



pro.motion

sustainable mobility at home

creating liveable neighbourhoods  
while lowering transport energy consumption



## What is PRO.MOTION?



**PRO.MOTION aims to facilitate energy efficient transport in residential areas and housing projects.**

A key element is involving residents as well as key stakeholders in housing and transport from the very beginning, in order to create solutions appropriate to the project's tasks.

These are to

- enlarge the group of market actors who are aware of transport and energy savings in housing
- change people's mobility behaviour to be more energy efficient at 14 application sites
- produce and disseminate training materials and guidelines



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## What will be done?



**PRO.MOTION is an application focused project.**

**Within these applications, PRO.MOTION follows an integrated approach:**

- Infrastructure planning or organisational measures will be improved

Examples:

- bicycle connections to neighbouring city districts in Valle de Egués, ES and Riga, LV
- B+R and P+R facilities in Győr, HU

## Why housing and mobility?

PRO.MOTION aims to change mobility behaviour by influencing people's travel decisions where the most important ones are made: at home, as the decision about the mode of transport can be taken anew each time. So far however, despite the central role regarding decisions about transport, this fact has been largely neglected. Efforts to design transport systems usually focus on single trip purposes such as going to work or to school. PRO.MOTION wants to shift the focus back to people's homes, thereby making use of the big potential for energy efficient transport, since these days, up to 80% of all journeys start at home.

- People's perceptions are often subjective and will be changed within the project. Moreover, awareness will be created by showing how individuals can benefit.

Examples:

- travel plans and mobility advice in CloughJordan, IE
- educational programmes in schools in Martin, SK

- Encouraging and informing people to try and use energy-efficient modes of transport and mobility services

Examples:

- competition for design of a local public transport stop in Graz, AT
- participative workshops for creating solutions to energy efficient transport goals in Køge, DK

## What is in it for you?



First of all, the project is targeted at residents. However, for its successful implementation, key stakeholders from transport and housing development are essential. For PRO.MOTION, these are:

- local authorities
- construction companies
- property management companies
- tenant associations
- public transport providers
- management / energy agencies
- land use planners and architects
- non residents in a neighbourhood

Benefits for the key stakeholders include, for example, the creation of a new service opportunity for property management companies and lower costs for newly constructed areas and for ones being redeveloped. Have a look at the PRO.MOTION website section Target Groups to find out more!



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