Dynamic Mobility Nudge (DyMoN): Changing mobility behaviour with situation-aware, digital nudging

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Nudging and behaviour change

| **Nudging:** A way to steer **people's behaviour** into a **desired direction**
   | a collection of methods from psychology & behavioural economics,
   | without restrictions or banning options.

| Many **decisions are just „good enough", happen automatically or out of habit** („bounded rationality")
   | Nudging changes the environment in which decisions take place

| Nudging can also be seen in the bigger context of **behaviour change techniques**.

| Nudging has also been explored for **mobility behaviour to motivate more sustainable choices**

Digital, situation-aware nudges for sustainable mobility

Challenge of cities: Encouraging sustainable mobility without „hard" measures
- Nudging as one solution to this challenge

Digital nudging: Reaching people via their smartphones (e.g. app) in order to motivate them for more sustainable forms of transport.

Situation-awareness of nudges: Using relevant data (e.g. traffic, weather, air quality, user location, data about public transport and infrastructure) to determine the best timing for the nudge.
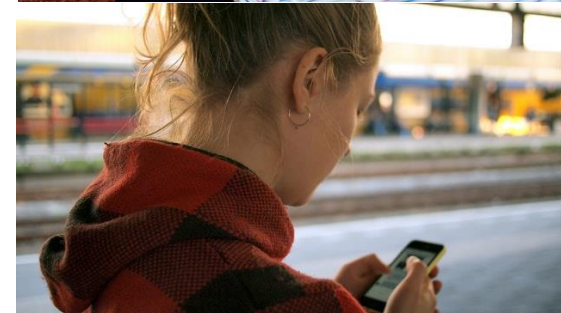- Idea: If the timing is right, the nudge might be more effective. **Data helps determine the timing!**

Dynamic Mobility Nudge

DyMoN
Dynamic Mobility Nudge

| **European project** with 6 partners (Austria, Germany, Sweden)
  | Started in May 2021, until April 2024

| **Currently**: Development of digital, situation-aware nudging techniques + data collection and preparation

Next steps:

| **proof of concept phase** in Salzburg – field trial with people using an app for
  | testing the feasability of the technical approach and
  | the effects of the digital, situation-aware nudges on mobility behaviour.

| **handbook** for interested cities for using digital nudges

| **data dashboard** for visualizing the relevant data (e.g. mobility data, weather)

salzburg**research**

Let's keep in touch!

Interested in project results for your city?
Would you like to share your insights about using data to improve sustainable mobility?

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