

Letter of support for GreenDriveThinking

Bergen 26.05.2015

I am excited to express my support for the GreenDriveThinking international initiative and the projects initiated by GreenDriveThinking in cooperation with Kolding Municipality.

GreenDriveThinking is working on traffic reduction projects with a focus on addressing the needed behavioral change to create sustainable driving patterns and behavior. Through various projects and initiatives different age groups are being addressed thus working with the traffic issues not only in short term, but creating a foundation for long term solutions.

GreenDriveThinking's projects have a broad application area from elementary schools (Schoolbook project) to workplaces (the Driving Habits Ambassador Course) and leisure activity locations (Test club project). While focusing on the current issues, there are projects that have a futuristic scope and are working with proposals of future infrastructure that would support sustainable driving. The foundation of all the projects is the TRI Library – a database that accumulates all the knowledge that GreenDriveThinking has gathered both internationally and nationally.

As project manager in the national Norwegian "Spontan Samkjøring" project we have developed innovative technology helping to make carpooling convenient. What remains is to make citizens positive in the thinking of Carpooling and in taking the technology into use. By addressing information and engagement of businesses, communities and citizens in working with attitude and behavior, the GreenDriveThinking projects are very complementary; they address the adoption challenge that is required for "Spontan Samkjøring" to become a real success with substantial impact on Norwegian Economy and welfare - and global environment.

In conclusion, I fully support the efforts of GreenDriveThinking as they seek external funding and partners to support the realization of the above mentioned initiatives. Projects that are facilitating behavioral change are needed as there already exists the technology and the tools that support sustainable driving, however the adaptation of these is slow due to the currently existing mindset when it comes to personal transportation.

Sincerely,

Arild Eggen
Project Manager, "Prosjekt Spontan Samkjøring"
Norwegian Public Roads Administration.

