



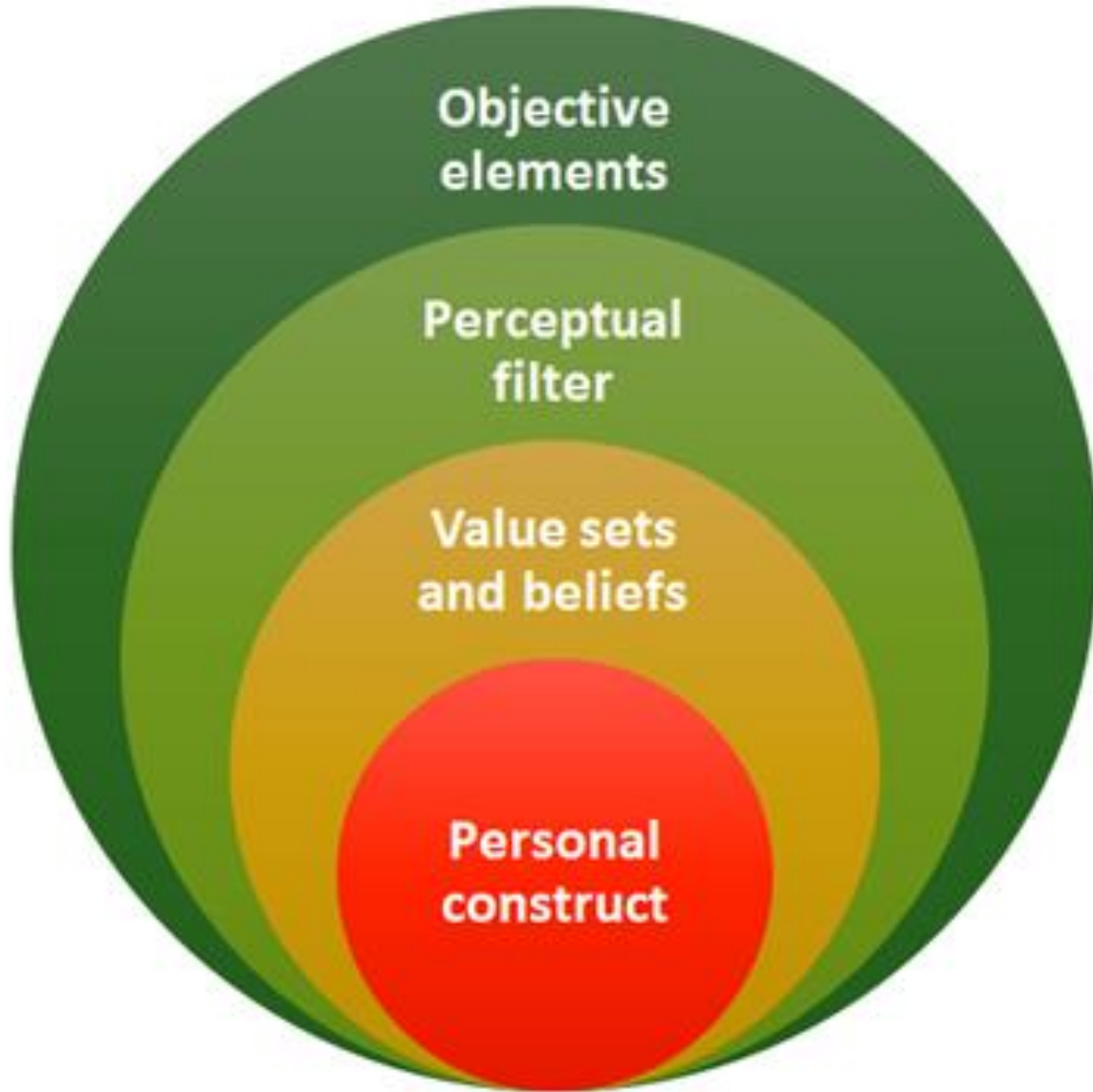
Mobility is freedom

MIND-SETS: A New Approach to Understanding Mobility

