EMPOWER invitation to the Act TravelWise
NW Regional meeting
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EMPOWER concept overview video

UNIVERSITY OF LEEDS

UNIVERSITY OF TWENTE.

SWEDISH ICT VIKTORIA

TNO

Gemeente Enschede

EMBARQ Türkiye

PocketWeb

Imtech

FORUM VIRIUM HELSINKI

UN@HABITAT FOR A BETTER URBAN FUTURE

Wuppertal Institute for Climate, Environment and Energy

mobidot MOVE SMARTER

![EMPOWER - Rewarding Change]

Looking for organisations:

- Connected to large numbers of people e.g., employees, service users, customers, etc

- Wanting to innovate with incentive-based schemes to encourage people to reduce their use of conventionally fueled vehicles

- Able to trial and implement in 2017: tools ready for uptake

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Key Objective

'To substantially reduce the use of conventionally fuelled vehicles in cities by fundamentally changing the mobility behaviour of their drivers and users, using positive incentives and new mobility services'

- A 15%-50% reduction in the use of conventionally fuelled vehicles (measured by reductions in Vehicle Kilometers travelled by Conventionally Fuelled Vehicles)

- 30% increase in travellers' self-reported positive evaluation of urban accessibility and attractiveness (measured through feedback mechanisms including social media and questionnaires, disaggregated to establish impact on vulnerable groups and gendered effects)

- 75% Customer/user satisfaction with the EMPOWER mobility service (measured through feedback mechanisms including social media and questionnaires, disaggregated to ensure representation of vulnerable travel groups and gender)

- 10% response rate from Vulnerable groups on user satisfaction

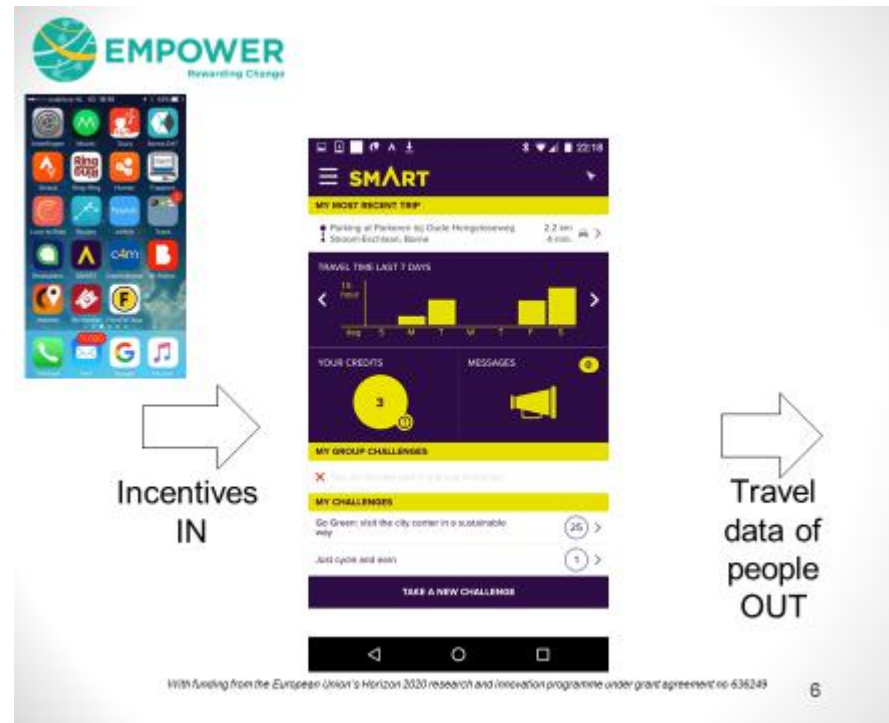# Key approach: rewarding change

- Use of positive incentives
- Use of personalisation
- ICT (mobility apps and other services) innovation
- New generation of evaluation measures
- Novel Business Models
- Working at scale in 4 real life Living Labs

Incentives IN

Travel data of people OUT

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

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EMPOWER Living Labs + TUC's

Looking for an additional
Living Lab site in UK for 2017

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Findings so far…

Use of positive incentives	• What has worked…
	• Incentives design cycle
Use of personalisation	
ICT (mobility apps and other services) innovation	• Zwitch: 'step in' app
New generation of evaluation measures	• Key determinants for social sharing initiatives
Novel Business Models	• Stakeholders, stakeholders, stakeholders
Working at city scale in 4 real life Living labs	

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Findings so far

Use of positive incentives

Free transport cards
• Behavioural contract

Gifts, points, discounts
• First-time users

Customised incentives
• Adapted to personal situation

Social influence incentives
• Powerful, but underused

- **Social support and Social comparison** have potential, and coupled with ICT (mobility services) provide opportunities for personalisation e.g., goal setting; and gamification.
- **Gifts, rewards, points, discounts**
  - strong short term effects
  - Attract new users.
  - Continuing work to longer term change
  - **Free public transport passes combined with small group environment (eg workplace) and 'agreeing to a behavioural contract'**, e.g. promise made by the employee to travel by public transport at least 2 days a week.
- **Personalisation has the potential to be effective**

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Thank you!

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EMPOWER **http://empowerproject.eu**

EMPOWER concept overview video:
https://www.youtube.com/watch?v=yN_NbTLYEtI