

Nudging Up North

Kobla
Arild Tjomsland



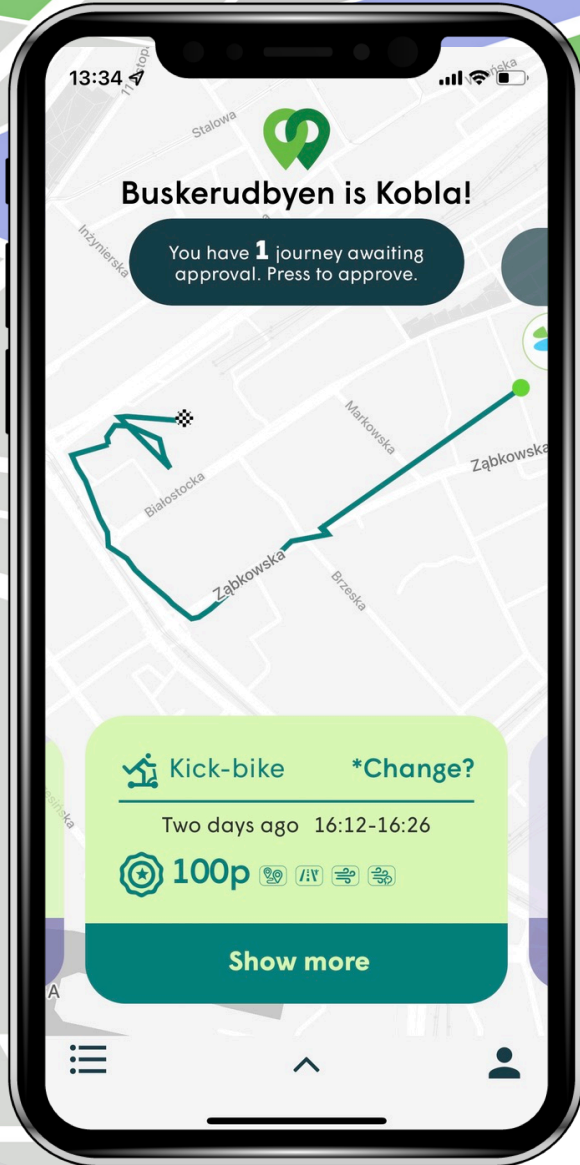
KOBLA APP

The Kobla app helps municipalities influence their citizens to choose eco-friendly travel options.



