

Campaign factsheet #2

The objective of the SWITCH project is to implement large scale SWITCH campaigns in five European cities. SWITCH campaigns' main objective is to reduce GHG-emissions and primary energy consumption by replacing car trips by switching to walking and cycling (active modes) for short urban trips. They combine elements of personalised travel planning (PTP), health information and ICT gamification.

This factsheet gives an overview on the implementation of the SWITCH campaigns in the five SWITCH implementation cities: Antwerp (Belgium), Donostia / San Sebastian (Spain), Vienna (Austria), London Borough of Hounslow (UK) and Gdansk (Poland). The second issue of the factsheet focuses on the participations of citizens.

Antwerp

3,700 employees in 4 SWITCH workplaces

In the City of Antwerp where the SWITCH campaign is implemented in the context of huge road works, the campaign involves four workplaces.

Nearly 3,700 targeted employees of all four workplaces have been contacted by the Antwerp SWITCH team. They all were invited for a roadshow in their own workplace, they were invited to complete a questionnaire and a service sheet and all got a tailored personal marketing package. Some of them also got a personal travel planning conversation.

The surveys gave useful quantitative data while the focus group discussions brought more qualitative information about the campaign.

These two sets of information will help the Antwerp SWITCH team to improve future campaigns on travel behaviour change. Such campaigns will be necessary since the city is dealing with huge mobility challenges mainly due to the road works that the city already experiences and will face in the coming years.

Donostia / San Sebastian

Welcome to new-comers! and get physical!

More than 3,000 people who recently moved in Donostia / San Sebastian or got medical advice for more physical activity were contacted during the first stage of SWITCH campaign in Donostia / San Sebastian.

All participants who completed the baseline survey were invited to select their SWITCH package thanks to a service sheet. PTP sessions and ICT tools were offered. Almost 450 SWITCH packages have been already delivered with more than 3,000 printed information documents covering all the aspects that the city offers in terms of active mobility and health. In addition, the PTP consultancy service has shown the strong commitment of participants for searching solutions for a personal mobility.

Both quantitative and qualitative information has been gathered during the campaign. Qualitative information has been collected mostly through a Focus Group session during which SWITCH campaign participants in Donostia / San Sebastian shared their feelings about the SWITCH project and their personal views on mobility in the city.

Vienna

The campaign shows first results

The SWITCH campaign in Vienna was embedded in the Year of Walking. The SWITCH campaign was advertised on various events, via social media and newsletters. About 20,000 post cards were distributed. As a result 1,539 participants joined the SWITCH campaign of which 957 people ordered further information material, including:

- Information and links for navigation apps
- Cycling, walking and hiking maps
- Information on the health benefits of active travel
- Information on safety for active travel
- Tailored information on walking and cycling



Services like bicycles repair workshops, PTP talks, and personalized travel plans for walking and cycling added to the value of the information package.

Feedback from participants and results of a focus group meeting showed the high acceptance of the campaign and its positive influence on every-day travel behaviour. The quantitative impact in terms of modal shift and reduction in car use are measured in an ongoing evaluation.



London Borough of Hounslow

SWITCH beyond expectations

The Hounslow SWITCH campaign exceeded targets for participation by local people. The SWITCH team worked with 36 primary schools, made contact with over 1,000 parents of children starting school for the first time and delivered 400 PTP sessions to car users.

The organisers delivered the Traffic Snake Game in 20 schools and Beat the Street in 16 primary schools (and 5 junior schools). Over 11,000 people took part in the Beat the Street campaign and collectively they walked and cycled over 39,000 miles (63,000 km).

The most commonly reported main benefits of Beat the Street were feeling more fit and healthy, having fun and exploring the local area. Eight out of ten people thought that Beat the Street helped them be more active and feel healthier. Half said Beat the Street helped them travel by car less often.



Up: Beat the Street in Hounslow (UK)



Right: Bitwa na Kilometry in Gdansk (PL)

Gdansk

An unforgettable experience

30 autumn days were enough for SWITCH campaign to make the hearts of over 2000 families from Gdansk beat faster. Bitwa na kilometry based on British Beat-the-Street walking and cycling game model successfully encouraged entire families, generations, schools and neighborhoods for more healthy and sustainable transport choices, especially when it comes to short distance trips.

Using RFID technology, campaign participants registered 171,383.5 active kilometres, distance equals over 4.3 trips around the world.

The 3 involved schools took the game challenge very seriously delivering special awareness raising lessons and organising extra events like special weekend and evening walks, healthy diet and lifestyle days and group jogging PE classes. The atmosphere was great and the rivalry very fierce, but in the end everybody was a winner.

Out of 4,269 active participants 53.8% were schoolchildren and 46.2% adults – teachers and parents. Statistically they all made 5,700 km of active travels per day and an average of 40 km per active participant. If such a distance would be made by car, the air in Gdansk would get an additional dose of 46,450 kg of CO₂, which is as much as 25,340 trees are able to absorb in 30 days.

The evaluation is not finalized yet however the statistics sound very promising. To sum up SWITCH campaign was a great victory at every step and the emotions that Bitwa offered to its participants will stay in their memories for a long time!

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