ERA-NET COFUND URBAN ACCESSIBILITY AND CONNECTIVITY

https://jpi-urbaneurope.eu/calls/enuac/

IDEA:

In this call, we will tackle the discrepancy between mindsets concerning mobility and actual travel choices regarding sustainable transportation. We will improve people's physical and more importantly digital access to sustainable mobility choices.

UID proposes to apply for challenge #5 of the call: Change behaviours and perspectives towards sustainable urban accessibility and connectivity (more information see below).

Interesting areas:

- Improving the resilience of cities and mobility to the impacts of the climate crisis.
- Enabling temporary and fluid mobility for evolving cities and surrounding areas and evolving mobility needs.
- Connecting urban areas and the countryside and improving transportation choices for people outside of large urban areas.
- …

The exact focus of the proposal will depend on the questions and existing problems from this field that the individual partners will bring to the call. The alignment will be done in the two following weeks.

We are looking for partners from all eligible countries, especially municipal partners and public transport organisations.

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BACKGROUND INFORMATION

Challenge 5: Change behaviours and perspectives towards sustainable urban accessibility and connectivity

This question is not new: a lot of research has been made and an important knowledge is already available on mobility behaviours and travel preferences. However, it is clear that there is still a gap between knowledge and reality and there are discrepancies, and even contradictions, between increasingly environmentally centered perceptions and the actual mobility practices –related to housing choices, location of economic activities and services, configuration of public transport offers –that are still often resource-intensive.

Therefore, this issue has to be revisited again, building on previous research activities and existing knowledge, to be able to find action perspectives to ease the transition toward sustainable, affordable and reliable urban accessibility and connectivity.

An important aspect is to understand better actual needs. And, when developing mobility solution or taking mobility related decisions, to take into account the heterogeneity of needs and behavioural reactions, the interdependence of individual decisions, the role of social-economic-cultural background, gender, physical and mental abilities, preferences and sensitivity to price and other incentives as key factors such as access to services that motivate personal mobility and logistics (freight transport) choices. This is certainly a challenge where "one size does not fit all".

Considering the changes in the technological environment and the emergence of new tools, especially ICT tools, in the last decade, it is also crucial to know how increased advanced information-based services (incl. real-time availability of information) and the availability of optimisation tools or services influence mobility and consumption behaviour, including the consequences for city logistics and thereby freight transport. In particular, it is important to understand the (potentially different) responses of different entities (societal groups, companies as well as decision makers, planners and policy makers) to such developments.

Also, it is important to examine to what extent carbon or climate change urgency awareness, health promotion and life style objectives might help to bring about paradigm shifts that eventually result in changes in actual, day-to-day behaviour, or if other incentives are needed to achieve the necessary radical transition towards sustainable mobility and accessibility.

To address these challenges, projects contributing either to the research or innovation pathway may consider the following subjects or perspectives, in order

to study and seek to better understand them and propose, develop, check feasibility of, test, demonstrate and validate relevant solutions (please note that these subjects are examples that projects can focus on, and that projects also need to take into consideration the specific characteristics of these two pathways with regard to the envisioned project content):

- revisiting existing knowledge and models for the prediction of individual and collective mobility behaviours, including uncertainties, responses to new technologies and policies –with the potential rebound effects –and taking into account various types of actors and patterns of mobility (with different transport modes),
- emerging needs and trends, that could be game changers affecting urban mobility behaviours and logistics choices (and, in a longer term, activity place and residential/location choices), like an increasing use of ICT for distant activities, the value of time, global awareness of climate change emergency, health promotion...
- the collective framework conditions appropriate for individual decision-making,
- impact and effectiveness of various incentives (economical and non-economical), like carbon taxes, personal or household carbon quotas or tradable permits, mobility budget, congestion charging, High Occupancy Vehicles lane, nudges, mobility management, services offered by companies to their employees to promote a more sustainable mobility, PTP approach (Personalized Travel Planning). (Existing) living labs, experimentations and serious games approaches maybe considered in this context,
- the relative importance on mobility behaviours, on travel modes preferences and on the effects of incentives of factors such as social-cultural background (incl. values, ethics), age, gender, personal abilities (mental, physical), personal safety, economic position, group-pressure, education, information provision / raising awareness; in particular, investigate if there are "generational effects" on mobility patterns and choice. Mobility biographies may also be an interesting tool to (re-)explore,
- factors of attractiveness of sustainable mobility modes and solutions; in particular, evaluate to which extent approaches involving users to the co-design of mobility policies or transport solutions favours their adoption,
- tools that facilitate a (user-centric) co-design of urban mobility policies and solutions,
- the questions of transport equity and more specifically "transport poverty" and the most efficient means to reduce it.