



W.P. 2: Refining the materials *'It's all in the game'*
D. 2.1: Short inventory of lessons learnt

WP leader: WYG / **Task leader:** ABMEE



WP2 Refining the materials 'It's all in the game'

D2.1: Short inventory of lessons learnt

To assist the development of the MOBI concept we are looking for each MOBI partner to summarise and share relevant experiences and details of lessons learned from previous projects.

The following example areas (list is not exhaustive) are expected to be of particular relevance to the MOBI project and information related to these areas will be particularly valuable:

- **Travel Behaviour** – Examples of projects where non-physical measures have been used to influence travel behaviour, in particular where longer term marketing and promotion of sustainable travel initiatives have been used.
- **Gamification** – Examples of projects using the principles of gamification to encourage greater take-up of, or involvement in, a project (does not have to be transport specific).
- **Motivation** – Example projects and lessons learned from projects where positive / effective motivation at an individual and organisational level has been important.
- **Maintaining Enthusiasm** – Examples projects where longer terms involvement has been a key requirement and where maintaining enthusiasm / active involvement has been an important project challenge.
- **Long term monitoring** – Example projects where the monitoring of behaviour in the longer term has been an important element of the project, including any activities / measures used to determine the impact of the project against the context of any wider influencing factors.

Each MOBI partner can share previous experiences and lessons learnt, for an effective MOBI concept design. All MOBI partners can contribute to this task with relevant methodologies from previous projects and provide contacts from whom more information can be obtained.

The following table should be used as a template for supplying the relevant information.



SUMMARY OF THE LESSONS LEARNED

The lessons learned were extracted from a total of 14 projects that were selected by relevance to the MOBI project in terms of domain, approach, tools used, measures etc. The lessons were split into 8 categories and for each category a top of lessons that are applicable for the MOBI project was created. Given that gamification is a relatively new concept and most of the previous projects did not have a gamification component, a separate research was done to gather best practices in the field – annexed in Annex 1.

1. Sustainable transport (if relevant)

Use of lessons in MOBI

- Participants should be made aware of the transport alternatives available in the work area
- Disseminate results to target groups often and in an engaging way
- Find ways to motivate participants that are not likely to be enthusiastic (people with short commutes to work, people who feel that they already travel sustainable etc.)

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant)

Use of lessons in MOBI – from Annex 1

- Use virtual or real life rewards to have participants introduce data
- Use the F5t4 tool and app to present results in order to motivate participants further

3. Communication / consultation / engagement and working with target groups and other local stakeholders (if relevant)

Use of lessons in MOBI

- Define responsibilities early in implementation between partner and participants
- Establish contacts with relevant personnel of the company (appointed by the management, if possible)
- Sign formal agreements when possible
- Involve relevant stakeholders (public transport operators, car-sharing companies etc.)
- Communicate with participants clearly and straight forwards – present what the tool does and what it doesn't, in order to avoid conflicts. In some cases, being provided with free benefits and incentives without any obligation was also considered to be 'suspicious'.

4. Marketing / promotional (if relevant)

Use of lessons in MOBI

- When promoting MOB use as many information channels as possible – newspaper articles, TV spots, radio shows, social networks, open air events or promotion by employers' associations, if possible.
- Join communication efforts with other, similar initiatives – it saves costs and can help promote MOBI to more people
- Use give-aways (they do not have to be transport related) like tests of bikes, test rides of e-cars, free public transport tickets
- Contact businesses in the area and explain the benefits of MOBI (more customers) and get them on-board to provide discounts, passes, memberships



5. Regulatory frameworks / data protection / online tools (if applicable)

Use of lessons in MOBI

- Make it easy for participants to upload data to the website. Problems with registering, navigating the site and the process of entering their sustainable trip data results should be avoided at all cost.
- Emphasise that entering the travel data is not time consuming, but that it is fast and easy.
- Get the local authorities on board, if possible
- Co-organising events with local authorities can be done within a bigger initiative – for example, Mobility Week, national event, bike marathon, local sustainable development initiative.
- Data for the modal shift can be obtained through the public transport operators.

6. Policy instruments and measures (if applicable)

Use of lessons in MOBI

- Be aware of the interests of the different partners and use these to decide your strategy, operational management and communication.
- Objectives of the different stakeholders might and probably will change. A periodic assessment of the future of the measure is justifiable and necessary.

7. Project management (if applicable)

Use of lessons in MOBI

- Request feedback from the participants (both the players – in MOBI's case employees - and the organisers – in MOBI's case employers). Objectives of the different stakeholders might and probably will change. A periodic assessment of the future of the measure is justifiable and necessary.
- Start on time, its proven that decision making with multiple organisations and the establishments of contracts take a lot of time.
- Communicate positive feedback to as many channels as possible and make it work for you: let enthusiastic organisations encourage other companies to also participate.

8. Monitoring and Evaluation (if applicable)

Use of lessons in MOBI

- Regular update of the progress is important for the contact person and the Company management because it proves to them that the actions they have undertaken have effect and are worthy implementing.
- Regular reviews also help adapting of the future action so that they are effective.
- Use a step approach (like Max Sumo) from the beginning
- Campaigns need careful evaluation as they give feedback on the interest and demand for certain actions.
- Events related to wide public/employees need careful evaluation of the satisfaction of the participants with the event. The follow-up (how many of them got into the game) is crucial; if the response rate after event is really low, adjustment of the organisation of the promotional event is needed!



REVIEWED PROJECTS

BULGARIA

Project name: **MoMa.BIZ** (www.moma.biz)



- **Project duration:** 34 months (01.05.2010 - 28.02.2013)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** Province of Asti (coordinator), EAP (WP5 leader), EREN, ALTERnet, Tartu, ENGIM, iMpronta, BCI, Comune di Asti
- Brief summary overview of the project including project aims, objectives and goals:

MoMa.BIZ stands for **Mobility Management in Business and Industrial Zones** (BIZ). The project was aimed at establishing Mobility Management Plans for 6 European BIZ. As a first step, a survey among the employees of the BIZ was made and its results were used as a basis for development of the Transport and Mobility Improvement Plan. A second step towards realisation of the Plans was setting-up and implementation of measures to increase the quality of the home-work trip of the employees.

MoMa.BIZ produced training modules and made over 300h training for local stakeholders, including the BIZ transport managers.

Another major element of the project was the development of Sustainable Mobility Labelling System for BIZ or companies, and a set of booklets with advice on implementing sustainable mobility measures.

• Objectives:

- **Reduce the number of employees** going to work by car and, thus, **decrease the energy consumption** for home-work mobility in every zone
- **Increase the number of alternative choices** for the mobility to and from BIZ
- **Promote co-modality**
- Promote **Flexible/Innovative transport systems**
- Establish a **mobility labelling system**
- Promote the **sustainable mobility culture**

• Project Summary:

MoMa.BIZ sought to establish and implement a Mobility Management for BIZ. In Plovdiv, EAP established and realised the **first Bulgarian Strategy and Action Plan for Improvement of the transport and mobility options for employees**. Even after the end of the project, measures are still being implemented.

Second, EAP (WP Leader) developed, tested and applied Mobility Labelling System in the 6 BIZ. Through the run of the project, the BIZes increased their mobility label class, and evaluated with the Mobility Labelling instruments.

• Relevance to the MOBI project

MoMa.BIZ generated great experience in the relationships with the local companies and industries. It draws lessons for approaches through which the idea of MOBI to be implemented.

• Project Results

The first Bulgarian Strategy and Action Plan for Improvement of the transport and mobility options for employees (being implemented after the end of the project)

Vast sustainable transport campaigns, renovation of the information of the BIZ collective transport, carpooling website adapted for the Plovdiv BIZ demands, regular articles in the BIZ Newsletter, cargo bicycle test in the BIZ, parking



management map (with lots allocated for car-poolers), a ceremony for awarding the BIZ with a Green Mobility Certificate (the BIZ achieved a step up development – from transport class B to one of the highest classes- A)

Commitment to implementing the Plan by the BIZ – EAP and the BIZ are still realising it

• **Lessons learned:**

1. Sustainable transport (if relevant)

- a) Communication with company employees is extremely important. It is best done through a company person (department manager, transport manager), or with a vast campaign.

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant) **n/a**

3. Communication/consultation/engagement and working with target groups and other local stakeholders (if relevant)

- a) Close collaboration with a contact person from the company is important and beneficial. Such a person(s) should be appointed by the senior management of the company. If some incentives could be given (financial, corporate etc.) they would feel much more involved and eager to collaborate.
- b) Task distribution between project partner (like EAP) and a company is a must.
- c) Preliminary Letters of support, or Intent, are not well-accepted by the companies. It is better to sign a letter of support after some results of the common activities have been issued, i.e. the Plovdiv BIZ signed a letter of Commitment after the Strategy was ready and committed itself to the measures described in it.

4. Marketing / promotional (if relevant)

- a) Promotion campaigns towards the employees are important.

