

Editorial

Dear reader,

Welcome to the fifth edition of our SWITCH newsletter!

The SWITCH project came to an end in May 2016 and as such this will be the last edition of our newsletter. To share our success from the last two years we organised a **final conference in April 2016**, to present results, share knowledge and our experiences with European cities on encouraging active travel and designing a SWITCH campaign. This event imparted nearly two years of learning and results, key success factors, policy recommendations and all the practical examples and guidance documents to boost travel behaviour change in European cities.

The **SWITCH Campaign Guide and Toolbox** to help cities to implement an effective SWITCH campaign are now available for you to download as an ePub and PDF file from the SWITCH website. The Campaign Guide has been translated into German, Polish and Romanian and other languages will be available soon. Paper copies are also available in English. Get in contact with us to receive your free copy!

Our partner European Integrated Projects have crunched the numbers on the five SWITCH campaigns and the final report on evaluation results is nearing its completion. Check back to the SWITCH website regularly. If you want to have a sneak peek of the SWITCH campaigns' success, we invite you to look at the comparative data collected across the five implementation sites in the **latest Campaign factsheets**.

Last but not least, we have updated the **SWITCH e-learning tool** at www.mobility-academy.eu/SWITCH. This version now includes information about financial aspects of a travel behaviour change campaign, and has been opened up so that everyone can use it without password or login requirements.

Enjoy reading!

Your SWITCH consortium

SWITCH Final Conference papers published

SWITCH held its final event in Bremen, Germany, on April 14. Entitled “Embracing Active Travel for Health”, it showcased how cities, mobility campaigners and health practitioners can design and implement a campaign to trigger travel behaviour change at life changing moments using health messages to motivate change.



The event offered a unique opportunity to learn from five SWITCH cities' best practices and the papers are now published here. Over 60 participants convened in Bremen to exchange knowledge and good practice examples on designing successful campaigns to encourage pupils and parents, students, adults, employees at workplaces and seniors to walk and cycle more and create a long lasting good habit by moving away from a more sedentary lifestyle.

Master of Ceremony, Ms. Bronwen Thornton, moderated the conference and the experts' panel debate. A key note speech was delivered Dr. William Bird, CEO Intelligent Health. The title of William's presentation was: 'Promoting active travel: how to use ICT and life change moments to motivate change'; the presentation looked at the causes of chronic stress from a health perspective, such as lack of physical activity and other poor health behaviour.

The event was designed around five city-based campaigns which have proven a successful way to address some of the challenges around the lack of physical activity among the target population. Having fun proved to be the main reason among students for taking part in a Beat the Street campaign. And this was also the message we learnt from the SWITCH campaigns.

Early evaluation results drawn from the five SWITCH campaigns were illustrated by Lucia Cristea and Desmond Marozva, European Integrated Projects (EIP). A key message in Lucia's presentation was that SWITCH works! The campaigns proved to be a successful “nudge” technique to change mobility behaviour and have significantly increased active mobility levels among the target group.

The experts panel debate “Building on success” debated what initiatives prove cost effective for cities to shift to active travel, reduce car traffic, air emissions and noise, and how cities and campaigners can tap into travel behaviour change techniques to promote physical activity. The panelists included representatives from different organisations and institutions, all working with behaviour change in mobility.

The last presentation unveiled the much awaited SWITCH Campaign Guide and Toolbox. Ralf Brand and Silke Ralf of Rupprecht Consult illustrated the structure of the Campaign Guide and where tools, and further reading and recommendations can be found online.

Proceedings of the final conference are available on the project website at <http://www.switchtravel.eu/#!SWITCH-Final-Conference-papers-published/c66g/571deae80cf2a12871b7ae64>

News round-up from the SWITCH implementation cities

Antwerp, Belgium



Antwerp's SWITCH campaign focused on employees working in the city who are and will be affected by road infrastructure works. The SWITCH campaign worked together with four workplaces of the inner city (the Department of Finances, Customs, Control of Buildings and Nokia).

