



Public/Private Co-Creation for
Successful Sustainable Urban Mobility
Daniel Gipple, CEO
BetterPoints Limited



21 February 2019

In late 2010, we started a company

Sustainable Urban Mobility Congress

BIG IDEA: To build a platform that creates local ecosystems....

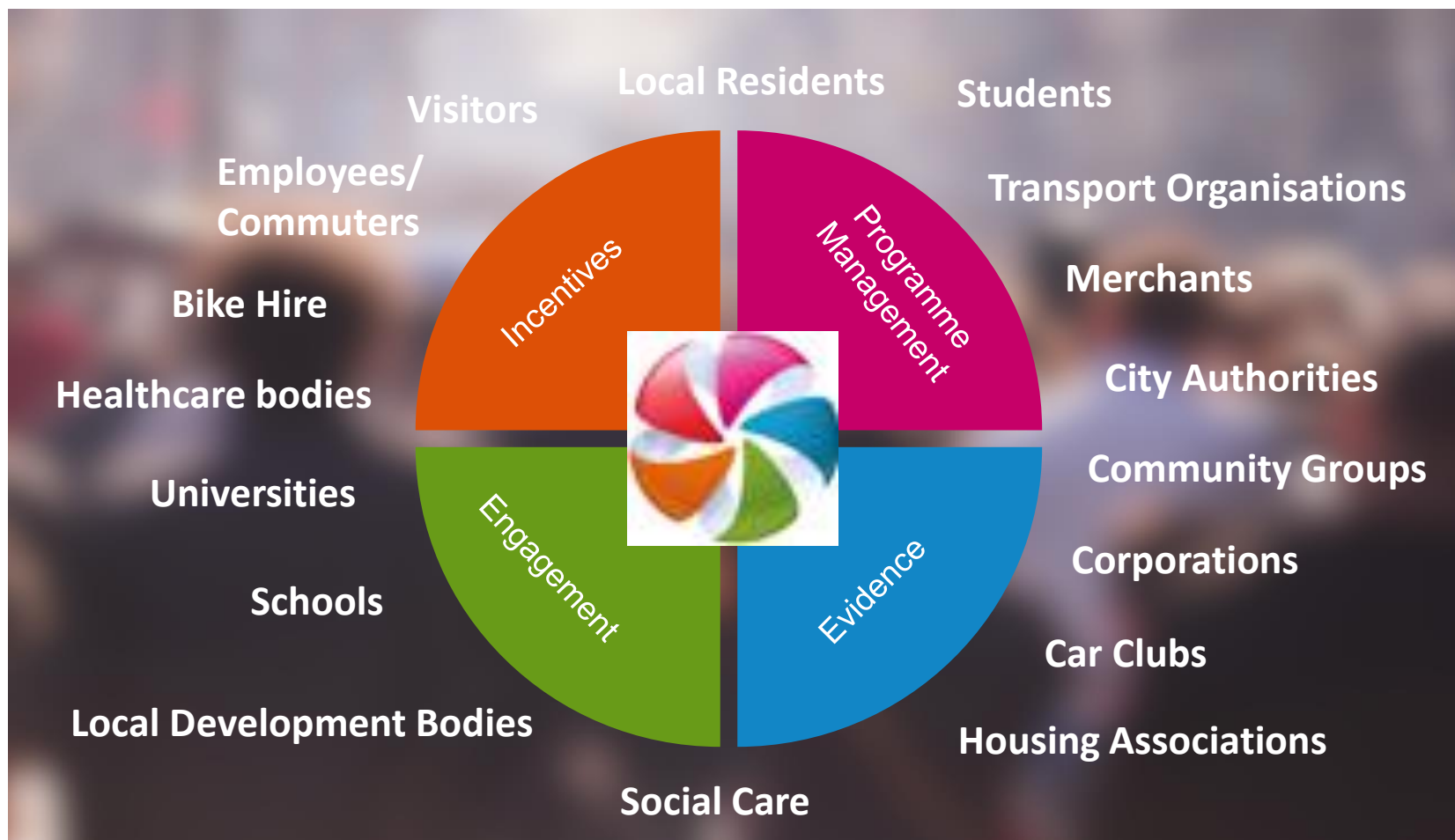
localisable, brand-able, incentives, behaviour science, data evidence



To motivate and reward positive and preventative
behaviour in sustainability and health

...but the idea is meant to work with.....