5. Regulatory frameworks / data protection / online tools (if applicable) **n/a**

6. Policy instruments and measures (if applicable) **n/a**

7. Project management (if applicable) **see 3b.**

8. Monitoring and Evaluation (if applicable)

- a) Regular update of the progress is important for the contact person and the Company management because it proves them the actions they have undertaken have effect and are worthy implementing. For example, the Mobility Plan for the BIZ had 6-monthly reporting period which reviewed the implementation of measures, evaluation of the progress of the costs and CO2 reduction.
- b) An event where the progress is recognised is important – i.e. Award Ceremony, TV interview, articles, etc.

Project name: **ENERQI** (www.enerqi-online.eu)



- **Project duration:** 36 months (29.05.2010 - 28.05.2013)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** DTV (coordinator), TISSEO-SMTC, TIS, FGM-Amor, CRES, LCC, URTP, STP, EAP, CARRIS, GVB Graz, POLIS, TISSEO
- Brief summary overview of the project including project aims, objectives and goals:

The ENERQI project sought to achieve quality improvements in the public transport through a real-time quality monitoring system that sends and gathers questionnaires on the issues of the local transport and presents their results as pie-graphs. The ENERQI methodology was adopted by 4 transport operators, and it getting more and more popular in Europe.

In Plovdiv, 235 regular passengers of the public transport submitted over 2300 questionnaires. A few strategies for recruitment of observers were realised: through clubs, on-board campaigns, personal recruitment. The participating observers got small awards for their commitment.

• **Project Summary:**

D2.1: Short inventory of lessons learnt



ENERQI sought to increase the modal shift towards public transport through increasing the quality of the delivered services; and so, implemented measures for improvement of the local public transport. There was a strong collaboration with the local transport operator when implementing the improvement measures. The improvement measures were defined based on the data gathered from the passengers.

• Relevance to the MOBI project

- a) The recruitment of players in MOBI will require additional efforts if not organised properly. The MOBI partners should keep in touch with organisation/clubs/clusters of interested players and have one contact person from each one of them. For example, if the company has a biking club, the MOBI partner should keep in touch with their coordinator, not to address each club member separately.
- b) Players who cannot participate on-line should have an alternative. In ENERQI, EAP provided paper questionnaires for people who do not have access to the internet – i.e. elderly people. NOTE: procession of paper materials is difficult and burdensome!
- c) Communication with single players is important. No matter how vast the campaigns are, if there is not a big award for the “winner” nobody would be interested.

• Project Results

- Four reports on the quality status of the public transport in Plovdiv were made
- Improvements: *Optimization of routes and vehicles, Personnel training for PRM assistance, Introduction of a pilot SMS-ticketing system, Wi-Fi service on board the buses, Recognizable branding of the HebroBus vehicles and personnel, Routes information on-board, Trash bins on-board*
- Passengers directly involved
- Trained observers of the quality (students from technical school)
- three municipalities interested to adopt ENERQI
- Quality observations in Plovdiv are still active, and improvements in the public transport are being made according to the data gathered.

• Lessons learned:

1. Sustainable transport (if relevant)

- a) Presenting the results to the participants in the process (observers, public transport authorities, local authority) keeps their interest and encourages them to participate in long term.

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant)

- a) Motivation to participate is kept through big awards – flash drives, branded hats, stationary do not work for long-lasting motivation.

3. Communication/consultation/engagement and working with target groups and other local stakeholders (if relevant)

- a) Showing to the Public transport operators the benefits of participation is a key step towards getting their agreement to participate.
- b) Data for the modal shift can be obtained through the public transport operators.

4. Marketing / promotional (if relevant)

- a) Joined campaigns are better than just partner-designed campaign.

5. Regulatory frameworks / data protection / online tools (if applicable) n/a

6. Policy instruments and measures (if applicable) n/a

7. Project management (if applicable)

- a) Collaboration with representative of the Public transport operator is needed to exchange data.

8. Monitoring and Evaluation (if applicable)

- a) The reporting was on 3-monthly basis with a month for review and evaluation.



Project name: **ISEMOA** (www.isemoa.eu)



- **Project duration:** 36 months (18.05.2010 - 17.05.2013)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** FGM-AMOR (coordinator), TUD, ETT, UIRS, Sinergija, URTP, EAP, ENU, ITS, M21, Trivector, Uni Zilina, SECAD, BSRAEM, ECUBA, TAS, IEP, AGEAS, NP.
- Brief summary overview of the project including project aims, objectives and goals:

The **ISEMOA** project was aimed at developing a quality management system (QMS) for the accessibility in the public space and transport. The consortium tested the ISEMOA QMS and produced Action plans for improving the accessibility in 19 test sites. By providing better accessibility, the demand for private vehicles will be decreased in favour of increase for the sustainable modes of transport (biking, walking etc.).

EAP coordinated a team of experts from the municipality of Plovdiv, representatives of the PRM organisations and public transport operators, and thus developed the Accessibility Improvement Plan.

• Project Summary:

The **ISEMOA** project sought to achieve better energy efficiency through facilitation of seamless mobility chains. These could be made through provision of sustainable means of transport and decreasing the physical barriers in the public space and transport.

• Relevance to the MOBI project

- a) Coordination with local authorities will be essential for the MOBI project.

• Project Results

- The first Bulgarian Strategy and Action Plan for Accessibility Improvements signed by the local authorities.
- Municipal representative trained to implement the ISEMOA QMS which is a key factor in the long term implementation and evaluation of the accessibility action plan.

• Lessons learned:

1. Sustainable transport (if relevant) **n/a**

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant) **n/a**

3. Communication/consultation/engagement and working with target groups and other local stakeholders (if relevant)

- a) When involving local authorities, the benefits of implementing a tool must be clear for them.
- b) The involvement of local authorities must come from major municipal stakeholders – mayors, vice-mayors, etc. They are supposed to appoint a contact person.
- c) Involvement of more municipal representative through interactive meeting is essential

4. Marketing / promotional (if relevant)

5. Regulatory frameworks / data protection / online tools (if applicable) **n/a**

6. Policy instruments and measures (if applicable) **n/a**

7. Project management (if applicable) **n/a**

8. Monitoring and Evaluation (if applicable) **n/a**



Project name: **BAMBINI** (<http://www.mobile-bambini.eu>)



- **Project duration:** 36 months (01.06.2009 - 31.05.2012)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** FGM-AMOR (coordinator), CZR/CHD MS, M21, DTV, BAJO, ABMEE, AGAS, EAP, LHM-KVR, REACM, ARENE, Hisar.
- Brief summary overview of the project including project aims, objectives and goals:

The BAMBINI project focused on the children as a road to the sustainable transport future. By producing products and events for children, the project sought to motivate the industry to turn towards production of sustainable products and bet on the sustainable future. Through numerous campaigns and promotion of various products, the BAMBINI project succeeded to raise the mobility topic as an enjoyable one.

• Project Summary:

The BAMBINI Project set the start of a new generation among young children and their parents focused on the sustainable energy development.

• Relevance to the MOBI project

- a) Procuring the idea of the sustainable development as a fun and enjoyable activity among institutions, organisations, and wide public.

• Project Results

- Two children's books – Bambo The Cyclist and Cycling Marathone, the Bambo The Cyclist song, a theatrical performance "Bambo The Cyclist"
- Bambo-branded children's products (puzzles, colouring pictures, memory games, etc.)
- Two events "Children's play street" with wide public attention (co-organised with two municipalities) - kindergartens using the products – kids reading the books, and singing the BAMBO song

• Lessons learned:

- 1. Sustainable transport** (if relevant)
 - a. The sustainable transport should be presented in a fun and enjoyable way. Small awards and promotional pieces should be appropriate for the public.
- 2. Gamification (e.g. public acceptance, motivation, changing behaviour)** (if relevant) n/a
- 3. Communication/consultation/engagement and working with target groups and other local stakeholders** (if relevant)
 - a) Co-organising events with local authorities can be done within a bigger initiative – for example, Mobility Week, national event, bike marathon, local sustainable development initiative.
- 4. Marketing / promotional** (if relevant)
 - a) See 3
- 5. Regulatory frameworks / data protection / online tools** (if applicable) n/a
- 6. Policy instruments and measures** (if applicable) n/a
- 7. Project management** (if applicable) n/a
- 8. Monitoring and Evaluation** (if applicable)



- a) Events related to wide public need careful evaluation of the satisfaction of the visitors with the event. The follow-up (how many of the visitors got into the game) is crucial; if the response rate after event is really low, adjustment of the organisation of the promotional event is needed!

Project name: **TRENDYTRAVEL** (www.trendy-travel.eu)

- **Project duration:** 36 months
- **Project funding:** Intelligent Energy Europe
- **Project partners:** Cork City Council (coordinator), AGEAS, Modellschule, PMO, FEMMO, FGM-AMOR, SIU, EAP, NS, OKI, MARTIN, VHCB, BUS Consulting
- Brief summary overview of the project including project aims, objectives and goals:

The TrendyTravel project was targeted at proving that the sustainable travel can be attractive and fun. Its activities promised to satisfy the emotional needs of the travelling people, and ensured substantial energy and cost savings, and emissions reduction.

• **Project Summary:**

The TrendyTravel project produced concepts and materials that reflected the emotional side of sustainable travel.

