Nudging sustainable mobility behaviour to and within nature areas

Webinar 13 March 2025

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Deliverable 1.1.1 Sustainable mobility within nature areas: litterature review

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Motivations to visit nature areas

Nature Experience

Appreciation of natural beauty and unique environments

Sports & Adventure

Active recreation and physical challenges

Hedonistic Motives

Relaxation, escape from daily life

Nature Protection

Conservation values and environmental concerns

Image Source: Gamma.app

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Visitor Motivations Shape Behavior

1 **Place Attachment**
Emotional bonds with specific locations

2 **Place Dependence**
Reliance on unique features for desired experiences

3 **Pro-Environmental Values**
Conservation priorities influence travel choices

4 **Push/Pull Factors**
Balance between nature as attraction or backdrop

Determinants of Mobility Behavior

Objective Factors

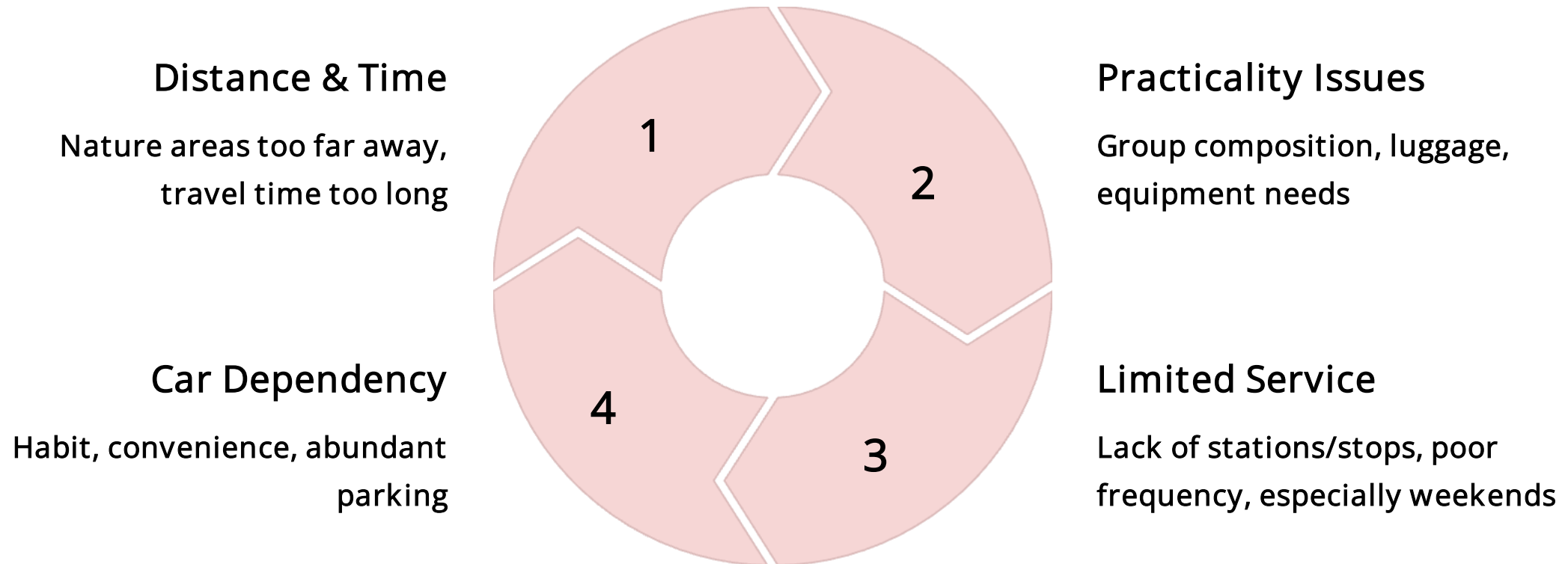Available transport options, infrastructure, distances

Subjective Factors

Preferences, habits, physical limitations

Political Context

Policies that shape transport systems

Barriers to Sustainable Transport

Distance & Time

Nature areas too far away, travel time too long

Practicality Issues

Group composition, luggage, equipment needs

Car Dependency

Habit, convenience, abundant parking

Limited Service

Lack of stations/stops, poor frequency, especially weekends

1

2

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What is Nudging?

