Different incentives to change behavior mobility and promote sustainable urban mobility

**Economic incentives**
- **Price:**
  - *Stick effect example:* urban toll (congestion charge in London, Stockholm or environmental toll in Milan)
  - *Carrot effect example:* Financial support
- **Quantity:**
  - *Examples:* to decrease number of parking, Emission permits (individual carbon card)

**Non-economic incentives**
- Social norm, nudges, ...
  - *Nudges:* Stairs or escalator (metro)
  - Smartphone apps: to provide information as: Calories burnt, CO2 emissions avoid

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