



WEBINAR

13 FEB (17:00-18:30 CET)

BEHAVIOUR CHANGE PRINCIPLES AND ACTIONS IN TRANSPORTATION

In this Transport Task Group (TTG) webinar, attendees will learn about how to apply the scientific study of behaviour and psychology to promote pro-environmental behaviours among citizens and consumers. Behavioural scientists from *BEworks*, the world's first management consulting company specialising in behavioural economics, will present psychological research findings that address important questions such as:

- What tools can governments use to promote responsible citizen behavior when traditional approaches like incentives, disclosures, and education fail to work?
- How do we break through the noise and get customers to attend to environmental messages?
- How do we help people to understand complex but important information?
- How can we drive ongoing conservation behaviors?

This webinar will be a great opportunity to learn from a concrete example from the European Commission: the European Mobility Week campaign. This is a major awareness-raising campaign that supports behavioural change in favour of sustainable transport modes.

[To register, click here](#)