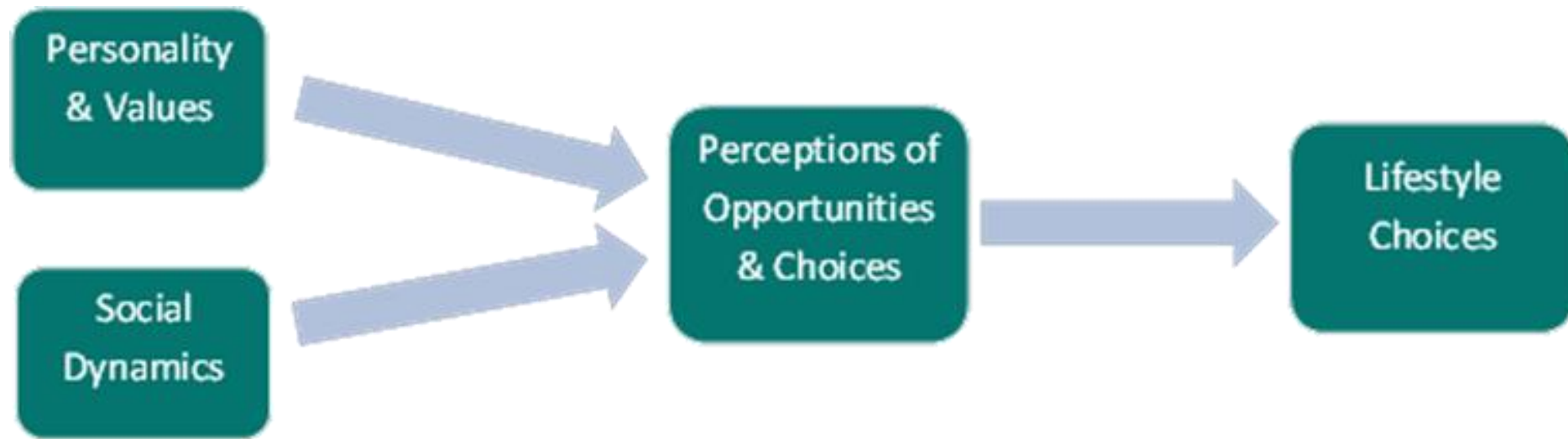
Alexandra Kershaw

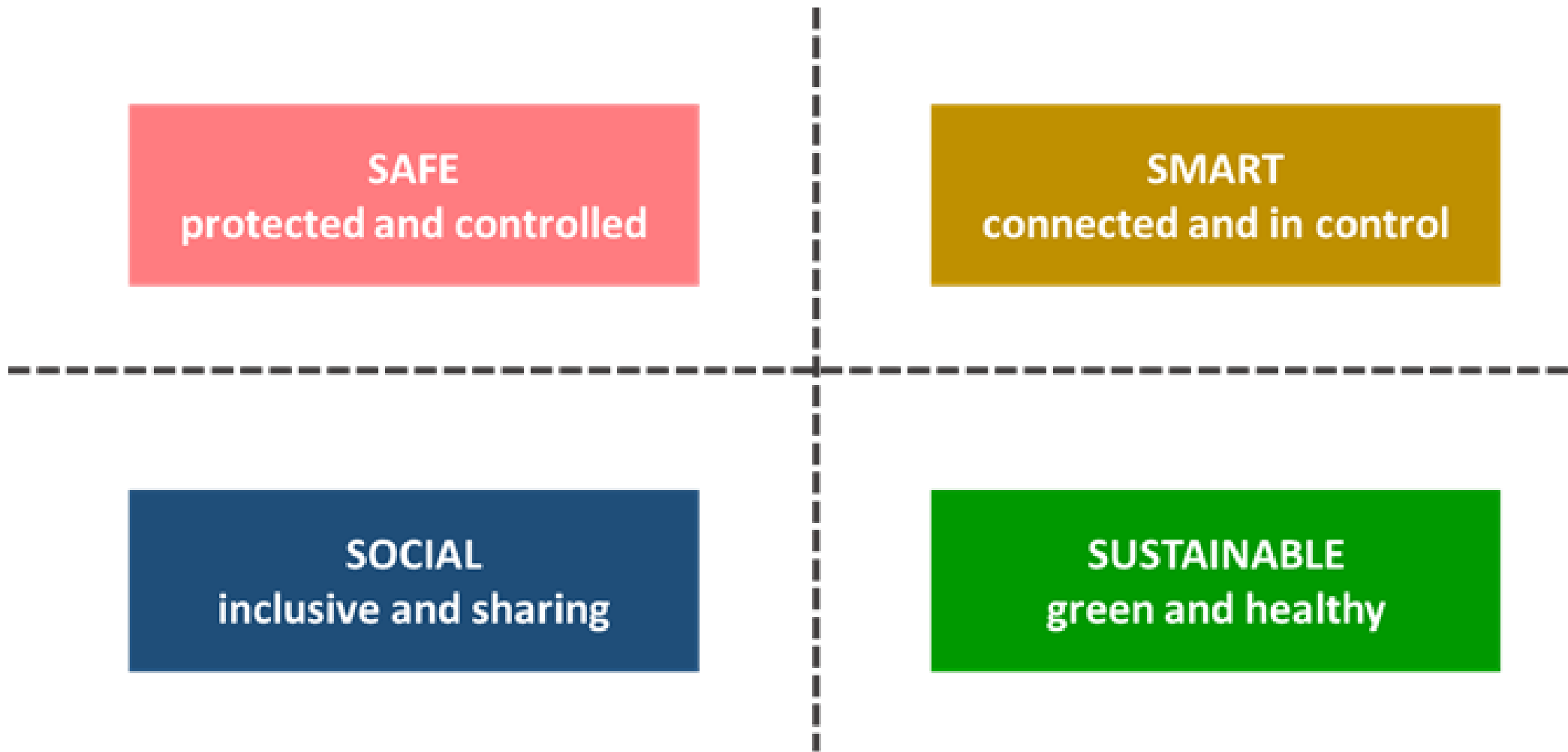


