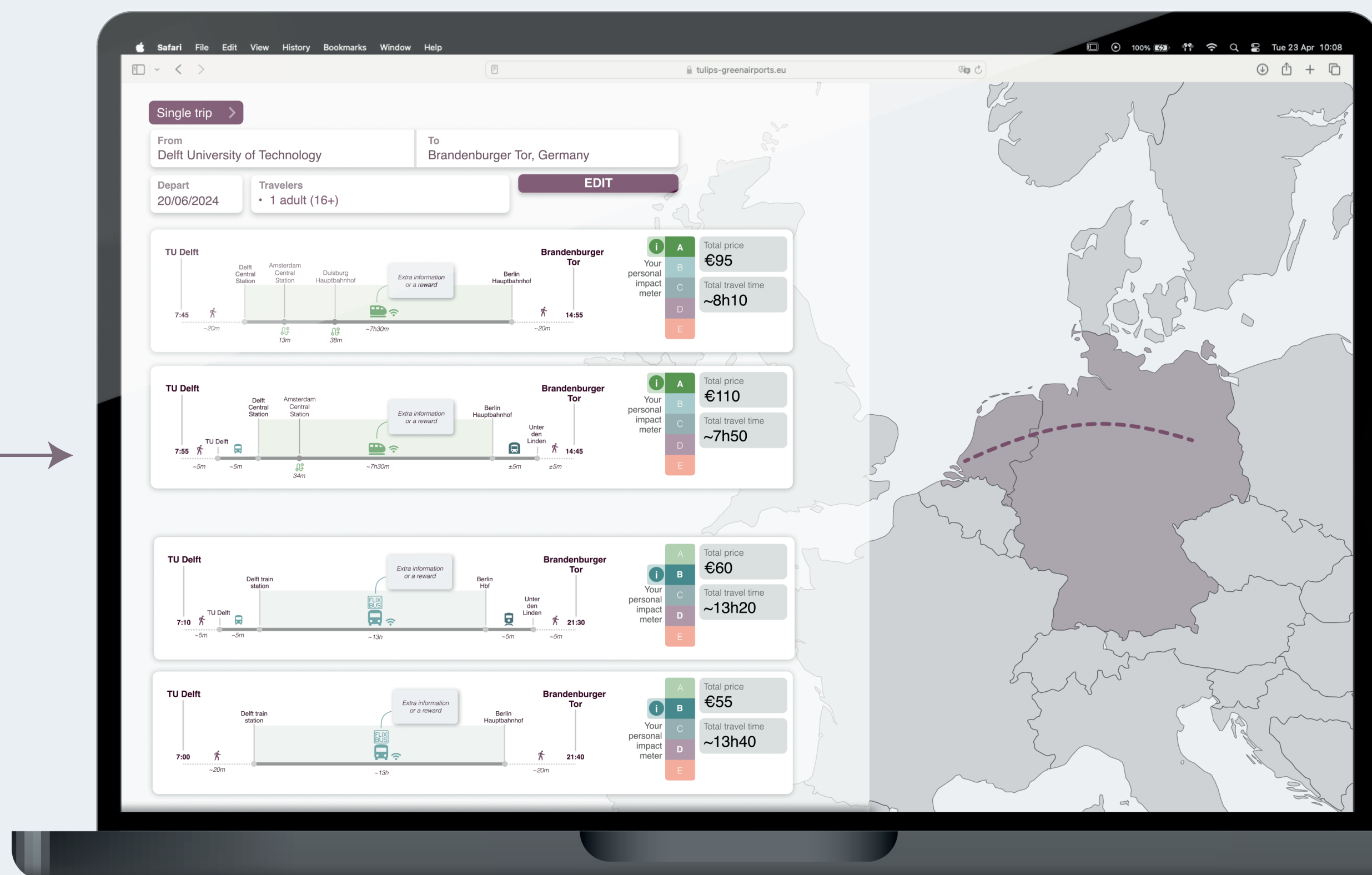


# A multifaceted design strategy to encourage sustainable travel behaviour

Initiating a transport shift toward seamless and sustainable travel, through two intertwined design interventions



