

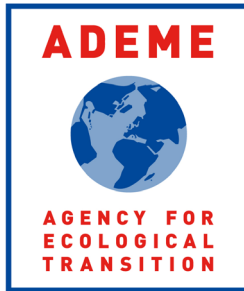


European Energy Network

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

Name and Country of EⁿR Member

ADEME - France



Name of Project/Programme

Operation "I ditch my car": a large-scale, individualised support system

Description of Project

This operation was conducted in 2017-2018 in one of the 49 city districts of Grenoble area. It targets people equipped with vehicles having a low Crit'air score. Crit'air stickers are air quality certificates, created in France, classifying vehicles according to the emission level of pollutants, aiming to create low emission zones. This certificate is compulsory in some areas. It may also allow citizens to benefit from certain advantages introduced by the authorities (parking slots, traffic clearance during high-pollution days when differentiated traffic is put in place).

The stages of the operation included: mobilisation of the public, personalised advice session, testing of alternative solutions, choice of the alternative solution and commitment to it, capacity-building modules, support and coaching, and evaluation.

In return for a commitment to use less or give up their car, the participants received personalised advice for six months on how to change and adapt their transport modes. In order to convince volunteers to try something other than the car, lower-cost trial offers were made available for public or private transport.

The operation covered 220 volunteers. It was then evaluated and conclusions were drawn for future campaigns, in addition to lessons learned in terms of effectiveness in supporting behaviour change:

- The main motivation for joining the operation is linked to increased awareness of environmental issues (positive experience) rather than to fear of not being able to drive during pollution peaks.
- Women appear to be more able to change their behaviour as they receive support, and to "break up" with their vehicle.
- Promotional offers play partly a role of insurance: they are highly appreciated, although not necessarily used.

Aim/Expected Impact of Project

The operation aimed to improve air quality by encouraging the reduction in the use of the most polluting vehicles. It aimed to support volunteers who wished to separate from their cars in favour of other less polluting means of transport: walking, cycling, buses, trams, but also car-sharing or car-pooling.

Involvement of the Agency and Link to the EU Green Deal

Sustainable Smart mobility

ADEME conducted this operation together with Syndicat Mixte des Transports en Commun (Mixed union of public transport) and Métromobilité.