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Title: Sustainable Mobility System- Innovative Practices Influenced People Behaviour through the Mobility Engagement System

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Abstract:

The path towards a sustainable mobility system is one of the most complicated changes required to modern society. It must be mentioned that it is impossible to drive the transportation system toward a sustainable model without all available best approaches work together. From the perspective of customers, hurdles between customer's compliance and action need to be moved. "Green customers" who are sensitive to energy saving and environment protection are ignorant of how to make better purchasing decisions, and there is little positive feedback to encourage green behavior. By extracting the elements from several current practices around the world, a future scenario for a prospective sustainable mobility model is suggested. It combines together with commercial business approaches and attractive long time trip to normal public transportation by applying credit mobility mechanism to influence people's behavior and choices of different public traffic mode in various ways. The suggested future scenario is contributing to the research field of promoting sustainable consumption behavior and development on facilitator for promoting sustainable consumption.