

The background image shows a person riding a bicycle on a wooden path, with a smartphone in the foreground displaying a map application. The text is overlaid on a semi-transparent white banner.

Introduction to the third *GoEco!* monitoring period March 2017

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



Francesca Cellina, Dominik Bucher

The schedule of the experiment

Recruitment of participants (active and control group)



The present mobility styles
March - April 2016



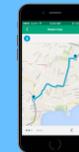
GoEco Tracker

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



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

The future mobility styles
March - April 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, 30 2017 6 weeks

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



Qualitative analyses: May - June (- September) 2017

Survey to all the participants +

Random draw: individual interviews

How was your experience with *GoEco!* Apps?

What did encourage change?

And what did prevent it?



We also have real prizes

GoEco! Jackpot

GoEco! Quiz

Final *GoEco!* Lottery



GoEco! Jackpot

Every week one participant 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! Quiz

One quiz will be launched.

Winner 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

Once interviews are completed, two final large prizes are drawn.

Winners can access prizes only if they have validated all their routes until the end of the third 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 date!

Ticino	Zurich
Week-end afternoon – April, 8 Bicycle ride Bellinzona – Magadino/ Ascona Stop in a farm for local snacks	In the same period The final programme is being defined and will soon be available.



For any doubt on where to download *GoEco! Tracker* or how to use it, you can look at the material available at <http://goeco-project.ch/index.php/en/for-the-participants/> or just ask us!

Don't forget to reactivate *Moves* and connect it to *GoEco Tracker*!



Important remarks: please, tell us

1. If you moved to another home
2. If you changed your phone (we might need to manually force connection between *GoEco! Tracker* and *Moves*)
3. If you are not receiving any route in *GoEco!Tracker*

Thank you for your attention!

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