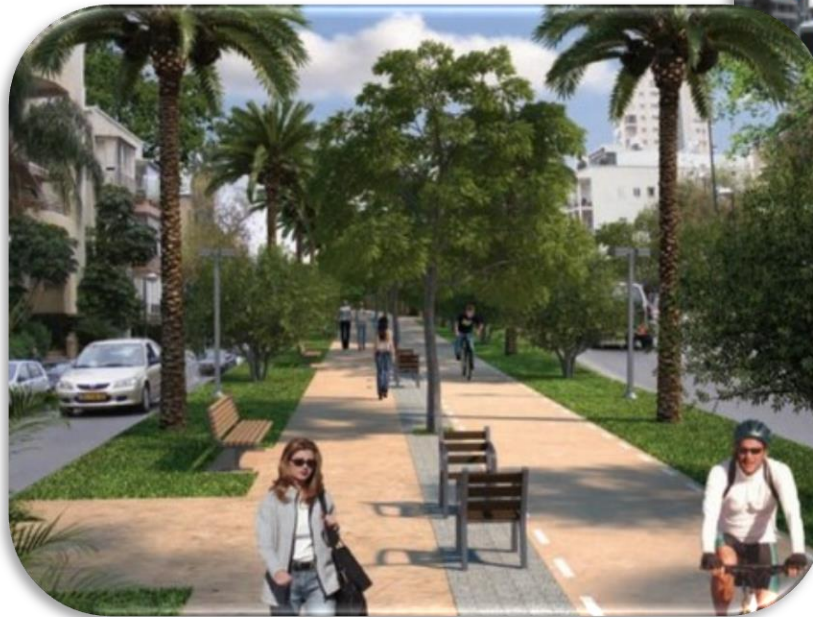
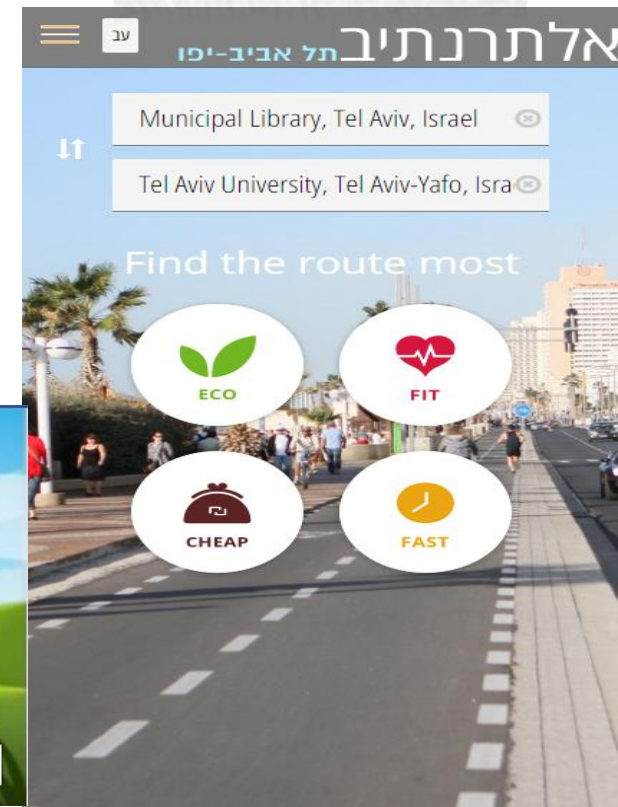


