

# Communicating Mobility Budgets

*Fact Sheet*



MyFairShare

# Communicating Mobility Budgets

Based on the findings from the Living Labs, we hereby present insights into communication that promotes acceptance on the topic of individual carbon budgets for mobility.

The mobility carbon budget defines the upper limit for an acceptable level of greenhouse gas emissions for all activities involving means of transportation. It provides the framework within which activities or the places where they take place and mode choices are adapted.

The budget is meant to persuade people to limit themselves and change their behaviour – which is not very popular.

The aim of the communication strategy is therefore to further the understanding and acceptance of the budget among relevant target groups.

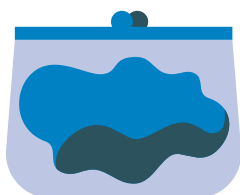


## Aspects of Carbon Mobility Budgets

In the six Living Labs the following four aspects of Carbon Mobility Budgets have been considered.

**The Carbon Mobility Budget as:**

- a thought experiment
- a political measure with various design options
- a budget to limit car use
- a guide for climate-friendly mobility behaviour



The six Living Labs investigated different aspects of the mobility budget.

- **Raising awareness and influencing behaviour:**

We investigated how feedback on personal mobility behaviour affected participants' awareness and understanding and whether this feedback influenced their intentions and actually changed their travel behaviour.

- **Monitoring the carbon budget:**

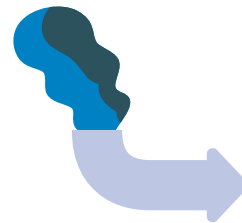
We investigated methods for monitoring the consumption of the mobility carbon budget, including the potential use of cell phone data.

- **Fairness and decision-making:**

We investigated participants' perceptions of fairness and the decision-making processes involved in the introduction of mobility carbon budgets.

- **Acceptance of carbon budgets:**

We investigated the acceptability of individual carbon budgets, considering different designs and types, and their impact on participants' attitudes and behaviour.



## Target Groups

**For direct communication:**

- Citizens
- Employers
- Businesses / Chambers of Commerce and Industry
- Policy-makers (members of national and European parliaments) as well as Local Political Decision-Makers

**As multipliers:**

- Media Outlets
- Organised Civil Society

# How to Support Acceptance

## Inform clearly on goals and benefits

- Expert discussions and mobility budget details can motivate and engage people
- Context-specific information on climate change and car use is appreciated, but should be easy to understand.
- Address doubts about the achievability of climate protection targets and the ability of individuals to make a difference.
- Avoid generic, moralizing information; focus on arguments relating to the environment and public health.

## Communicate proactively before implementation

- If the carbon budget is being considered as an actual policy measure, provide information on the impact of the instrument before its implementation to build support and understanding.

## Present the budget as guidance

- Present the carbon mobility budget as a tool to increase awareness of people's carbon footprints and to help track individual impact and progress over time.
- Highlight that the budget can provide a data source for evidence-based decision-making.

## Do not overstate individual responsibility

- Highlight the need for systemic measures alongside individual actions.

## Put solidarity and fairness at the center

- Emphasise the importance of sharing the burden of emission reduction fairly and of maintaining social balance
- Show that special circumstances of people who are highly dependent on cars, e.g. due to long commutes or poor public transport services, are taken into account

## Frame climate action as self-empowerment

- Address a lack of trust in politicians' ability to act on climate change. Highlight the role of civil society in the implementation of climate protection measures.
- Encourage others to stay voluntarily within the personal budget limits.
- Avoid the impression of authorities trying to control and interfere in citizens' lives.



# How to Involve Target Groups

## Citizens

- ... reach out to the public via media coverage
- ... encourage initiatives and policy-makers to have a public debate

## Policy-makers and Local Political Decision-makers

- ... make direct contact with politicians and leading administrative staff responsible for transport and climate issues
- ... offer consultancy, provide information

## Employers and Business Representatives

- ... identify interested and progressive employers and contact them
- ... offer consultancy, provide information

## Organised Civil Society and Media Outlets

- ... provide tangible and easy-to-understand information via website and by approaching people directly
- ... offer scientific support on how to present information

**MyFairShare** is a pan-European research project that builds on the sufficiency principles to change mobility habits through individual mobility budgets.

## Project partners



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University of Natural Resources and Life Sciences



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German Aerospace Center



Latvia University of Life Sciences and Technologies



University of Latvia



London School of Economics and Political Science



Institute of Transport Economics

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JPI Urban Europe



European Commission



ERA-net

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