



Starting Points For Solving The Challenge Sustainable Mobility – Can I Really Get By Without a Car?

LIFE IP CARE4CLIMATE (LIFE17 IPC/SI/000007)



REPUBLIKA SLOVENIJA
MINISTRSTVO ZA OKOLJE IN PROSTOR



Leaving your car parked at home is a challenge for most Europeans. Traffic is one of the principal sources of greenhouse gas emissions, accounting for a quarter of total emissions in the European Union, with numerous detrimental effects on the environment, our living space, society and the economy. As part of the LIFE IP CARE4CLIMATE project, this year's international programme Hack4Climate is therefore moving to Kranj, which, for years, has been promoting itself in the context of sustainable mobility as a green and environmentally-oriented municipality. Despite introducing a variety of measures for encouraging the general public to change their travel habits, the number of cars on the road has remained virtually unchanged.

Help address various approaches to promoting the use of public transport and motivate people to use alternative means of transport for as many afternoon activities as possible. How can we offer and provide services that would make the use of public transport even more user-friendly and accessible? How to motivate people living on the outskirts of larger towns to use public transport?

Applicant groups will have three focus areas to choose from:

1. ACQUISITION OF DATA ON TRAVEL HABITS

Innovative solutions for collecting data on the passengers' travel habits, their views on sustainable mobility and the journeys they make. The data should serve as a starting point for using new approaches to solving the problem of sustainable mobility in small and medium-sized towns.

2. LOCAL COMMUNITY INNOVATION/TECHNOLOGICAL INNOVATION

Original solutions that would harness the potential of the local community and thereby have a broader impact in terms of possible solutions to the problem.

3. **COMMUNICATION and AWARENESS-RAISING**

We are looking for innovative communication solutions that would motivate the general public to use sustainable means of transport.