Definition

Altering choice architecture without restricting options

Key Principles

Non-intrusive, easy to avoid, preserves freedom of choice

Psychological Basis

Works with cognitive biases, routines, habits
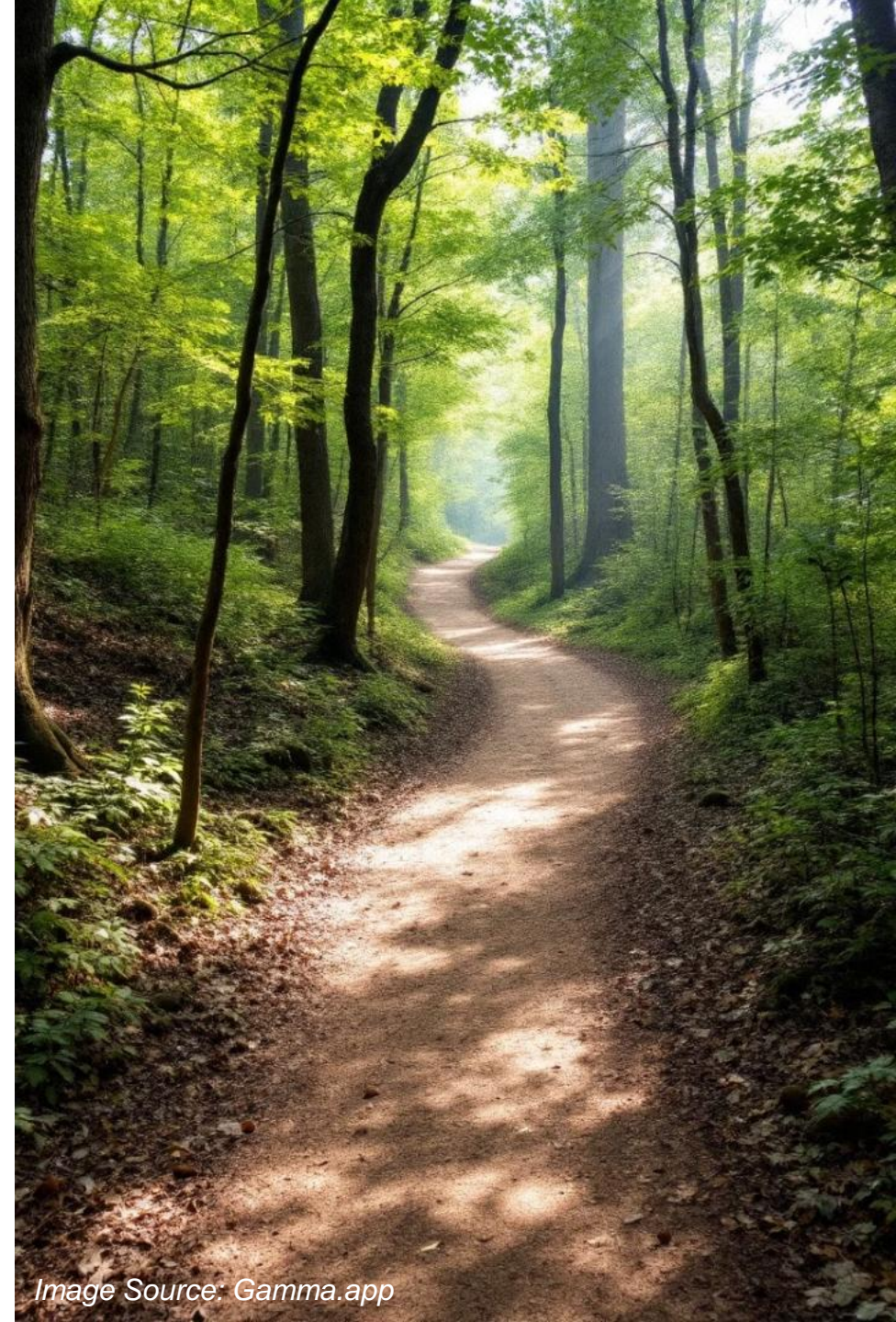
Goal

