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"Promoting Smart Mobility to Employees - MOBI"

MOBI

MOBI was a 36 months project that sought to encourage employers and their employees to use more energy efficient transport modes for their commuter journeys. This was to be achieved through the implementation of the on-line sustainable mobility game based on the award winning From5To4 commuter challenge game (F5T4) originating from the Netherlands. The aim of the game is to encourage employees to travel to work more smartly as well as having fun whilst competing against their friends and colleagues. Playing as part of a team, employees can compete with other teams to see how many sustainable trips are made each week. This competition element has proven to be a strong part of the game's success. In return, the F5T4 website gives employees bespoke information about how much energy they have saved and calories burned as well as the opportunity to win prizes. It's a simple formula: for every workday, one day smarter commuting. In addition to walking, cycling, public transport and car sharing, employees can also be incentivised to use e-modes (bikes, scooters and cars). This serious game approach is suited to organisations that experiences accessibility problems and are keen to help their employees make a positive difference in their local area.



Results

- The game succeeded in changing the travel to work behaviour of employees. The share of sustainable modes increased from 58% to 80%. The modal share of private car reduced from 65% to 42%, motorcycle from 5% to 1%, while carpooling increased from 5% to 16%. Public transport increased significantly, from 19% to 28%, walking from 2% to 4% and cycling from 4% to 8%
- While over 200 organisations engaged in the game, players registered at least 500 trips in only 39 organisations. Originally the consortium had hoped to fully engage 117 organisations.
- An estimated 100,000 employees took notice of the game via articles, presentations, events and other promotion materials. However, of the around 33,000 employees who were directly invited to play, only 2,127 did engage in the game as registered players, of whom 1,133 provided travel data for more than 80% of the days on which a local competition took place.
- In response to a questionnaire sent to 250 players over one month after the end of the game show, 39% of the respondents stated that their opinion on cycling had improved, and 43% stated they were more likely to use this mode in the future. 49% of respondents said their opinion on walking had improved and were more likely to use this mode in the future. Carpooling also became more highly regarded, with 38% of the respondents improving their opinion and 28% stating they would use it in the future. On the other hand, the opinion on car got worsened for 18% of the respondents.

Lesson learned

- The game succeeded in changing the travel to work behaviour of employees. The share of sustainable modes increased from 58% to 80%, thus exceeding the modal shift objective of 20%.
- However, the biggest challenge has been to get organisations and their employees to commit to playing the game. Although 70% of organisation expressed an interest in the game when contacted, only about 5% followed through with the game. Of all the employees invited to join the game only about 7% actually participated in the game.
- Therefore, it is crucial to understand the needs and concerns of organisations before approaching them. The sale pitch has to clearly express what an employer can specifically gain from the game. Recruitment should focus on companies with high social responsibility and human resources concerns.
- Identifying the correct contact person within an organisation is a challenge. In many organisations it is not clear who is responsible for mobility management activities and who can commit to participate. Next to the decision maker, finding an enthusiastic “door-opener” makes the process much easier and faster. Having a game champion who stimulates player before and during the game is important to increase employee participation.
- Continuous development work is required so that the F5T4 application is capable of catering for employers' developing needs.

Partners and coordinator

DTV Consultants b.v. [1]	Netherlands
Mobiël 21 [2]	Belgium
Energy Agency of Plovdiv [3]	Bulgaria
Agency of Brasov for the Management of Energy & Environment [4]	Romania
TIS.PT- Transport, Innovation and Systems [5]	Portugal
WYG (Environment Planning Transport) Ltd [6]	United Kingdom

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Budget

Overall budget: 971.104,00 € (EU contribution: 75,00 %)

Key documents

- [Mobi - Introductory Presentation](#) [7]
PPT 1.38 MB 

In brief

Sector: Energy-efficient transport

Duration: 08/03/2013 to 07/03/2016

Contract number: IEE/12/738/SI2.644749

Website: <http://www.mobi-project.eu>

Tags:

mobility
transport

Media coverage

- [Mobilidade sustentável](#) [8]
Transportes em Revista - 05/02/2015

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