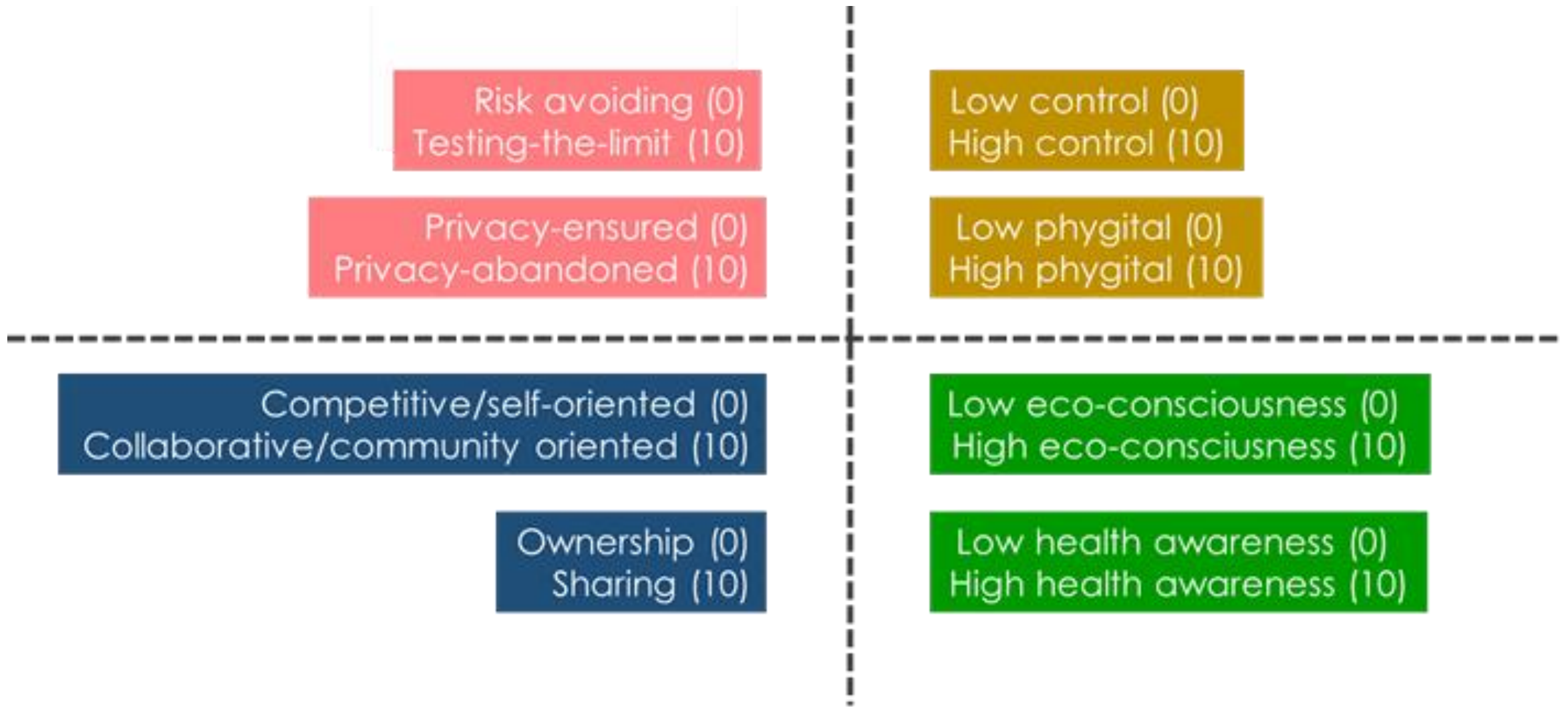
This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement No 640401.

