

TRAINING FICHE

01. RESPONSIBLE CONSUMPTION ON MOBILITY

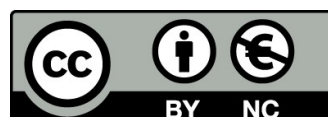
Area	Mobility										
Level	ADVANCED										
Topic	<table border="1"> <tr> <td>x</td> <td>1. RC concept applied to mobility</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	x	1. RC concept applied to mobility								
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Module	<table border="1"> <tr> <td>x</td> <td>Responsible consumption on mobility</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> </table>	x	Responsible consumption on mobility								
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Keywords	Sustainable mobility – responsible consumption – mobility trends – consumer’s attitude										
Introduction (500-1000 characters including spaces)	Responsible consumption in mobility behavior means knowing the impact of one's daily behavior on one's own wellbeing, on the collective wellbeing and on the environment, and then learning how to implement responsible and sustainable behavior, how to change one's lifestyle, using the resources available efficiently. The increase in noise pollution										

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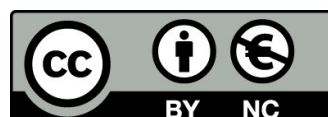
	<p>in cities, the contamination of the soil and the air with toxic substances and the waste of material and energy resources are driving people towards new behaviors that are increasingly attentive to sustainability and circularity especially in mobility choice. Consumers, especially the younger generations, are paying increasing attention to issues that concern the future of the planet and they are the real engine of sustainability through lifestyle choices, habits and consumer behavior, they have the power to drive the market from the bottom up, and more generally, create a social context that is favorable to actions to safeguard our planet.</p>
<p>Topic development (2000-2500 characters including spaces)</p>	<p>Growing environmental movements have brought attention to the issue of emissions and electric cars. In the meanwhile, many customers are now debating whether they still need to buy a car due to the digital disruption brought on by ridesharing services.</p> <p>New trends are emerging, including micro mobility OEMs switching to direct-to-consumer sales rather than B2B, such as e-scooters, e-bikes, etc. Offering daily, monthly, or even yearly rental options, the pervasive mobility sharing platforms (like Lime) are also altering their business structures to take into account new customer requirements.</p> <p>Travel is likely to be impacted by several larger mobility trends, including adjustments to the frequency and mode of travel. Some of the new consumer trends on mobility will be:</p> <p>An increasing commitment to sustainability. To combat climate change, governments are stepping up their regulatory efforts, implementing carbon levies and banning short-haul flights. Businesses</p>

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have set lofty goals to lessen their negative effects on the environment, and consumers are also seeking for methods to travel less and embrace more environmentally friendly modes of transportation.

Changing Work Habits. Many of the pandemic's new methods of operation are probably going to stick around, at least in part. Many workers anticipate that they will continue working from home, and that they will do so more frequently than they did before the epidemic because to technologies like virtual meetings and remote conferencing.

Moreover, in order to live a healthier lifestyle, battle a sedentary lifestyle, and keep up their physical fitness, those who commute to work on foot or by bicycle do so. Even your mental health will improve by parking the car in the garage. Bicycling relieves tension, and individuals taking public transportation are more at ease and have more time to read or interact with others. Additionally, a variety of chronic ailments can be brought on by the pollution that our city's cars emit. In actuality, driving your own automobile into the city is ten times less safe per mile than using sustainable public transportation.

By using public transit, commuters can also reduce their risk of getting into an accident by more than 90%. It accounts for 1.35 million fatalities per year and is the leading cause of mortality for kids and young adults between the ages of 5 and 29. Road accidents cause millions of injuries and disabilities each year. Sustainable mobility is largely dependent on safe mobility.

Good practices

[Citizens' involvement in the LTZ congestion charge](#)

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(1000 -1500
characters including
spaces)

The so-called "Area C" (also known as LTZ) of Milan has 77,950 inhabitants and occupies an area of 8.2 km², or 4.5% of the Municipality of Milan's overall territory. The activities and services that have been established give the region an exceptional allure. During the core daytime hours, there are an average of 39.000 people per square kilometer there, with a peak of about 140.000 people per square kilometer in the historic center.

This excellent practice relates to the implementation of a congestion fee, which demonstrated a very good participatory project involving the entire local population and achieved excellent results in terms of traffic reduction, increased safety, and decreased pollution throughout the area and in the surrounding areas.

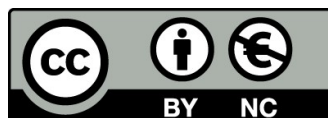
[Amadora](#), Portugal, was a finalist for the European Mobility Week 2021 prize recently, which was sponsored by the European Commission. This Lisbon-area city of more than 170,000 people was recognised as deserving of the honour for putting up significant initiatives to make the city greener and safer. In particular, Amadora's administration was able to establish promotional collaboration plans with nearby merchants and involve all age groups into sustainable mobility activities like bicycle tours and electric car tests. The acknowledgement by the European Commission implicitly recognises Portugal's dedication to increasing two-wheeler use and sustainable tourism.

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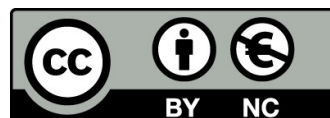
<p>Current and future challenges</p> <p>(1000 -1500 characters including spaces)</p>	<p>The triple planetary crises of climate change, biodiversity loss, and pollution are all caused by unsustainable patterns of production and consumption. The wellbeing of people and the accomplishment of the Sustainable Development Goals are threatened by these crises and the associated environmental degradation. To increase resource efficiency, lessen waste and pollution, and create a new circular economy, governments and all citizens should collaborate. The expectations of customers for their travels and the modes of transportation they intend to employ vary depending on the nation.</p> <p>A BCG survey showed that, based on consumer travel expectations and the popularity of various modes of transportation, four possibilities (the pandemic accelerates trends, the pandemic causes demand to decline, policymakers reimagine the future, consumers return to prepandemic habits) for the future of travel in Europe have developed. By 2025, passenger kilometers traveled will have surpassed 2019 levels if the growth rate maintains its pre-epidemic course. The recovery of volume will take longer if the new consumer trends catch on and become established. Automobile manufacturers, train companies, and airlines must be prepared for all eventualities. Their survival and ongoing success will depend on their ability to anticipate new demands and respond to consumer needs.</p>
<p>Language</p>	<p>English</p>
<p>Partner</p>	<p>IHF</p>

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Further references

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