In total 636 people engaged in SWITCH at the start of the campaign and 385 were still participating about 3 months after the campaign. Before the campaign, 40.9% declared to use their car to commute to work once a week. This figure dropped to 31.7% three months later. Cycling (at least once per day) has increased from 19.6% to 27.3% over the same period of time, and walking from 29.8% to 32%.

In February 2016, the City of Antwerp launched the website www.slimnaarantwerpen.be which covers all initiatives (soft and hard measures) the city takes to deal with the huge challenges resulting from the road infrastructure works. This website already promotes a smart map, with real-time information including congestion and the advantages of active and smart travel (walking, cycling, public transport, car sharing and carpooling, Park & Ride).

The next step is the implementation of a smart route planner. This smart route planner will be able to suggest the fastest and smartest route between point A and point B in real time. This tool will also incorporate the combination of different active and smart travel modes.

Before the launch of www.slimnaarantwerpen.be, the city had used the website www.noorderlijn.be for the first wave of massive road works in Antwerp. This website contains a separate section about the SWITCH campaign, which is called *Wijs op weg* (Smart travel) in Antwerp. This website also features an online forum where partners and citizens can leave feedbacks, ask questions and post requests.

Donostia – San Sebastián, Spain



The City of Donostia-San Sebastián focused on people who recently changed their educational status (universities), have recently moved homes or received medical advice to increase their level of physical activity. People who recently moved homes were of special interest for the city, due to its clear tourist and commercial character, the city receives many new residents for short term periods.

To reach out to people who received medical advice, the local SWITCH team held meetings with the health delegation of the Basque Government which is responsible for health centres. They also placed SWITCH campaign posters in health centres advertising the positive health benefits of an active lifestyle, and some recommendations to avoid sedentary behaviour. Most of the conversations with participants showed that the local SWITCH campaign successfully triggered attention to the health benefits of active travel, both in terms of physical and psychological health.

Based on the existing Movesapp (www.movesapp.com), the municipality prepared a mobile app to track participants' active mobility trips. Although some people who were already familiar with mobile apps tended to appreciate this app and expressed a positive feedback, most participants reported that they still preferred paper documentation. According to these signals, ICT tools should be considered as complementary tools and not as primary ones. A special situation applies for new foreign residents because a significant number of them do not initially have mobile internet connection. Smart-phone tools thus are useless for them until they own a local SIM card.

532 people were engaged at the start of the campaign, and 471 were still participating after 3 months. Car use dropped from 21.6% before the campaign to 9% 3 months after and walking increased from 54.9% to 68.8%.

Gdansk, Poland



The SWITCH campaign in Gdansk offered a fun, functional, instructive, active and healthy lifestyle programme to the communities of three local primary schools: pupils, parents and school staff. Low levels of physical activity and unhealthy lifestyles continue to be major problems and especially primary school children, as many parents take their children to school by car. The campaign started at the beginning of the school year which is a crucial moment to influence the travel behaviour for the whole school community.

The City of Gdansk decided to use the ICT system of Intelligent Health, which is based on electronic sensors and individualised magnetic cards. Walking and cycling activities were recorded by touching personalised smart cards (RFID cards = Radio Frequency Identification) onto electronic sensors, called Walk Tracking Units (WTUs) or 'Beat Boxes' that were mounted at lamp posts in the vicinity of the 3 schools. The WTUs send real-time data to a central database and participants could follow their progress on a website. This system proved very suitable for the multigenerational target group. It offers game-like aspects for the children and is easily accepted by adults.

The gamification of the SWITCH campaign is a very important motivational issue. At the same time, the Beat the Street system allows participants and organisers to check the records of walked and cycled kilometres. Despite some minor technical problems all participants were generally happy with the system. The local SWITCH team received many comments suggesting that this was the most motivational part of the campaign.

London Borough of Hounslow, U.K.

The target group for London Borough of Hounslow was parents of children who were starting a new school for the first time and who make short car journeys that can be realistically replaced by walking or cycling trips. A total of 36 schools in the borough were engaged.