Promoting the use of sustainable transport modes

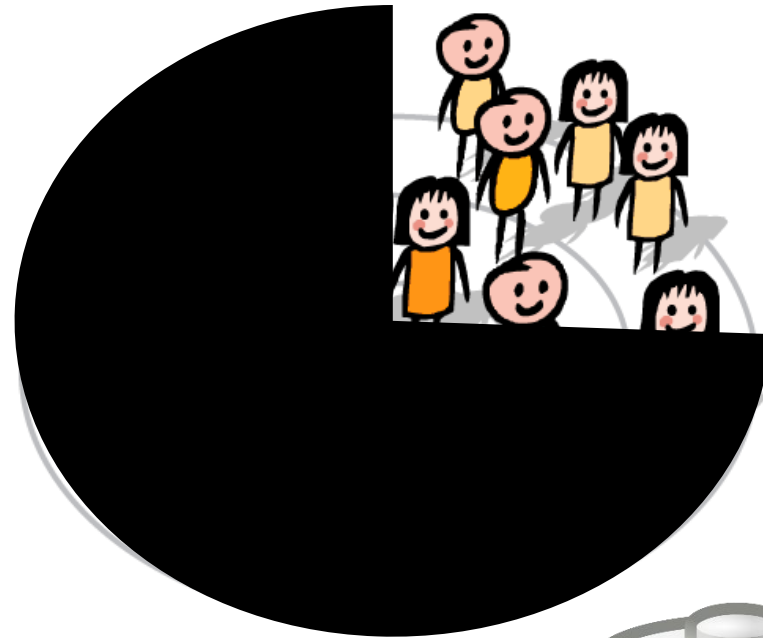
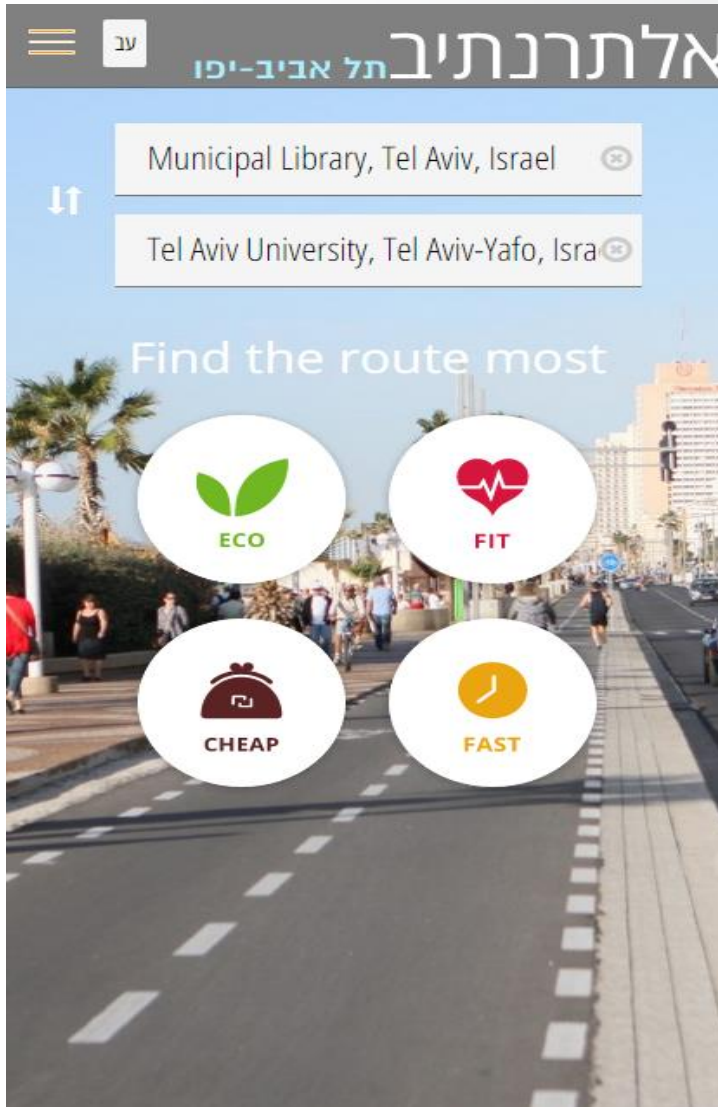


The research leading to these results has received funding from the European Union's Seventh Framework Programme - 2MOVE2 under grant agreement n° 296036.

Promoting the use of sustainable transport modes through social incentive. Our toolbox...



A novel app is exciting but...