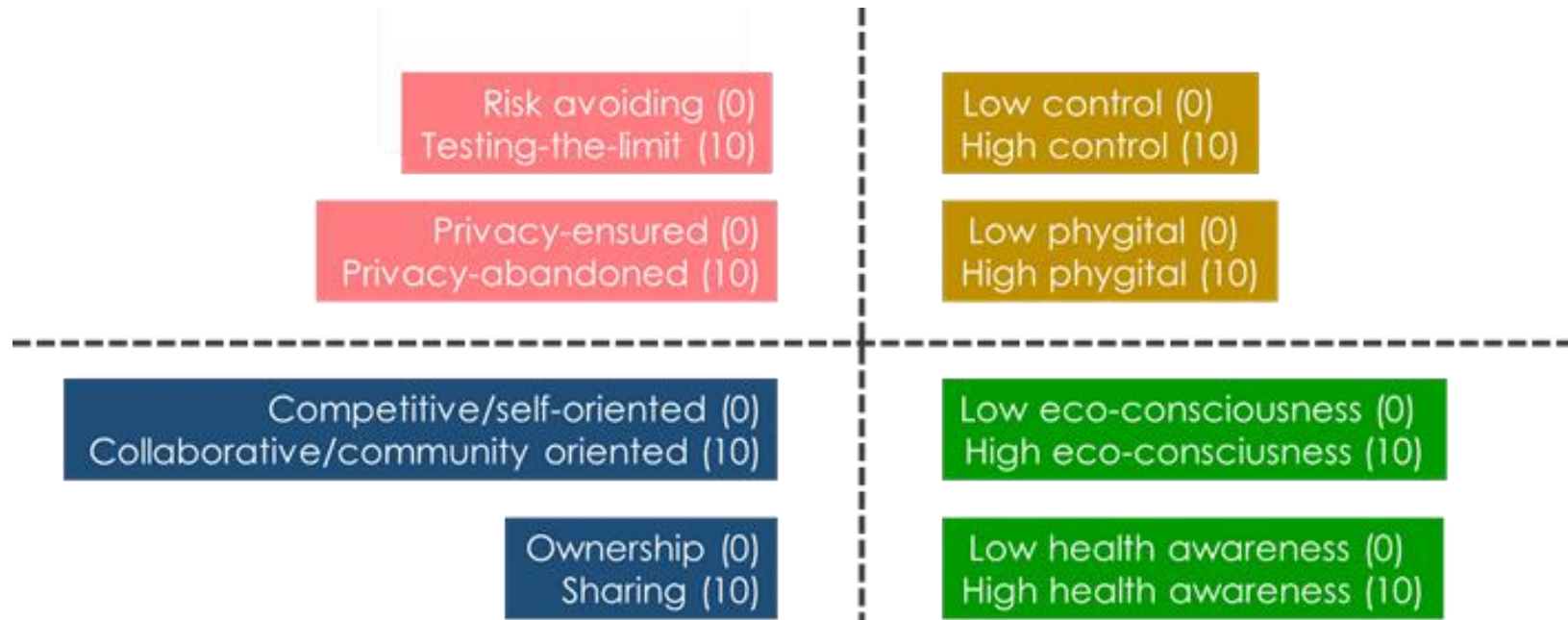


- **Objective** = quantifiable & comparable concepts – e.g. time & cost, location
- **Perceptions** and how these influence how you view available choices
- **Values & Beliefs** = drives, motivations, how you express yourself