• **Relevance to the MOBI project**

- a) The approach towards proving that sustainable modes are better than the conventional single passenger trip is essential. This proof is a cornerstone when procuring the sustainable transport modes among users. **TrendyTravel** gives tips on how to assure single and corporate users that changing their behaviour will not alter the comfort of their trip.

• **Project Results**

- A survey on the interest and demand for a bike lane connecting the city centre and the outskirts high schools (consequently, the city of Plovdiv build a bike lane)
- The booklet "20 good reasons for cycling"
- Numerous bike campaigns and events
- Increase in the everyday travels by bikes

• **Lessons learned:**

1. Sustainable transport (if relevant)

- a) Sustainable transport has emotional side and does not alter comfort. Materials related to promoting sustainable travel are colourful, intriguing and funny. Along with them, reasonable facts and numbers should be given.

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant)

- a) Campaigns related to sustainable travel should include tests of bikes, test rides of e-cars, free public transport tickets; thus, the users are more motivated to adopt new travel behaviour.

3. Communication/consultation/engagement and working with target groups and other local stakeholders (if relevant) **n/a**

4. Marketing / promotional (if relevant) **n/a**

5. Regulatory frameworks / data protection / online tools (if applicable) **n/a**

6. Policy instruments and measures (if applicable) **n/a**

7. Project management (if applicable) **n/a**



8. Monitoring and Evaluation (if applicable)

- a) Campaigns need careful evaluation as they give feedback on the interest and demand for certain actions.

Project name: **PRO.MOTION**

- **Project duration:** 36 months
- **Project funding:** Intelligent Energy Europe
- **Project partners:** Det Gronne Hus (coordinator), CRAN, EAP, PMO, MENDES, ARENE, GYOR, AGEAS, AUTROLIS, RIGA, MARTIN, HRADEC KRALOVE, ARPE, TRNAVA, IAR, GEA, SINERGIJA, NASURSA, WOLF.
- Brief summary overview of the project including project aims, objectives and goals:

The Pro.Motion project targeted the households and their potential to change their travel behaviour. It used technical (architectural planning, road planning, organisational measures, etc) and soft approaches (campaigns, information).

• Project Summary:

PRO.MOTION aimed to create new market opportunities, the enlargement of the group of active actors, the creation of awareness/change of perception in the main target groups to the topic and for each other, a knowledge transfer from other fields of transport, the creation of competence and knowledge amongst the stakeholders and a large scale dissemination of results and products.

• Relevance to the MOBI project

- a) In Bulgaria, EAP established one of the first websites for carpooling. Wide public had to be attracted to the new product, and begin to use. MOBI can benefit from the lessons learned for procuring new product that will eventually change the wide public transport behaviour.

• Project Results

- The carpooling website 3na100.com
- Campaigns, leaflets, brochures, TV spots etc., for promoting the new product
- Constant increase in the wide public 3na100.com

• Lessons learned:

1. **Sustainable transport** (if relevant)
 - a) The travel behaviour change is difficult, but once introduced, it increases.
2. **Gamification (e.g. public acceptance, motivation, changing behaviour)** (if relevant) **n/a**
3. **Communication/consultation/engagement and working with target groups and other local stakeholders** (if relevant) **n/a**
4. **Marketing / promotional** (if relevant)
 - a) When promoting new product use as many as possible information channels – newspaper articles, TV spots, radio shows, social networks, open air events.
5. **Regulatory frameworks / data protection / online tools** (if applicable) **n/a**
6. **Policy instruments and measures** (if applicable) **n/a**
7. **Project management** (if applicable) **n/a**
8. **Monitoring and Evaluation** (if applicable) **n/a**



Project name: **ENERGY NEIGHBOURHOODS 1,2**

- **Project duration:** 36 months (26.04.2011 – 25.04.2014)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** BSU (coordinator), GEA, BBL, EAP, PRIO, CRES, GreenDependent, TEA, ECUBA, Ekodoma, KAPE, ALEA, ZRMK, AER, ESS, SWEA
- Brief summary overview of the project including project aims, objectives and goals:

The Energy Neighbourhoods 1,2 sought to achieve energy consumption reduction in households by giving them pieces of advice on savings. The participants played in teams led by an energy master. The neighbourhood with the most savings won a trip to Brussels.

• **Project Summary:**

The Energy Neighbourhoods 1,2 project aimed at achieving energy savings through giving participants energy tips.

• **Relevance to the MOBI project**

- a) Combining people in teams and giving them awards taught lessons useful to MOBI.

• **Project Results**

- N/A

• **Lessons learned:**

1. **Sustainable transport** (if relevant) **n/a**
2. **Gamification (e.g. public acceptance, motivation, changing behaviour)** (if relevant)
 - a) Presenting energy savings as an easy and fun activity is essential. Participants find it easier when having tips on how to optimise their energy consumption. Giving them results (numbers, i.e. saved money or CO₂) is essential to keep them interested and willing to play.
 - b) AWARDS should be big enough to motivate them to participate – in EN1,2 the winner's award was an excursion; small awards do not motivate people.
3. **Communication/consultation/engagement and working with target groups and other local stakeholders** (if relevant) **n/a**
4. **Marketing / promotional** (if relevant) **n/a**
5. **Regulatory frameworks / data protection / online tools** (if applicable) **n/a**
6. **Policy instruments and measures** (if applicable) **n/a**
7. **Project management** (if applicable) **n/a**
8. **Monitoring and Evaluation** (if applicable) **n/a**



Belgium

Project name: **Mobi@M21**

- **Project duration:** 4 months (06.2011 - 10.2011)
- **Project funding:** Own
- **Project partners:** DTV-M21
- Brief summary overview of the project including project aims, objectives and goals:

Testing the project for Belgium.

• Project Summary

Testing the existing Dutch game on its relevance for Belgium.

• Lessons learned

- 1. Sustainable transport (if relevant)**
 - a) Good to have work related travel targeted as well.
 - b) Short home-work distances don't give much points, this is not really motivating, although live where you work (or work were you live) is very important in sustainability. A bonus could help, as for working at home.
 - c) Some people are hard to convince, so very personal support can help for these employees.
 - d) Give employees time and support in looking for alternatives for the car.
- 2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant)**
 - a) Easy and fun = important. Try to keep it as simple and transparent as possible.
 - b) Nice lay-out
 - c) Summer season is not a good period to play because of the holidays of all colleagues. It less motivating to play then.
 - d) A clear end of the registration period is needed.
 - e) Make sure that the registration of travel behaviour is not too time consuming.
- 3. Communication / consultation / engagement and working with target groups and other local stakeholders (if relevant)**
 - a) Personal coaching (reminders, awards, incentives) were found very positive. The suggestion was made to do even more with this.
 - b) An easy to understand help desk system
 - c) Be sure to be as country specific as possible in an EU-project (in translation, if possible adding or removing travel modes)
- 4. Marketing / promotional (if relevant)**
 - a) Personal marketing is important.
 - b) The responsible person in the office has the responsibility to keep the game alive during the 6 months.
- 5. Regulatory frameworks / data protection / online tools (if applicable) n/a**
- 6. Policy instruments and measures (if applicable) n/a**
 - a) Show opportunities (country specific) to give structural or financial support to companies to enhance sustainable travel behaviour.
- 7. Project management (if applicable) n/a**
- 8. Monitoring and Evaluation (if applicable) n/a**

• Project Results

n/a

• Contact:



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Project name: **BAMBINI** (<http://www.mobile-bambini.eu>)



- **Project duration:** 36 months (01.06.2009 - 31.05.2012)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** FGM-AMOR (coordinator), CZR/CHD MS, M21, DTV, BAJO, ABMEE, AGAS, EAP, LHM-KVR, REACM, ARENE, Hisar.
- Brief summary overview of the project including project aims, objectives and goals:

The BAMBINI project focused on the children as a road to the sustainable transport future. By producing products and events for children, the project sought to motivate the industry to turn towards production of sustainable products and bet on the sustainable future. Through numerous campaigns and promotion of various products, the BAMBINI project succeeded to raise the mobility topic as an enjoyable one.

• **Project Summary**

Awareness rising about socialisation towards soft mobility modes (walking, cycling, bus, train) is possible and crucial. The project aimed to reach a large target group of young families (parents and children between 0-6 years). The central focus and goals:

- Motivate appropriate economy producing merchandise for infants
- Communicate the issue of using alternative transport to current and future parents, children and educators.
- Create specific motivational programmes for children in kindergartens.
- Integrate the aims and schemes of the BAMBINI project into training courses and general education of child pedagogues
- Develop processes and modes of operation in order to enable the transformation of streets and squares in residential areas into play streets and traffic-calmed areas.

The ultimate outcomes of the project included:

- The development of innovative ways in which to introduce sustainable mobility to a variety of target groups in early childhood
- To realise a number of applications and actions that contribute to a positive mind-set towards sustainability for future generations.

Summary of five application areas, end target groups and description of tasks

Application area	End target group	Description of application area tasks
1	Parents and children ages 0-6	To develop and produce toys and books depicting sustainable means of transport. To stimulate industry production of toys and books depicting sustainable mobility.



