

**KAM-EL**

## **Letter of support for Green Drive Thinking**

Bergen, Norway 9. June 2015

I would like to express my support for the Green Drive Thinking initiatives and activity. Recognising that habits and attitudes are important elements in an environmental transport mix is vital. Both societies and businesses will benefit from less traffic with less time lost in traffic, less pollution and money spent on infrastructure that is poorly utilised. In my activities as Community Manager for 2500 users of a carpool app "Carma Carpooling" I have experienced how important the awareness, the willingness to try and then lastly to build new habits is to establish a change in behaviour. Too many projects in the mobility domain invest in tangible elements and technology solutions only.

I believe Green Drive Thinking has a balanced approach and can work with different technological solutions for both carpooling and other effective mobility measures.

Best regards,



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