- **Personality construct** = introvert vs extrovert, conformity









➤ The future of deliveries

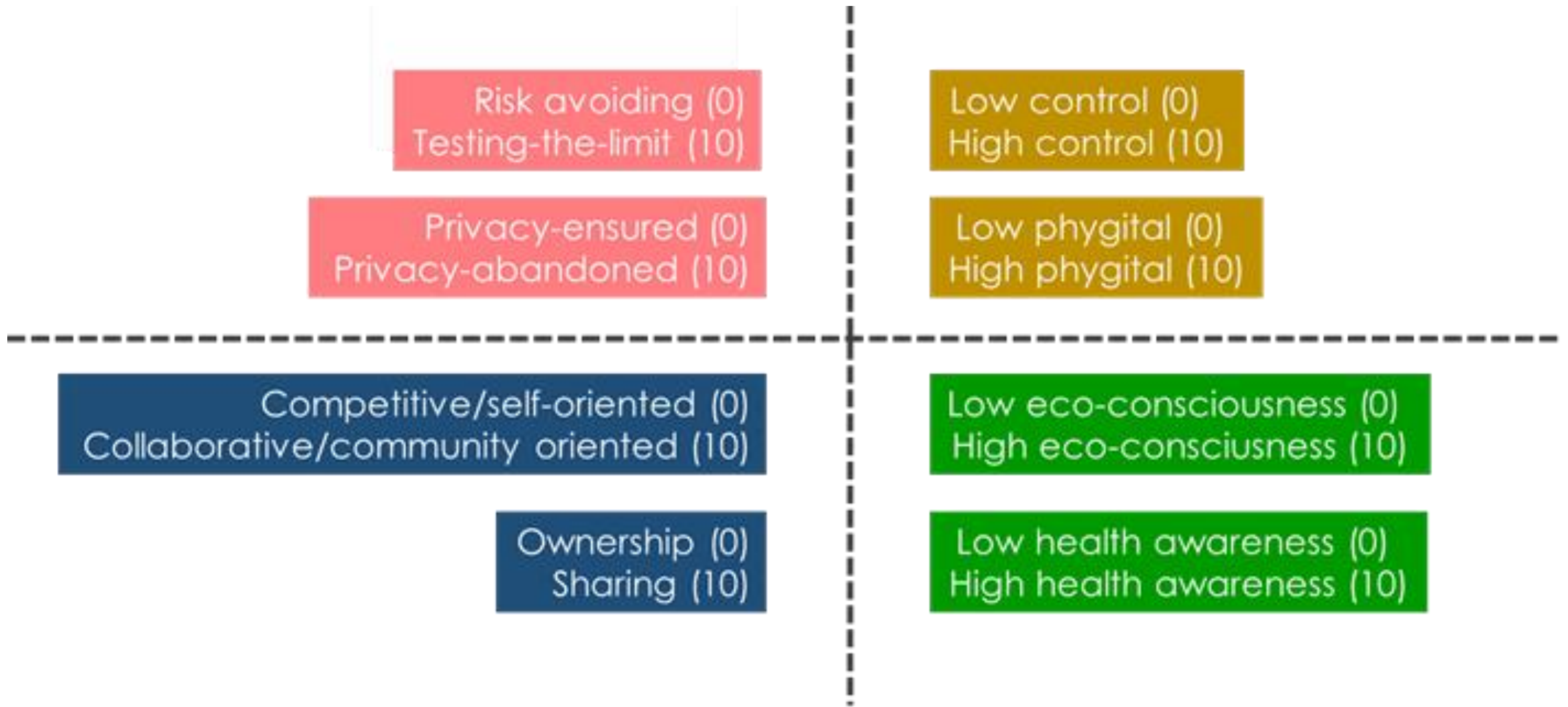
➤ Why do people use or not use bicycle-sharing schemes?

