Different incentives to change behavior mobilty and promote sustainable urban mobility

Economic incentives

Price:

Stick effect example:

urban toll (congestion charge in London, Stockholm or environmental toll in Milan)

Carrot effect example:

Financial support

Quantity:

Examples: to decrease number of parking

Emission permits (individual carbon card)

Non-economic incentives

Social norm, nudges, ..

Nudges: Stairs or escalator (metro)

Smartphone apps : to provide information as:

Calories burnt

CO2 emissions avoid