

# FAIRlagern

## Practical Nudging Strategies for a Sustainable Mobility Shift



Österreichische Energieagentur - Austrian Energy Agency

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# Introducing FAIRlagern

## Practical, low-cost & easy-to-replicate solutions



# The Problem We're Tackling

## Why do we still use cars for short trips?

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Short trips under 5 km are still often done by car – out of habit, convenience, or lack of alternatives.

Most people **COULD** walk, bike, or use public transport — but don't.

Infrastructure alone doesn't shift habits — communication does.

# The FAIRlagern Vision

## Shift short trips, reduce second cars, boost quality of life

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Motivate people to **consciously rethink** their everyday travel decisions.

Encourage **car-free short trips** and reduce **second cars** long-term.

Promote **active, local mobility** as a benefit, not a sacrifice.

# Strategy at a Glance

## Behaviour doesn't change on its own — we guide it

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We applied communication theory and nudging to everyday mobility.

Focus: **situational influence**, not just target groups.

Use context-sensitive nudges: the **right message**, in the **right place**, at the **right moment**.

# Core Principle: Situational Targeting

## Don't target “people” — target moments

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Traditional segmentation fails (e.g., “young adults”, “parents”).

Instead, focus on **situations**: planned (commutes, shopping) vs. spontaneous (quick errands).

Barriers: habit, flexibility, convenience.

Leverage: awareness, emotional benefits, peer influence.

# The FAIRlagern Communication Triad

## Inform. Motivate. Slow down.

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**Informieren:** Provide relevant, actionable local info.

**Motivieren:** Activate community and reward change.

**Entschleunigen:** Highlight mental and physical wellbeing.  
Each strategy fits different places and target situations.

# COM-B Model: Understanding Behaviour Change

## A simple yet powerful model for effective interventions

The COM-B model by Michie et al. explains that behaviour (B) is influenced by:

- **Capability** – psychological or physical capacity to engage in the activity
- **Opportunity** – physical or social environment enabling the behaviour
- **Motivation** – automatic or reflective processes that direct behaviour

Effective interventions address one or more of these components to facilitate change.



# Pilot 1 – Neufeld

## School route detectives on the case

**Measure:** Creative school route activities with children

**Implementation:** Walk-throughs of school routes and parental feedback on danger spots

**Behavioural Target:** Increase active commuting among school children

**Result:** Active mobility increased by 12.9 percentage points



# Pilot 1 – Neufeld: COM-B in Action

## Active mobility through playful learning and school pride.

### Capability – Physical & Psychological

Kids explored their routes, learned safety, and used tools (measuring tapes).

### Opportunity – Physical & Social

Parents contributed feedback; school created time and space to act.

### Motivation – Automatic & Reflective

Kids were motivated through games, discovery, rewards, and peer excitement.



## Pilot 2 – Güssing

### Mobility in conversation – Beer coasters as a tool

**Measure:** Beer coasters with mobility messages in 4 venues

**Implementation:** Collaboration with transport companies and the local council

**Behavioural Target:** Encourage awareness and use of BAST on-demand transport.

**Result:** Positive feedback and increase in passengers

Für nähere Fahrplaninfos, Umsteigetipps und Buchung der Fahrt mit BAST und Bus einfach 0800/500 805 anrufen.

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bast-burgenland.at



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Eine Aktion der Mobilitätszentrale Burgenland. Dieses Projekt wurde mit Mitteln aus dem Programm „Nachhaltige Mobilität in der Praxis“ des Klima- und Energiefonds gefördert

## Pilot 2 – Güssing: COM-B in Action

### Turning curiosity into capability — in unexpected places

#### Capability

Many residents were unaware of BAST or didn't associate it with their local area. Beer coasters filled that gap with basic how-where info.

#### Opportunity

Messages placed in bars/restaurants made public transport a social topic.

#### Motivation

Humorous, identity-based messages nudged people to consider alternatives.



## Pilot 3 – Eisenstadt

### Social media for slowing down

**Measure:** Facebook campaign with A/B testing

**Target group:** People aged 18–65, focused on sustainable mobility

**Behavioural Target:** Increase emotional identification with sustainable mobility through social media.

**Result:** 3,667 page interactions for the pharmacy campaign



### Findings

- Adapting to local conditions is crucial
- Combining information and interaction is effective

### Transferability

- Involve schools and local businesses as partners



# How to FAIRlagern Your Municipality

## A guide for low-cost, high-impact mobility shift

Step-by-step instructions

Customisable communication templates & visuals

Best-practice examples

Tools for measuring impact (before/after surveys, participation, digital reach)

Advice for co-creation with schools, shops, and regional stakeholders



# Contact

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