



# CHALLENGE

CHANGE THE WAY YOU TRAVEL **FOR GOOD**





THE VISION



# THE REALITY

SICK OF SITTING  
IN TRAFFIC?  
CHOOSE A BETTER  
MODE!

WEDNESDAY  
CHALLENGE  
Challenge for one day for good FOR GOOD

COFFEE HUB  
J&S COFFEES

24 HOUR TOW AWAY

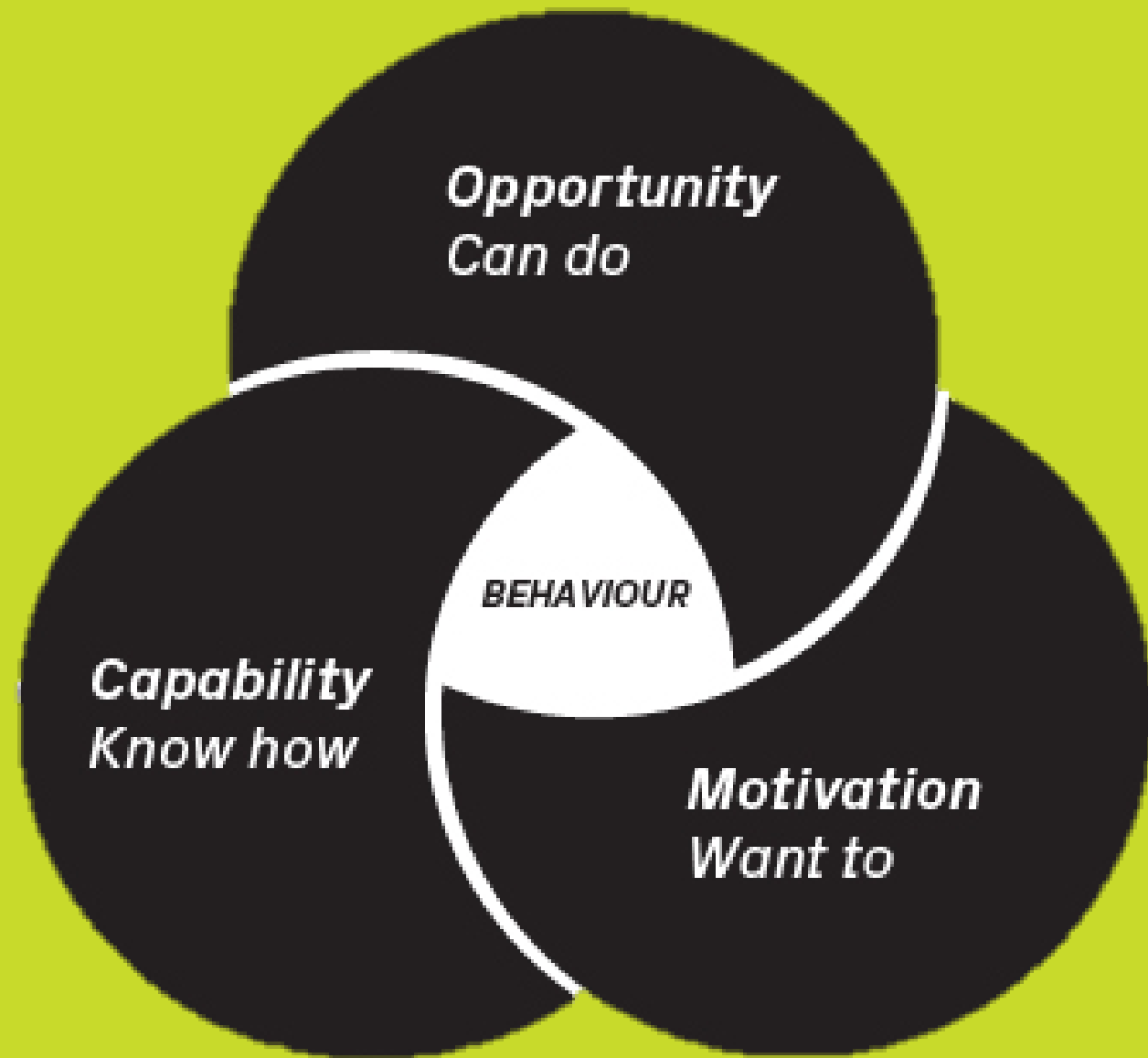
LEFT LANE TURN LEFT  
EXCEPT AUTHORISED VEHICLES





# BIKING IN BRUSSELS





**EVERY  
WEDNESDAY  
CHOOSE A  
BETTER MODE  
OF TRAVEL**



# BEHAVIOURAL CHANGE COMMUNICATION



A STRATEGY TO TRIGGER PEOPLE AND COMMUNITIES  