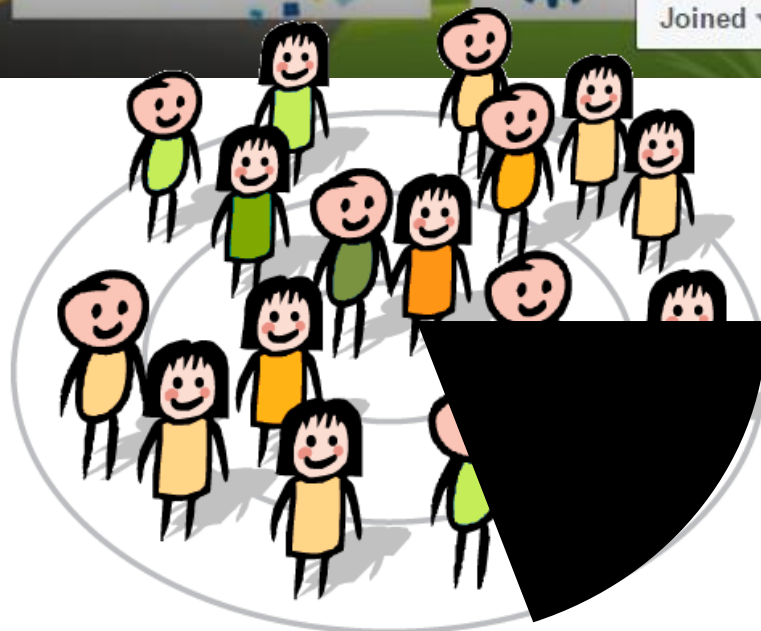


CIVITAS

Cleaner and better transport in cities

2 M O V E 2

Engagement in the FB group

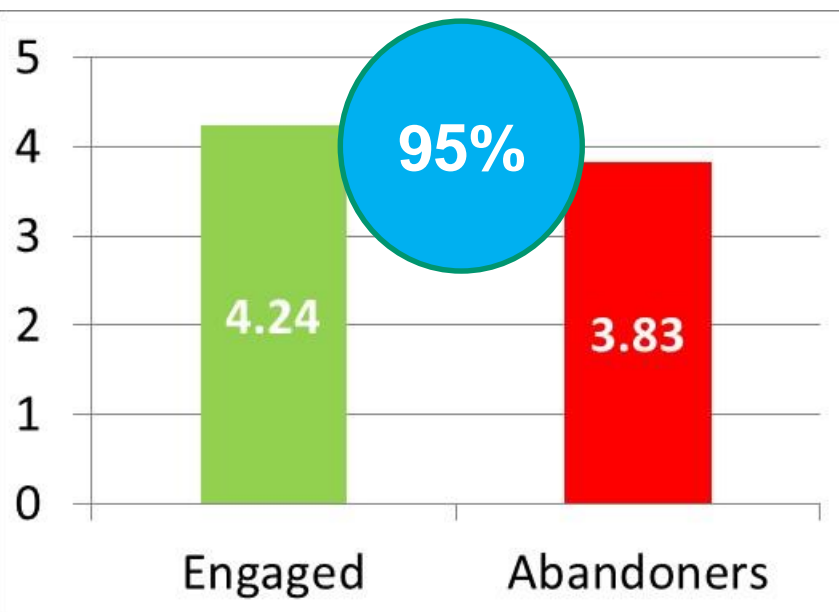


How can the differences between the two groups can be explained?

