

Brains on: Engines off.
For zero CO₂ on short distances

Thorben Prenzel - Batumi 2010

Would you undergo surgery with a mortality rate of 20%?

Quelle: Center for Research on Environmental Decisions, Columbia University



Would you undergo surgery with an 80% chance of survival?

Quelle: Center for Research on Environmental Decisions, Columbia University



9 cities

- One campaign - but conducted on local level
- Nationwide competition: large participation
 - 2009: 94 cities (from 400 with over 50.000 inhabitants)
 - 2010: 55 cities



The Aim

- Change of behaviour of people (from car use to cycling and walking)
- Contributing to the aim of the federal government of Germany to reduce CO2 emissions by 40% by 2020



Target Groups

Fun and Performance

- Work hard, play hard

Nature and Outdoor oriented

-LOHAS

Culture oriented

- enjoyment of arts and good lifestyle



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DIE BMU
KLIMASCHUTZ-
INITIATIVE

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Für null CO2 auf Kurzstrecken.



Change of Behaviour – The Theory

The transtheoretical model of behavioural change:
Behavioural change takes place in in six (here 3) steps:

- **Preparation** - "people are intending to take action"
- **Action** - "people have made specific modifications in their life styles"
- **Maintenance and -Termination** "people are working to prevent relapse and (hopefully) will not return to their old unhealthy habit "



A walk through participating cities.



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Berlin, Alexanderplatz



Drive a convertible – the eco-friendly one with two wheels



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On the Street



Being good on foot is being good to the climate

On the Street



Better you start to sweat than the Polar Caps



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At the shopping centre



The only vehicle you need for shopping



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Behind the steering wheel



Distribution of „Coaching Packs“ in Berlin and Braunschweig

Events in Cities



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Bicycle Exhibition: Do, Feel, Learn



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Green - Action



Friday is car-free day

Promotion



The first speed camera where you look good

Blue- Reassurance



Wow, you look fit!
Are you a cyclist or what?



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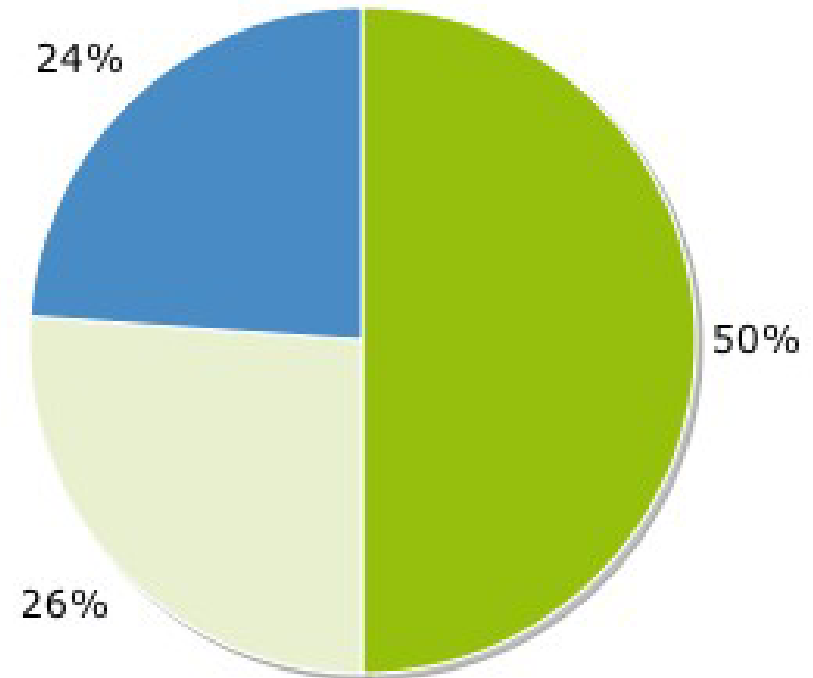
Reassurance



