

# Expert Roundtable I: Systematic design of effective nudging methods in mobility

DyMoN – Dynamic Mobility Nudge

Wednesday, 7th of December 2022, 10:30 – 12:30 CET (online)

Registration per Email at: [david.leistner@salzburgresearch.at](mailto:david.leistner@salzburgresearch.at)

# Be part of it!

10:30 Opening by V. Hornung-Prähauser, Head of Innovation & Value Creation (Salzburg Research)

10:40 **Digital nudging as a behavioural change approach in mobility:**

Concept and first results of DyMoN research, Claudia Luger-Bazinger (DyMoN project coordinator, Salzburg Research)

- Overview of analysis of urban mobility apps with digital interventions
- Role of situation-awareness for motivating sustainable mobility choices
- Introduction to systematic design of nudges with COM-B model

11:00 **Explore and discuss with us the strengths and pitfalls of situation-aware nudging as a new systematic behaviour change method for mobility:**

- Breakout-Session 1: Assessment of DyMoN framework („Nudge Collection for Sustainable Mobility“)
- Breakout-Session 2: Recommendations and user needs for designing nudging processes in mobility (DyMoN Manual)

12:00 Group discussion results: summary of recommendations

12:25 Project outlook and participation possibilities:

*New research school: „Digital Nudging in Mobility“ and Expert Panel II (Summer 2023)*



# Objective

## Objective of Expert Roundtable

Different behaviour change methods and techniques become widespread. One technique which is currently emerging is "nudging", although this has yet to be applied in the context of sustainable mobility behavior systematically. There is an opportunity to develop a science-based approach for design nudging and behaviour change techniques and test its effect in the digital space.

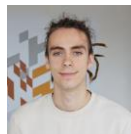
The aim of this expert panel is to present different experiences, strengths, weaknesses and opportunities of the DyMoN nudging approach and discuss them with experienced stakeholders, e.g., researchers, consultants and practitioners in the realm of applied behaviour change. Their requirements for a new openly-provided nudging manual will be collected.

- ✓ See more information about the project on the website of the coordinator (in German and English): [www.salzburgresearch.at/projekt/dymon](http://www.salzburgresearch.at/projekt/dymon)
- ✓ View first results on the project website: <https://dymon.eu/results>

## CONTACTS



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**Please register until 1st of December 2022 per email:**  
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# DyMoN


Dynamic Mobility Nudge

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**Project website:** <https://dymon.eu>