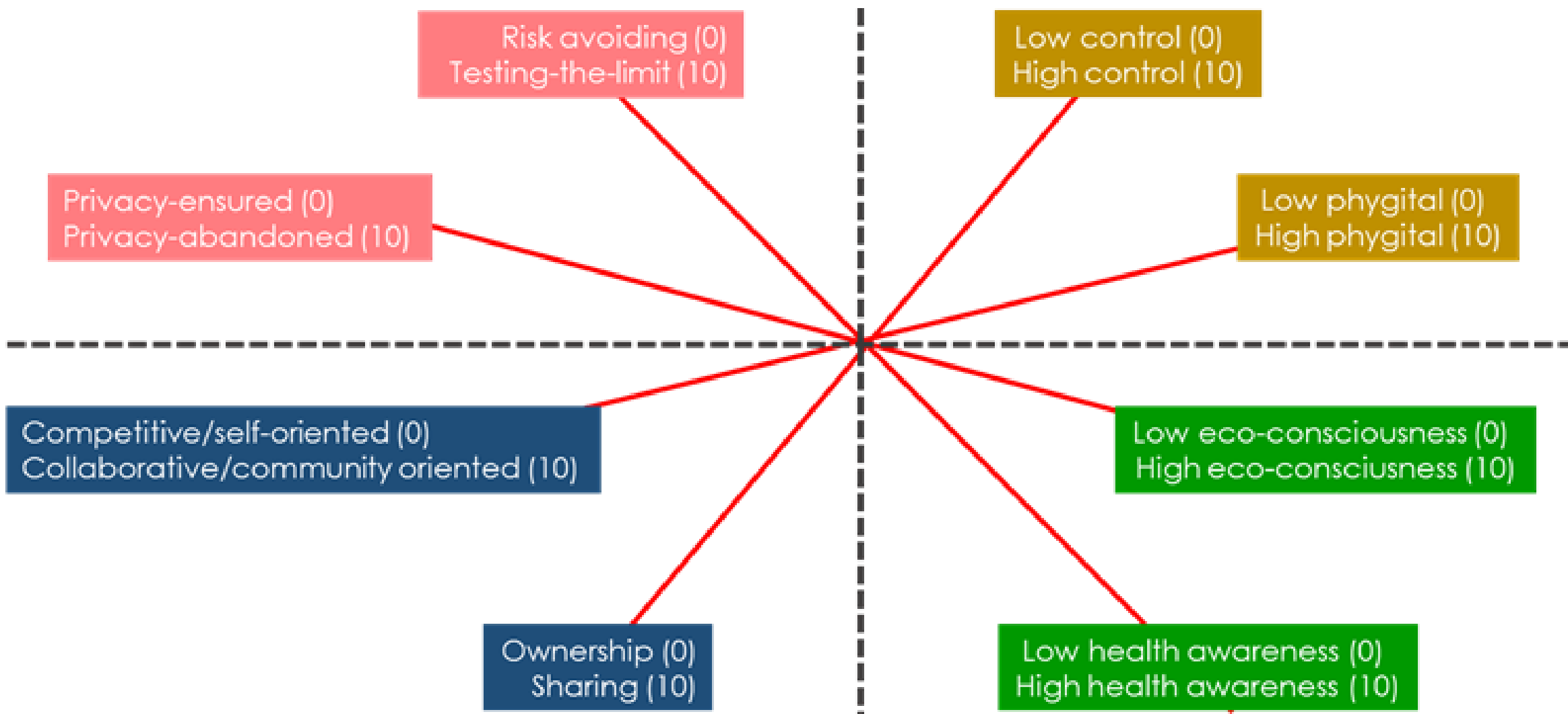
➤ To what extent are financial incentives effective to change behaviour?