TO ADOPT HEALTHY, BENEFICIAL AND POSITIVE  
BEHAVIOURAL CHANGE

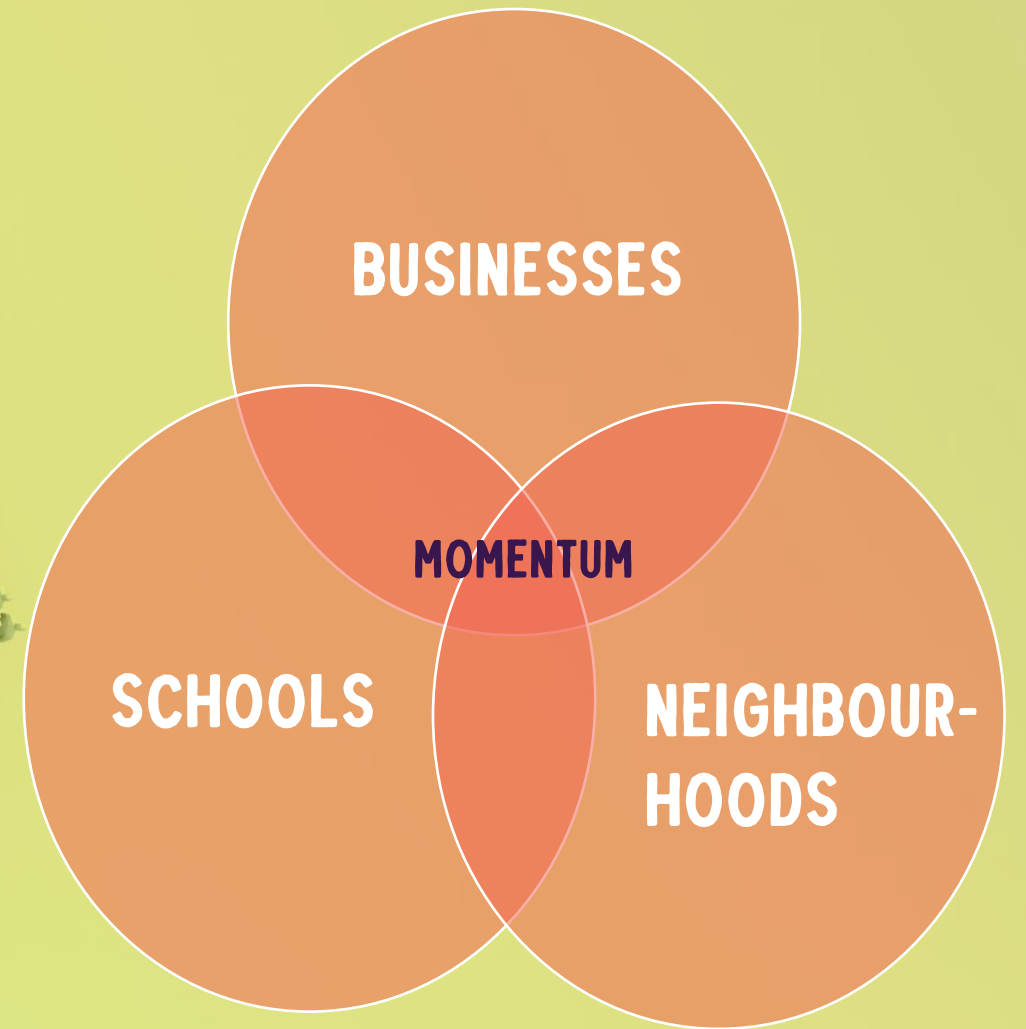


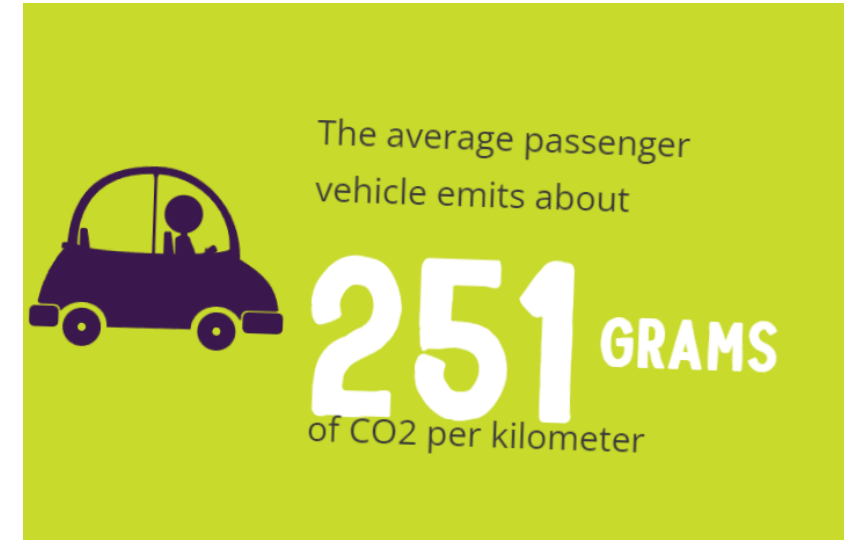
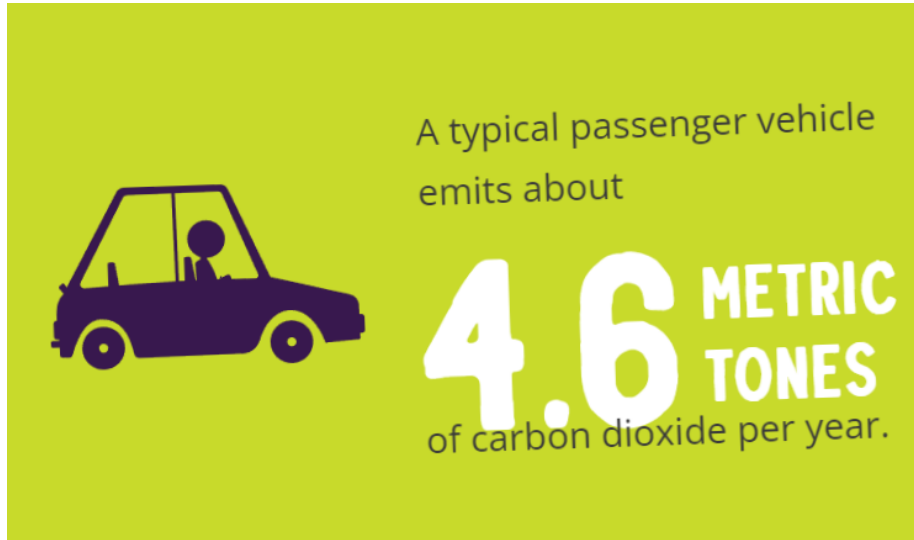
# BEHAVIOURAL CHANGE COMMUNICATION