2	Future parents	<p>To promote use of alternative transport in pre-birth courses.</p> <p>To provide information during pre-birth courses on tools for sustainable mobility.</p> <p>To communicate issues related to alternative transport (such as the costs of purchasing a second car).</p>
3	Parents and children ages 1 ½ to 3	<p>To motivate parents to transport children to and from the nursery using sustainable means of transport.</p> <p>To develop motivational programmes for children in nurseries through stories, rituals, games and toys.</p> <p>To integrate BAMBINI topics into training courses of pedagogues.</p>
4	Parents and children ages 3 to 6	<p>To motivate parents to transport children to and from kindergarten using sustainable means of transport.</p> <p>To develop motivational programmes for children in kindergartens through stories, rituals, games and toys.</p> <p>To integrate BAMBINI topics into training courses of teachers.</p>
5	Local leaders, parents and children ages 0-6	<p>To develop processes and initiate projects enabling the transformation of streets and squares into playing streets and traffic-calmed areas.</p> <p>To raise awareness, inform and train city administrations – through city and project networks – with regard to the issue of designing special road space for children.</p> <p>To raise awareness of the importance of child suitable road design and traffic socialisation in teachings at university (traffic and pedagogue).</p>

• **Relevance to the MOBI project**

The target group is more or less the same, only targeted from a different angle – their own work/company instead of through their children in school/crèche/spare time. Lot of the questions and issues will be the same (I have to drop off my children at school first; I can't carry three children on my bike, etc.)

• **Project Results**

Key results (e.g. increase in the number of sustainable trips)

We estimate that BAMBINI has saved 3.650.828 litres fuel, 8.519 tons of CO2 and 12.169.426 milo euros.

Key Outputs

6 new toys with a focus on energy efficient transport, a bath book, two story books, a tactile toy and identification boxes, Training workshops for the different target groups (midwives, crèches, kindergartens), Bambini boxes with materials for schools and crèches to use in school, organising of playing streets and development of home zones.

Key Outcomes

During the project, at least 2642 professionals (pre-birth trainers, educators, kindergarten teachers) were trained in the BAMBINI philosophy. In total 8314 pre-birth classes, crèches and kindergarten classes have implemented BAMBINI during the project's life-time. At least 5839 of them are willing to include BAMBINI in their regular courses and activities, ensuring a long-term effect of BAMBINI. Through BAMBINI at least 132.379 parents and children have been reached by the many courses, actions and activities targeted at future parents and parents of children aged 0 till 6.

D2.1: Short inventory of lessons learnt



• **Lessons learned:**

1. Sustainable transport (if relevant)

- a) Important to reach the target group not only through intermediates (Bambini: teachers and child care takers, Mobi – company management), but also direct contact with the target group is needed (Bambini: families – Mobi: employees).
- b) Taking people out of their cars, onto bikes or busses takes a lot of time and effort. In some countries there is already a bicycle culture in others not. Constant efforts spread over a long time are needed.

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant) **n/a**

3. Communication / consultation / engagement and working with target groups and other local stakeholders (if relevant)

- a) Listen to burdens and concerns and do something with it, otherwise people won't believe they can change.
- b) Give them the opportunity to try something; afterwards they will be more willing to do it more regularly.
- c) Use direct marketing.

4. Marketing / promotional (if relevant)

See above

5. Regulatory frameworks / data protection / online tools (if applicable) **n/a**

6. Policy instruments and measures (if applicable) **n/a**

- a) It takes a long time to change something politically. You should start with it at the beginning of the project and work together with policy makers during a long time.

7. Project management (if applicable)

- a) Stay on top of things! Use the momentum.

8. Monitoring and Evaluation (if applicable)

- a) We used the Max-sumo method what in this case was the most useful to estimate the actual behavioural change. With the MOBI website this is less necessary.

• **Contact:**

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United Kingdom

Project name: **RUTLAND COUNTY BUSINESS TRAVEL PLANS**

www.travel4rutland.co.uk/x.jsp;jsessionid=9DA7AB4976B42DD4F03163FE85BC8FD3?ano=0

- **Project duration:** 12 months (12.2010 - 12.2011)
- **Project funding:** Grant funding secured to promote sustainable travel initiatives in rural locations
- **Project partners:** WYG was the lead partner responsible for delivering the project on behalf of Rutland County Council.
- Brief summary overview of the project including project aims, objectives and goals:

The project involved introducing sustainable travel initiatives to key employers within the county of Rutland. Businesses were offered a bespoke Travel Plan along with advice on marketing, measures, monitoring and recommendations for the Travel Plan Coordinator.

The rural nature of Rutland and limited infrastructure to encourage sustainable travel made it a particularly challenging area to promote sustainable travel.

The project formed part of a wider Sustainable Travel initiative for Rutland including producing a Travel Plan for Rutland County Council, implementing a car sharing database, reviewing council policies including 'car allowances' and mileage rates.

• Project Summary:

Following a successful bid, Rutland County Council secured grant funding to introduce sustainable travel initiatives in a rural setting where walking, cycling or public transport may be more challenging than a typical urban area. As summarised above the main aim of the project was to introduce and encourage sustainable modes of transport to commuters working in Rutland. Although the project was made up of a number of different elements, a key part was preparing a voluntary Travel Plan for employers. Businesses were initially contacted through local business forums such as the Chamber of Commerce and other industry led events. An initial meeting was held with key representatives from the companies to discuss the nature of their business and the stages of implementing a Travel Plan. WYG highlighted the benefits that a successful Travel Plan can bring, including:

- Financial savings;
- Health benefits;
- Employee welfare; and
- Improved air quality – benefiting the environment.

Once the businesses were engaged, detailed surveys were carried out at each location and summarised using GIS software. GIS was also used to carry out a wide range of other analysis of staff/visitor journeys, including journey purpose, modes of travel and personal preferences. It also helped to quantify the existing problems and potential solutions at each site.

From the beginning it was recognised that car sharing was likely to be a key initiative that could help reduce single occupancy car trips. With this in mind an on-line car sharing database (Travel For Rutland) was set up during the early stages of the project. The on-line database was accessible for all employers in Rutland.

• Relevance to the MOBI project

- a) The importance of engaging staff early in the process to explain the project's aims and objectives and highlight the positive elements. The need to make it clear that there is no intention to 'punish' car drivers but to encourage and support change for those that want to try new modes or a healthier travel option.
- b) Difficulties in obtaining individual survey responses may be an even bigger challenge when seeking commitment to a long term reporting process such as that required within MOBI, as such there is a need to identify 'hooks' to initially engage individuals and then maintain their interest and involvement over a long period.
- c) The need to identify the right incentives or packages of incentives.



• Project Results

Travel Plan Monitoring reports are not available.

• Lessons learned:

- a) **Engaging employers** in the first instance was found to be extremely difficult. Employees were very defensive, and felt that their car parking spaces were being taken away or that there was a hidden agenda. This is despite stating that a Travel Plan is not an anti-car policy and that in this instance not mandatory. Free benefits and incentives without any obligation was considered to be 'suspicious'.
- b) The survey response rates at some of the businesses were less than what we had anticipated. An **incentive/prize** could be given to encourage the level of responses.
- c) Some of the businesses did not fully embrace the Travel Plan process and as such it was very **difficult to extract the relevant information**.
- d) Those businesses that did fully commit to the Travel Plan seemed to appreciate that a number of the incentives were not exclusively transport based, (i.e. health and financial benefits).

Project name: SPiRiT QUARTERS (COVENTRY) TRAVEL PLANNING

- **Project duration:** 6 months (01.2010 - 06.2011)
- **Project funding:** Private Sector Funding as part of a major city regeneration project
- **Project partners:** WYG was the lead partner responsible for delivering the project. Other project partners included Coventry City Council and the development consortium delivering the Spirit Quarters area regeneration. Support was also provided by local service providers including bus operators, health & fitness centres and retailers.

- Brief summary overview of the project including project aims, objectives and goals:

The Spirit Quarters project is a major brownfield regeneration project rebuilding a large and previously deprived area of Coventry, providing over 3,500 new homes and supporting facilities.

An important aspect of the Spirit Quarters project is to ensure that the development is sustainable and residents can travel sustainably.

• Project Summary:

As outlined above a major element of the project was the promotion of sustainable travel options, with a particular challenge being that the residents moving into the new properties were made up of a mix of existing residents (being re-housed as part of the project) and new residents moving into the area, providing two groups with quite different priorities and needs.

As such the project was made up of a number of elements:

- a) Traditional travel planning, involving contacting new householders as they move in and promoting available sustainable travel options.
- b) The promotion and marketing of locally available facilities and services, encouraging residents into a pattern of using these accessible facilities from an early stage, resulting in greater numbers of local walking and cycling trips (and sometimes shorter car journeys than might otherwise be undertaken).
- c) Providing suitable incentives (both to use available facilities and more specific incentives to encourage the completion of voluntary travel surveys).