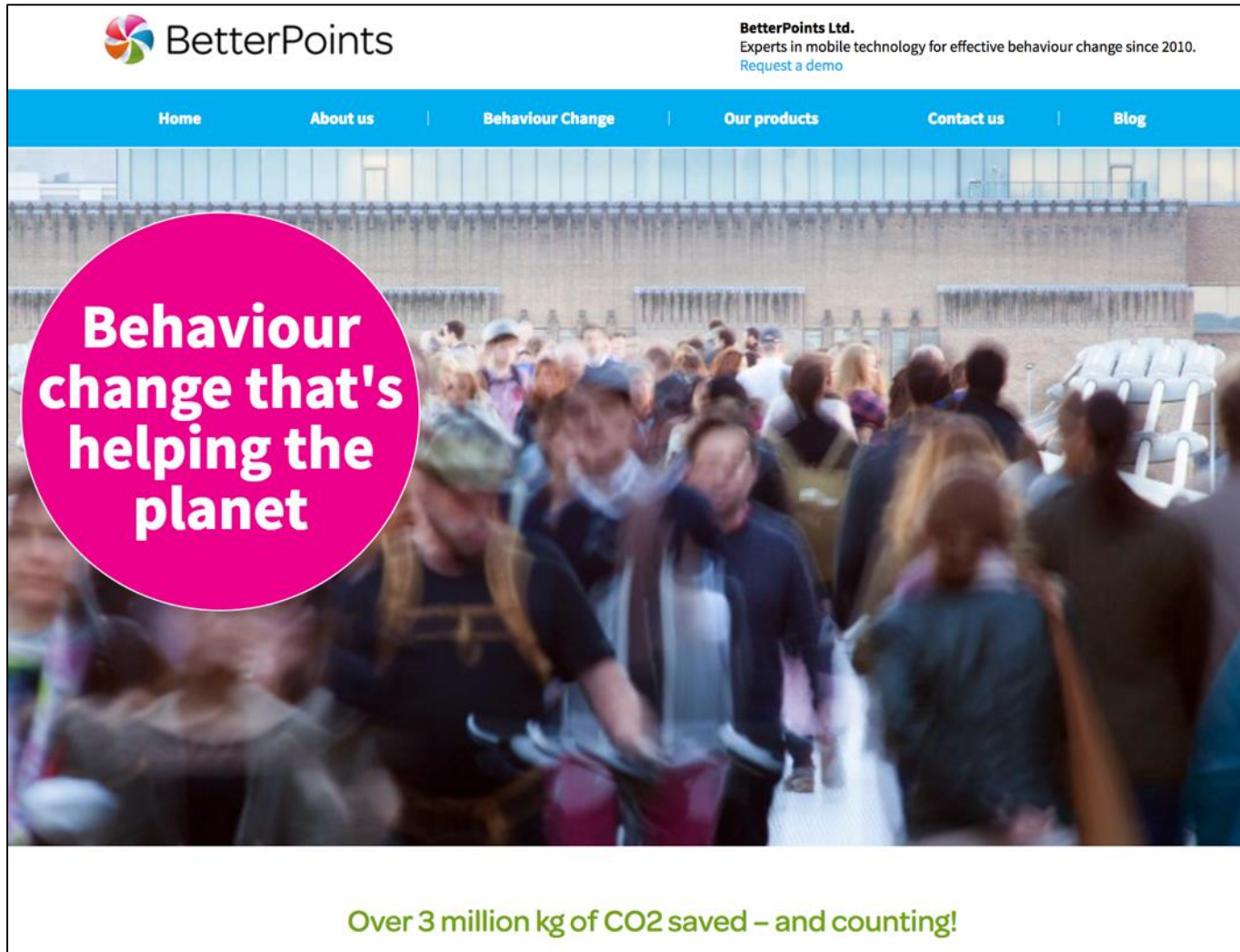
Sustainable Urban Mobility Congress



PUBLIC and PRIVATE WORKING TOGETHER

Live and evolving since 2013

Sustainable Urban Mobility Congress



The screenshot shows the BetterPoints website. At the top left is the BetterPoints logo, a colorful pinwheel icon. To its right is the text "BetterPoints Ltd. Experts in mobile technology for effective behaviour change since 2010. [Request a demo](#)". Below this is a blue navigation bar with links: "Home", "About us", "Behaviour Change", "Our products", "Contact us", and "Blog". The main content area features a blurred image of a large crowd of people. Overlaid on the left side of this image is a large pink circle containing the text "Behaviour change that's helping the planet" in white. At the bottom of the page, a green banner reads "Over 3 million kg of CO2 saved – and counting!".

