

e-Radl

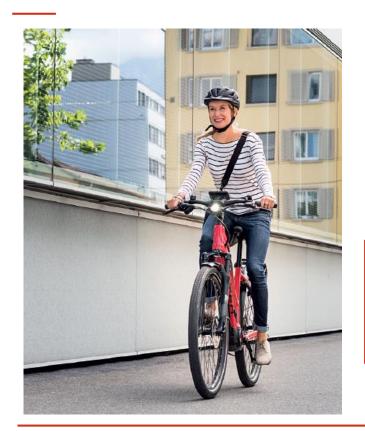
Pedelecs as the key to sustainable change

in mobility habits





The idea behind the project



Mobility behaviour is strongly influenced by habits

Key moments are of particular importance in the change of mobility routines

Our core question: Can a low-threshold test opportunity of pedelecs lead to a long-term change in mobility behavior?



The process

Preparation of the trial campaign

- Designed as a twelve-week test phase in four municipalities in the federal state Burgenland.
- Bike dealers were responsible for handing over and taking back the pedelecs on site.

Implementation of the trial campaign

- We used the "voluntary sampling" approach: everyone in the target region had the opportunity to sign up for the campaign.
- Trials were always available in **two-week blocks** during the campaign period. Participants could specify their preferred period and then test their pedelec for two weeks **free of charge**.

Scientific monitoring

- Evaluation of the change in behaviour of the participants with the help of three online surveys
- The survey was mandatory at the time of registration and then voluntary again two weeks after the trial and again about four months later to identify long-term effects (83,5 % completed at least two suveys and 69 % three).



Some impressions of the pedelec handover







Outcomes of e-Radl

98 participants in total, with 67 % beeing male and 33 % female.

58 % of the respondents stated that they had used a **car as a driver (almost) every day** before the trial.

The results show that the **pedelec** was used especially for **the way to work** (almost daily by 24 % of participants).

They also show that after a trial, many more people now **directly associate the pedelec with different travel purposes**.

Especially people who already had a latent interest in buying a pedelec actually decided to buy one after their trial (in total 18 out of 67 people in the final survey already had bought one since their trial).



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The Austrian Energy Agency is ÖNORM ISO 50001:2011 and ISO 29990:2010 certified.