D2.1: Short inventory of lessons learnt



- **Relevance to the MOBI project**

- a) The benefits of keeping information provision and inputs as simple and as quick as possible.
- b) Ensuring that the reasons for the project are transparent and clearly articulated to users.
- c) There could be some benefit in providing a range of potential benefits and incentives, not necessarily purely / directly related to sustainable transport. This may help to incentivise further those who already travel sustainably and who otherwise may not see the benefit of participation (e.g. in the same way that existing local residents who already used local facilities were more keen to be involved when they were introduced to a wider range of local offers and opportunities in the Spirit Quarter project).
- d) Travel surveys can provide a very valuable source of data, asking the key questions that are relevant to the local organisations, employers & authorities (e.g. using a poll mechanism) could add a lot of potential value and helps to ensure support for the project.

- **Project Results**

At present the project is too recent for results to be available.

- **Lessons learned:**

- a) Making an **effective initial contact** with residents when they first moved in was extremely important. At the start of the project initial contact was not as successful as hoped, with residents being distrustful of the process, being unsure as to the reasons for the travel surveys and whether there were hidden or future cost implications. Being provided with free benefits and incentives without any obligation was also considered to be 'suspicious'.
- b) Providing too much or too detailed information to residents took longer to explain and was not considered user friendly, resulting in much of the initial information appearing to go unread. A doorstep discussion of no more than 2 minutes tended to be received the best. The **use of a simplified booklet**, which was largely visual (using maps and images) to explain the available local facilities and sustainable travel options was found to be more effective as was the use of online rather than paper based options for travel surveys.
- c) The project only allowed for a very limited budget for providing incentives for participation. As such before the project was undertaken contact was made with a wide range of **local suppliers** (e.g. health facilities, retailers, gyms & public transport operators), who provided discounts, passes and health centre memberships free of charge. Whilst the project did not actively market or promote these organisations, most local organisations saw encouraging new residents to use their facilities as a very positive opportunity.
- d) Many residents seemed to appreciate that a number of **the incentives were not exclusively transport based** (i.e. traditional measures such as cycle discount, bus passes etc – although these were also provided). The provision of other incentives related to local retail or fitness facilities helped provide a wider range of benefits, whilst also encouraging sustainable travel less directly through an increased use of local and accessible facilities.
- e) A further challenge was ensuring that **existing residents also became involved in the project**, with many expressing the view that they were already aware of local facilities and travel opportunities. The use of the wider range of offers and incentives from local providers proved to be helpful as existing residents could consider using local facilities they may have not yet tried or experienced without cost.
- f) In order to ensure that the project was fully supported by the local authority a number of the questions in the travel survey were modified to fit in with the Council's future aspirations for the area. The survey of such a large potential population was seen as an **opportunity for the local authority to gain valuable travel data**.



- Project name: **BRAUNSTONE HEALTH AND SOCIAL CARE CENTRE TRAVEL PLAN**
- **Project duration:** 5 years (2007-2012)
- **Project funding:** N/A
- **Project partners:** WYG was responsible for delivering the project, working with the centre manager and the local Authority Travel Plan Officer.
- Brief summary overview of the project including project aims, objectives and goals:

The project involved providing travel plan support for a new combined medical and social health community facility in Braunstone over a 5 year period.

The project required support from the senior management team to encourage staff to complete their travel surveys and maintain interest in both the travel plan and available sustainable transport options over a lengthy time period.

• **Project Summary:**

WYG was commissioned to provide a Travel Plan Coordinator (TPC) to support the health centre in delivering and monitoring the site's Travel Plan over a 5 year period. This required coordination with the local authority to advertise locally available sustainable transport options and activities, working with the site management on the promotion of sustainable transport options and carrying out staff and visitor travel surveys and questionnaires.

The project was particularly challenging due to the type of facility in question, with visitors to the site often being elderly or unwell and with staff often requiring vehicles to carry out home visits and health checks. This made the promotion of several modes of sustainable transport very difficult as walking and cycling were often not considered to be a viable option by either staff or visitors.

• **Relevance to the MOBI project**

The main issues considered to be relevant to the MOBI project are:

- a) The importance of active support from management, enabling MOBI to be effectively advertised within any participating organisation and ensuring that sufficient supporting marketing and promotional activities can be undertaken to maintain interest over a relatively prolonged period.
- b) Building an early relationship with other partners, such as local transport authorities. This helps with the coordination of the specific activities undertaken at the individual site with any wider activities or opportunities in the area and can lead to access to a range of free (or discounted) sustainable travel incentives and promotional materials.
- c) The value of being able to evolve the messages that are delivered through the MOBI project based upon the monitoring and review of both the weekly travel diaries and the responses received to any polls.

• **Project Results**

1. The travel plan was in place over a 5 year period and there was a reduction of approximately 10% in the number of single occupancy car journeys to and from the site by staff. This reduction stayed relatively consistent throughout the period of the travel plan and was considered to be a positive result given the type of facility in question.
2. The centre was successful in rationalising on-site parking and introducing a number of supporting initiatives including healthy lunchtime walks and cycle rides.



3. The project resulted in strong links between the centre management and the local authority's TPC. The good relationship resulted in sustainable travel gains maintained in the longer term after the Travel Plan formally ended.

- **Lessons learned:**

- a) The key to the successes achieved by the project was the **very active and positive participation of the centre management staff**. They were keen to explore different options and approaches to promoting sustainable transport throughout the project, using notice boards, email circulars, newsletters and posters which were changed regularly to keep up interest.
- b) **The development of a strong working relationship with the local authority** from the outset of the project was also very important. They provided staff incentives (including practical smaller items like pedometers) and a range of regularly updated travel information and promotional material, which helped to keep the marketing side of the project up to date.
- c) As the monitoring was carried out over a long period there was scope for **the promotion of sustainable measures to evolve throughout the lifetime of the plan**, for example the promotion of car sharing became more important as a result of early surveys showing walking and cycling as not being practical for some of the workforce.

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ROMANIA



Project name: **BAMBINI** (<http://www.mobile-bambini.eu>)

- **Project duration:** 36 months (01.06.2009 - 31.05.2012)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** FGM-AMOR (coordinator), CZR/CHD MS, M21, DTV, BAJO, ABMEE, AGAS, EAP, LHM-KVR, REACM, ARENE, Hisar.
- Brief summary overview of the project including project aims, objectives and goals:

The BAMBINI Project aimed at changing the current mobility behaviour of the population that favours car use. This was achieved by targeting children (age 0-6) and their parents. Conditioning in favour of the car starts early and thereby creates a very emotional link. To counteract this, BAMBINI addressed key actors from the baby & child merchandise industry, child care facilities, educational bodies and municipalities, to work together in bringing about a shift from the present socialisation of babies & children towards more sustainable mobility.

• Project Summary:

There are 50 public kindergartens and several private kindergartens in Brasov. To ensure that the message reached a broad segment of the target group ABMEE selected large public kindergartens and also presented BAMBINI at Brasov Children's Club (pre-school).

The BAMBINI activities started in 2009, when ABMEE and the Puppet Theatre in Brasov created a puppet show for children, in order to launch BAMBINI to the public. In 2010 we were invited to present BAMBINI at Brasov Children's Club. In 2011 we went on a tour, in 15 kindergartens in Brasov, to teach the teachers how to actively involve 0-6 children in clean and energy efficient transport, but most important how to prepare children to change theirs and their parent's mobility behaviour, as an attempt for a better life and cleaner environment.

Each kindergarten received wooden toys especially created in order to transmit the BAMBINI messages, promotion materials (posters, leaflets and information materials) for creating an Info Point destined to parents.

The staff of the kindergartens was instructed and encouraged by ABMEE to deliver the BAMBINI message and concepts to both children and parents. For the latter ABMEE's staff presented some fun activities that could be used to promote sustainable transport to children (games, songs etc.)

• Relevance to the MOBI project

The Bambini project focused on the shifting from a car based culture to a more sustainable approach in transport, mainly regarding children and their trips from and to school/kindergarten. This consisted of presenting alternative modes of transport to parents, teachers, children and other relevant actors, as well as creating a frame for promotion (via materials – books, postcards, leaflets etc. and interactive activities meant to stimulate and involve children).

• Project Results

- Overall the BAMBINI event was received positively by the vast majority of the participants.
- The actions directly reached 202 educators (participants at the seminars and presentations) and 307 educators overall (staff of the kindergartens). A total of 3378 children were the core target of the BAMBINI activities with almost 50% of them receiving BAMBINI materials (toys, stickers, books, BAMBINI activity kits or postcards).
- The parents and citizens received information on the BAMBINI project via materials distributed (350 leaflets and 350 business cards in medical centres; 450 leaflets & 450 business cards in kindergartens) and



via interviews (10 interviews for local TV and press) and 3 TV shows where ABMEE's staff attended and presented BAMBINI.

• **Lessons learned:**

1. Sustainable transport (if relevant)

- a. The sustainable transport options must be presented clearly to participants. In the case of BAMBINI we presented the sustainable options to teachers and parents in presentations and to children using games, books and other materials designed for them.
- b. An initial research on the availability and access to different transport modes (buses, bikes, walking) was crucial – for all BAMBINI kindergartens we checked if there are bus stations near the premises that can be easily accessed by children, if they have a clearly signalled walking route available, if bike stands are installed and if these are secured, if there are bike lanes that can be used to go to the kindergarten etc.

