



EMPOWER
Rewarding Change

EMPOWER

By Marcel Meeuwissen

TNO

**FORUM
VIRIUM
HELSINKI**


UNIVERSITY OF LEEDS

**RI
SE**

PocketWeb

Gemeente  Enschede

mobidot
MOVE SMARTER

UNIVERSITEIT
TWENTE.

 **Wuppertal
Institut**

 **WRI TÜRKİYE** | SÜRDÜRÜLEBİLİR
ŞEHİRLER

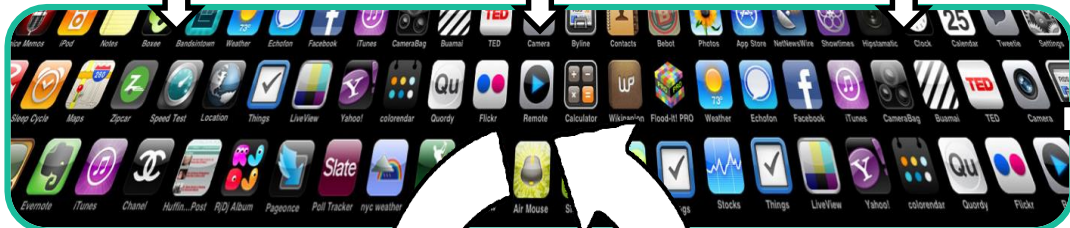
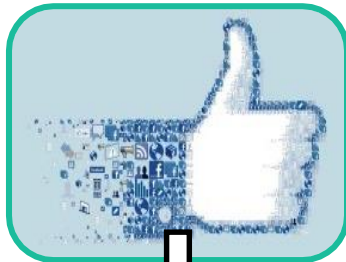
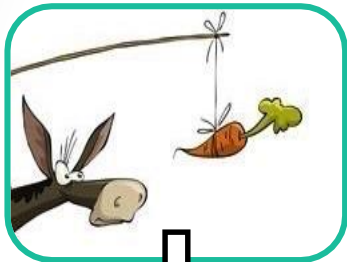
UN HABITAT
FOR A BETTER URBAN FUTURE



EMPOWER

Rewarding Change

EMPOWER is





EMPOWER ICT-tools



Commute Greener

- Commuting focussed in Facebook
- Organiser bound to commuting
- Semi IT configuration needed
- **Target:** Focused set up
- **Think:** Train = go along fixed line



*Zwitch

- Simple app for user
- Quick start for organiser
- Minimal IT configuration (fast)
- **Target:** Mini-experiment and campaign set-up
- **Think:** Victorinox = do what you want



SMART

- Flexible and rich app
- Largest organiser engagement
- Most rich IT configuration
- **Target:** Focused and tailored set-up
- **Think:** Versatility = need skills to steer



EMPOWER City family



- Living Labs
 - Enschede
 - Gothenburg
 - Helsinki
 - Milton Keynes/Schotland
- Take-Up Cities
 - Antwerp
 - Bologna
 - Budapest
 - Milan
 - Newcastle
 - Odense
 - Reading
- Over 70 followers



Three success factors



Users



Technical Tools



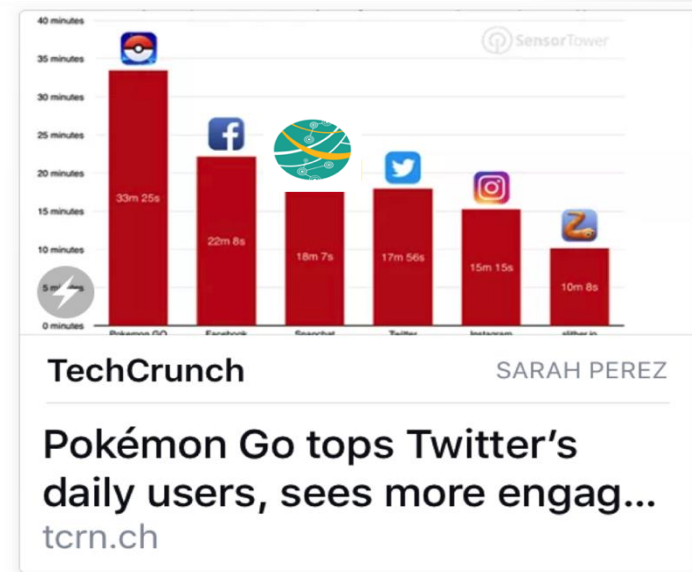
Involvement of
stakeholders





EMPOWER
Rewarding Change

Users



- Tools that support people (TomTom – Strava)
- Tools that want to change people (Zwitch – SMART)



