



Introduction to the second *GoEco!* monitoring period October 2016



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What, how and when: the *GoEco!* experiment



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The schedule of the experiment

Recruitment of participants (active and control group)



The present mobility styles
March 2016



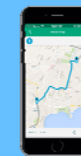
GoEco Tracker

The «GoEco!» mobility styles
October 2016 – January 2017



GoEco Tracker +
eco-feedback + goals +
challenges + alternatives +
social comparison

The future mobility styles
March 2017



GoEco Tracker



Identification of differences between the monitoring periods
Assessment of the differences between Canton Ticino and the City of Zürich



Recommendations for public authorities

What happens during the monitoring periods?



First monitoring period: March, 7 2016 – April, 17 2016 6 weeks

Tracking of the routes you travel
A check-up of your mobility life-style:
your reference data and your potentials for change



Second monitoring period: October, 17 2016 – January, 29 2017

12 weeks (+ 3 weeks around Christmas)

Random draw



Intervention group



Route tracking
and GoEco activities

Control group



Route tracking

Third monitoring period: March, 13 2017 – April, 17 2017 4 weeks

Tracking of the routes you travel
Is there a permanent change
in your mobility life-style?



Qualitative analyses: Late Spring – Early Autumn 2017

Survey to all the participants +

Random draw: individual and group interviews

How was your experience with *GoEco!* Apps?

What encouraged change?

And what prevented it?



We also have real prizes!

GoEco! Jackpot

Only for members of
the control group

GoEco! Quizzes

Final *GoEco!* Lottery



GoEco! Jackpot

Every three days one member of the control group is randomly extracted. If she has validated all her routes until the day before, she gets a prize.

Otherwise, prizemoney increases for the next winner.

Prizes: winners choose among

- 50 CHF gift card at Migros/Coop/Manor
- 50 CHF for SBB Rail-checks (for Ticino participants, useful for Arcobaleno tickets or season passes, <http://www.ffs.ch/viaggi-d-affari/businesstravel/assortimento/railcheck.html>)
- 50 CHF donation to a charitable organization (<https://www.zewo.ch/fur-spendende/hilfswerke-suchen/zertifizierte-hilfswerke-finden>)



Arcobaleno supports *GoEco!* (www.arcobaleno.ch) for Ticino, offering 1'000 CHF in Rail-Checks for Arcobaleno tickets or season passes.

GoEco! Quizzes

Every month quizzes are launched, open to all *GoEco!* participants. Winners of the quiz can access prizes only if they have validated all they routes until the day of the quiz.

Prizes: winners choose among

- 100 CHF gift card at Migros/Coop/Manor
- 100 CHF for SBB Rail-checks (for Ticino participants, useful for Arcobaleno tickets or season passes, <http://www.ffs.ch/viaggi-d-affari/businesstravel/assortimento/railcheck.html>)
- 100 CHF donation to a charitable organization (<https://www.zewo.ch/fur-spendende/hilfswerke-suchen/zertifizierte-hilfswerke-finden>)



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Final *GoEco!* Lottery

At the end of the second monitoring period, open to all *GoEco!* participants. Two final prizes are extracted.

Winners can access prizes only if they have validated all they routes until the end of the tracking period.

Prizes: winners choose among

- a Fairphone 2 (<https://shop.fairphone.com/en/>)
- an iPad Air 2 (<http://www.apple.com/ipad-air-2/>)
- a Brompton folding bicycle (www.brompton.ch)
- a Via-Verde holiday ticket (<http://www.voyages-via-verde.ch/voyages/voyages-via-verde>)
- a Rail-Away holiday ticket (<http://www.ffs.ch/tempo-libero-e-vacanze/vacanze-e-viaggi-brevi-in-svizzera.html>)



GoEco! events

All *GoEco!* participants are invited to attend them, together with their families and friends. Save the dates!

Ticino	Zurich
Week-end afternoon – Half of November Bicycle ride Bellinzona – Magadino/ Ascona Stop in a farm for local snacks	Week-end afternoon – Half of November The final programme is being defined and will soon be available.
Week-end afternoon – Half of December Treasure hunt across the City of Bellinzona	Week-end afternoon – Half of December The final programme is being defined and will soon be available



Thank you for your attention!

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