

# Low Car Diet

## European competition

until 31 October 2017



Paris



Barcelona



Vienna



Amsterdam



Berlin

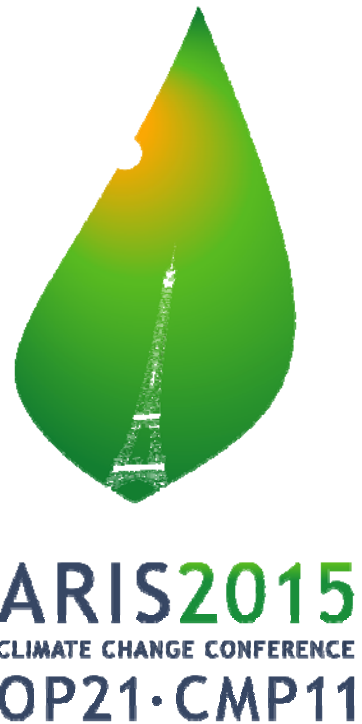


London

by Geert Kloppenburg

expert on sustainable mobility and public transportation

# Why → Behaviour change



CO<sub>2</sub>



Space



Consious behavior

# Low carbon sustainable mobility competition in Holland

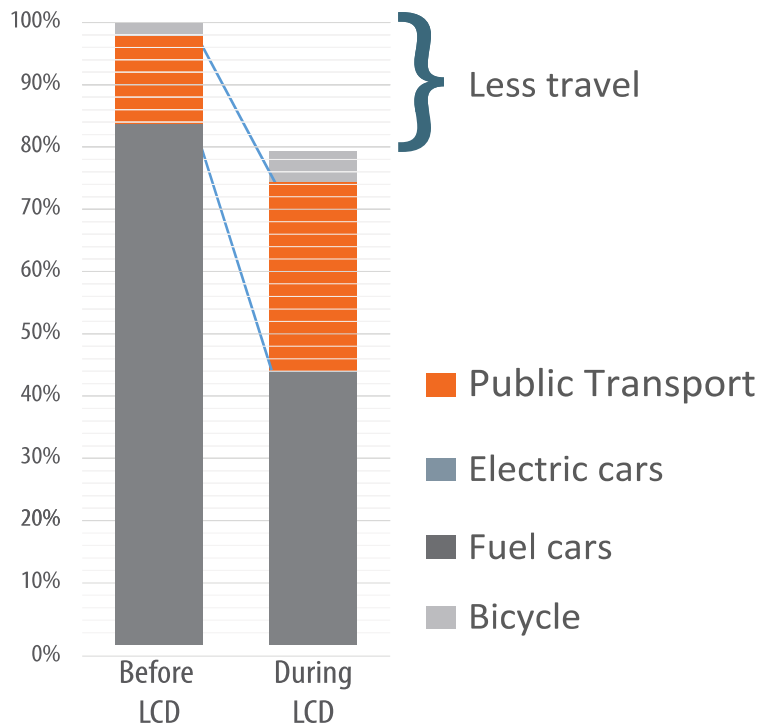
100 participants, 250 organisations, 150 executives



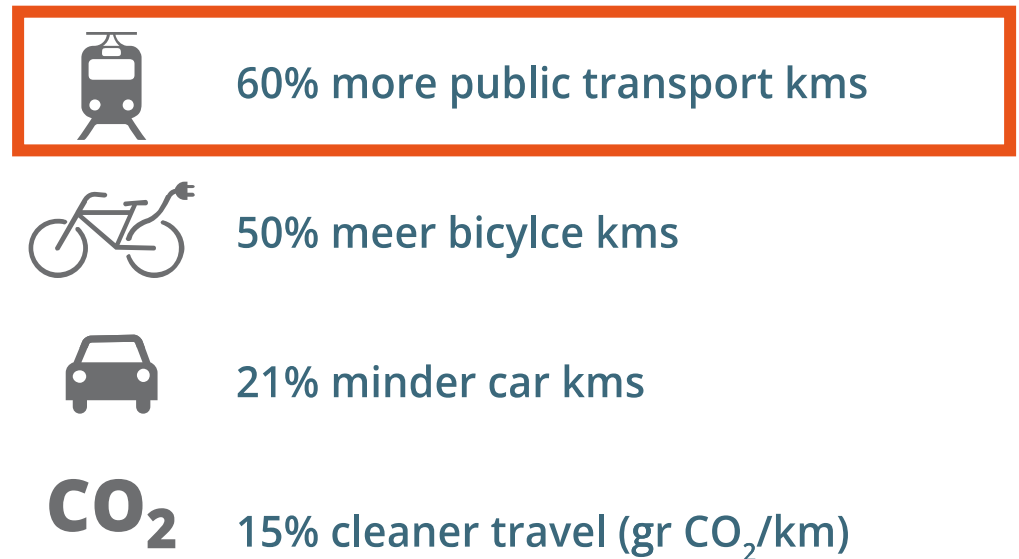
# Results

0 days 300% more PT – After 2 years 60% more PT

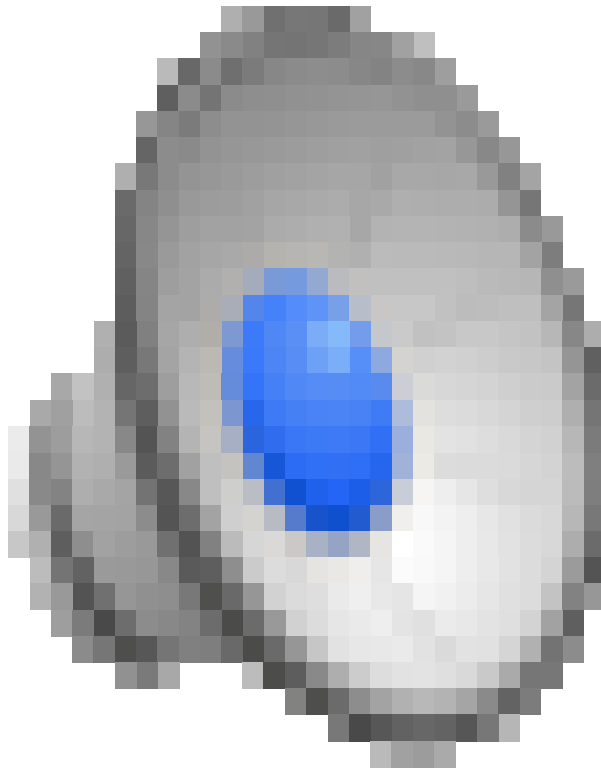
0 days:



After 2 years:



# Low Car Diet in practice





# Change on an individual level



“I am now negotiating the end of my lease contract. I want to go by train now.”

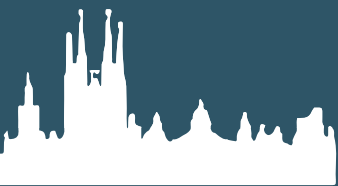
Bart Brouwers, TMG

# Low Car Diet European City Battle

**1 t/m 31 October 2017**



INTERNATIONAL UNION  
OF RAILWAYS



Barcelona



Vienna



Amsterdam



Berlin



London

Interested? [info@lowcardiet.nl](mailto:info@lowcardiet.nl)