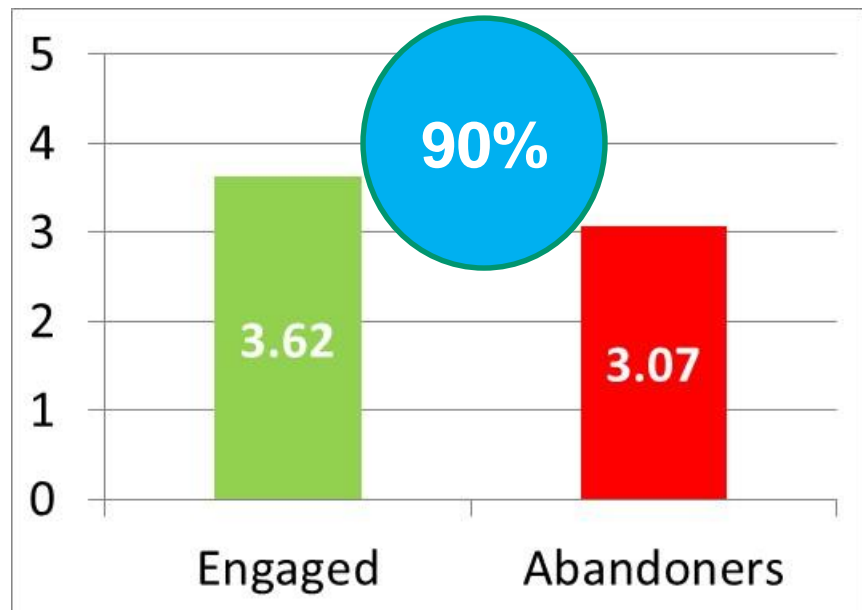
Socio-demographic characteristics



Interest in environmental issues



Degree of belief that participation in a social network supports behavioral change



FB content categories

System-wide Utility & Negative impact
Personal Utility & Negative impact



Have you known that biking 30 KM a week reduces the risk of a heart disease by 50%?



Surveys & Riddles

Which are the main factors preventing you riding to school/work often?

- | | |
|---|----|
| <input type="checkbox"/> <i>I am afraid of sweating when biking</i> | +6 |
| <input type="checkbox"/> <i>It would take too much time</i> | +3 |
| <input type="checkbox"/> <i>I can't bike/don't have the appropriate bicycle</i> | +2 |
| <input type="checkbox"/> <i>I already by most days of the week</i> | +2 |
| <input type="checkbox"/> <i>I have to carry luggage</i> | +1 |

FB content categories



General contests

Take a picture on your way to school/work and post it...

Transport-related contests

1 week biking challenge



Performance Indicators for engagement in FB group

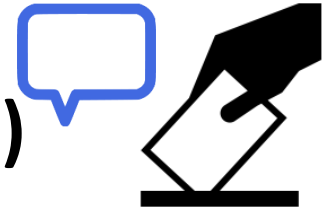
Awareness rate (Seen by)



Applause rate (Like)