BetterPoints
BetterPoints Ltd.
Experts in mobile technology for effective behaviour change since 2010.
[Request a demo](#)

Home | About us | Behaviour Change | Our products | Contact us | Blog

Behaviour change that's helping the planet

Over 3 million kg of CO2 saved – and counting!

A BEHAVIOURAL CHANGE MANAGEMENT SYSTEM POWERING BESPOKE PROGRAMMES

Sustainable Urban Mobility Congress

Live Administration Management System (SaaS), data dashboard

Client-branded GPS Messaging App with In-App questioning

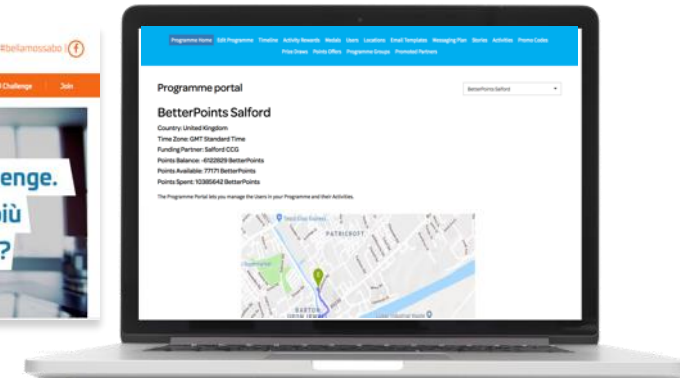
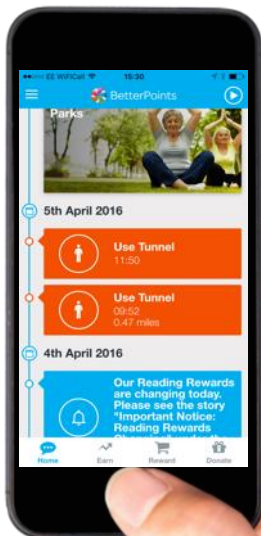
Client Branded Portal

API, Proprietary mode tracking algorithms and DBCTs/Behavioural Change Taxonomy

Incentive Mix (BetterPoints) and Gamification options

Walking, cycling, bus, train, car share, park and ride, exercise, event, survey plus 100's more

International



Make
Aware

Inform
of Impact

Motivate
& Facilitate

Feedback
& Reward

Socialise
& Involve



**Bologna, Italy
2017-2018**



- 6 months duration each year
- EU H2020 funded
- Citizen Programme
- Workplace Challenge