EMPOWER

Rewarding Change

Marketing – stories to tell & rewards



Sustainable travel



Healthy life style



Gamification



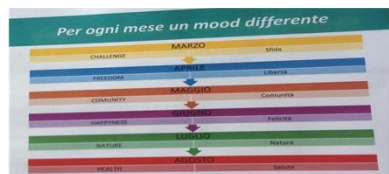
Altruism



Webshop with local suppliers



Charity goals



Gamification



Employer schemes

With funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 636249



Recruitment: test run

SMART i Sverige
Written by Sigma Dolins (P) · October 31, 2016 · €

SMART är en gratis pendlingsapp som hjälper dig med vardagens resor!
See Translation

Få belöning för hållbara resor!
SMART är en gratis pendlingsapp som hjälper dig med vardagens resor. Genom appen får du smarta tips, direkt åkeplanering och trafikinformation i hela Göteborg. Vid varje resa samlar du poäng som kan lösas in mot belöningar.

8,058 people reached

Like Comment Share

SMART i Sverige

Write a comment...

Ads Manager
Sigma Dolins (12074168)

Account: Sigma Dolins > Campaign: Increase Web + Mailing List Traffic > Ad Set: 18+ Environmentally Conscious People

Ad: Increase Email Signup (Targeted) - Image 1

Performance Demographics Placement

235 Results: Link Clicks 8,074 Reach

All Women
38% (90)
43% (3,444)

All Men
61% (144)
56% (4,492)

\$0.20 Cost per Result

\$0.26 Cost per Result

Ad Name	Delivery	Results	Reach	Cost p..	Amount S..
Increase Email Signup (Targeted) - Imag... Increase Web + Mailing List Traffic > 18+ E...	Not Delivering Campaign is Off	235 Link Clicks	8,074	\$0.24 Per Link C...	\$55.95
Results from 1 Ad		235 Link Clicks	8,074 People	\$0.24 Per Link C...	\$55.95 Total Spent

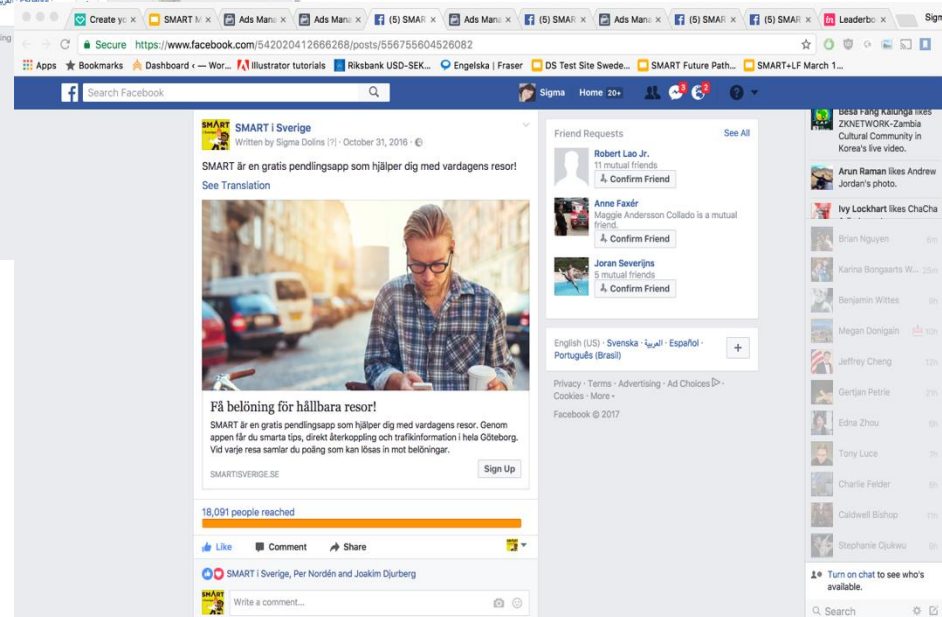
Report a Problem



EMPOWER

Rewarding Change

Recruitment: pictures A-B



With funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 636249



EMPOWER

Rewarding Change

- Recognizable as Stenpiren in Göteborg; goofy, but still relatable, in familiar settings that personalize the experience for the viewer.
- Purple and yellow, the SMART branding colors; parents and children, a relatable scene.