Reserved for climate heroes

Monitoring Results

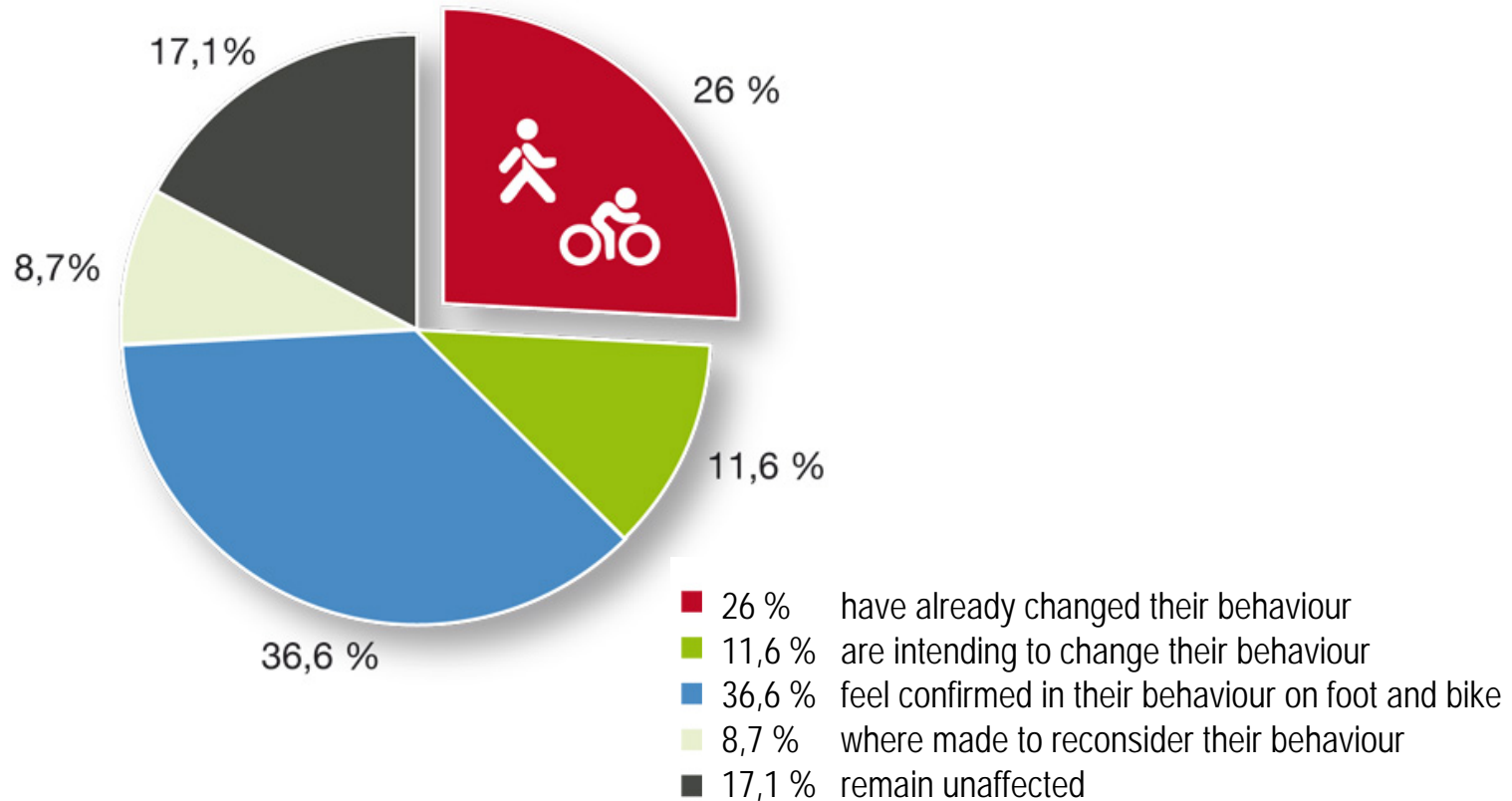
- 76% of all interviewees remember some or all components of the campaign
- 80% out of them liked the claim, tonality and the aim
- 19% think campaigns like that are waste of money



Monitoring results by forsa and the Wuppertal Institut for Climate, Environment and Energy

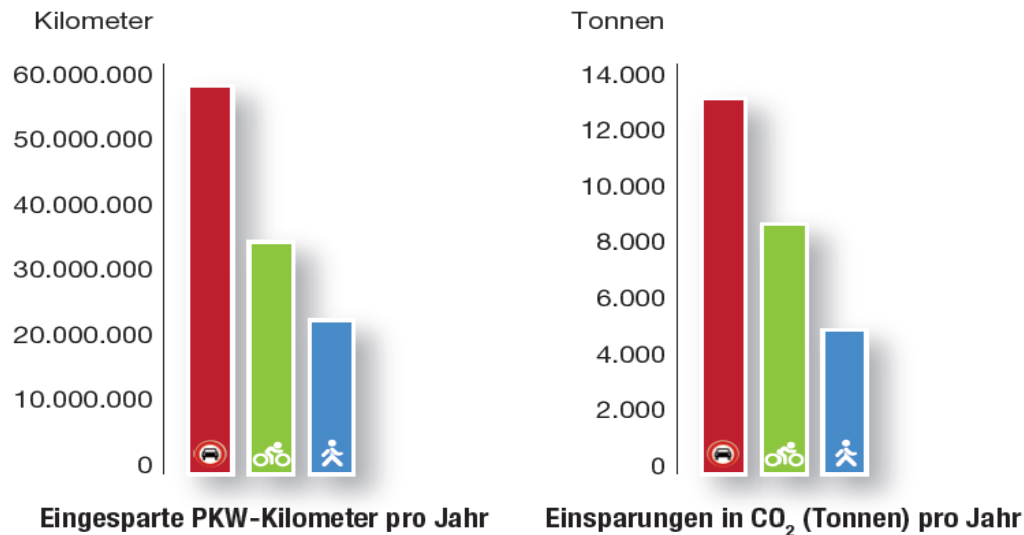
Impact of the campaign

Wirkung der Kampagne



Reductions (km and CO₂ per year)

Einsparpotenziale



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- Gesamt
- Mit dem Rad
- Zu Fuß



Results

Political context

- Appreciation of the bicycle as a means of transportation in local municipalities

Ms Herter (Dortmund):
„I'm walking through
doors that were
previously unknown to
me.“



Results

Political context

- Influencing public opinion

Mr Brisbois (Karlsruhe): „The campaign has changed the perception of bike riders as ruthless renegades towards being climate heroes.“



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conclusion

It is all about money

Focus on the best target groups, ignore the car lovers

Get the politicians onboard

Catch the people with clear messages – and emotions

Catch the people in their environment



Danke ...



thorben.prenzel@bmu.bund.de



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