



DE LIJN

VIDEO TRANSCRIPT

Here's a challenge for public transport:

It's public.

A positive experience of the service

Depends partly on the behaviour of others.

Good news flash: most people are nice.

So how to speak to the tiny percentage

Of passengers who

Talk too loud on the phone (hello)

Ignore the elderly needing a seat (excuses you)

Block the passage

Ring the bell for no reason

Refuse to pay

Always litter (hey)

We did a survey to remind them that they're the exception.

And to make them feel a bit like this.

We turned the results into a campaign.

92 out of a 100 passengers talk discretely on the phone.

90 out of a 100 passengers notice the elderly needing a seat.

98 out of a 100 passengers don't randomly push the stop button.

93 out of a 100 passengers show their ticket when asked.

96 out of a 100 passengers let others get out before getting in.

99 out of a 100 passengers never litter.

That's almost perfect.

De Lijn – Moving towards less CO2.