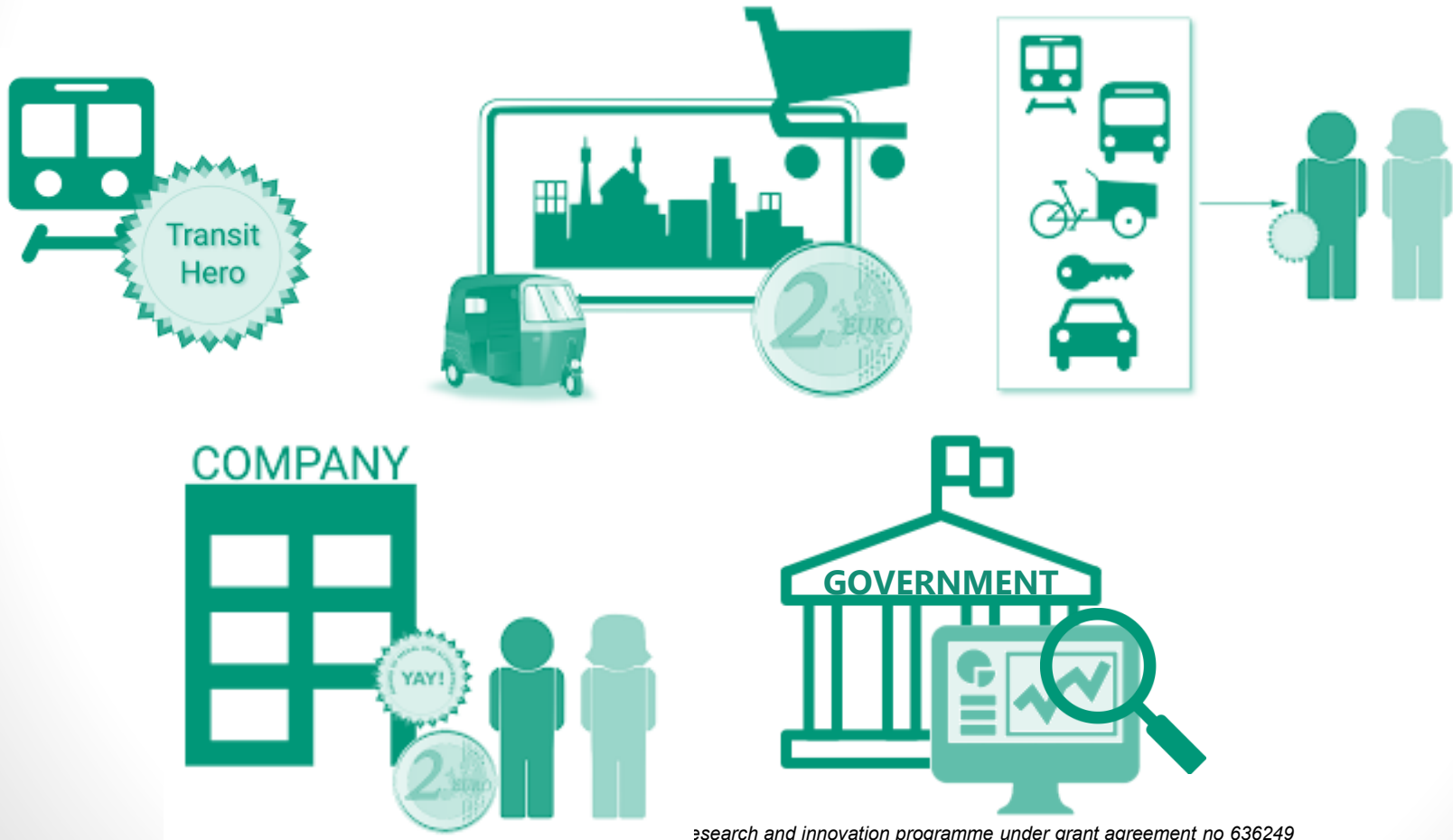




EMPOWER

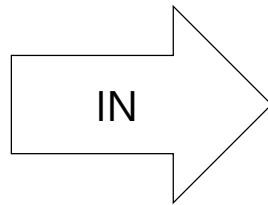
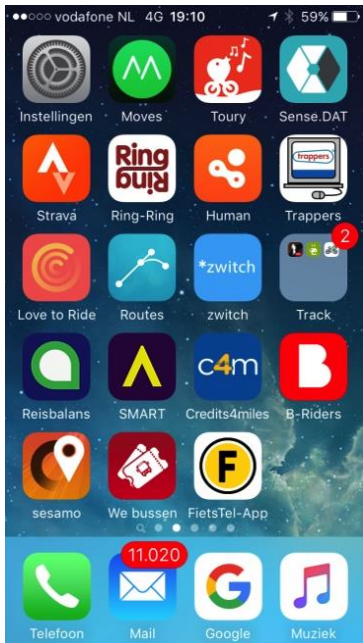
Rewarding Change