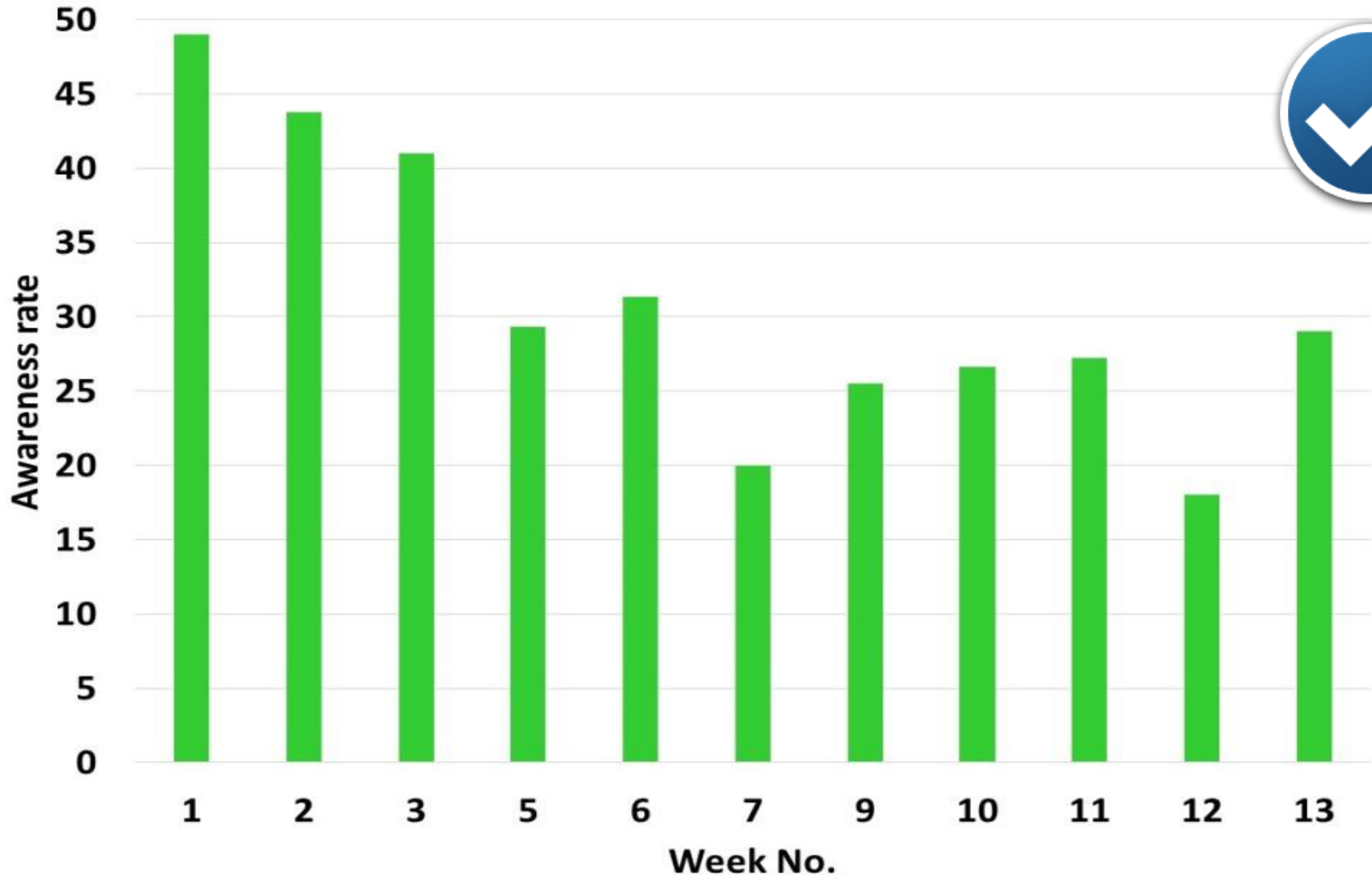
Conversation rate (Comment & Votes)