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant) **n/a**

- a. In the BAMBINI we used one of the materials designed by ABMEE – the BAM and BINI book (a boy and a girl, that go to kindergarten each day by a different alternative transport mean) – to involve children and create a mini game: each page of the book consisted of an activity for kids (join the dots, colour by numbers, puzzle, labyrinth etc.) and presented a different sustainable transport mode (walking, cycling, skating, using the bus and the tram etc.). After completing all the exercises in the book the children would detach the pages and arrange them in their own way, thus creating their own story on how BAM and BINI go to kindergarten. The book was such a big success, that people ask us today to develop a second edition.

3. Communication/consultation/engagement and working with target groups and other local stakeholders (if relevant)

- a. Having the municipality as a backer was very important from the get go. The mayor took part in the opening ceremony and this had a positive effect on the kindergarten representatives who got involved in the project.
- b. During our tour in Brasov kindergartens, we met so many educators, pedagogues and teachers. They, as professionals, have so many things to say. Their entire experience is a base we needed to get started from. Even if we were familiar with the BAMBINI concepts and had so many informational material, instruments, toys, books, ideas, still, people who work directly with kids know shortcuts, they know the right paths to the understanding of children.
- c. Interactively working with kindergarten staff was another lesson in the project. Because we were totally open and maintained contact with the institutions involved in the project, due to the fact that we were able to convince them about the benefits of BAMBINI and to answer all of their questions, the kindergartens brought other kindergartens in the project by sharing materials, toys and information with them. The biggest surprise was linked to the kindergarten for hearing impaired. Educators from a BAMBINI kindergarten trained the educators from the Hearing Impaired Centre and this way our messages reached, in silence, these kids with special needs.

4. Marketing / promotional (if relevant)

5. Regulatory frameworks / data protection / online tools (if applicable) **n/a**

6. Policy instruments and measures (if applicable) **n/a**

- a. In the frame of the BAMBINI project we organized a Children Zone event – one of the streets in the city centre was closed for cars for one day and became a playground for children. We organized different contests and had prizes for all the participants and for the winners, the Police department explained safe transport rules to children, each kindergarten displayed their BAMBINI related works and activities etc. Even though the street did not become a permanent Children zone it is now used by the municipality for events and is regularly closed for traffic.

7. Project management (if applicable) **n/a**

8. Monitoring and Evaluation (if applicable)

- b) The evaluation in case of BAMBINI had a double role – to send feedback to the creators of the toys after testing them in kindergartens and to evaluate the overall results of the project. Having a single evaluation



session proved beneficial – the kindergarten staff were keen to transmit what they observed from the children interaction with the toys, while giving feed-back on the results.



THE NETHERLANDS

Project name: **CONNECT** (<http://www.schoolway.net>)

- **Project duration:** 36 months (01.10.2007 - 30.09.2010)
- **Project funding:** Intelligent Energy Europe
- **Project partners:** Austria: Institut für Verkehrspädagogik (IVP); Belgium: Mobiel 21; Bulgaria: Union of Bulgarian Black Sea Local Authorities (UBBSLA); Greece: Centre for Renewable Energy Sources; Hungary: City of Miskolc; Italy: City of Modena; The Netherlands: DTV Consultants; Slovenia: University of Maribor (UM-FG); The United Kingdom: JMP Consultants Ltd
- **Brief summary overview** of the project including project aims, objectives and goals:

The **CONNECT Project** was made up of two separate campaigns; a Traffic Snake Game (TSG) for primary aged pupils and the ECO-TRIP (ET) campaign for secondary aged pupils. The **Traffic Snake Game** is designed to encourage primary school aged pupils to use sustainable modes of travel to and from school. The aim is to avoid single occupancy car use through the promotion of walking, cycling, public transport and car sharing.

The **ECO-TRIP campaign** is built upon a central video project for secondary schools. Pupils are asked to produce a short production to promote sustainable travel within their school communities. The videos are judged by a national and international jury. The ET week also encourages walking, cycling, public transport and car sharing.

Both of these campaigns aimed to achieve the following specific project objectives:

1. Inform children, students and parents of the benefits of travelling to and from school using sustainable modes such as walking, cycling, public transport, school bus transport or carpooling;
2. Teach children to travel safely to school by increasing their knowledge and skills as well as increasing their visibility in the public domain;
3. Encourage children, pupils and parents to travel to school using sustainable modes.

*This best practice sheet concerns the **Traffic Snake Game (TSG)***

• Project Summary:

The concept of the Traffic Snake Game is to encourage primary school pupils to travel more sustainably to school. Schools who sign up to participate received a large five metre long snake banner, large green „dots“ and smaller stickers that depict a sustainable mode of travel. Each class is given five green dots which represent one day of the week. Pupils then have to select a sticker which represents the mode of transport used to get to school and this is put onto the green dot along with their peers' stickers and then placed on to the snake banner. Results were counted by a „showing of hands“ of the pupils, after which the teachers inserted these results in the CONNECT online database.

Schools were encouraged to implement other activities in parallel to the TSG, with suggestions made on the CONNECT website and the manual supplied to teachers. Within the consortium, three countries had already implemented the TSG in previous years, providing valuable experience that was used to design the „train-the-trainer“ programme and a „train-the-practitioner“ training course. Countries with practical experience of the campaign were responsible for taking the lead in developing these training courses as well as training the other project partners. Once trained, the project partners were then responsible for training teachers and other local actors within their respective countries. In all countries the same material has been used to support the campaign, including: a common traffic snake banner, stickers, flyers, posters and a manual.

• Relevance to the MOBI project

Even though the target groups are very different (schools versus employees), the Traffic Snake Game has much relevance for the implementation of the MOBI game:



- Just like TSG was, MOBI is an existing campaign, which already has proven its success (in the Netherlands and Belgium at least). The concept is ready, just needs to be adapted for European use.
- TSG is considered by the EACI as a very successful IEE project, often cited at for example Coordinator training sessions, among others for its good results and its strong evaluation method (much data available).
- In both TSG and MOBI the target group needs to receive materials & instructions and the need to be (and stay!) motivated
- In both TSG and MOBI additional activities can easily be implemented along side the game
- In both TSG and MOBI participants are asked to enter their travel data somewhere online on a regular basis.
- Both TSG and MOBI allow organisations to communicate their interest in sustainability and environmental issues to other stakeholders and the wider general public.

• Project Results

The Dutch results of the TSG over the three years of the CONNECT project show excellent increases in the percentage of sustainable trips between the 'during' and 'before' data. For each year of the campaign this was also maintained for the 'after' data. Schools and pupils were very enthusiastic about the game which was seen as the major success of the campaign in the Netherlands. This was particularly the case with schools that implemented the 'deluxe' version of the game. The main barrier reported in the Netherlands was the difficulty in collecting monitoring data.

In all nine countries, the TSG has been a huge success. Results have shown that the game was easy to implement and school staff had little difficulty in ensuring the game was played. In each country, the campaign managed to increase the percentage of sustainable trips and this year after year. This effect was not limited to the campaign week alone. Three weeks after the campaign the percentage of sustainable trips was still higher in each and every country, in each and every year.

• Lessons learned:

1. Sustainable transport (if relevant) n/a

2. Gamification (e.g. public acceptance, motivation, changing behaviour) (if relevant)

- In TSG there sometimes was a lack of rewards/prizes for pupils at schools. Feedback received from teachers and parents stated that by providing rewards/prizes it would encourage more pupils to change their travel behaviour as they have something to work towards. This also applies to MOBI: employees should be rewarded with prizes. Companies should be encouraged to provide prizes in addition to the ones that the MOBI project partner can provide (give-aways)
- Like with Traffic Snake Game, it can be a strength of MOBI that we use an existing campaign that has already been implemented. Initial weaknesses have been evaluated in the past, meaning that the existing version of the game is already more complete than if we would have started from zero.
- There should be easy instructions and it should be simple to implement. It is also good if the game can be repeated in future years, once they have the experience.
- Additional activities should be easy to implement alongside the game (e.g. combine it with a bike week or e-bike trial or so)

3. Communication/consultation/engagement and working with target groups and other local stakeholders (if relevant)

- An enthusiastic school (or in MOBI's case: company) is the most important criteria for a successful project.
- Just as the training sessions were really important to motivate the schools; in MOBI, the kickoff event of the game in a company is important. It is good to inform people personally and build good relationships.
- Regular reporting on results keeps enthusiasm going
- Both TSG and MOBI let organisations (be it schools or companies) to communicate their interest in sustainability and environmental issues to other stakeholders and the wider general public.



4. Marketing / promotional (if relevant)

- To save the initial set up costs, materials such as banners and posters should be able to be bought in bulk at the beginning of the campaign.
- The materials and activities should be engaging to the target group. In general, people are attracted to campaigns in which they can have active involvement and see their results displayed.

5. Regulatory frameworks / data protection / online tools (if applicable)

- Make it easy for participants to upload data to the website. Problems with registering, navigating the site and the process of entering their sustainable trip data results should be avoided at all cost.
- Emphasise that entering the travel data is not time consuming, but that it is fast and easy. In the TSG teachers often were pressed for time and had difficulty completing all the necessary forms.

