

The journey of 1000 miles....

The role of social marketing in changing
travel behaviour in London

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Director

TFL Smarter Travel Unit





NHS

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4% -



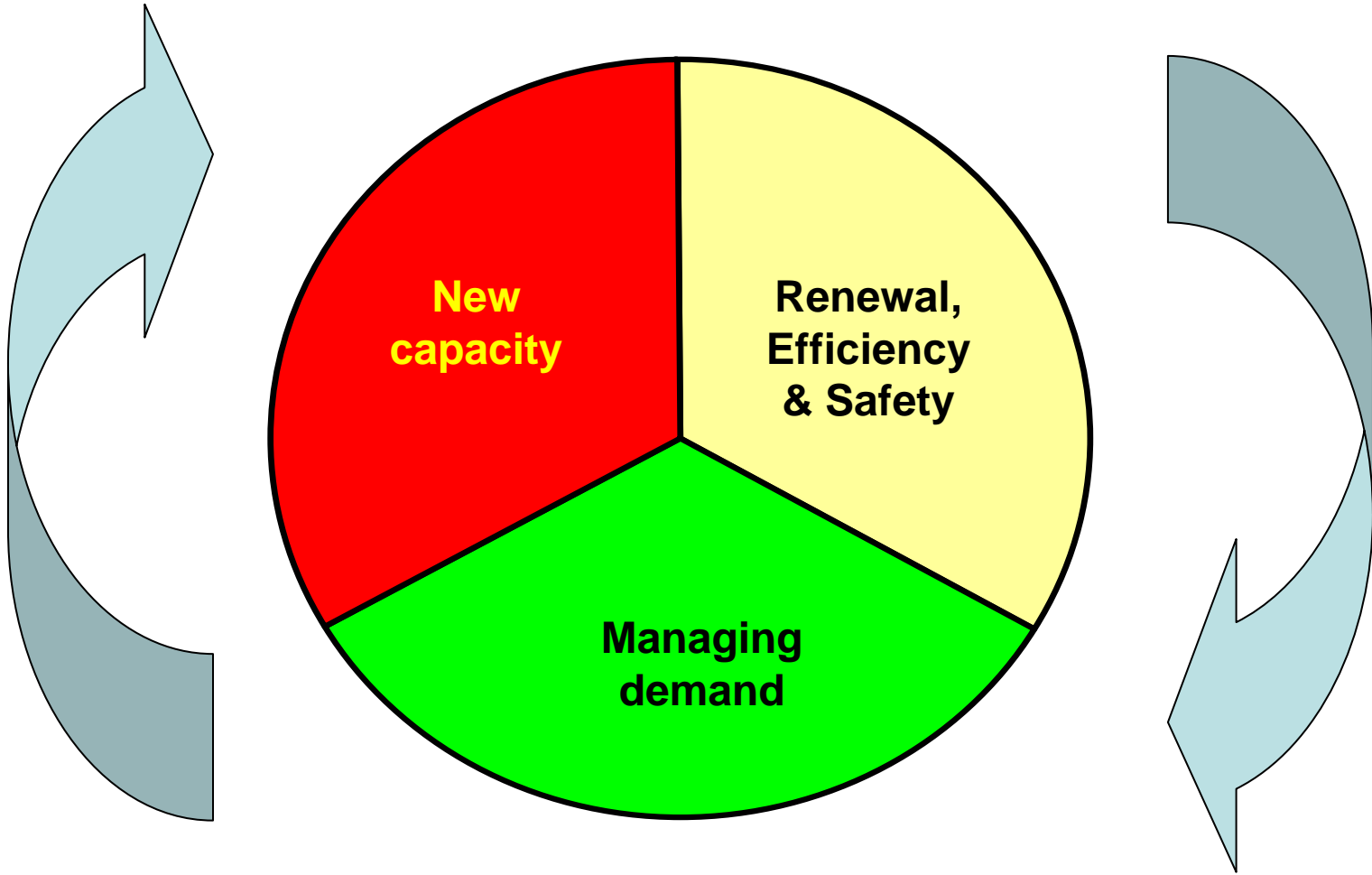
How?

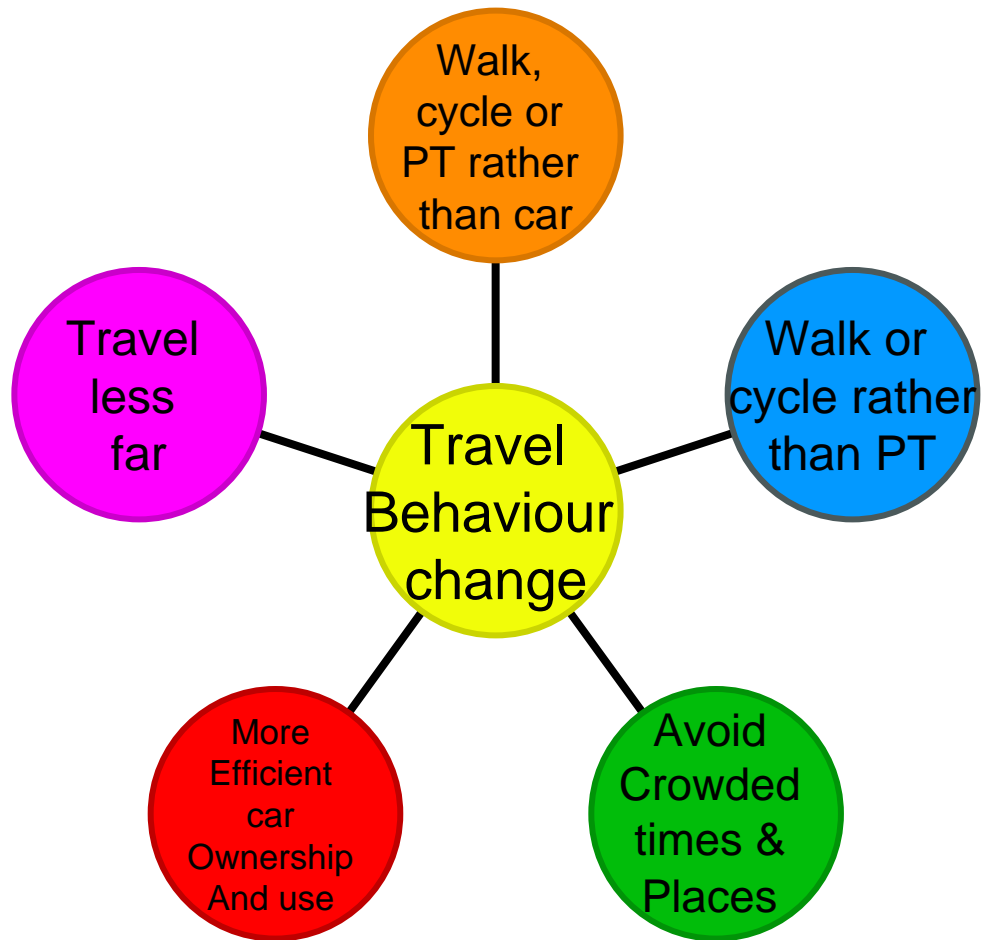


















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