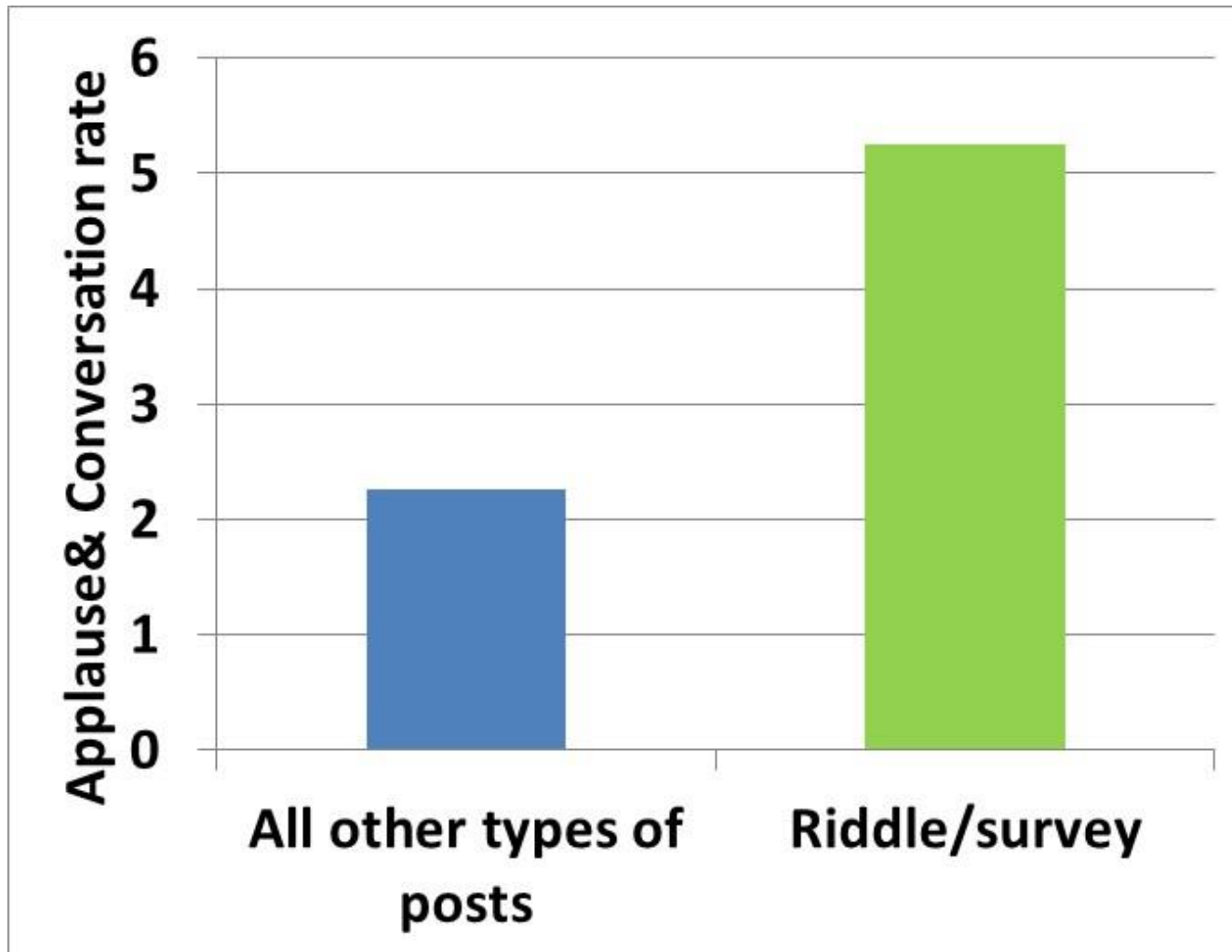
Amplification rate (Share)



Awareness rate (Average number of “Seen” per post)



