

From present mobility lifestyle to sustainable transportation

Fossil fuel based mobility



To a multitude of options



Reasons to maintain dominant behaviour: Comfort



Reasons to maintain the dominant behaviour: Flexibility

Partenza	Orario	Destinazione	Binario
510	16.00	Bellinzona Biasca	4
510	16.10	Bellinzona Zurigo HB	3
510	16.10	Bellinzona Zurigo HB	3
510	16.21	Bellinzona Brugg	3
510	16.38	Como S.G. Albate-C.	1
510	16.50	Gubiasco Bellinzona	4
510	16.58	Mandrito Chiasso	1
510	17.00	Bellinzona Biasca	4
510	17.12	Bellinzona Basel SBB	4
Gruppi sett. D			
510	17.12	Bellinzona	3
510	17.28	Como S.G. Albate-C.	1
510	17.30	Gubiasco Bellinzona	4



Reasons to maintain the dominant behaviour: Organisation



Reasons to maintain dominant behaviour: social prestige



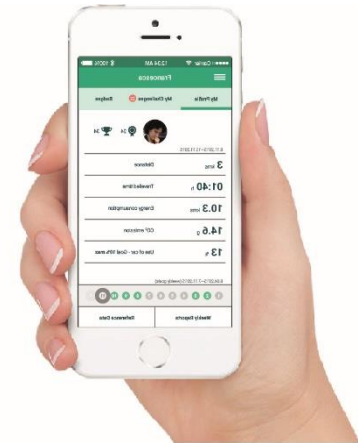
Goal of the research project

**Can we stimulate a change
in individual mobility lifestyles
by providing information feedback
and social comparisons/competition?**

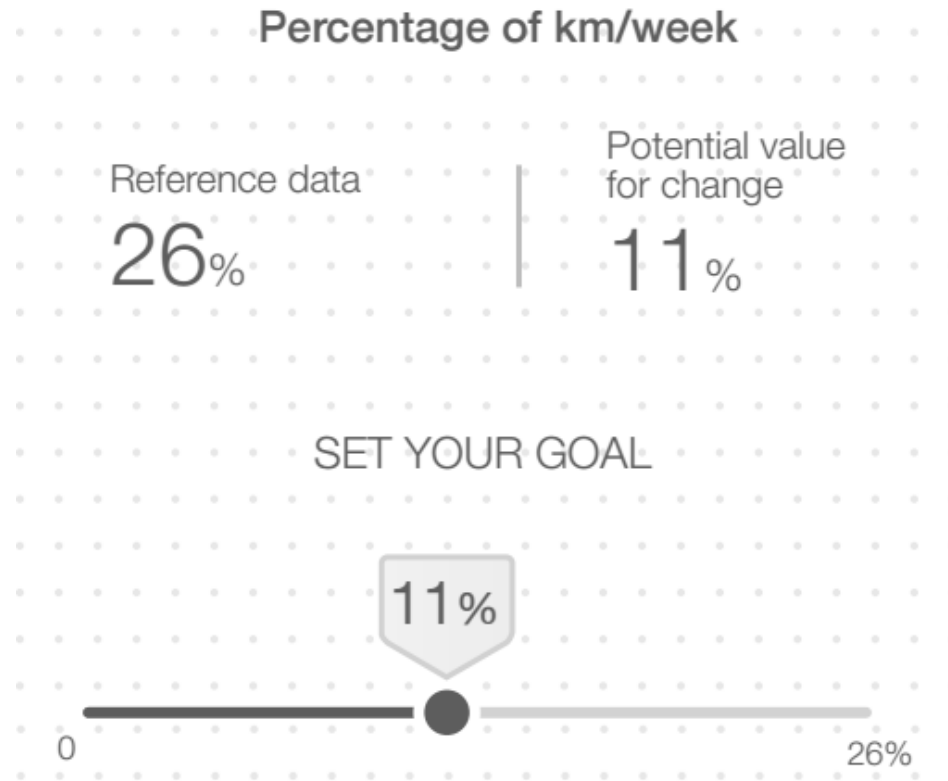


Living lab method: technology in the real living conditions

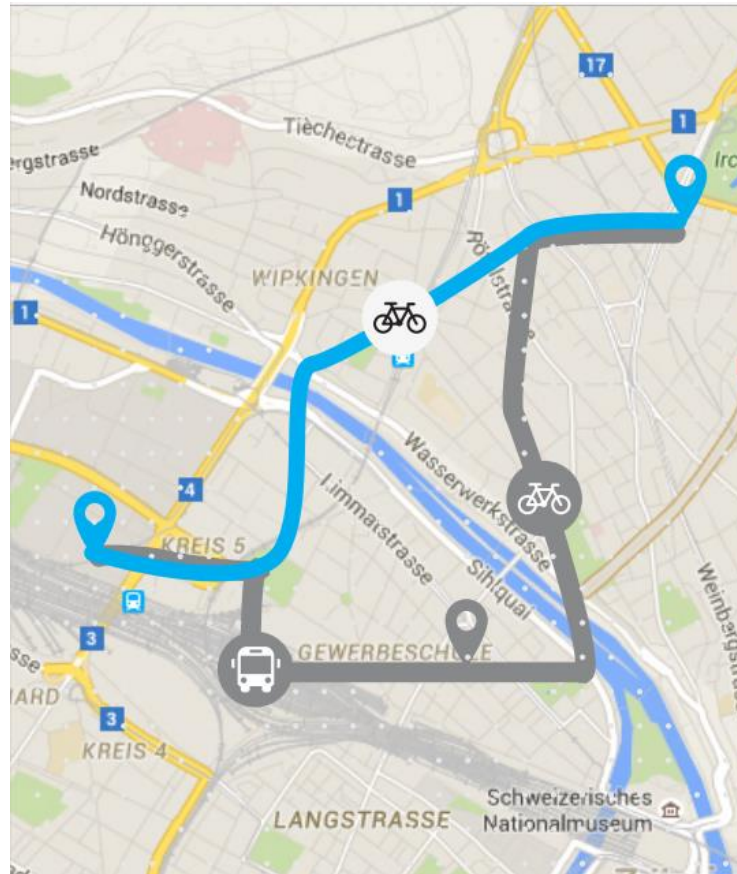
- Involving common citizens in their everyday life
- Everything is based on a smartphone application (own development)
- The app tracks your routes and gives you feedback on how and how much you move



Setting your personal goals for change



Testing your personalized suggestions for new transport modes or routes



Taking part in individual and collective challenges

- It encourages you to compare your performances with friends and other participants (gamification)
- It rewards you with virtual prizes if you achieve your goal



HALL OF FAME



800 persons involved in two regions in Switzerland

Recruitment of 800 participants (treatment and control group)

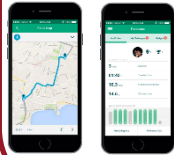


Present mobility styles
March - April 2016



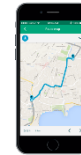
GoEco! Tracker App

GoEco! mobility styles
September – November 2016



Full *GoEco!* App
Tracking + eco-feedback + goals +
challenges + alternatives +
social comparison

March – April 2017



GoEco! Tracker App

Control group: *GoEco! Tracker app*



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



Recommendations for public authorities

An interdisciplinary research in for smart transportation

- The research team:
 - two universities,
 - four institutes,
 - fifteen researchers

SUPSI

Institute for Applied Sustainability to the Built Environment – ISAAC

Laboratory for visual culture – LCV

Dalle Molle Institute for artificial intelligence – IDSIA

ETH Zürich

Institute for Cartography and geoinformation – IKG

