



Embracing Active Travel For Health

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Co-funded by the Intelligent Energy Europe  
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[switchtravel.eu](http://switchtravel.eu)





**SWITCH** uses information and communication technologies (ICT), and personalised travel planning advice supported by strong health arguments to encourage people in a period of life change to switch from short car journeys to more walking and cycling.

**SWITCH** supports cities in developing and implementing local campaigns to reduce motorised traffic and CO<sub>2</sub> levels.

**SWITCH** is a European-funded project running until May 2016 involving five cities supported by health and transport experts to develop and implement targeted campaigns promoting travel behaviour change.

# Why switch to active travel?

A sedentary lifestyle is a primary risk factor of non-communicable diseases (NCD) in Western countries. These can cause major health problems for individuals and great economic costs for the society as a whole.

Getting more active can be easily achieved by **introducing active travel into everyday life.**

A moderate daily physical activity, such as walking or cycling, taking the stairs, has great health benefits by reducing the risk of developing chronic diseases in the long term, and immediate economic benefits for your pocket!

## What is SWITCH?

**SWITCH** is encouraging healthier travel habits by conveying a positive message at turning points in our lives: changing school or job; moving home; retiring or receiving medical advice to increase physical activity.

The use of new technologies and social media to engage with the target audience introduces elements of “gamification” which help motivate people to make a **switch and maintain new travel routines over time.**



# The 3-step SWITCH approach

**SWITCH** offers a comprehensive approach to assist city transport and health professionals to design active travel promotional campaigns to encourage more walking and cycling.

Targeted campaigns proven to make a real positive change in the way people travel more sustainably to work, school or for leisure.

Take advantage of **SWITCH**'s products, training tools and other material:

## 1 SWITCH Toolbox

Comprehensive suite of guidance for planning, implementing and evaluating **SWITCH** active travel campaigns.

## 2 Training Tools

Workshop videos and webinars, factsheets on health benefits of walking and cycling.

## 3 Factsheets

Snappy updates from **SWITCH** implementation cities with facts & figures on their local campaigns.

# SWITCH Follower City programme

Follower Cities will be supported by the **SWITCH** team throughout the project. They benefit from technical advice from experts and participate in direct “peer learning” from our five implementing cities.

**SWITCH** assists with:

- Designing effective campaigns to fit your specific local needs by using ICT-based tools.
- Building partnerships with stakeholders to empower your local community.
- Targeting and engaging with your audience to motivate them to switch from car use.
- Conveying health benefits associated with active travel to your target audience.

- Implementing campaigns by developing and delivering personalised travel advice.
- Evaluating effectiveness and societal benefits of more walking and cycling.



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# Local SWITCH campaigns and target groups

Five local **SWITCH** campaigns are designed to motivate people to leave their car for short journeys and get active by walking or cycling.

The audience receives personalised travel advice delivered directly into their hands by trained travel advisers. Smartphone applications and online competitions introduce a fun element to encourage a change in travel behaviour.

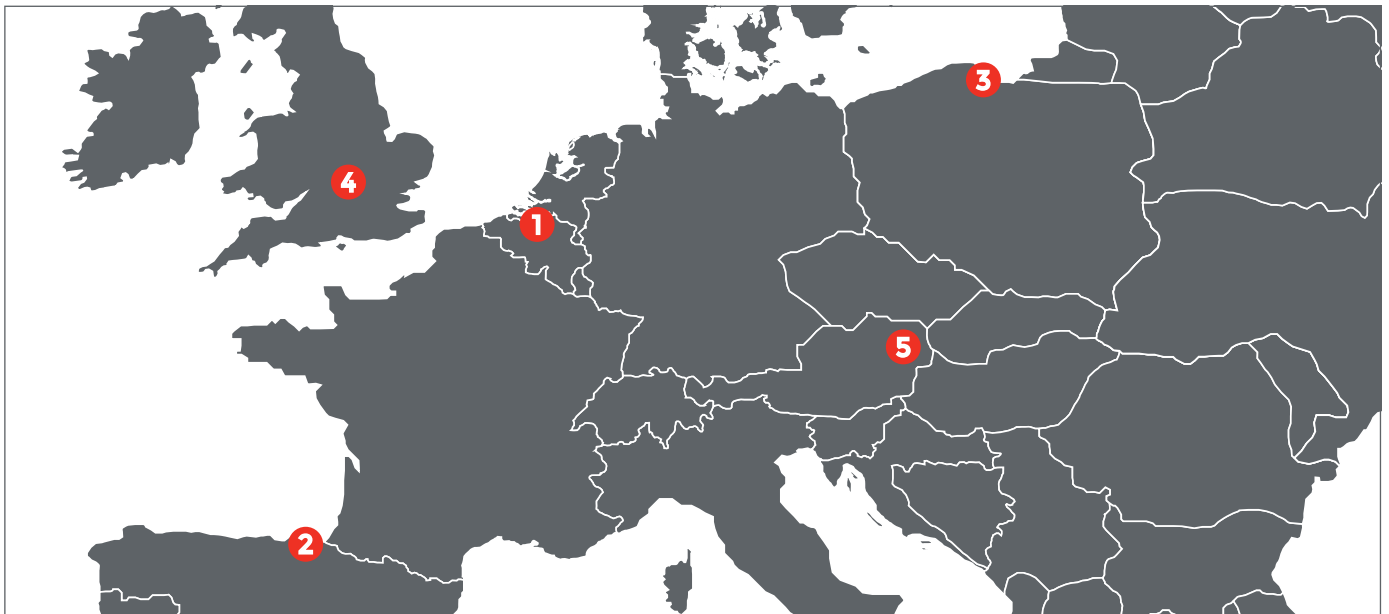
To keep motivation high some incentives are offered, which include **discounts on bikes, bike test rides, and reward prizes.**

## Local SWITCH campaigns

- 1 Antwerp (Belgium)
- 2 Donostia / San Sebastián (Spain)
- 3 Gdansk (Poland)
- 4 London Borough of Hounslow (United Kingdom)
- 5 Vienna (Austria)

## Main target audiences

- People who have changed their educational or professional status
- Commuters starting a new job
- People who recently moved home
- People receiving medical advice



# SWITCH partners



## contact

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