Involvement of stakeholders: High potential business models

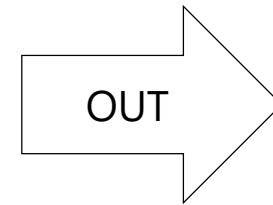
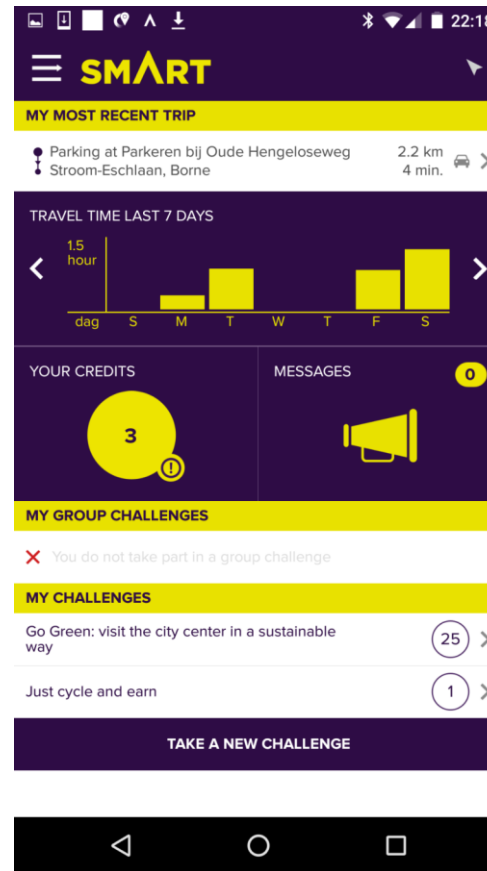


