

Car Fasting



Fit and Healthy Through Everyday Activity

Short Summary

Life in our civilization is barely thinkable without cars. Some people are even convinced that one can not live without a car. But intensive car usage creates many problems. We stress ourselves by the car-induced hectic life. And we endanger our health twofold: we don't move enough by our own force and we produce a health endangering air pollution. Car fasting brings us peace and contemplation in the period of lent; and we actively contribute to safe our planet.

Problem Description

Just 30 minutes of healthy activity per day clearly increases our fitness and lowers the risk of getting ill. About 50% of the distances driven by car are shorter than 5 kilometers, i.e. possible on foot and by bicycle.

30 – 50% of the unhealthy air pollution, particulate matter in the air and noise is caused by motorized traffic.

The period of lent gives us a chance to analyze our everyday usage of the car and to look for alternatives and give them a try. Car fasting guides you on this journey.

Description of the Campaign / Measures

The campaign brings more peace and meditation as well as more personal activity into everyday life.

In the period of lent before Easter more and more people grant their body and soul a rest. This gives them a good opportunity to orient themselves again and think about their own life-style. On the subject of the mobility behavior this means: avoid certain travels (e.g. driving for leisure); form car pools; organize shopping more efficiently; try out bus and train services, walk or use a bicycle.

Healthy movement is rewarded with a lottery of attractive prizes.

Who is the Driving Force Behind it? Who is the Beneficiary? Who and How Many are Involved?

The VCL has monitored the "Car Fasting" organized by the diocese Graz-Seckau and the Evangelische Kirche A.B. Steiermark with interest and has received support in the start-up phase by Mag. Hemma Opis-Pieber, the environmental representative of the diocese Graz-Seckau.

In Liechtenstein "Car Fasting" was initiated by the VCL, the archdiocese of Vaduz, the Lutheran Church in Liechtenstein and the Orthodox Churches in Liechtenstein.

In addition to the members of these three churches, we want to involve a broader public, because everybody can profit from "Car Fasting".

Main Slogan/Statement

Healthy activity!

With "Car Fasting" we:

- reduce air pollutants and noise
- reduce particulate matter in the air
- offer our climate some rest
- reduce our expenses
- participate in a drawing of attractive prizes
- do something for our own health
- give our soul a chance to catch up with everyday life

Results/Potentials

98 participants with 55% men, 45% women.

Average percentage of journeys alone by car: 22% (in Liechtenstein over 70%).

Opportunities and Barriers - Factors of Influence and Criteria of Success and Possible Barriers

Many people keep the habit of using their car less often after lent. Others switch to the old habit, especially in bad/cold weather.

In Liechtenstein and the region public transport, the bicycle infrastructure and footpaths must be developed as genuine alternatives to the car.

Steps of Implementation

The VCL suggested to the archdiocese of Vaduz to implement this campaign also in Liechtenstein. The campaign was then discussed with Generalvikar Msgr. Dr. Walser and adapted to our country.

The other Christian churches were then asked to participate. The Lutheran Church in Liechtenstein and the Orthodox Churches in Liechtenstein confirmed participation.

The VCL has asked bicycle shops, providers of public transport and all 11 municipalities of Liechtenstein to sponsor prizes. Sponsors of the prizes are: Sigi's Veloshop, Wenaweser Velos-Motos, Liechtenstein Bus Anstalt (LBA), Österreichische Bundes Bahnen (OEBB), PostAuto Schweiz, Verkehrsverbund Vorarlberg (VVV), the municipalities Triesen and Triesenberg.

In order to achieve broad information of the public, advertisements were considered. Owing to an anonymous sponsor "Car Fasting" is presented in the March edition of a monthly magazine (appeared at the end of February 2006) and in a regional Sunday newspaper (on the first Sunday in lent).

Sequence of events:

The initiators start the campaign with a media conference.

The flyer is available in all churches; "Car Fasting" is a subject in sermons.

Large employers support "Car Fasting", by hanging up posters and presenting the flyer.

The submitted name coupons are analyzed by the VCL.

The VCL organizes the drawing of the prizes by the initiators.

As a final, the prizes are handed over in the presence of the media.

Time of Implementation

The campaign "Car Fasting" took place for the first time in Liechtenstein from March 1st until April 15th 2006.

The campaign will be repeated in 2007 together with the project partners.

Other Examples

The campaign "Car Fasting" 2005 of the Diocese Graz-Seckau and the Evangelische Kirche A.B. Steiermark gave the impulse for the campaign in Liechtenstein. In 2006 "Car Fasting" campaigns are organized in many places in Germany and Austria, supported by a large number of sponsors.

Cost/Benefits

The design and printing costs of flyers and posters amounted to CHF 2'500.

An anonymous sponsor carried the costs of CHF 4'300 for design and publication of two advertisements.

Link and/or Article for More Information

<http://www.vcl.li/>

<http://www.autofasten.at/>

<http://www.autofasten.de/>