Brains on: Engines off.
For zero CO$_2$ 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
• 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
The transtheoretical model of behavioural change:

Behavioural change takes place 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
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
At the shopping centre

The only vehicle you need for shopping
Behind the steering wheel

Distribution of „Coaching Packs“ in Berlin and Braunschweig
Events in Cities
Bicycle Exhibition: Do, Feel, Learn
Friday is car-free day
Promotion

The first speed camera where you look good

**Kopf an: Motor aus.**
Für null CO2 auf Kurzstrecken.
Blue- Reassurance

Wow, you look fit!
Are you a cyclist or what?
Reserved for climate heroes
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

- 26% have already changed their behaviour
- 11.6% are intending to change their behaviour
- 36.6% feel confirmed in their behaviour on foot and bike
- 8.7% were made to reconsider their behaviour
- 17.1% remain unaffected
Reductions (km and C0₂ per year)

**Einsparpotenziale**

- **Kilometer**
  - 0
  - 10,000,000
  - 20,000,000
  - 30,000,000
  - 40,000,000
  - 50,000,000
  - 60,000,000

- **Tonnen**
  - 0
  - 2,000
  - 4,000
  - 6,000
  - 8,000
  - 10,000
  - 12,000
  - 14,000

**Eingesparte PKW-Kilometer pro Jahr**

**Einsparungen in C₀₂ (Tonnen) pro Jahr**

**Kopf an: Motor aus.**

Für Null CO₂ auf Kurzstrecken

- **Gesamt**
- **Mit dem Rad**
- **Zu Fuß**

Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit
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."
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 ...

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