



**EMPOWER**  
Rewarding Change

## EMPOWER invitation to the Act TravelWise NW Regional meeting 19th January 2017



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[EMPOWER concept overview video](#)



UNIVERSITY OF  
TWENTE.



Gemeente  Enschede



PocketWeb



FORUM  
VIRIUM  
HELSINKI

UNO HABITAT  
FOR A BETTER URBAN FUTURE



mobidot  
MOVE SMARTER



# 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



# EMPOWER

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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





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# EMPOWER Living Labs + TUC's

Looking for an additional  
Living Lab site in UK for 2017



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



# Findings so far...

Use of positive incentives

Use of personalisation

ICT (mobility apps and other services) innovation

New generation of evaluation measures

Novel Business Models

Working at city scale in 4 real life Living labs

- What has worked...
- Incentives design cycle
  
- Zwitch: 'step in' app
  
- Key determinants for social sharing initiatives
- Stakeholders, stakeholders, stakeholders





# 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](https://www.youtube.com/watch?v=yN_NbTLYEtI)