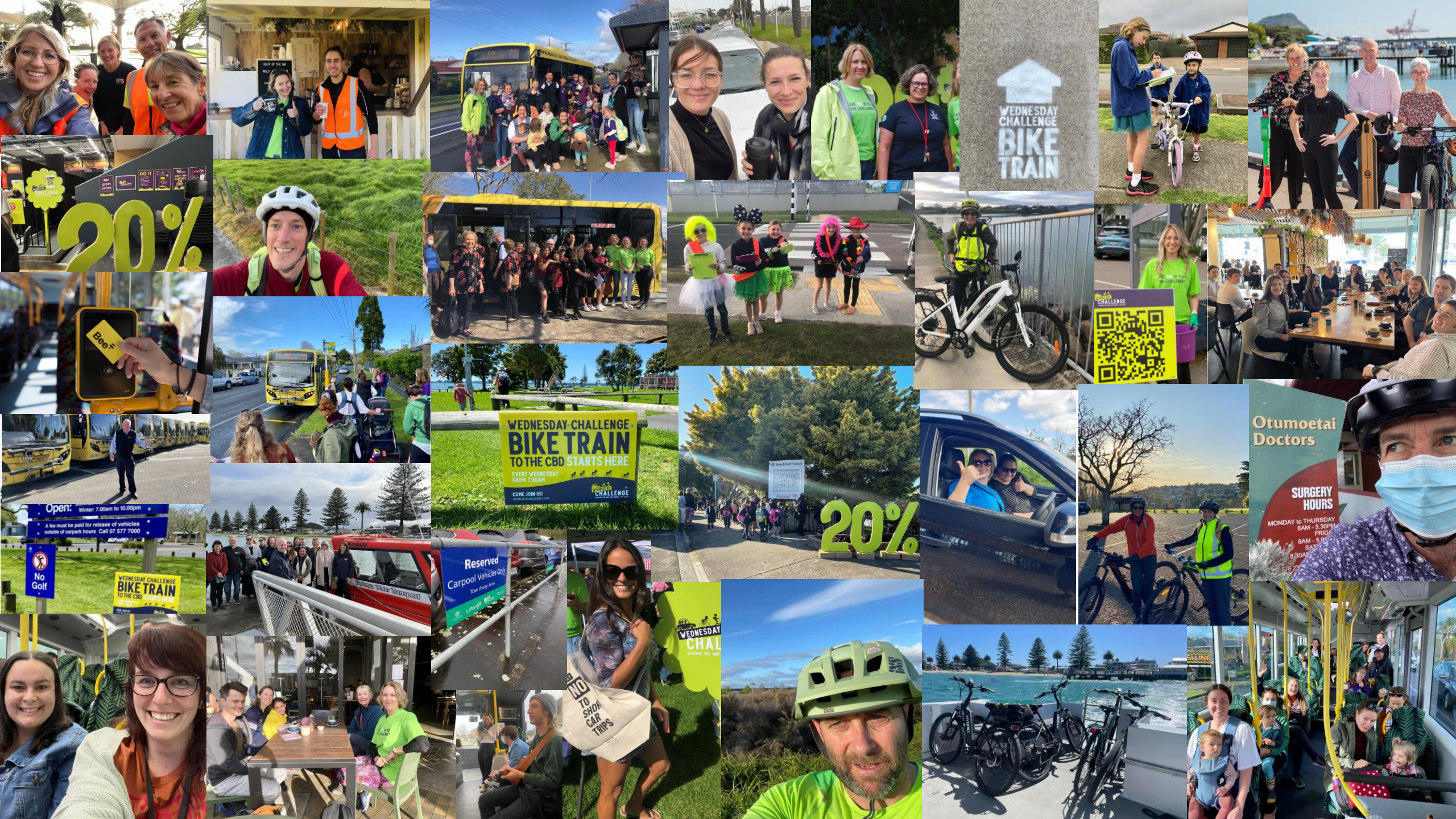
A man with a beard, wearing a dark blue suit jacket and light-colored trousers, is walking on a city street. He is carrying a brown leather messenger bag and holding a black coffee cup. A silver bicycle is parked next to him. The background shows modern buildings and trees under a clear blue sky.

- LEAD WITH VISION
- CREATE NEW NARRATIVES
- SET AN 'ALL OF US' MENTALITY
- ASK OTHERS TO TELL YOUR STORY
- CURATE MESSAGES TO NICHE AUDIENCES

