

GoEco!

A community based eco-feedback approach to promote sustainable personal mobility styles

Overview

1. Context and objectives

In the past years a number of alternative and energy-efficient mobility options have emerged.

However, they tend to be neglected due to a deep-rooted car dependency.

How can we encourage people to walk or to use their bikes, to ride on the public transportation system, to rely on emerging alternatives such as vehicle-sharing or car-pooling systems or even to organise virtual meetings to avoid travelling?

3. Methodology

Inter-disciplinary bottom-up approach and direct interaction with the end-users, within a "Living Lab": real users in real life conditions.

In total we involve 600 active participants (testers) and 200 passive participants (control group).

A smart-device application, developed on purpose, challenges users to reduce personal vehicle use:

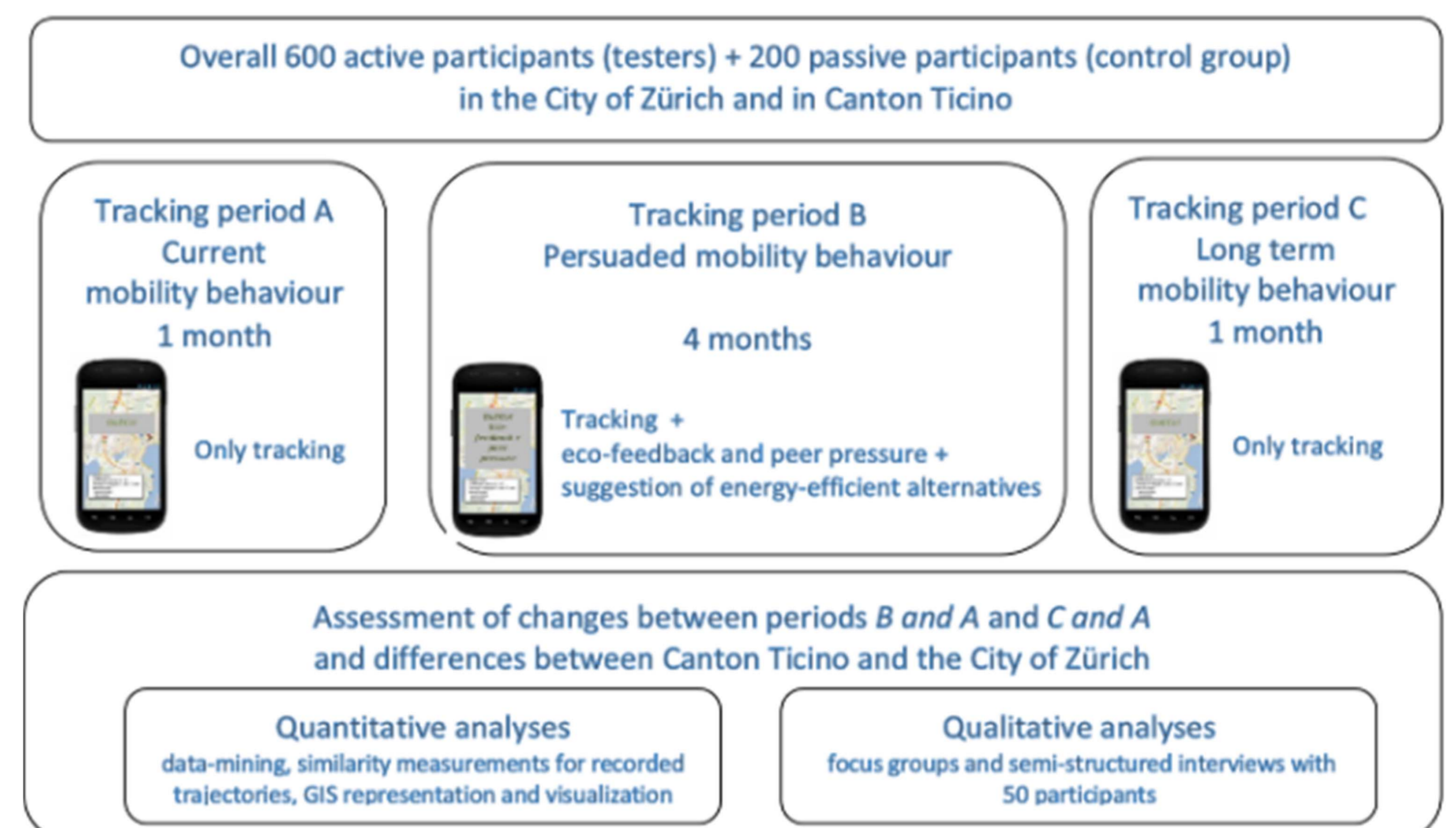
- tracking their movements and inferring the reasons for their trips;
- providing them with feedback on their mobility behavior;
- actively suggesting alternative and low-impact options;
- creating a virtual community among them, setting up a social comparison rewarding scheme and activating other gamification mechanics.

2. Research questions

In *GoEco!* we overcome the traditional awareness-raising approach.

We investigate if and how

- eco-feedback information
 - and social interactions (social comparison and peer pressure)
- can be effective in fostering changes in personal mobility behaviour towards sustainability.



The lab is run in the Canton Ticino and the City of Zurich, two different contexts in terms of available mobility options and socio-cultural attitudes of the population.

Focus groups and interviews provide additional insight.



Partners and Collaboration

GoEco! is a partnership between the University of Applied Sciences and Arts of Southern Switzerland (SUPSI) and the Swiss Federal Institute of Technology Zurich (ETH).

University of Applied Sciences and Arts of Southern Switzerland

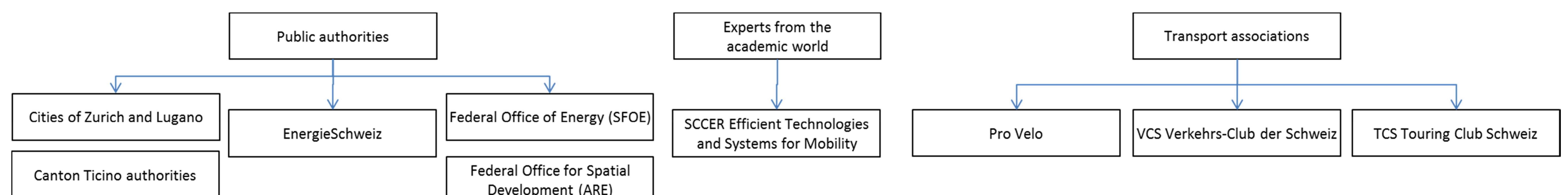
SUPSI

ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

An advisory board will follow the whole project.

Institutions invited to participate are indicated in the Figure below.



Energy Turnaround

GoEco! addresses the current energy-intense and fossil-fuel based mobility patterns, inducing consumers to a transition to sustainable mobility behaviour.

Insight gathered on consumers perceptions and attitudes will also

- allow to identify the main opportunities and barriers for a transition in the dominant mobility patterns
- and provide public institutions with bottom-up suggestions on land-use, transport planning and work- and leisure-time organisation.

Contact

Roman Rudel

University of Applied Sciences and Arts of Southern Switzerland SUPSI
Institute Sustainability to the Built environment

roman.rudel@supsi.ch

Project team: Massimo Botta, Francesca Cellina, Vanessa de Luca, Fabio Franchino, Gaetano Frongillo, Fabian Frei, Nikolett Kovacs, Luca Morici, Mikael Oettli, Andrea Rizzoli

Martin Raubal

Swiss Federal Institute of Technology Zurich ETH
Institute of Cartography and Geoinformation

mraubal@ethz.ch

Project team: Dominik Bucher, Pieter Kiefer, Paul Weiser