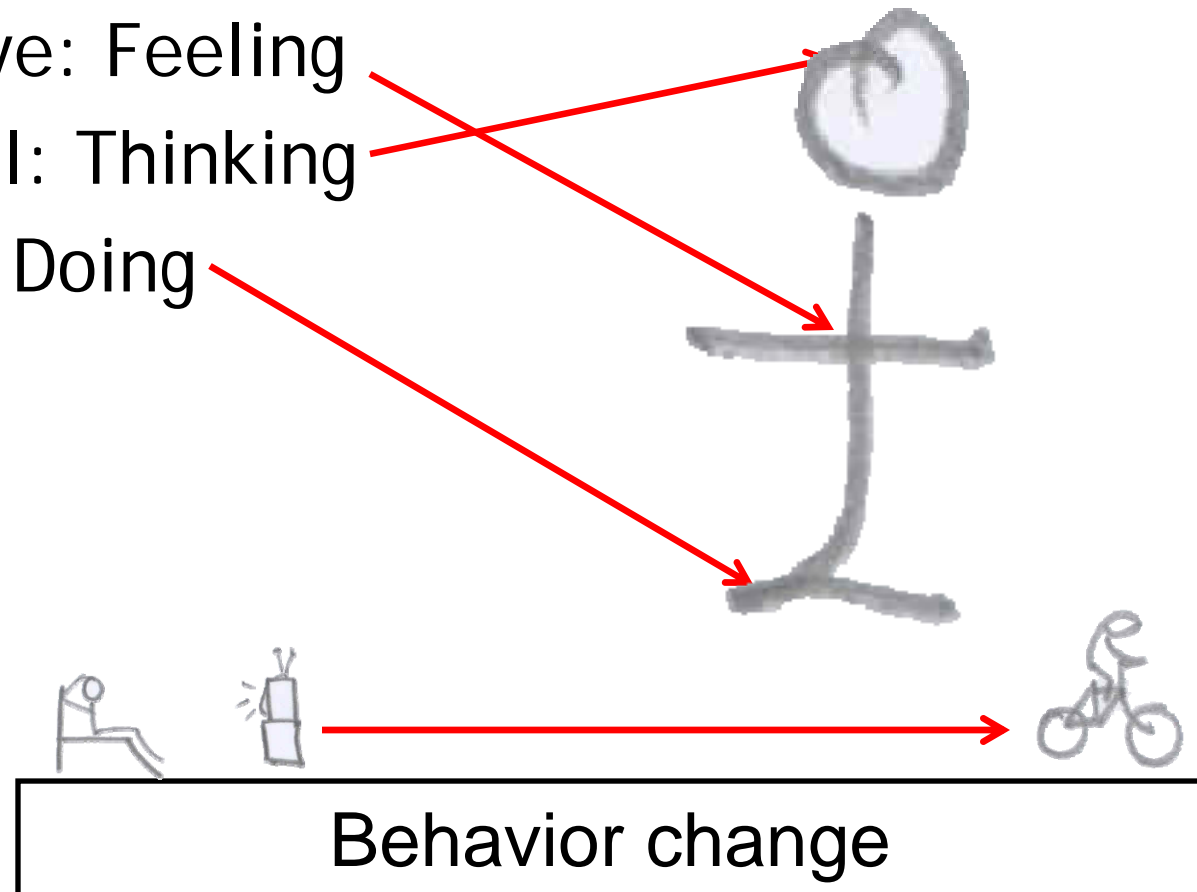
# Awareness and behavior change

- First awareness, then behavior change
- I think therefore I do? **NO.**



# 3 channels of transmitting the message

- Affective: Feeling
- Rational: Thinking
- Action: Doing



# 3 channels -rational

- Rational (inform)
  - Costs for user
  - Travel time
  - Detailed information



# 3 channels - affective

- Affective (persuade)
  - Comfort: you have a driver
  - Health
  - Accidents - children



# 3 channels - affective



The image of public transport  
Be very careful...

# 3 channels - motor

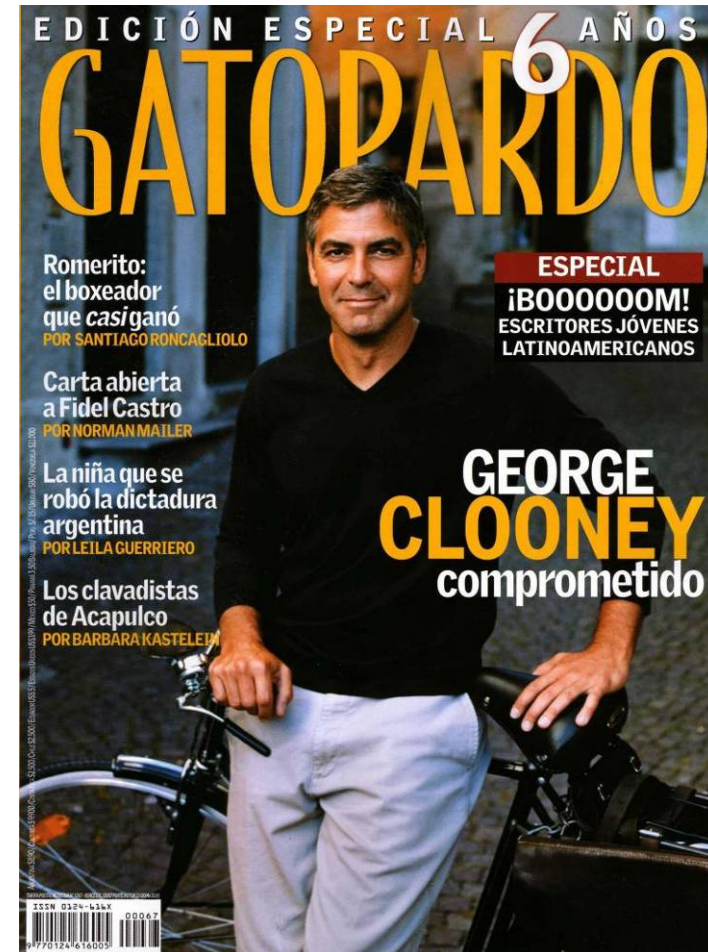
- Motor
  - Free rides on PT
  - Bicycle rides
  - Bike to work
  - Work incentives



