



European Energy Network

The voluntary network of European Energy Agencies - at the heart of the clean energy transition

Name and Country of EⁿR Member

AEA- Austria



Name of Project/Programme

„e-Radl“ - Pedelec trials as a key to sustainable changes in mobility habits

<https://www.b-mobil.info/de/fahrrad/e-radl/>

Description of Project

Electric bicycles are a promising way to reduce the use of conventional cars since they are suitable for many everyday journeys. Especially for commuters, they offer an extensive potential to shift the current modal split towards more sustainable means of transport.

A major challenge in this context, however, is to change people's habits, as individual mobility behaviour is strongly based on these. This goal was the focus of the campaign "e-Radl - Frischluft tanken", which was carried out as part of this project. The target group of the campaign were commuters in the federal province of Burgenland, Austria. Participants were given the opportunity to test an e-bike free of charge for two weeks. The prerequisite for this was to renounce the use of their car for this period by symbolically handing over their car keys. The campaign was accompanied by a scientific evaluation, in the course of which the long-term effects of the campaign on the participants' mobility associations were evaluated. A total of three online surveys of the participants were carried out (one for registration, directly after the trial and approx. 4 months later) in order to record their perceptions and attitudes before the campaign and to be able to determine possible long-term changes.

Aim/Expected Impact of Project

A total of 98 people took part in the test phase; originally only around 70 participants were expected. Thus the expectations were far exceeded.

The project has shown that it is possible to use campaigns such as "e-Radl" to motivate people to change their mobility behavior, to invest in new technologies and to change their perceptions and attitudes in the long term. Particularly accessible were people who were ready to adapt their mobility behavior before the project and who had a latent intention to buy. The results of the surveys showed that participation in the trial had led to changes in the participants' associations, since the proportion of everyday situations associated with e-bikes as a means of transport had risen sharply and one fifth of the participants actually wanted to buy an e-bike. The generally high level of satisfaction among the participants and the relatively high number of people who bought a pedelec in the months following their test also suggests that similar campaigns can make an important contribution to further promoting the switch to e-mobility.

Involvement of the Agency and Link to the EU Green Deal

Smart Mobility

Changing mobility routines is a major challenge, since individual mobility behavior is strongly habitual. This goal was the focus of the "e-Radl - get fresh air" campaign,



which was funded by the Austrian Climate and Energy Fund as part of the “E-mobility in Practice 2018” program. The Austrian Energy Agency was lead partner and implemented the project in cooperation with the Mobility Center of Burgenland and the Association of Sports Equipment Manufacturers and Sports Equipment Suppliers of Austria (VSSÖ).