Bella Mossa 2018



10.000
participants



108
commercial
partner



720
ton of CO2
saved



3.700.000
km of sustainable
travel



900.000
sustainable
journeys



93
times around
the globe



BetterPoints

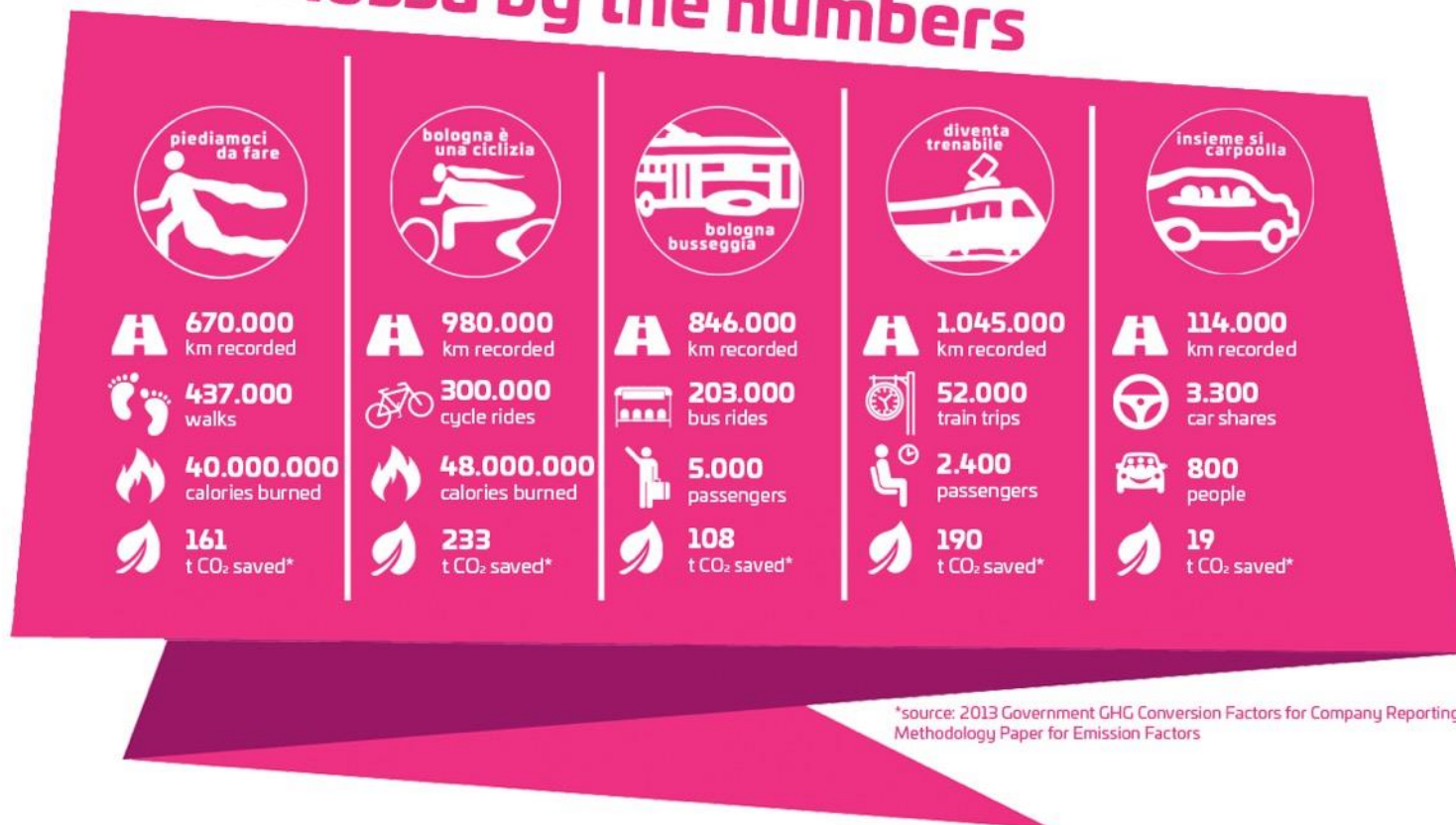


SRM
Reti e Mobilità



SUSTAINABLE URBAN MOBILITY CONGRESS

Bella Mossa by the numbers



*source: 2013 Government GHG Conversion Factors for Company Reporting
Methodology Paper for Emission Factors

Global Agenda Environment and Natural Resource Security Cities and Urbanization

In this Italian city you get rewarded with beer and ice cream for not driving your car



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The city that gives you free beer for cycling

This is how the Italian city of Bologna is getting people to leave their cars behind.

A film by [Amelia Martyn-Hemphill](#) and Nicola Kelly for **BBC World Hacks**. Like, Share, Engage.

For more about this story, listen to our **World Hacks** podcast.

24 Oct 2018



Share

Dozens of co-created Programmes later... Sustainable Urban Mobility Congress



**Our people.
Our places.
Our plan.**
BetterPoints for change.



Download the app and get started at www.the Sutton Plan

Get Active in Ebbsfleet and earn rewards



BetterPoints
Ebbsfleet
Dartford Gravesham and Swanley
A Healthy New Town

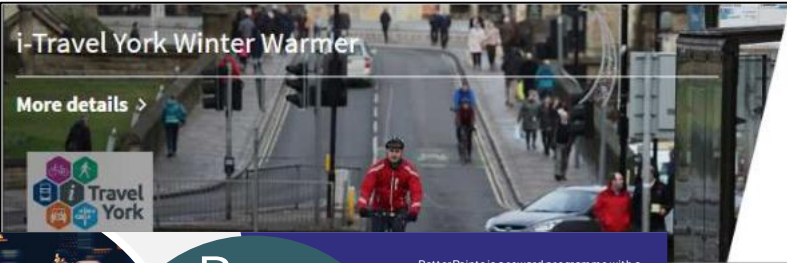
**Run.
Walk.
Cycle.**
There's a BetterPoint™ in everything.

BetterPoints is a reward programme with a difference. Residents of Dartford, Gravesham and Swanley can earn BetterPoints by logging all your activities on our app then redeem your points for high street rewards or donate to charities or your local community groups.

