



Fostering citizen-focused urban mobility
Brussels, 26 November 2019

Use of Gamification platforms to boost Sustainable Mobility



Agencia de Obra Pública de la Junta de Andalucía
CONSEJERÍA DE FOMENTO, INFRAESTRUCTURAS
Y ORDENACIÓN DEL TERRITORIO

María Isabel Fiestas Carpena
Public Works Agency of Andalusia
Regional Government



**Interreg
Europe**



European Union | European Regional Development Fund

Use of Gamification platforms to boost Sustainable Mobility



- Gamification platforms are IT based systems which motivate people to choose sustainable means of transport.
 - Users use track apps when they move and are motivated thanks to Gamification elements:
 - Users ranking
 - Points to change in **local trades** for discounts and benefits
 - Mobility challenges with direct prizes or draws.



Use of Gamification platforms to boost Sustainable Mobility



- Powerful tool to motivate target groups when included in mobility plans

Competition among companies and universities



<https://www.retosem.com/>



Use of Gamification platforms to boost Sustainable Mobility

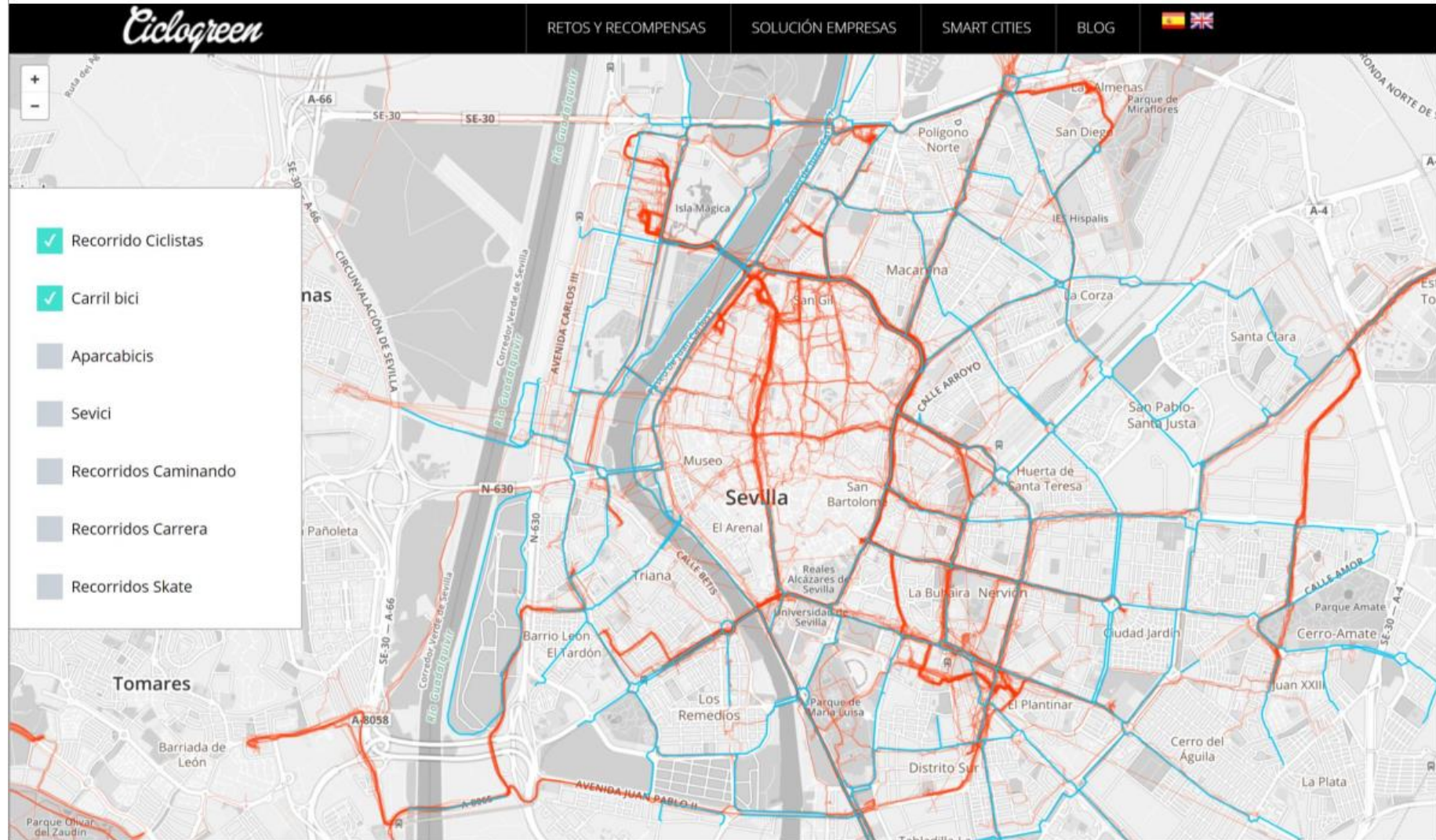


- **Gamification platforms and infrastructures design**
 - Real time mobility information (respecting data protection)
 - Bigger sample than traditional surveys.
 - Mobility heat maps: density maps of real cycling, walking and public transport routes or users registered in the platform.

