

UrbanCyclers App

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„Imagine if a team of scientists devised a drug which massively reduced people’s chances of developing cancer or heart disease, cutting their overall likelihood of dying early by 40%.

This would be front page news worldwide, a Nobel prize candidate par excellence.

That drug is already here, albeit administered in a slightly different way:

IT’S CALLED CYCLING TO WORK“

quoted from Walker, P., Bike blog, The Guardian, <https://www.theguardian.com/environment/bike-blog/2017/sep/17/the-miracle-pill-how-cycling-could-save-the-nhs>

But how to motivate people to cycle to work (or school)?

We know quite a bit about working of different incentives and interventions...

... but can smartphone app bring about a behavioural change we aim for?

This is how it started...

- **UrbanCyclers** is a cycling app developed by Prague-based start-up Umotional
- originally launched in 2015 now provides a full set of features for promotion of cycling in cities





This is how it started...

- Charles University Environment Centre is a research institute focusing on environment & sustainability topics
- consumer behaviour and behavioural change is one of key research streams
- in INHERIT project we teamed with Umotional to **analyse effectiveness of different incentivization strategies to promote regular biking to work (or school)**

This is how we do it ...

previous research suggests that

- app-based interventions can be effective
- there is no „one-size-fit-all“ intervention
- it is useful to view behavioural change as a transition through a sequence of different stages, e.g.

pre-contemplation

contemplation

preparation

action

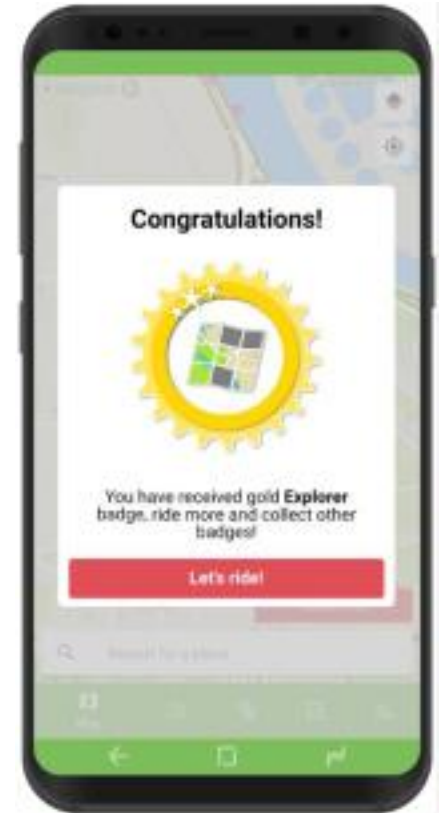
maintenance

This is how we do it ...

we conduct randomized controlled trial of 2 types of incentives:

- social smart gamification
- financial rewards
- combination of both incentives
- control group (no incentives)

among new app users in several Czech cities



Added value of our pilot study

- rigorous evaluation of effectiveness of 2 intervention types
- disentangling effect per stages of behavioural change



better tailoring & targeting of incentives promoting bicycle commuting, i.e.

- whom
 - when
 - how
 - with what
- } to address

What do we already know?

- good cycling infrastructure and facilities is necessary but not sufficient to motivate the behavioural change
- old habits die hard – it is much more effective to motivate travel behaviour change in changing environment (i.e. workplace relocation)
- increased transportation physical activity does not automatically mean increase in total physical activity (but limited evidence here!)

... and more to come once our study is finalized (June 2019)

Thank you for your attention
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