London Borough of Hounslow set out to work with parents from the primary schools located all across the borough. In order to do this, the local SWITCH team first made contact with parents in the summer before their child starts school. Schools hold induction events in June or July where parents are informed about how school life works, e.g. uniforms and dinners. The SWITCH team attended these events to trigger thoughts about active travel and to get the parents' contact details.

London Borough of Hounslow appointed project managers from the Public Health and Transport teams to oversee the SWITCH project. They received strong support by Intelligent Health, experts in the field of encouraging individuals to make behavioural changes to become more physically active. By using Intelligent Health's Beat the Street technology, by integrating the Traffic Snake game and by organising side events like different walking tours they were able to motivate children and adults to increase their physical activity levels.

The major benefit of the Beat the Street approach is that because it uses smart cards, they can be easily distributed via schools to every child; and they can then be used straight away. This enables thousands of people to take part very quickly. This is important as the power of seeing other people taking part is a big motivator of behaviour. Compared to approaches based on mobile apps, the 'Beat the Street' approach also allowed the local SWITCH team to reach a larger group.

Vienna, Austria

The Viennese SWITCH campaign focused at the beginning on people who have recently moved houses and those who received medical advice to increase their physical activities. As many other people were interested in the campaign, the SWITCH target groups eventually included people who experienced a life change moment in the last 12 months (e.g. child birth, change of workplace, etc.).



People who recently moved houses were contacted via real estate developers, neighbourhood associations or face-to-face interviews at new housing projects. Face-to-face contacts were also established in leisure and recreation areas with other target groups. Partnerships with different doctors, hospitals and Health centres were established and announcement postcards were disseminated to reach people who recently received medical advice to increase their physical activity level. To reach more people, Nordic Walking groups of elderly people were visited as well as specific public events such as the Experience exhibition for active elderly. A broad range of communication channels were available for potential participants: email, text messages, a hotline number, postcards, the local SWITCH website or a QR-Code.

Different ICT tools were used during the Viennese SWITCH campaign. The project partner Mobility Agency for Vienna developed the app Wien zu Fuß (Vienna on foot), which included a step counter and a treasure hunt game for Vienna's Year of Walking campaign. In addition, the local team also promoted the app AnachB (AtoB) and a SWITCH-tailored version of the Moves app, which connects to the Moves API and uploads the users' activity data to the SWITCH server.

SWITCH online course

The SWITCH Team, led by Silke Frank and Ralf Brant of Rupprecht Consult, has prepared and launched an online course which provides support to cities who aim to promote a behaviour change "switch" from short urban car trips to more sustainable forms of transport, in particular cycling and walking.

The course is intended to facilitate the development of an "Implementation Scenario" for your own SWITCH campaign and consists of two main elements:

1. Six training units in the same order as the main phases of a SWITCH campaign.
2. A set of trigger questions where you can start developing your own campaign.

We prepared six chapters with just the right amount of information you need to kick-start your own campaign. We invite you to read this material carefully. We also recommend the "resources" section within this course. It contains templates, sample documents etc. which you can easily adapt to your local context.

At the end of each chapter, we suggest you write down your own thoughts about how you could implement certain campaign steps in your own city. You can do this directly within the course. At the very end, you can save and print your thoughts in one document as some kind of "implementation scenario".

The course language is English and is free to attend by anyone without password or login requirements. You can access the course at any time here www.mobility-academy.eu/SWITCH



Events

CIVITAS Forum Conference 2016

28-30 September 2016, Gdynia

<http://www.civitas.eu/content/civitas-forum-conference-2016>

Walk21 2016

3-7 October, Hong Kong

www.walk21hk.com

2016 Polis Conference

1-2 December 2016, Rotterdam

<http://www.polisnetwork.eu/2016conference>

Velo-city 2017

13-16 June 2017,
Arnhem-Nijmegen,
the Netherlands

<http://www.velo-city2017.com>

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