



EMPOWER
Rewarding Change

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Rewarding Change

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



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EMPOWER LL + TUC's



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Empower consortium



UNIVERSITY OF
TWENTE.



Gemeente  Enschede



PocketWeb



FORUM
VIRIUM
HELSINKI

UN HABITAT
FOR A BETTER URBAN FUTURE



mobidot
MOVE SMARTER



Key innovations

Use of positive incentives

WP1, WP2,
WP5

Use of personalisation

WP1, WP4, WP5

ICT (mobility services) innovation

WP4

New generation of evaluation
measures

WP6, WP5

Develop novel Business Models

WP3

Working at scale in real life

WP5

Findings

Use of positive incentives

Use of personalisation

ICT (mobility services) innovation

New generation of evaluation
measures

Develop novel Business Models

Working at city scale

- Advice note
- Incentives design cycle

- Zwitch: step in app

- Key determinants for social sharing initiatives
- Stakeholders, stakeholders, stakeholders

Findings

Use of positive incentives

- **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**

Time scale



Novel Business Models	Test positive incentives	Evaluation testing
ICT Innovation	Test personalisation	
	Living Lab live!	Living Lab live!
	ICT mobility services implementation	



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- Thank you!
- Questions?