Use of Gamification platforms to boost Sustainable Mobility



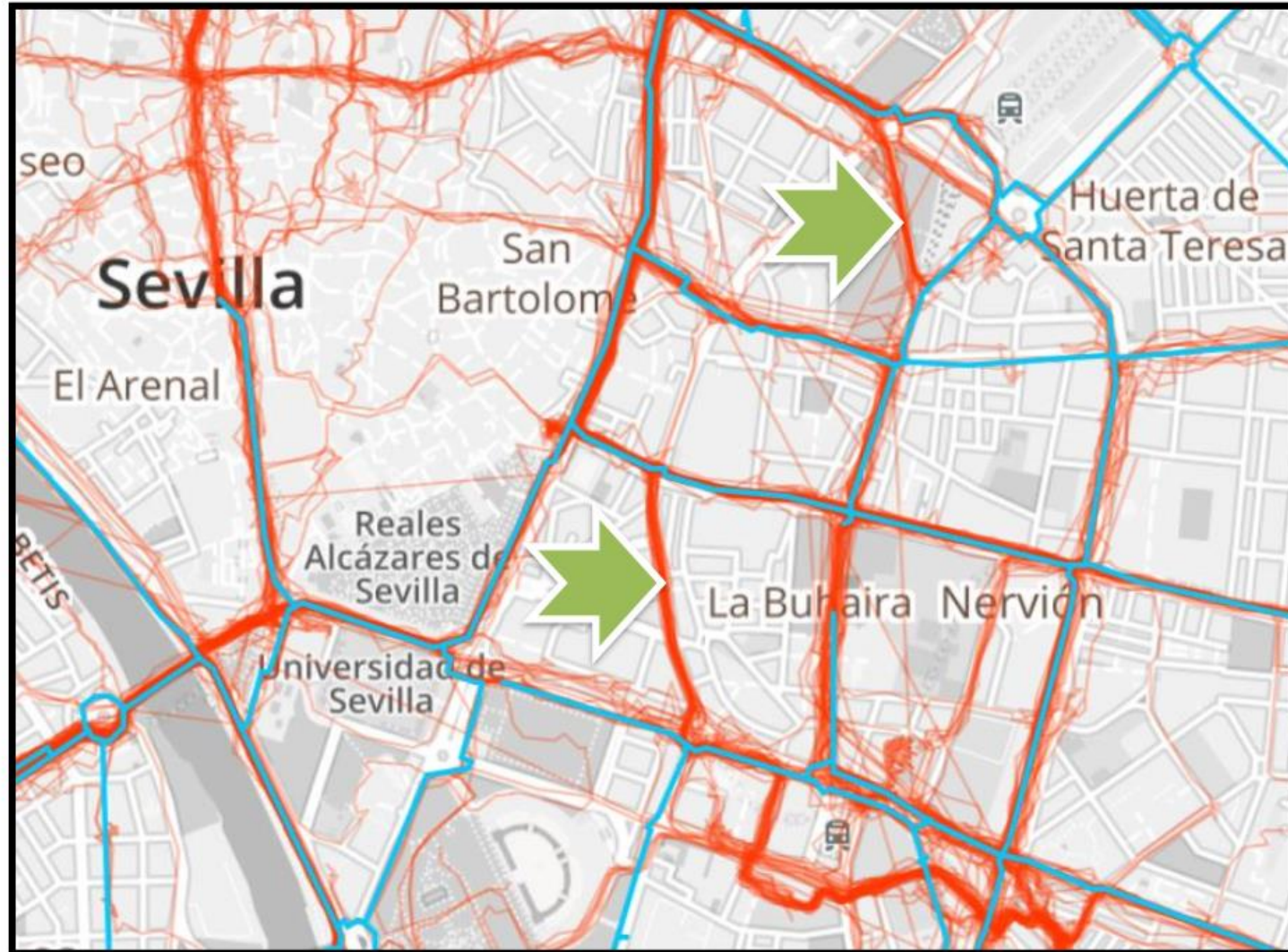
Comparing users' routes vs bike lane network



Use of Gamification platforms to boost Sustainable Mobility



Detection of missing bike lanes



Use of Gamification platforms to boost Sustainable Mobility



- **Resources**

- When provided by a private company, those platforms usually have an annual fee for the use of a private license use. The fee depends on the number of potential users and the chosen rewarding system.

- **Difficulties**

- The main implementation challenge is the outreach work
- City council support helps to boost the effect of this kind of platforms and grow the users community. The legal frame must be studied en each particular case

Use of Gamification platforms to boost Sustainable Mobility



Environmental, social and economic impact



- Evidence of success:



+ 2 Millions of healthy Km cycling / walking

+ 500 Tm of CO₂ emissions reduction



+ 30 local business promoted





Thank you!

María Isabel Fiestas Carpena
Public Works Agency Andalusia
Regional Government
isabel.fiestas@aopandalucia.es



Agencia de Obra Pública de la Junta de Andalucía
**CONSEJERÍA DE FOMENTO, INFRAESTRUCTURAS
Y ORDENACIÓN DEL TERRITORIO**



TRAM
Interreg Europe



**Interreg
Europe**



European Union | European Regional Development Fund