**1** An accessible multimodal passenger platform that motivates and facilitates travelers in traveling sustainably

Stop.. and rethink mechanisms

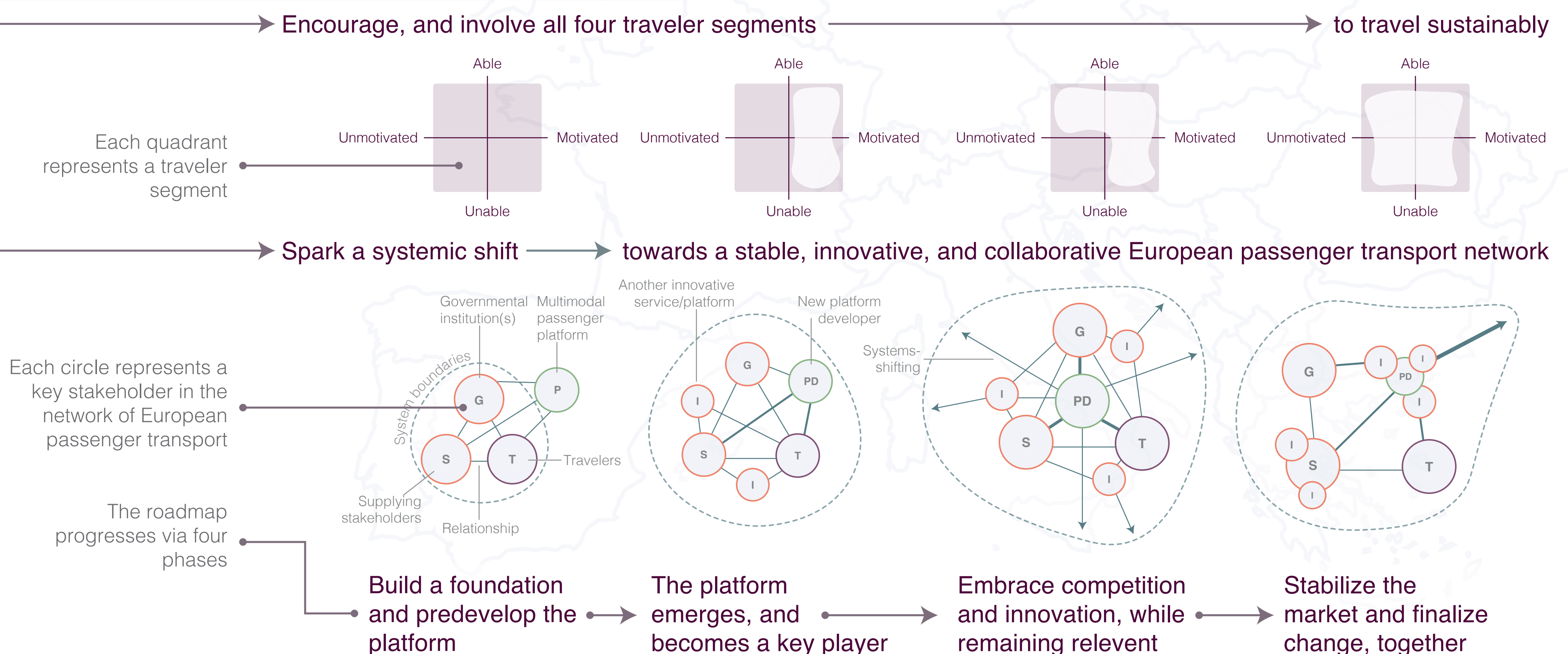
Salient sustainable travel journeys

Rewards that reframe

Nudges toward sustainable options

Information on personal climate impact

**2** A design roadmap that envisions a future mobility scenario of seamless and sustainable multimodal travel, for 2050



**Jenske Gosens**

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