Download the app and get started at www.ebbsfleet.betterpoints.uk



EBBSFLEET GARDEN CITY
A Healthy New Town



i-Travel York Winter Warmer
More details >



**Walk. Bike.
Play. Run.**
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active parks
Birmingham

#vaj de zică

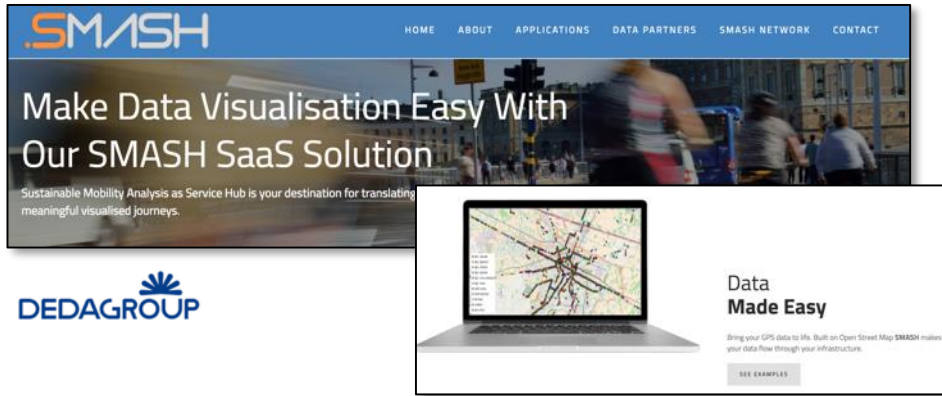


The #VaiDeZica project seeks to encourage sustainable habits of urban mobility through rewards from partner brands that, like us, believe in the transformative power of society.

Co-creation leading to more start-ups!

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Publishing Mode Shift Data for Planning



The screenshot shows the SMASH SaaS Solution website. The header includes the SMASH logo and navigation links: HOME, ABOUT, APPLICATIONS, DATA PARTNERS, SMASH NETWORK, and CONTACT. The main headline reads "Make Data Visualisation Easy With Our SMASH SaaS Solution". Below this, a sub-headline states: "Sustainable Mobility Analysis as Service Hub is your destination for translating meaningful visualised journeys." The central image features a laptop displaying a complex network map. To the right of the laptop, the text "Data Made Easy" is displayed, followed by a brief description: "Bring your GPS data to life. Built on Open Street Map SMASH makes your data flow through your infrastructure." A "SEE EXAMPLES" button is located at the bottom right of the central image area. The DEDAGROUP logo is positioned at the bottom left of the slide.

Motivating WEEE/EEE Recycling and Reuse



The InnoWEEE logo is displayed, consisting of a blue square with a colorful puzzle piece icon and the text "InnoWEEE". Below the logo, the text reads: "Innovative WEEE traceability and collection system and geo-interoperability of WEEE data".

DEDAGROUP

BetterPoints

F&K
FONDAZIONE
BRUNO KESSLER

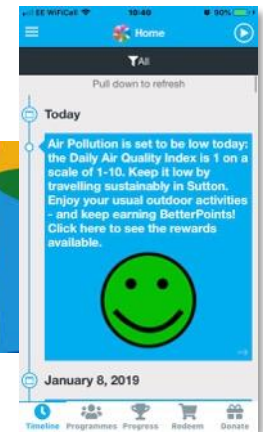
ECQDOM

Global Marketplace for Climate/Environmental Data



The screenshot shows the OASIS HUB website. The header includes the OASIS HUB logo and the tagline: "The Global Window to Free and Commercial Environmental and Risk Data. Tools and Services". Navigation links for Login, Create Account, and Feedback are visible. The main content area features a large image of a city skyline at night with the text "City Level Flood Data" and a "Read More" button.

Air Quality Messaging



BetterPoints

Climate-KIC

HORIZON 2020

SUM
BIO '19
SUSTAINABLE URBAN MOBILITY CONGRESS

Sustainability, Social and Health Metrics

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- CO2 mitigated (CO2e/GHG)
- Car journeys reduced, travel mode shifts
- Travel mode data collected and published
- Waste, WEEE or EEE recycled and litter collected
- Activities completed, calories burned, # of activities taken, duration, frequency, distance
- Registered participants and # of engaged users
- Income strata/demographics
- People moved from Inactive to Active
- Shared Activities
- Volunteer/community groups involved
- Local merchants participating
- Friends referred
- Attendance at events or classes
- ROI/savings per annum for the local authority/social/healthcare bodies
- Reductions in Anxiety, Stress, Isolation; increases in sense of wellbeing, family time
- Amount of donations and amount of points earned and redeemed
- Resources saved

10,000 Urban Sustainable Mobility and Physical
Activity programmes improving life *all together at once*

