



Bologna. Mobilità sostenibile



# Bella Mossa.

A public-private partnership  
as basis for a successful  
behavioural change campaign



**2017 ANNUAL POLIS  
CONFERENCE**  
6-7 December 2017, Brussels  
Innovation in Transport for Sustainable Cities and Regions



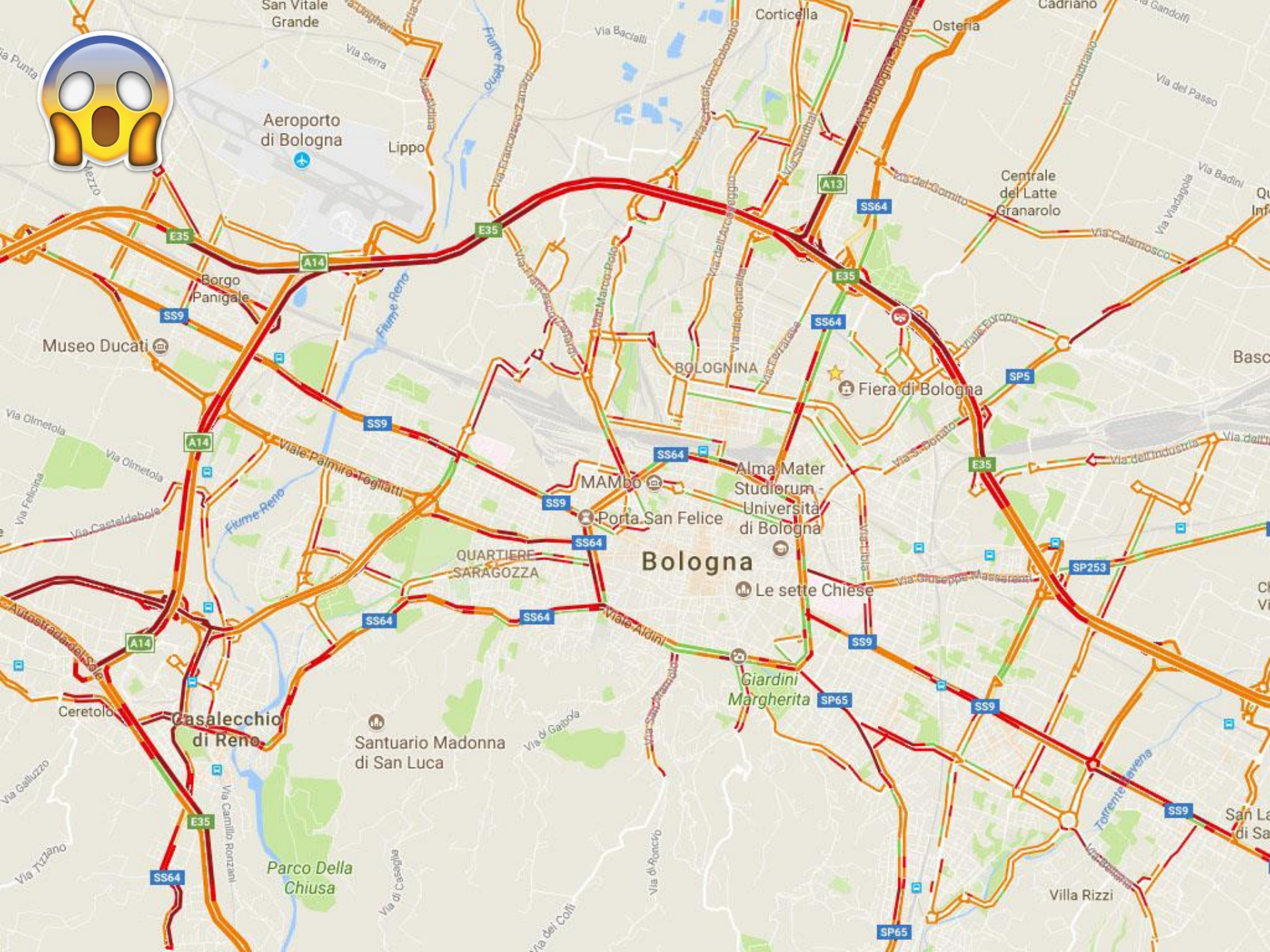


























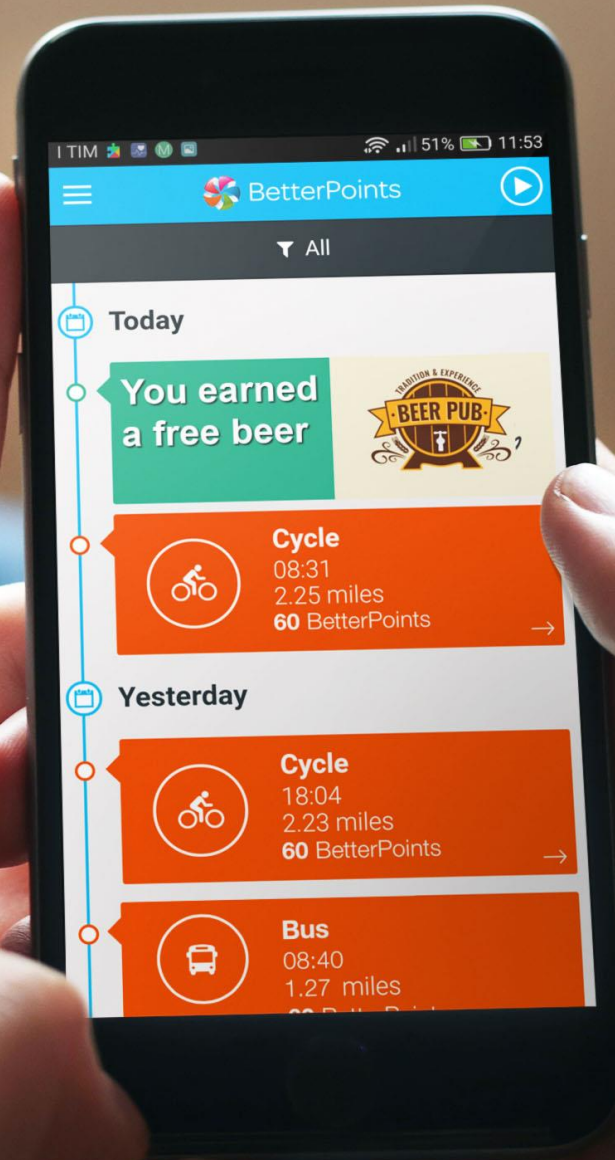






**Bologna. Mobilità sostenibile**





 BetterPoints











## Ti sposti a piedi, in bus, in bici? A Bologna ora ci guadagni



*Sconti e buoni spesa per chi accumula punti grazie a un'app che tiene conto di tutti i tragitti ecosostenibili*

di MICOL LAVINIA LUNDARI

Lo leggo dopo

30 marzo 2017



Bologna - L'ecologia paga. A Bologna, città che fa della mobilità e dei nodi ufficio uno dei principali argomenti di discussione e di scontro politico, ora è possibile accumulare punti e vincere sconti e buoni spesa semplicemente preferendo gli spostamenti in bici a quelli in auto in solitaria, scegliendo il bus,















# Bella Mossa 2017



**15,000**  
active  
participants



**85**  
commercial  
partners



**16,000**  
rewards  
redeemed



**3,700,000**  
km of sustainable  
travel



**900,000**  
sustainable  
journeys



**93**  
times around  
the globe









**520,000**  
km recorded

**350,000**  
walks

**31,000,000**  
calories burned

**126**  
t CO<sub>2</sub> saved





**A** **1,022,000**  
km recorded

**🚲** **290,000**  
cycle rides

**🔥** **48,000,000**  
calories burned

