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## CYCLING AND WALKING ACTIVITIES AND BEHAVIOURAL CHANGE - FINNISH EXPERIENCES FROM THE PAST TEN YEARS

**AUTHORS:** Anu Tuominen, Heidi Auvinen, Henna Sundqvist-Andberg

### **Short Description**

The presentation will shed light on three Mobility Management programmes in Finland (2010-2019). Our focus is on active modes, walking and cycling. The main ambition has been to find out how the project-based activities within the programmes have addressed behavioural change and what kind of results have been achieved.

### **Main part**

The presentation will shed light on the past ten years of Mobility Management in Finland focusing on activities promoting active modes, i.e. walking and cycling. We are particularly interested in the achieved behavioural change and consequent modal shift from private cars or other motorised transport to active modes. The analysis covers projects funded during the years 2010-2019 in three national programmes, two of which have considered all aspects and types of mobility management and all transport modes. The third programme focused specifically on walking and cycling. For the presentation, we have gone through a large number of projects (112) promoting active transport and interviewed the sustainable mobility coordinators of the largest cities in Finland that have been systematically supporting active modes for several years.

We consider Behavioural change a result of changes in Capabilities, Opportunities and Motivation, following the COM-B system of behaviours and behaviour change wheel models by Michie et al. (2011). Our main ambition has been to find out how the different project-based activities of the three Finnish programmes addressed behavioural change and what kind of results were achieved. In the presentation, we will firstly show what types of projects were funded in the programmes. Secondly, we will present our interpretation of the system of behaviours model and discuss whether it could provide a tool for assessing behavioural change in mobility management projects. Thirdly, we will go through experiences on the best practices and not so successful activities within the programmes and, based on them, conclude which mobility management instruments, functions, target groups and institutional aspects seem to have had the largest impact to change behaviour from car dependency towards active modes in the Finnish context.

### **What is new?**

Behavioural change, and the system of behaviours in particular, has not been analysed widely in the context of mobility management measures. Based on the experiences of the past mobility management programmes, we will show a novel approach to utilizing COM-B system for understanding behaviour, as a tool for identification of effective measures and target groups, focusing on active transport.

### **What is transferable to other cities and regions?**

The approach is applicable anywhere. The results using the approach are partially applicable to transport systems similar to the Finnish one.

**What are outcomes and conclusions?**

The results will show what types of mobility management measures have been funded in Finland in the past ten years. Further, they will illustrate the intervention functions and sources of behaviour identified relating to the measures. Based on experiences, we will highlight the processes, measures and target groups that seem to have the largest potential to change behaviour from car dependency towards active modes in the Finnish context.

**Who are the main target groups?**

The main target groups are civil servants in municipalities and national level, consultants, researchers and third sector actors who are responsible for the design and implementation of active transport measures and actions, but also individual people, who bring about the behavioural change.

**And what now? - what will change? - what is the relevance for the future?**

The pandemic may have both positive and negative impacts on our daily mobility by active modes. In the most severely affected regions, all unnecessary outings were forbidden during the intense lockdown period, thus decreasing walking and cycling. However, the pandemic has increased citizens' interest towards walking and cycling, and where and when restriction measures allowed it active modes have served for example as a replacement to public transport trips and as a form of exercise. Many cities have responded to this increased demand by providing more (road) space for active modes. The important question here is what will be the new normal after the pandemic? The continuation of the positive development will depend on both the demand and supply side of the walking and cycling activities. Continuous support measures on each side is equally important.

One of the negative impacts of the pandemic is the decrease of the trips by public transport that were dropped and not replaced by active modes due to the health risks or restrictions. Most of those trips would have included walking as a connecting mode and the decrease means, in most of the cases, decrease also in the active part of the trip. Consequently, car transport and congestion may go up, as the transport demand starts to recover. Here, active measures, including mobility management actions, are needed to prevent such development, which is unfortunately supported by the present very low fuel prices.