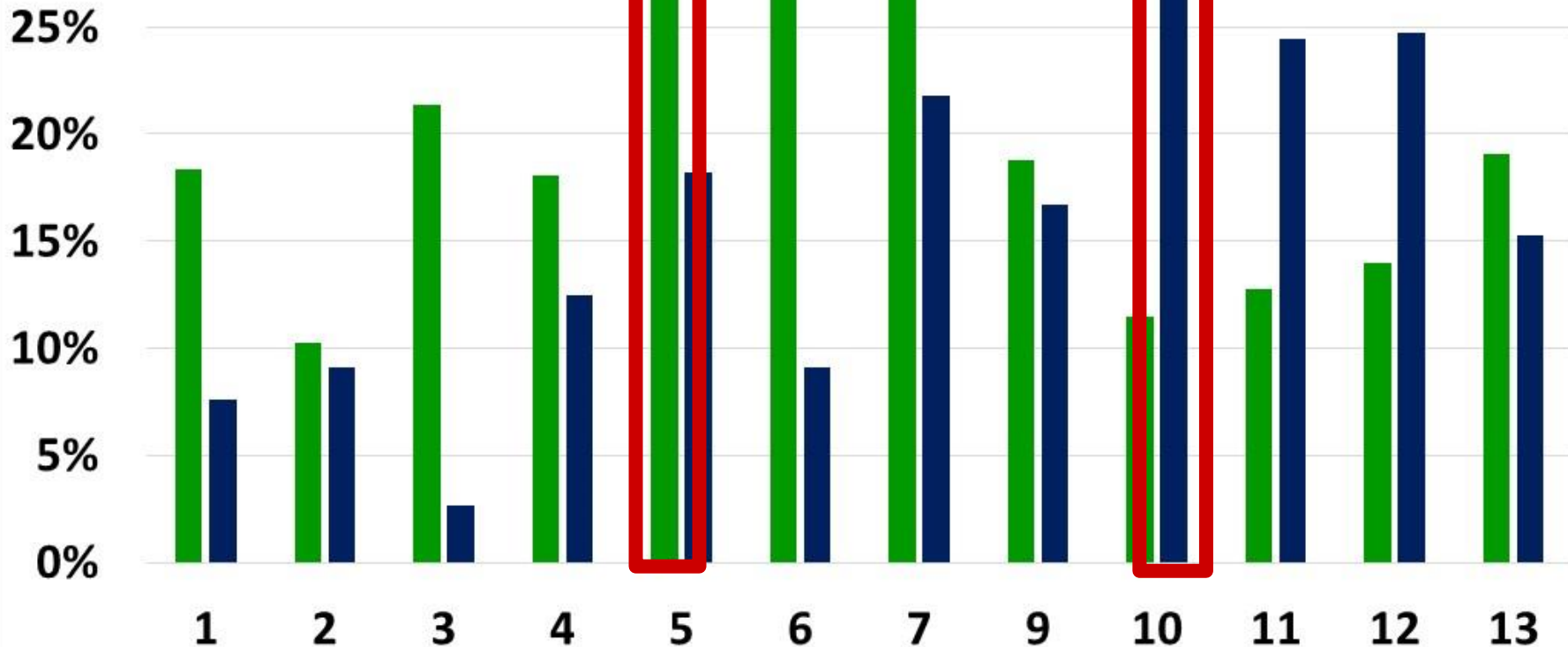
Applause & Conversation rate (Average number of “Seen” + “Comment” per post)



Fame still works...



■ Bike ■ Walk



Bike

Geo- monitoring & Analysis

Walk

*What part of
the trips are
taken by
personal bikes
/shared bikes?*

Bus

*How far are
people actually
willing to walk
to a bus
station?*



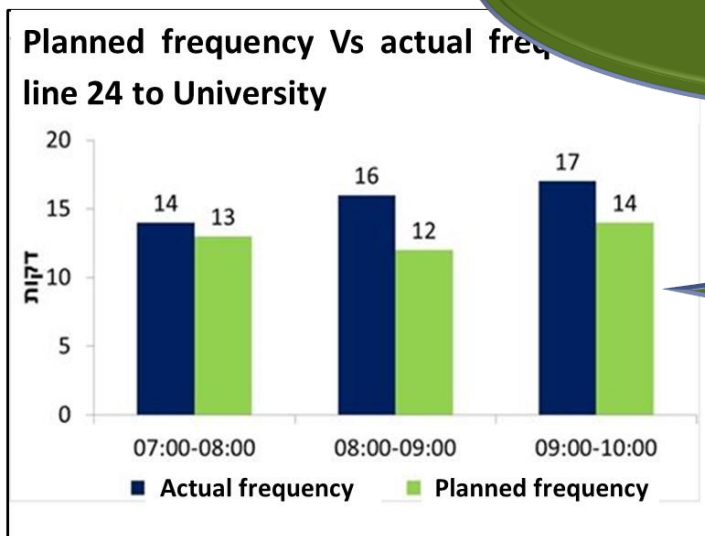
Insights and success keys for future implementation



*Surveys and riddles
encourage active
engagement*

*Creating a new
network or*

*Information
specifically relevant
to members is more
appealing*





Insights and success keys for future implementation



*Contests and
fame are
effective when
used carefully*



*The potential and
challenges associated
with geo-monitoring
and analysis
alignment with user
requirements*



Promoting the use of sustainable transport modes through social incentive



2016 ANNUAL POLIS CONFERENCE
1-2 December 2016, Rotterdam
Innovation in Transport for Sustainable Cities and Regions



Dr. Ayelet Gal-Tzur, Transportation Research Institute, Technion, ISRAEL
Galtzur@technion.ac.il