e-Radl

Pedelecs as the key to sustainable change in mobility habits

Austrian Energy Agency (AEA)
Altan Sahin | 21.04.2021
The idea behind the project

Mobility behaviour is strongly influenced by habits

Key moments are of particular importance in the change of mobility routines

Our core question: Can a low-threshold test opportunity of pedelecs lead to a long-term change in mobility behavior?
The process

**Preparation of the trial campaign**
• Designed as a **twelve-week test phase** in four municipalities in the federal state Burgenland.
• Bike dealers were responsible for handing over and taking back the pedelecs on site.

**Implementation of the trial campaign**
• We used the “**voluntary sampling**” approach: everyone in the target region had the opportunity to sign up for the campaign.
• Trials were always available in **two-week blocks** during the campaign period. Participants could specify their preferred period and then test their pedelec for two weeks **free of charge**.

**Scientific monitoring**
• **Evaluation** of the change in behaviour of the participants with the help of three online surveys
• The survey was mandatory at the time of registration and then voluntary again two weeks after the trial and again about four months later to identify long-term effects (83.5% completed at least two surveys and 69% three).
Some impressions of the pedelec handover
Outcomes of e-Radl

- **98 participants** in total, with 67% being male and 33% female.

- **58%** of the respondents stated that they had used a car as a driver (almost) every day before the trial.

- The results show that the pedelec was used especially for the way to work (almost daily by 24% of participants).

- They also show that after a trial, many more people now directly associate the pedelec with different travel purposes.

- Especially people who already had a latent interest in buying a pedelec actually decided to buy one after their trial (in total **18 out of 67 people** in the final survey already had bought one since their trial).
Contact

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