



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
- develop recommendations that link land use planning and transport planning with regards to residential areas.



WHY HOUSING AND MOBILITY?

PRO.MOTION aims to change mobility behaviour by influencing people's travel decisions where the most important ones are taken: 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.

WHAT WILL BE DONE?



PRO.MOTION is an application focused project. With in these applications, PRO.MOTION follows an integrated approach:

- Infrastructure planning or organisational measures will be improved
- People's perceptions are often subjective and will be changed within the project. Moreover, awareness will be created by showing how individuals can benefit
- Encouraging and informing people to try and use energy-efficient modes of transport and mobility services

WHAT'S 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!