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Changing Habits for Urban Mobility Solutions

CHUMS

The CHUMS project promotes car pooling by combining carpooling week, personalised travel plans and a mobility jackpot lottery into one behaviour change campaign. Each campaign element has been shown to produce significant behavioural changes in a wide range of places where they have been delivered: increasing car occupancy, reducing car numbers and significantly reducing energy use. The aim of the project is to apply a composite CHUMS behavioural change campaigns in 5 'champion' cities that represent the scale of carpooling and the diversity of mobility mind-sets across Europe: Craiova (RO), Edinburgh (UK), Leuven (B), Toulouse (F) and Perugia (IT). All of the 5 'champion cities' have existing car-pooling systems, at various stages of maturity, which serve 'closed' target groups such as work-places, large employers or universities. Once proven, the application will be equally valid for 'open' systems for citizens in general. The project has already developed a European carpooling 'interest group' with members from 19 member states and candidate countries; where further take-up of the CHUMS measures will be developed during the project. The CHUMS consortium includes mobility behaviour experts, city authorities and carpool operators.



Results

The expected results will be:

- 10% increase in average car occupancy for commuter journeys at target employers
- 11% increase in carpooling mode share
- 22% reduction in single occupancy car trips amongst the target groups
- 9.2% reduction in total car trips amongst the target groups
- 12% reduction in energy use

The above contributes to a 1992 toe/year primary energy savings and 5788 t CO₂e/year reduction of greenhouse gas emissions during the project. Furthermore it is estimated that there will be a 20,035 toe cumulative primary energy savings and 58,206 t CO₂e cumulative reduction of greenhouse gas emissions by 2020.

Lesson learned

- **Organisations can move slowly:** Expect organisations to take a while to commit to a project. Often there are many levels of authority that will need to be consulted for approval.
- **Be prepared to walk away:** At the first introductory meeting it usually quite clear whether an organisation wants to put the necessary effort in the carpool project. If you notice a lack of enthusiasm at this point, this will not grow in time; just like the skeptical view on carpooling is hard to diminish in time... Be willing to cut loose businesses they do not support the project.

- **Consider other mobility options:** Where there is good accessibility by public transport, this can be more attractive for some employees and also cheaper than going by car. In this scenario – though carpooling is a part of the solution – employers also like to promote other forms of sustainable transport as part of an integrated mobility package. You’ll have to find a good balance between promoting car pooling and other modes of transport.
- **Incentives:** when running promotional prize draws ensure the rules are laid out beforehand and are robust. Attractive incentives that are relevant to the target audience are fundamental. Also considering driver/passenger neutral incentives is key.

Partners and coordinator

Vectos ltd [1]	United Kingdom
CPA vzw (Taxistop) [2]	Belgium
Comune di Perugia [3]	Italy
University of Aberdeen [4]	United Kingdom
SC IPA SA [5]	Romania
Transport & Mobility Leuven [6]	Belgium
European Integrated Projects [7]	Romania
Liftshare.com Ltd [8]	United Kingdom
Syndicate Mixte des Transports en Commun de L'Agglomeration Toulousain [9]	France
South East Scotland Transport Partnership [10]	United Kingdom

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Budget

Overall budget: 1.521.340,00 € (EU contribution: 75,00 %)

In brief

Sector: Energy-efficient transport

Duration: 01/03/2014 to 31/08/2016

Contract number: IEE-13-648

Website: <http://www.chums-carpooling.eu/index.html>

Tags:

consumer behavior
driving
mobility
public awareness
transport

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- [\[SMARTSET \[12\]\]](#) "Sustainable MARKETdriven Terminal Solutions for Efficient freight..."
- [\[ACTUATE \[13\]\]](#) Advanced Training and Education for Safe Eco-driving of Clean Vehicles
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- [\[BAMBINI \[17\]\]](#) BAMBINI - Socialisation towards clean and energy efficient transport
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