search and innovation programme under grant agreement no 636249

Using tools



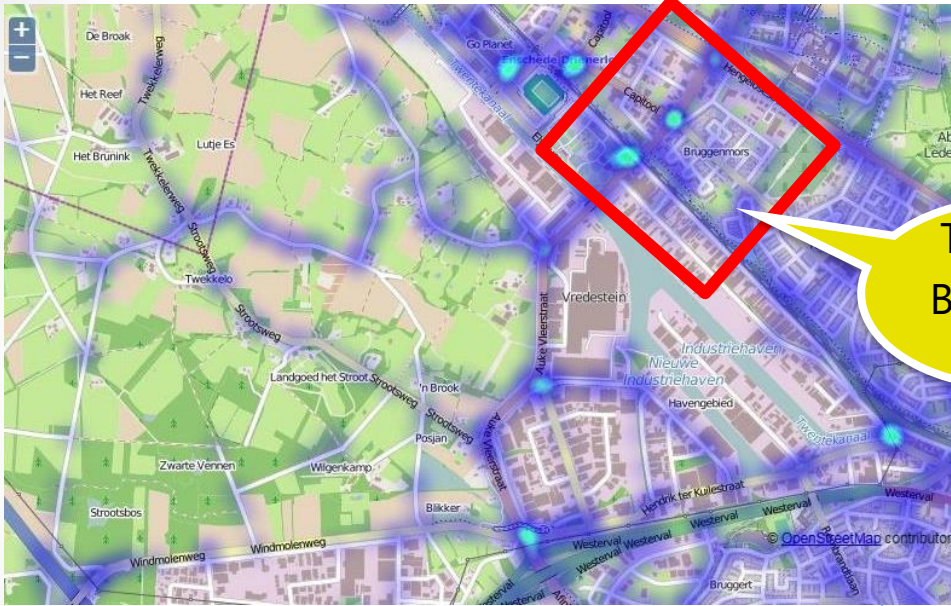
Incentives



Travel data of people

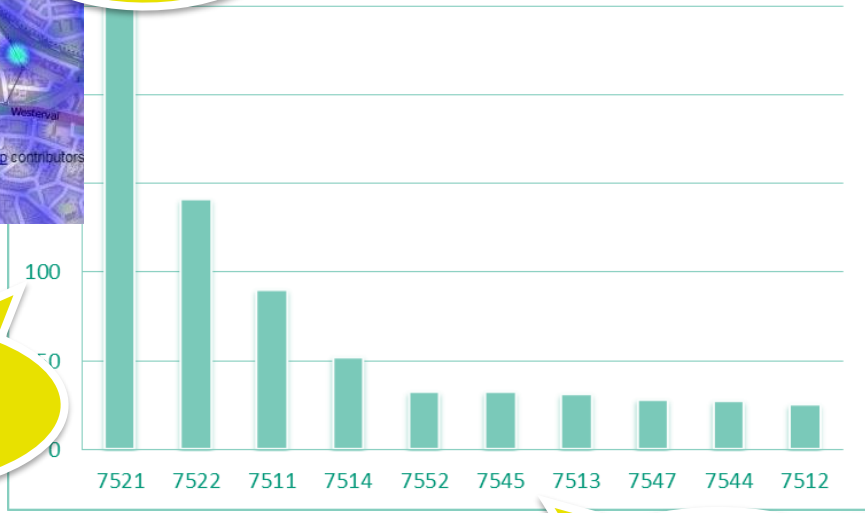


Insight in who and where



TUNNEL
Bottleneck