# **THE POWER OF THREE WORKING TOGETHER SHIFTING THE CULTURE**









**15203**

**PEOPLE TAKING PART**

**216429**

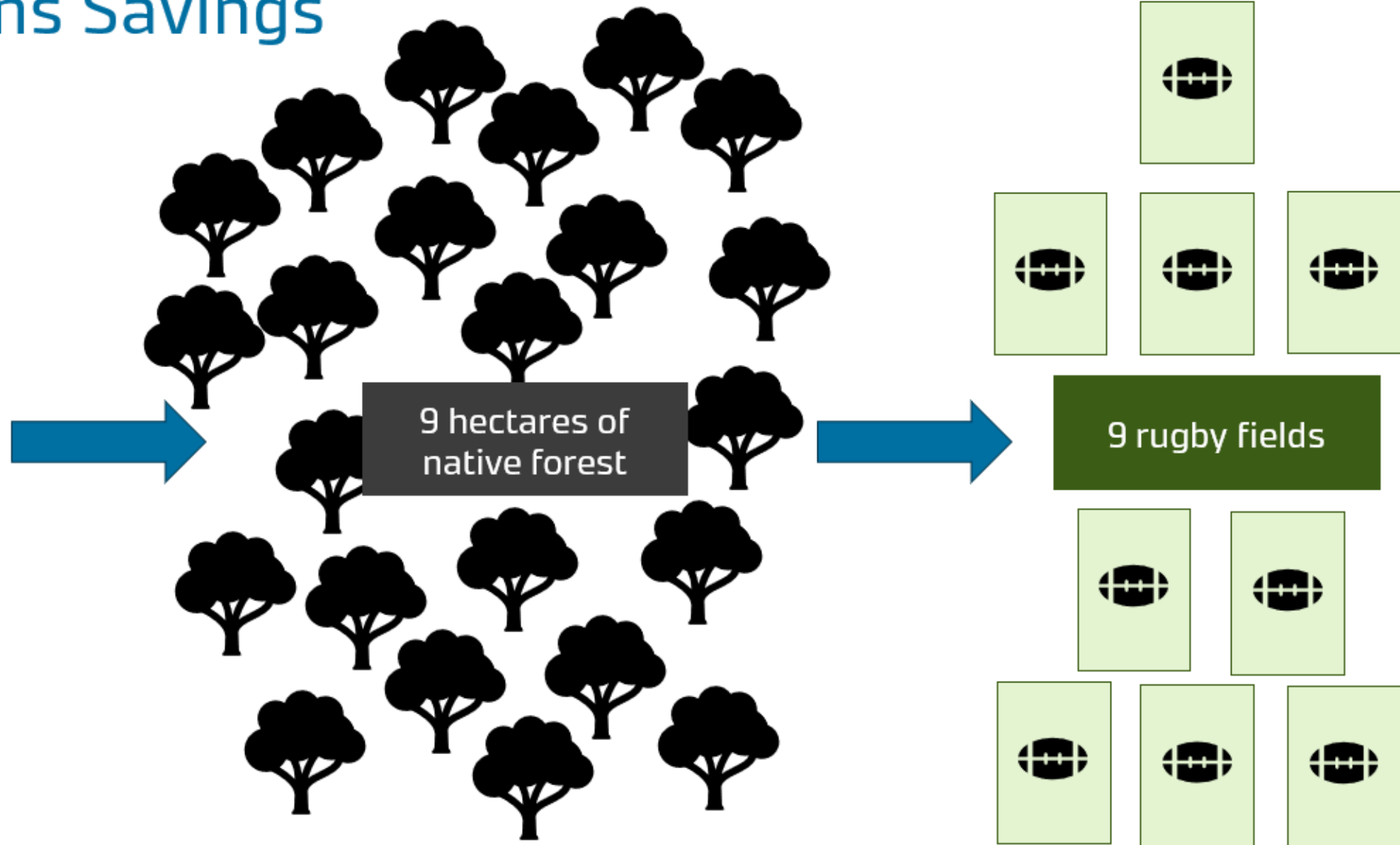
**JOURNEYS REGISTERED**





# Total Emissions Savings

140 tonnes  
of CO<sub>2</sub>







“2 weeks ago I finally got around to busing to work for the Wednesday Challenge.

I haven't driven to work any day since! *The Wednesday Challenge gave me the motivation to bus, I found it so easy, I haven't stopped.*

*It costs me less than \$3 a day to bus, but parking was costing me \$12 a day. (Not to mention the petrol).*

*Thanks for the motivation!”*

# MERCURY TEAM SURVEY ON **POSITIVE IMPACTS** OF THE CHALLENGE

## **NEW EXPERIENCES**

Over 30% of participants have been encouraged to try a new travel mode through the challenge

## **CATCHING THE BUS**

Catching the bus is their most popular form of transport

## **SAVING MONEY**

Cost has been the biggest motivator to use alternative transport

## **TEAM BUILDING**

And the biggest motivator to join the challenge is being a part of a team

# CHOOSE YOUR CITY OR TOWN AND SIGN UP

More cities and towns will be jumping on board throughout the year. If you don't see your location yet then join the challenge as a Nomad.





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