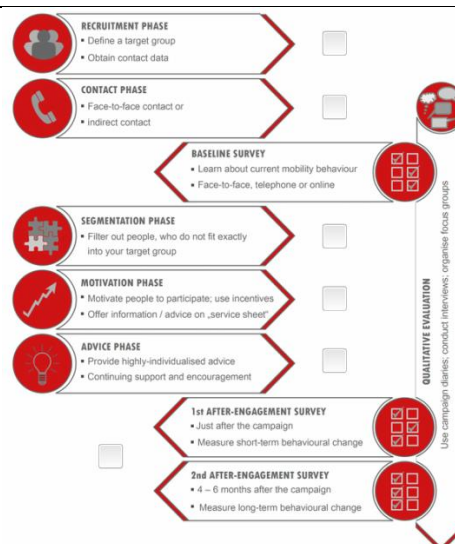


SWITCH: Developing your own behaviour change campaign towards active mobility



Course description

This course provides support to cities who aim to promote a behaviour change "switch" from short urban car trips to more sustainable forms of transport, in particular cycling and walking. The course is intended to facilitate the development of an "Implementation Scenario" for your own SWITCH campaign.

Target audience

City practitioners that are interested in conducting behaviour change campaigns

Thematic area

Active mobility

Please click [here](#) to find the course.

Date of release

2016

Associated with project

SWITCH