6. Policy instruments and measures (if applicable)

7. Project management (if applicable)

- Request feedback from the participants (both the players – in MOBI's case employees- and the organisers – in MOBI's case employers). Communicate positive feedback to as many channels as possible and make it work for you: let enthusiastic organisations (or in Traffic Snake Game's case: schools) encourage other companies to also participate.

8. Monitoring and Evaluation (if applicable)

- Both TSG and MOBI are susceptible to external factors which can affect its implementation and the results received. For example, strikes or extreme weather conditions may prevent participants to travel at all or to travel in a more sustainable way.

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Project name: **CiViTAS MIMOSA – City of Utrecht, Measure 4.1: Mobility Management Policy** (<http://www.civitas.eu>)

- **Project duration:** 36 months (October 2008 – October 2012)
- **Project funding:** 7th Framework Programme (FP7)
- **Project partners:** In the CiViTAS MIMOSA project the cities of Utrecht (NL), Gdansk (PL), Bologna (IT), Tallinn (EST) and Funchal (PT) participated. However, this measure is specifically part of Utrecht, therefore, the specifications of this particular measure will be given, not of MIMOSA as a whole. The partners in this measure 4.1 on mobility management policy were:
 1. The Municipality of Utrecht
 2. The National highways authority Rijkswaterstaat Utrecht (RWS)
 3. The Utrecht Regional Authority (BRU)
 4. The Province of Utrecht
 5. The Mid Netherlands Chamber of Commerce
 6. VNO-NCW Utrecht – employers organisation
 7. GUV and Connexion –public transport companies



- **Brief summary overview** of the project including project aims, objectives and goals:

Since 2007 extensive infrastructural adaptations were implemented and more will be implemented in the coming years in the city of Utrecht. As a result, road capacity drops temporarily on the ring road and on some of the most important entry routes. Due to these road works the city of Utrecht and the national highways authority expected a lot of disruption, traffic delays and a decrease in the accessibility of Utrecht. Also private businesses acknowledged this situation and saw the necessity to act.

To limit the negative impacts on the traffic flows a unique public/private cooperation was set up with the partners mentioned above (called SUB). They implemented (among others) the measure 'Mobility Management Policy' which **aimed at** raising private companies' awareness on urban mobility, at reducing the amount of cars on the roads in Utrecht during peak hours and at increasing the use of alternative transport modes by implementing the free public transport pass, the so-called **UB pass**. UB-pass holders can use the buses and trams in the region and the OV fiets (a rental bicycle). The passes can only be bought by employers.

- **Project Summary:**

The measure was implemented in the following stages:

Stage 1: Development of an implementation plan (2008-2009) to keep the city of Utrecht accessible during the major road works, including a strategy to implement the UB-pass.

Stage 2: Selling of the UB-pass (Since October 2008) Employers can buy UB-passes for their employees online or at the back-office.

Stage 3: Marketing communication plan (end of 2008 - February 2010) SUB developed a marketing campaign called 'Catch the Pass' with the aim of informing commuters about road construction works and introducing the UB-pass.

Stage 4: Realisation of 7 P+R facilities along the ring highway and traffic jam free buses to connect the Parking to the city centre (2009-2010).

Stage 5: Setting up and monitoring of a comprehensive website (2008 - present) to raise attention to the UB-pass.

Stage 6: 3 different Online surveys among UB-pass owners (2009 and 2010) to collect data.

Stage 7: Prolongation and extension of the UB-pass (October 2010)

Stage 8: Green shuttle bus (2011) was introduced as an alternative transport mode between transfer locations like public transport hubs, train stations and park and ride facilities and less well serviced business areas. One or more companies in the same area can order this shuttle (on payment). The shuttle is flexible and decreases the travel costs and space needed for parking places.

- **Relevance to the MOBI project**

- The aims of this measure and the MOBI project largely overlap: raising private companies' awareness on urban mobility, reducing the amount of cars on the roads and increasing the use of alternative transport modes
- The target groups are largely similar: companies. This MIMOSA measure can help MOBI in how to engage these target groups. Lessons in the field of recruitment of the companies and promotion of the measure are useful for MOBI
- This MIMOSA measure was very successful, engaging many more companies than envisaged beforehand and reaching or exceeding other targets as well. The measure was well evaluated and clear drivers and barriers were identified, of which many can now be used for MOBI.

- **Project Results**

- Large number of involved companies (715, even though aim was 600).
- Big number of sold UB-passes (almost 20,000).
- 95% of the respondents on the questionnaire use the UB-pass.
- Almost 60% of the former car drivers (will) use the pass at least three times a week to travel to work.
- The number of cars on the Utrecht main roads to the city centre increased compared to the before situation in 2006. However this was expected, as traffic is growing every year. For the Business as Usual scenario (BaU) a growth of 1.5% was expected each year. Compared to the BaU the traffic during peak hours on main roads to



the Utrecht city centre is 1,200 less. As there are more (MIMOSA) measures aimed at traffic decrease it is difficult to say what the precise impact of the measure was.

- Based on the survey among UB pass owners the estimation is that the impact of the UB-pass is that former car drivers made 885 fewer car trips per day during peak hours (7AM-9AM) on the south-western roads in Utrecht. RWS Utrecht calculated a decrease of 2,880 car trips from 6AM-10AM in 2011 on all the roads in the region of Utrecht.
- From January to September 2012 more than 86,000 trips have been made by the OV-fiets (rental bike in combination with PT).
- 3,927 out of the 4,213 respondents (93%) said they were satisfied with the possibilities the UB-pass offers.
- When the UB-pass will cease most of the former car drivers (63%) will again use the car to travel to work, nevertheless 37% will not use the car anymore thanks to the UB-pass: this means that even after the disappearance of the UB-pass there still will be a positive effect on the usage of sustainable transport modes.

• Lessons learned:

The lessons from this measure that can be useful for MOBI:

1. Sustainable transport

- At companies that are situated close to a central railway station or bus hub, it might be more difficult to achieve substantial CO2 reductions

2. Gamification (e.g. public acceptance, motivation, changing behaviour) n/a

3. Communication/consultation/engagement and working with target groups and other local stakeholders

- When you start with few but large clients you can build a critical mass quickly.
- The “sales” / recruitment process is relatively costly and work intensive, especially with the smaller clients. Most of the organisations and contacts with the clients are now by phone and even better “online”. The client companies pay up front and can themselves keep up to date their employees’ registration and situation changes. This reduced the amount of administration work considerably.
- Once a new client (i.e. company) is on board they are in general loyal.
- Once you get on a larger scale, the project can also be sold more easily.
- Positive attitude on national level - The National road administration (RWS) favoured clearly the introduction of the mobility pass. If you can link MOBI to national initiatives or (new/upcoming) legislation (e.g. on emission reduction) this would be very beneficial.

4. Marketing / promotional

- Promotion by employers association - The employers association VNO-NCV assisted in the promotion of the measure, which helped to bring the product to the attention of the employers. For MOBI this can also be an excellent idea.
- The set up of a strong brand takes time, be aware of this in your management and spend a lot of your efforts on joint communication.

5. Regulatory frameworks / data protection / online tools n/a

6. Policy instruments and measures

- Be aware of the interests of the different partners and use these to decide your strategy, operational management and communication.
- The main issues seem to be in the longer term at the strategic level. Objectives of the different stakeholders might and probably will change. A periodic assessment of the future of the measure is justifiable and necessary.
- Co-financing made it more attractive to companies -The mobility pas is partly financed (40%) by the authorities; therewith it becomes interesting for the employers to offer the UB mobility pass as extra work compensation to their employees. Accordingly, the co-financing has probably led to a higher level of employers’ participation in UB pass. For MOBI, “co-financing” comes from the EACI and there is of course



only a low costs for the companies, which can be stimulating and should be emphasised in communications.

7. Project management

- Try to avoid too many staff changes; try to partly counter this by the creation of a collective memory.
- Start on time, it proved that decision making with multiple organisations and the establishments of contracts take a lot of time.

8. Monitoring and Evaluation n/a

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PORTUGAL

Project name: **PROVIDER - Implementing European on line services for mobility education to save energy**

<http://schoolway.net/>

- **Project duration:** 24 months (01/01/2002 – 31/12/2003)
- **Project funding:** European Commission – Save project.
Project partners: Ökoinstitut Südtirol, FGM-AMOR, FIT, Sustrans, FOLOS, Institut für Landes- und Stadtentwicklungsforschung des Landes NRW, Rhônealpeénergie-Environnement, TIS
- **Brief summary overview** of the project including project aims, objectives and goals:

The objective of the project is to promote energy efficient mobility on a large scale in European schools. In particular this means:

1. Starting the highest number of energy saving youth mobility management projects;
2. Providing results from mobility management pilot projects already locally implemented in Europe;
3. Distributing on-line tools for youth mobility management specific for the different actors in the target group (children and youth, schools, teacher, parents, decision makers, public transport companies);
4. Promoting mobility management in traffic education showing students and teachers that sustainable mobility is fun and at the same time is good to the environment.

The main outputs of the PROVIDER project consist in a Europe wide web platform providing ongoing on-line services to start mobility education and youth mobility management plans and a European network for children and youths related organisations and institutions.