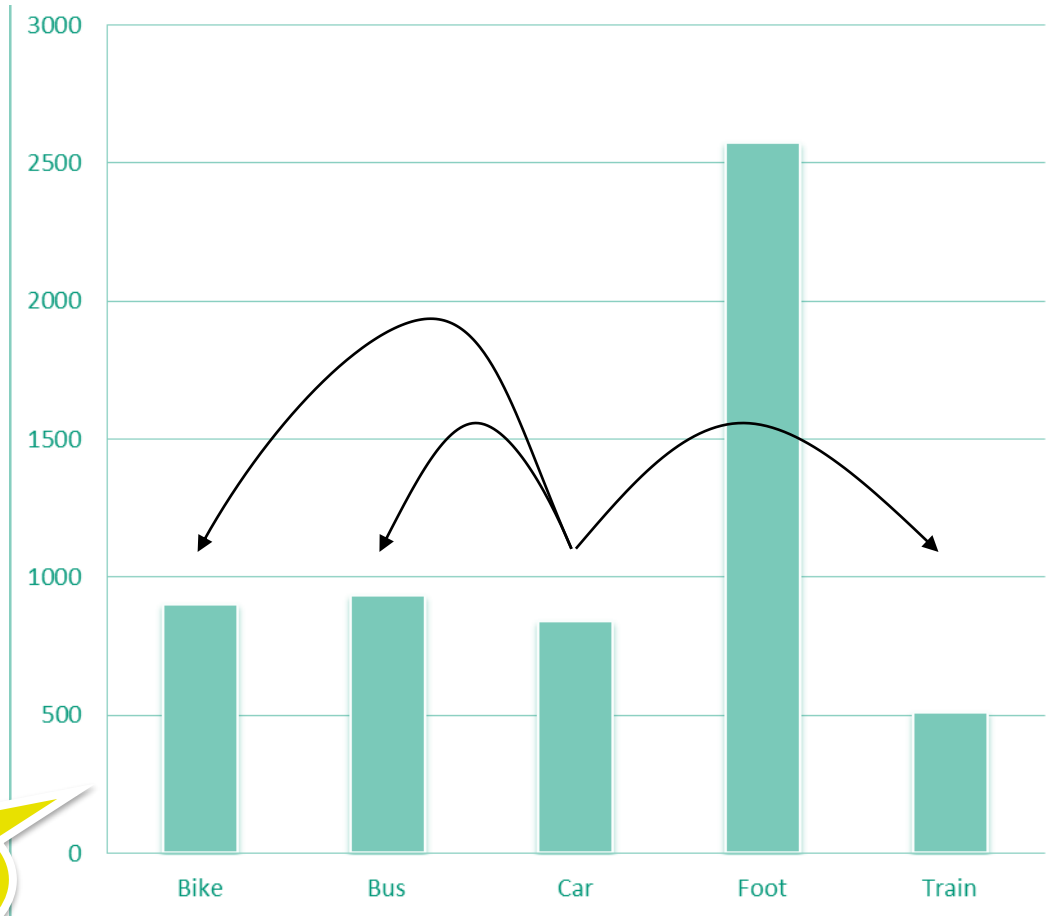
Amount of
people



Departure
Postal code



Available alternatives

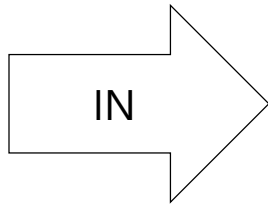


Travel time

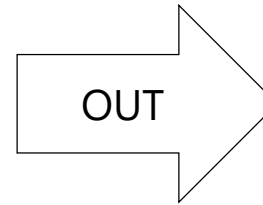
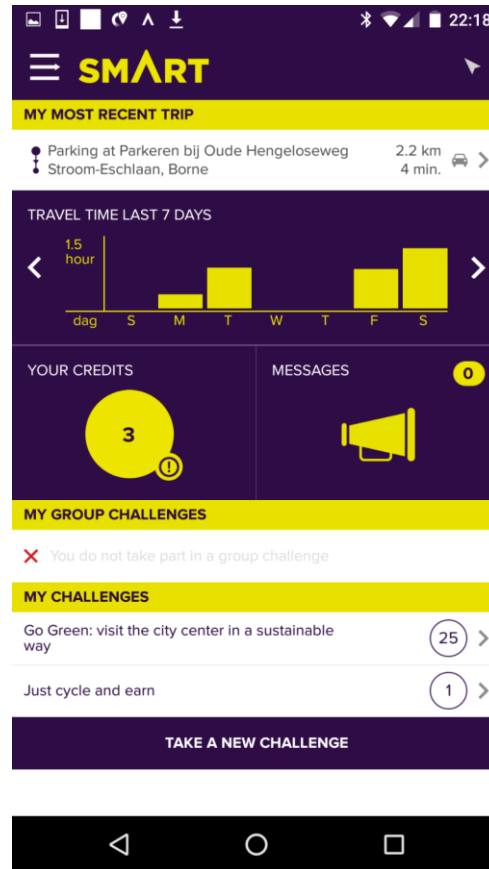