**🌿** **246**  
t CO<sub>2</sub> saved





# THINKING CITIES

[marco.amadori@srm-bologna.it](mailto:marco.amadori@srm-bologna.it)

**Marco Amadori, Giuseppe Liguori and Chris Bristow** tell the story of a project with its roots in gamification that's designed to change the transport behaviour habits of the residents of Bologna

Over the last decade the spread of smartphones has led to a big change in many aspects of our daily lives, in particular the possibility of being connected with the rest of the world at any time and from every place. But there are many other roads, perhaps less obvious but no less important, which have been made accessible by smartphones.

Gaming is one of the aspects on which smartphones has had a disruptive effect. Apps like PokémonGo, Candy Crush and Ruzzle are some of the most downloaded apps on app stores.

The stereotype of the square-

eyed, pimply teenager who spends all night in his room in front of a powerful computer, is no longer true.

An official recent statistic of Italian video-gamers ("video-gamers" are both console players and smartphone players) shows that there is a shift of gamers' average age to the 35-44 range, and an even balance between men and women.

Gamers no longer need to shut themselves in a video-gaming room, because today everybody can play everywhere: in the main square or in the pub, during the lunch break or while traveling to work by bus or by train.

## Game of Phones



[thinkingcities.com](http://thinkingcities.com)