Kobla

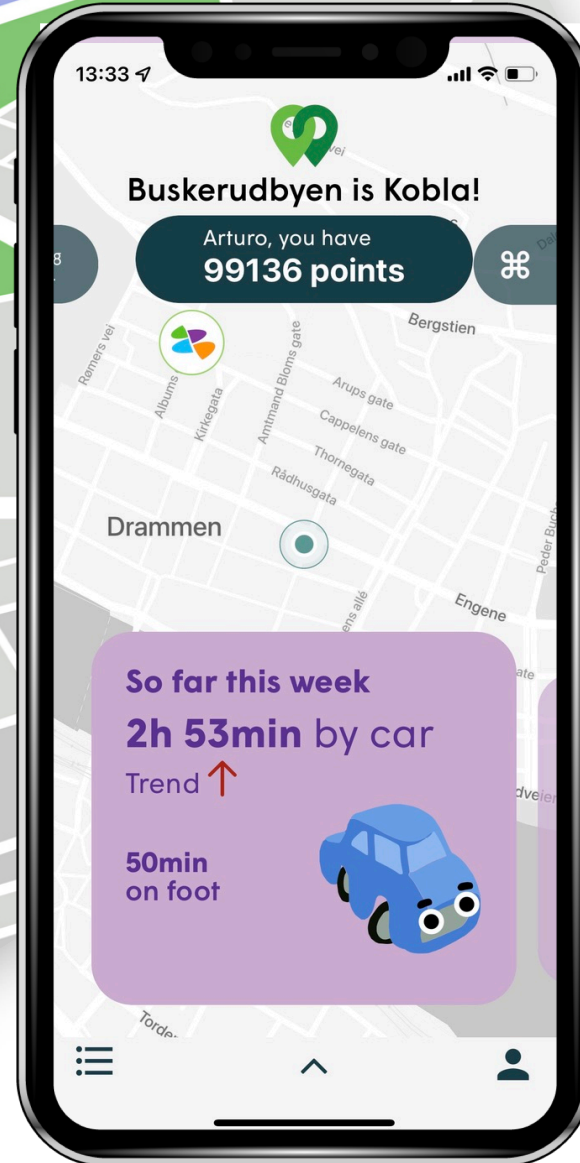
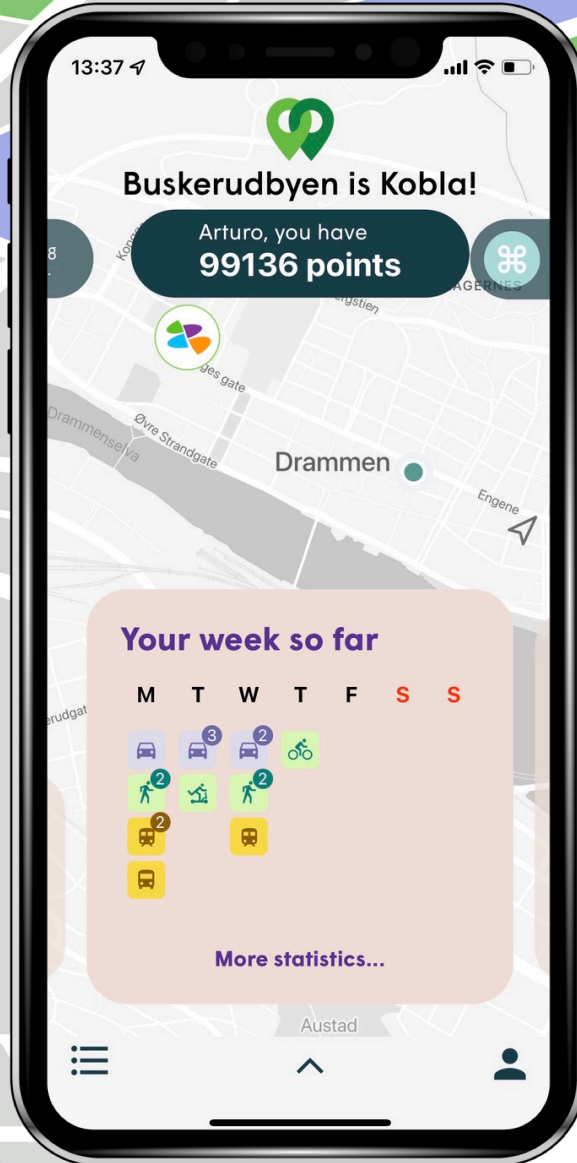




HOW KOBLA WORKS

**Automatic travel logging
and transport mode
detection...**

**yet no location data
leaves the phone.**



Insight and statistics

- Direct and indirect costs of car use
- Exact CO2 emissions from the user's daily commute
- Total for family or company
- Calories burned and money saved when traveling sustainably



Gamification

- Discounts, coupons, virtual gifts
- Immediate positive affirmation
- Competitions and leaderboards
- Personal goals and badges
- Cooperation goals
- Groups to qualify for



Kraft liga

Hvem er den beste Kraft bedriften?

	1. Boligbyggelaget NOBL	2974
	2. Bodø Kommune	2289
	3. Nordland fylkeskommune	2038
	4. Bodø Havn	1989
	5. Bodø Energi	1374
	6. Arktisk Filharmoni	826
	7. T Kolstad Eiendom AS	600

Del på



Wow!

75%

Would recommend
Kobla to a friend



56%

Admit that the Kobla app (together with group pressure at the workplace) made them make greener transport decisions.



**CITY OF
ÖSTERSUND**
STAAREN TJËLTE

Shaming

**Are you the person making the least effort
in your neighbourhood?**

What will your grandchildren think when they grow up and find out?

The Norwegian EV miracle is **serious nudging**

77%

of all new cars sold in Norway are EVs

16%

of all cars in Norway are EVs

(September 2022)

Substantial EV advantages

- Significant lower price
- Bypassing cues
- Free inner city parking

Reduced EV disadvantages

- Increased range
- New Evs of all sorts

The Norwegian EV miracle is **serious nudging**



Proof of Electricity



~~Proof of Ridesharing~~

A walking, biking and bussing miracle depends on:

Substantial advantages

Reduced disadvantages

«Proof of Green»





Kobla

>3km ▶



CASE STUDY 3

Kobla facilitates a Mobility Hub incorporating societal goals - Strømsø, Drammen

Substantial advantages in return for
Proof of Green



Discounted train tickets
for further commute



Access to biking infrastructure

- Safe parking and service
- Wardrobe and lockers



Other perks

- Discounts at food court, free coffee
- Access to car sharing service
- Access to parking spaces for carpoolers only

www.kobla.no

Arild Tjomsland

atjo@kobla.no