EMPOWER
Rewarding Change

Using SMART



Incentives

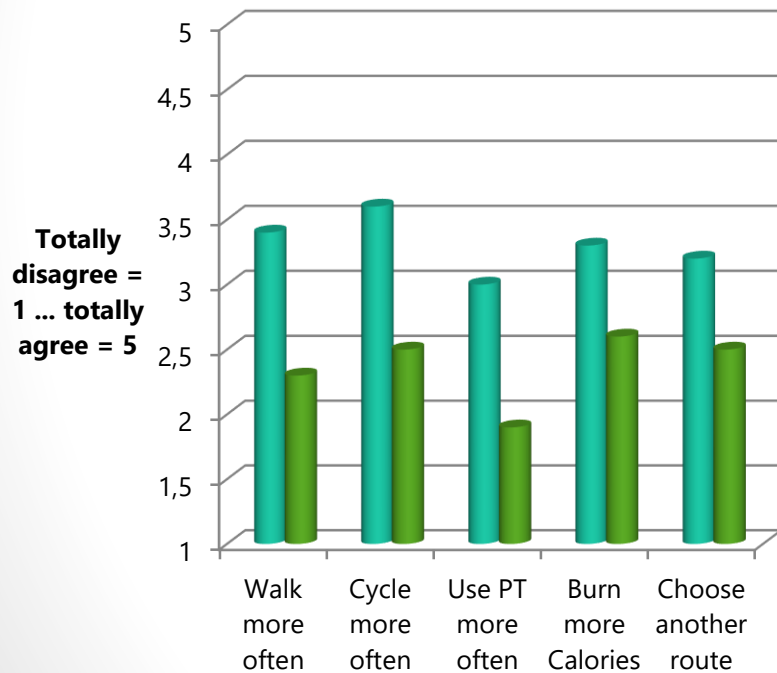


Travel data op people
Evaluation data
Behavioural change



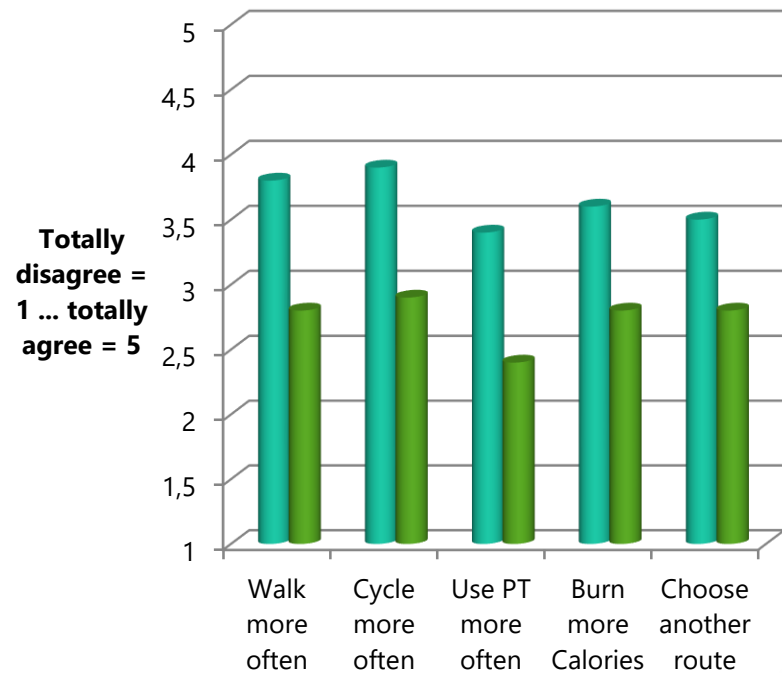
People did change behaviour

Change mobility because of challenges



■ Using SMART (N = 34) ■ Stopped using SMART (N = 52)

Smarties have the potential to change behaviour

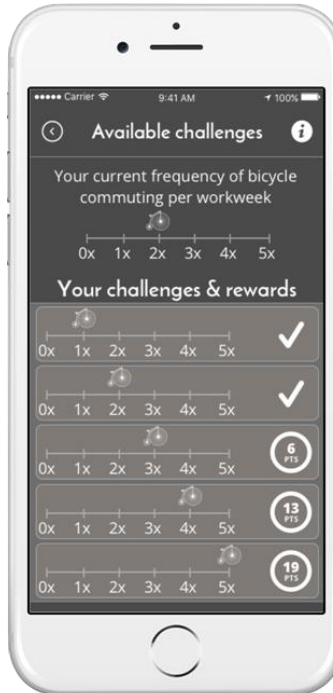
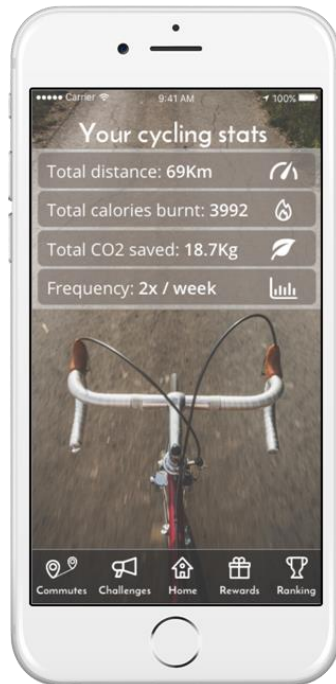


■ Using SMART (N = 34) ■ Stopped using SMART (N = 52)



EMPOWER
Rewarding Change

Which positive incentives are liked best?



- **Gifts** are more popular than **money**.
- **Occasional** cyclists/car users are more positive about using the app.
- People changed...but changed back after the incentive period

With funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 636249



EMPOWER
Rewarding Change

Life isn't always easy: -> Our Zwitch Offer



Recruitment
plan



Zwitch



You?



EMPOWER

Rewarding Change

Start your own campaign next week

Go to Zwitch.eu

Register your city/organisation

Configure campaign

Recruit and manage users

www.zwitch.eu

Zwitch Offer

19



EMPOWER
Rewarding Change

Any Questions...
Just Ask!

Thanks!!



Marcel Meeuwissen

Drs. M.C.P. (Marcel) Meeuwissen

Senior Consultant Smart Mobility & Cities

City of Enschede

Department of City Development

m.meeuwissen@enschede.nl

www.empowerproject.eu

www.mobility-apps.eu

