

E4rT TRAINING FICHE (TEMPLATE)

03. MOBILITY AND THE CITIZENS, THE SOCIETY AND THE CULTURE

(Sections in italic only for internal use, not to be published)

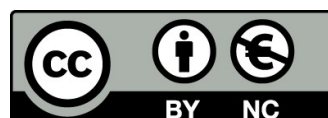
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Keywords	Responsible Consumption – Social and cultural implications – human rights – Sustainable Mobility – ecological transition										
Introduction (500-1000 characters including spaces)	The social process of sustainable development combines social, economic, and environmental goals in order to meet human needs today without compromising those of future generations. The transportation sector is undergoing a thorough revolution in search of greater efficiency, and this evolution has significant economic and societal implications. Nonetheless, users, policymakers, and										

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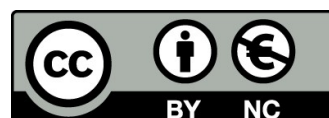
	<p>enterprises face uncertainty as a result of technology and mobility changes. Analyzing technologies and their accompanying trends is important for gaining a general awareness of new features and societal advantages that might shift mobility trends toward a better experience. Mobility provides social benefits, but it also has issues with global warming and health due to pollution, traffic congestion, and social inequality. For instance, air pollution in large cities is increasingly considered a public health problem, related to the development of various physical diseases that also have social effects.</p>
<p>Impacts/Benefits (1000-1500 characters including spaces)</p>	<p>The growing knowledge of the environmental benefits of sharing transportation is helping to shift society's mindset. Some example of benefits:</p> <ul style="list-style-type: none"> -Affordable economic transportation alternatives: bicycles, which are more affordable alternatives to traditional vehicles (cars and motorcycles), can increase more economical transportation services. -Modes of transportation for the elderly: greater accessibility to environmentally friendly public transportation (buses, trams, metro, etc.), allowing seniors to travel more frequently without relying on private vehicles -Lowering the number of collisions on our highways -Improved social interaction: electric vehicles can lessen noise pollution, which can lead to issues like isolation or communication difficulties. -Improved understanding of time management: alternative modes of transportation, like walking or cycling, can help people manage their time more effectively by cutting down on travel time and favouring time spent with friends and family. -Enhance the quality of life: improving the quality of people's lives by creating greener urban plans with less polluting traffic and more open spaces. <p>In conclusion, a variety of advantages demonstrate how easily accessible sustainable mobility helps to</p>

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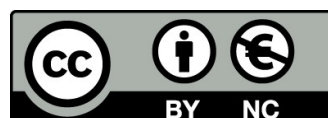
	<p>improve both people's daily lives and the environment. For mobility in large cities to be sustainable, fair, equitable, and healthy for all, this perspective on travel is crucial.</p>
<p>Good practices (1000 -1500 characters including spaces)</p>	<p>“Mobility Management for Companies” competition: Involve local companies in local mobility management</p> <p>Graz, a city of 320,587 people, established and maintained the framework of the "Mobility Management for Companies" competition, under which local small and medium-sized firms (SMEs) adopted specified measures .</p> <p>This method is beneficial because of its novel approach to engage commercial firms in the development of unique mobility management strategies that may be incorporated into local SUMP. It has the potential to serve as a model for developing active interactions between public and private stakeholders in the field of sustainable transportation. The monetary incentive encourages SME participation and assigns accountability to both the corporation and the employees. Furthermore, it enables the development of measures that are tailored to the requirements of citizens/employees.</p> <p>MUV B Corp</p> <p>MUV's technology revolves around an app, available for iOS and Android, which allows people to organise and participate in competitions that turn sustainable mobility into a real sport, but above all offers the opportunity to act on global challenges such as combating climate change. MUV involves communities through sport's values and turns citizens in sustainable mobility athletes: training sessions, challenges, epic team tournaments and amazing rewards, offered by sponsor, support their path to change the world.</p>

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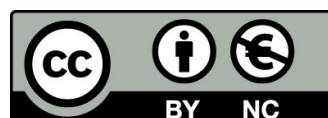
Current and future challenges (1000 -1500 characters including spaces)	<p>Today, we are witnessing the emergence of specific segments of a cultural tendency on mobility; paying for services rather than purchasing items, particularly in large cities.</p> <p>It now has an impact on society's psychosocial perceptions on mobility. However, only those elements of society who recognize the benefits vs the costs will follow this trend.</p> <p>In certain segments of the population, the car is not connected with freedom, but rather with mobility. In parallel, the shift from property to usage, as well as increased services in this sector, has aided in changing individuals' habits when the benefits of these alternatives outweigh the hassles.</p> <p>As a result, this demographic segment will have a greater impact on the mobility regime. Nonetheless, due to economic and geographic constraints, this progress may be incomplete. Governments, on the other hand, can modify the landscape to support the growth of the niche's behavior to the regime and function as change agents.</p> <p>In accordance, a series of services are designed based on the highly special characteristics of mobility and the requirement for adaptation of potential consumers. Thus, by broadening the range of services, the reward connected with the new mobility mode grows in proportion to the effort required.</p> <p>These services might be divided into two categories: shared and individual. Companies or customers, on the other hand, can provide and utilize them regardless of the sort of service.</p>
Language	English
Partner	IHF /UMA
Further references	https://academic.oup.com/ijrl/article/30/4/650/5250652 https://link.springer.com/chapter/10.1007/978-3-030-73715-3_4

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