Subtly guide toward beneficial behaviors

Image Source: Gamma.app

Types of Nudges

Type 1 Nudges

Influence automatic behaviors

Type 2 Nudges

Engage conscious decision-making

Green Nudges

Specifically target environmental behaviors

Image Source: https://picjumbo.com/

Effective Nudging Techniques

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Social Norms

Leverage desire to conform to group behavior

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Feedback

Visualize impact of actions to motivate change

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Priming
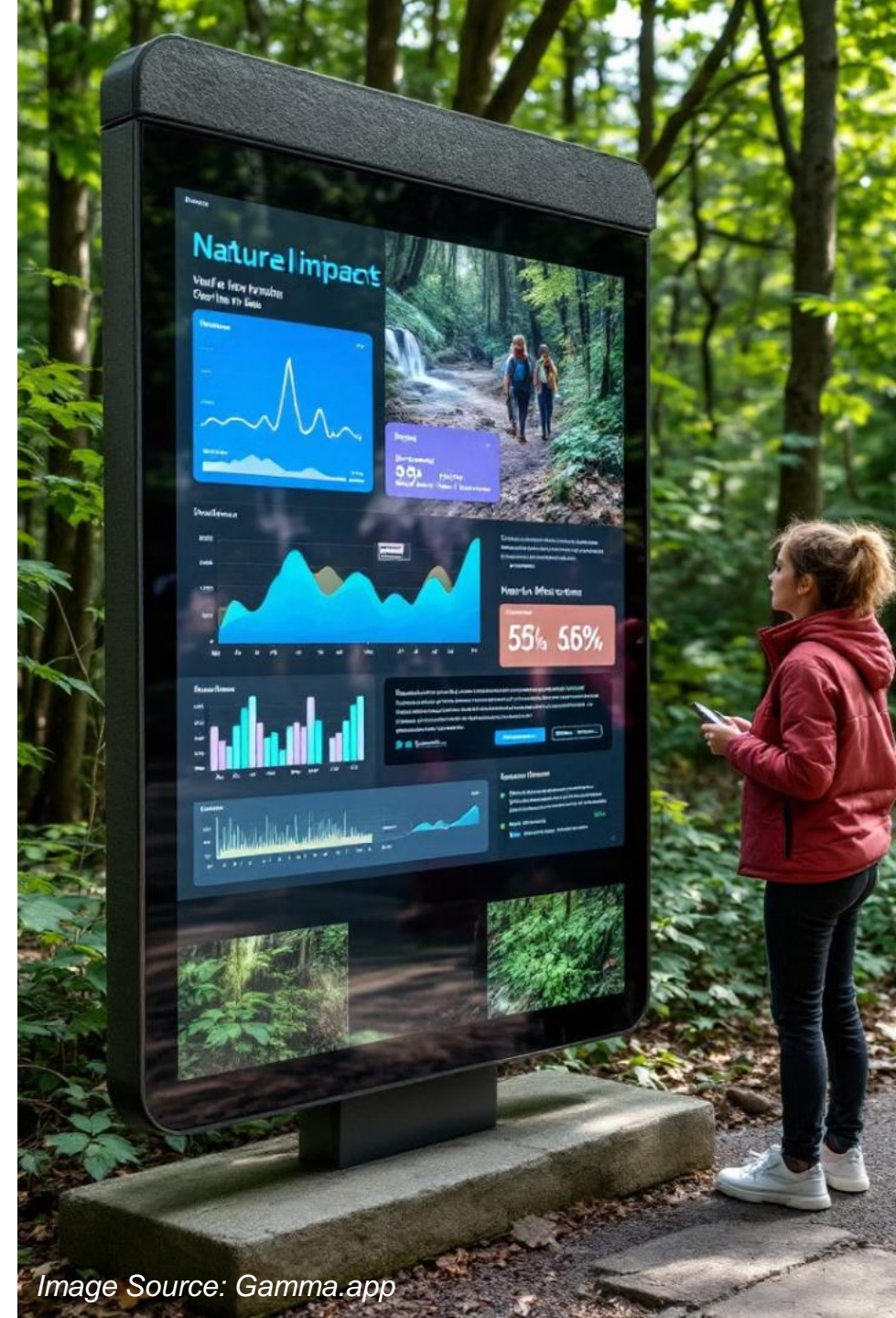
Subtle cues that prepare mind for certain choices

Image Source: Gamma.app

Image Source: Gamma.app

Nudging Success Stories

1 — **Parkkihaukka App (Finland)**

Real-time parking and transit info reduced congestion

2 — **Gili Trawangan (Indonesia)**

Opt-out donations generated $400,000+ for conservation

3 — **Lake District (UK)**

"Protecting the Lakes" messaging reduced car use

4 — **Hotel Waste Reduction**

Table signs and smaller plates cut food waste 20%

Thank you for your attention!