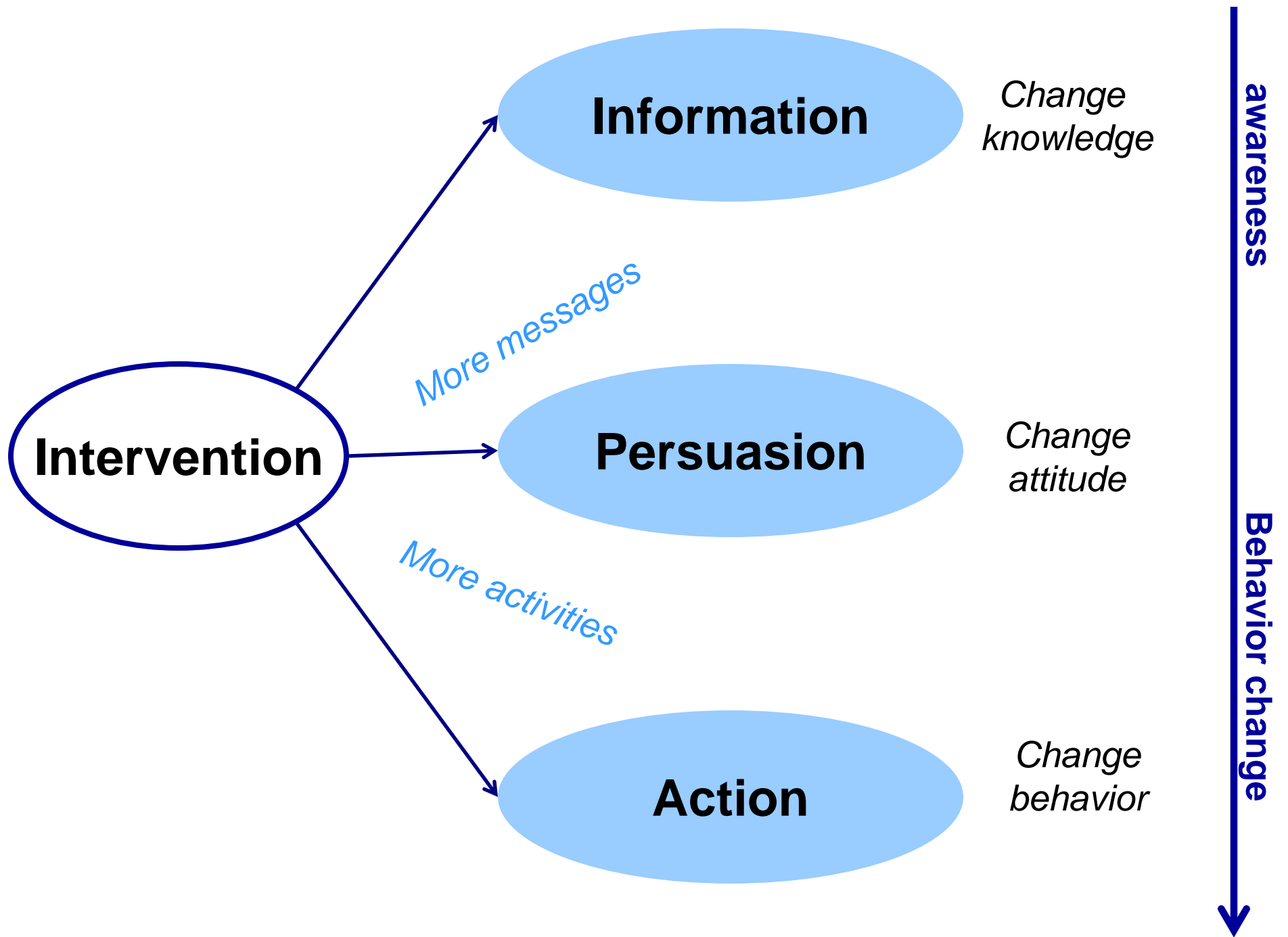
- It will make them want more

# A strategy: Modeling

- Based on Bandura's social learning (modeling)
- Identifiable model
- Peers using sustainable modes







# The problems in public transport and bikes

- Public transport
  - Crowded
  - Insecure
  - Company rules
- Bicycles
  - Unsafe
  - The hair... the helmet
  - Dress codes, company rules



# The pros of using bicycles



# Successful examples

- Park(ing)
  - video



# Successful examples

- Car free days
  - Mandatory: EU, most of the world
  - Voluntary: Pasto, Quito, South Africa
  - Greater periodicity



# Successful examples

- Bicycle rides
  - Private sector involvement
  - Bike to work
  - bike for fun



# 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](http://www.sutp.org)



# Thank you

- Organized power can be opposed only by organized power. Much as I regret this, there is no other way.

- La única manera de enfrentar al poder organizado es por medio de otro poder organizado. Aunque me duele aceptarlo, no existe otro camino.

Albert Einstein

In Nathan, O. & Norden, H. (eds) *Einstein on Peace*. New York: Schocken Books. p. 319.