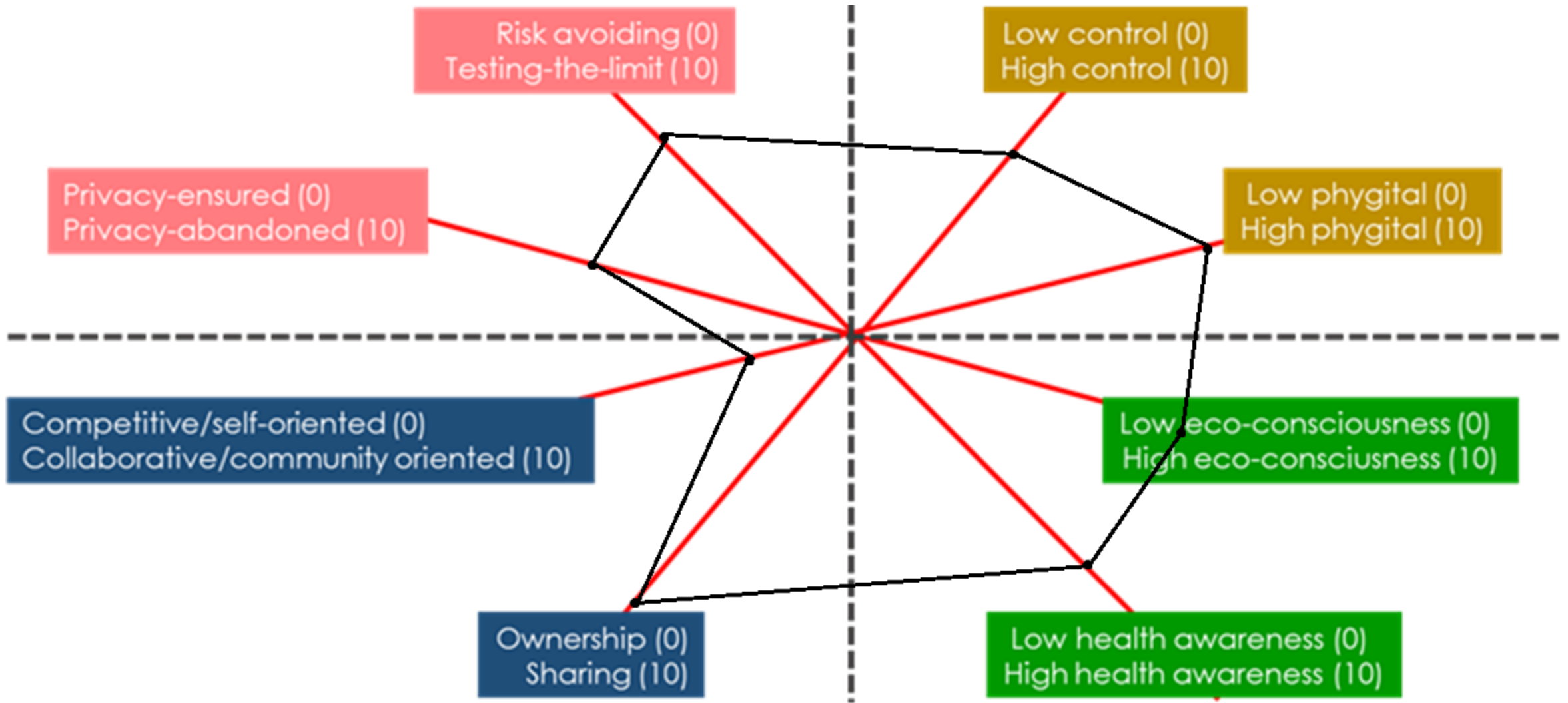
➤ Increasing the impact of car-sharing with electric vehicles

➤ The psychology of sharing









THANK YOU!



Mobility is freedom

For more information please contact:

Alexandra Kershaw

alexandra.kershaw@vectos.co.uk



This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement No 640401.