Primarily targeted groups of the project will be children and youths, schools, teachers, parents and their associations, education institutions, youth organisations, municipalities, public transport companies and decision makers.

The main steps of the project are:

1. State of the art survey of children and youths mobility management experiences;
2. Definition of guidelines and on-line tools in the web platform;
3. Establishment of a network of committed schools and teachers.

The Internet platform will be divided into sections that will contain specific instruments (i.e. software for carpooling, bike pooling and walk pooling, educational materials, best practices, regulations, games, competitions) updated by the key actors.

• Project Summary:

- PROVIDER project directly contacted through various means (newsletters, conference, direct mails) around 12.000 schools, 600 municipalities and 20.000 single persons. To those must be added who got in contact with Schoolway.net thanks to partner's initiative.
- PROVIDER platform had around 12.000 page viewed (9.000 time the home page) by around 7.000 different servers for 3.019 gigabytes downloaded, from June 2002 to February 2004. This demonstrates a certain interest for the issue and the relative success of the site.
- Around 4.000 adults and kids participated directly in Schoolway.net dissemination activities (conferences, workshop, events, project). Others were involved in initiatives organised in partnership with Schoolway.net (Climate Alliance events, Walk to school day, etc)
- The mobility survey data in the platform contain results from around 3.300 answers coming from at least 141 classes, plus 55.000 answers coming from the connected UK web site of Young Transnet. The number of classes indicated on the web site is not necessarily correct. Several class' surveys could, in fact, been uploaded together to fasten teacher's work in case of no accessible Internet connection for kids.
- 40 school mobility management projects directly implemented by PROVIDER's partners are presently ongoing or concluded. They involve 57 schools for about 2.500 kids and adults. This number doesn't include the large group of SUSTRANS driven projects in UK.
- Presently, February 2004, around 250 members joined the platform Schoolway.net. They are teachers, schools and municipalities' representatives, education operators directly involved in school mobility management project. A complete and real-time updated member list is accessible on the web site.

D2.1: Short inventory of lessons learnt



44 good links with other project throughout Europe has been established (among them Ministries, Municipalities, International network as Climate Alliance, Walk to school day, and other associations).

- **Relevance to the MOBI project**

It is a project about the promotion of sustainable mobility within a specific type of organizations – schools. Like MOBI it offers tools to promote the use of alternative clean ways of mobility on trips to those organizations.

- **Project Results**

Primary schools started to look in different terms to sustainable mobility and to develop their own school travel plans and implementing dissuading measures regarding parking policies at the rush hour. Schools started to implement their security and safety procedures regarding pupils' safety at the peak hours.

- **Lessons learned:**

- 1. Sustainable transport** (if relevant) Not applicable
 - It must be guaranteed that alternative sustainable options are actually available and known to the target group
- 2. Gamification** (e.g. public acceptance, motivation, changing behaviour) (if relevant) Not applicable
- 3. Communication / consultation / engagement and working with target groups and other local stakeholders** (if relevant)
 - The interest and availability of the staff (teachers or after-school recreation staff) is crucial. Staff with some flexibility within their work activities engaged better
 - The support and active involvement of the management of the organizations (schools) was a factor of success
 - Awareness campaigns to the target group before the implementation of the scheme help to bring a pre-disposition to change behaviour
 - It is important to identify the needs of the target group by direct consultation
 - It might be useful to engage with external parties to guarantee that the mobility options are available and that specific needs are met
- 4. Marketing / promotional** (if relevant) Not applicable
 - The engagement as ambassadors of the project of public figures is important to the success in a status / models driven community (context of Portugal)
- 5. Regulatory frameworks / data protection / online tools** (if applicable)
- 6. Policy instruments and measures** (if applicable) Not applicable
- 7. Project management** (if applicable) Not applicable
- 8. Monitoring and Evaluation** (if applicable) Not applicable

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<http://schoolway.net/> (website was later renewed after the project CONNECT)



Project name: **ENERQI** - <http://enerqi-online.eu/>

- **Project duration:** 3 years (June 2010 – May 2013)
- **Project funding:** European Commission
- **Project partners:** DTV Consultants, TIS, TISSEO, FGM Amor, CRES, Lancashire City Council, URTP, STP Alba Iulia, EAP, POLIS, TISSEO SMTC
- **Brief summary overview** of the project including project aims, objectives and goals:

The project implemented a new public transport quality monitoring approach based on regular quality observations of costumers. The aim was to increase public transport usage in relation to car by better targeting public transport quality improvements

• **Project Summary:**

ENERQI developed an innovative public transport monitoring system based on the existing monitoring schemes in which the quality of public transport is monitored on a regular basis by the customers themselves. This makes it possible to use the monitoring system as a management tool for demand driven quality improvement, instead of the most used supply driven improvement programs.

The main goal of the ENERQI project is: learning by doing and learning by exchanging experiences about the customers' needs and expectations between public transport operators, authorities, passenger organisations and energy agencies in the participating countries. Exchanges between the partners of the ENERQI project is a gateway for the dissemination to all local urban public transport stakeholders in Europe.

The end goal of ENERQI is to increase public transport usage in relation to car – thereby reducing energy consumption and emissions – by better targeting public transport quality improvements.

• **Relevance to the MOBI project**

The point of contact with MOBI is that it tried to engage mobility users in a scheme aimed at promoting sustainable mobility.

• **Project Results**

Key results: An average of 500 public transport quality observers recruited, and 150 observations per month in each site. 7 followers of the project had started or were set to start implementing the scheme.

Key Outputs: A 2% increase of the demand of participating public transport networks was indicatively estimated as a result of the ENERQI process

Key Outcomes: less 1,32 toe/year and 3,76 ton CO2e/year (across 8 sites)

What has changed as a result of the introduction of the project? Most of the participating entities continued to apply the ENERQI quality monitoring approach and several followers were starting to use it. Public transport improvements were targeted or assessed through the monitoring scheme.

• **Lessons learned:**

1. **Sustainable transport** (if relevant)
2. **Gamification** (e.g. public acceptance, motivation, changing behaviour) (if relevant)



3. **Communication / consultation / engagement and working with target groups and other local stakeholders** (if relevant):
 - a. Many public transport users were prepared to cooperate by providing regular observations of their public transport trips.
 - b. To keep them motivated, it was important to give them regular feedback on the monitoring results and incentivising them to cooperate.
 - c. The messages to public transport costumers asking them to participate should be focused on the benefits to them.
 - d. Recruitment of observers through the channels (particularly on board materials) already available to the operators was the most cost-effective approach.
 - e. The recruitment approaches had to be designed according to the specific target groups. The most important distinguishing aspect was internet literacy.
4. **Marketing / promotional** (if relevant)
5. **Regulatory frameworks / data protection / online tools** (if applicable)
6. **Policy instruments and measures** (if applicable)
7. **Project management** (if applicable)
8. **Monitoring and Evaluation** (if applicable)
 - a. The samples gathered through the interested customers were biased from a socio-demographic perspective but seemed not to be biased in terms of the average customer satisfaction results
 - b. The project evaluation approach was results focused. The process evaluation could have been better focused if it were approached from a step approach (like the Max Sumo approach) from the beginning

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ANNEX 1

GAMIFICATION

Gamification is the concept of bringing game mechanics or design to something that isn't usually considered game-like, with the goal to make that traditional platform (website, app) more engaging by adding a gaming edge to it. Like video games, gamification uses elements like points, achievements, levels, leader boards, missions and contests to drive desired behaviours. Giving users some kind of reward (points, stars, badges etc.) for doing a task they might not otherwise do (or enjoy doing) is a way of keeping them engaged and ensuring that they return.

• Examples

Recyclebank

Recyclebank gives members points for engaging in "everyday green actions" such as using less water, recycling, making greener purchases, using energy more efficiently or walking to work instead of driving. For even more points, members can take online quizzes about ecology and share information from the site with friends on Social networks and mobile applications. Users can redeem points at participating local and national retailers for rewards

Nike+.

Nike+ lets you track multiple activities – from running and other training pursuits - and compare your results over time, compete with friends, share achievements, improve performance and get training tips using a mobile app or other Nike gear. It rewards users with NikeFuel, the word Nike uses to describe points. As they earn more NikeFuel, users unlock awards, trophies and surprises. Nike's gaming strategy makes it easier for people to get motivated to exercise, by using gaming mechanics such as rewards and trophies in return for challenges met.

Xbox Live

Microsoft's game platform Xbox utilizes a "game within a game" concept, using elements of gamification within its games. Users can earn achievement points, referred to as *gamerscore*, by performing specific tasks or actions in a game. The gamerscore is separate from the player's score in the game itself and is a way of conveying the player's reputation across the platform.

LinkedIn

LinkedIn uses a progress bar to show you how far along you are in completing your profile. Getting to 100 per cent takes time and becomes a compelling achievement.

OPower

OPower uses gamification to encourage people to use less energy. OPower works with utility companies to provide households with data on how much energy they are consuming, how they match up with neighbours, and if they are close to any new milestones. Users are consuming on average 2% less energy, which in 2012 led to over 1 Terawatt of energy savings in the world. This equates to keeping 100,000 cars off the road.

• Sources

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