Low Car Diet
European competition
1 t/ 31 October 2017

by Geert Kloppenburg
Expert on sustainable mobility and public transportation
Why ➔ Behavior change

CO₂  Space  Conscious behavior
Biggest sustainable mobility competition in Holland
4000 participants, 250 organizations, 150 executives
Results
In 30 days 300% more PT – After 2 years 60% more PT

In 30 days:

- 3x More public transport
- 50% Cleaner travel
- 20% Cheaper travel

After 2 years:

- 60% more public transport km
- 50% more bicycle km
- 21% less car km
- 15% cleaner travel (gr CO₂/km)
Low Car Diet in practice

https://www.youtube.com/watch?v=Otnoi_5vdeA
Change on an individual level

“I am 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

Interested? info@lowcardiet.nl