

SWITCH to Active Travel

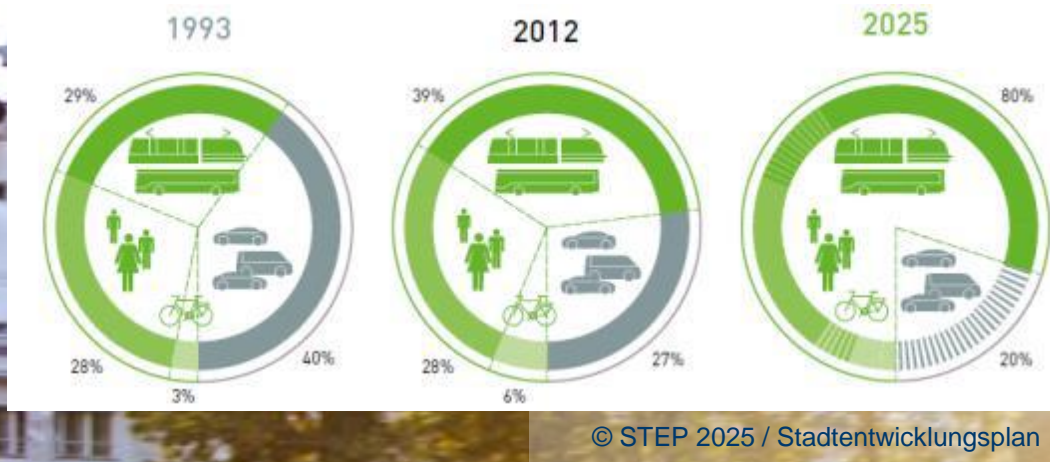
Thinking health and transport policy together



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80:20 – Vienna’s objective for the future (2025)



- Integrating physical activity in every day life without much additional efforts
 - Counteracting sedentary life styles
 - Reducing the risk of cardiovascular and chonical diseases
 - Reducing car traffic, congestion & air pollution
 - Reducing primary energy consumption
- ⇒ **Cooperation between mobility and health sector**

The SWITCH Project

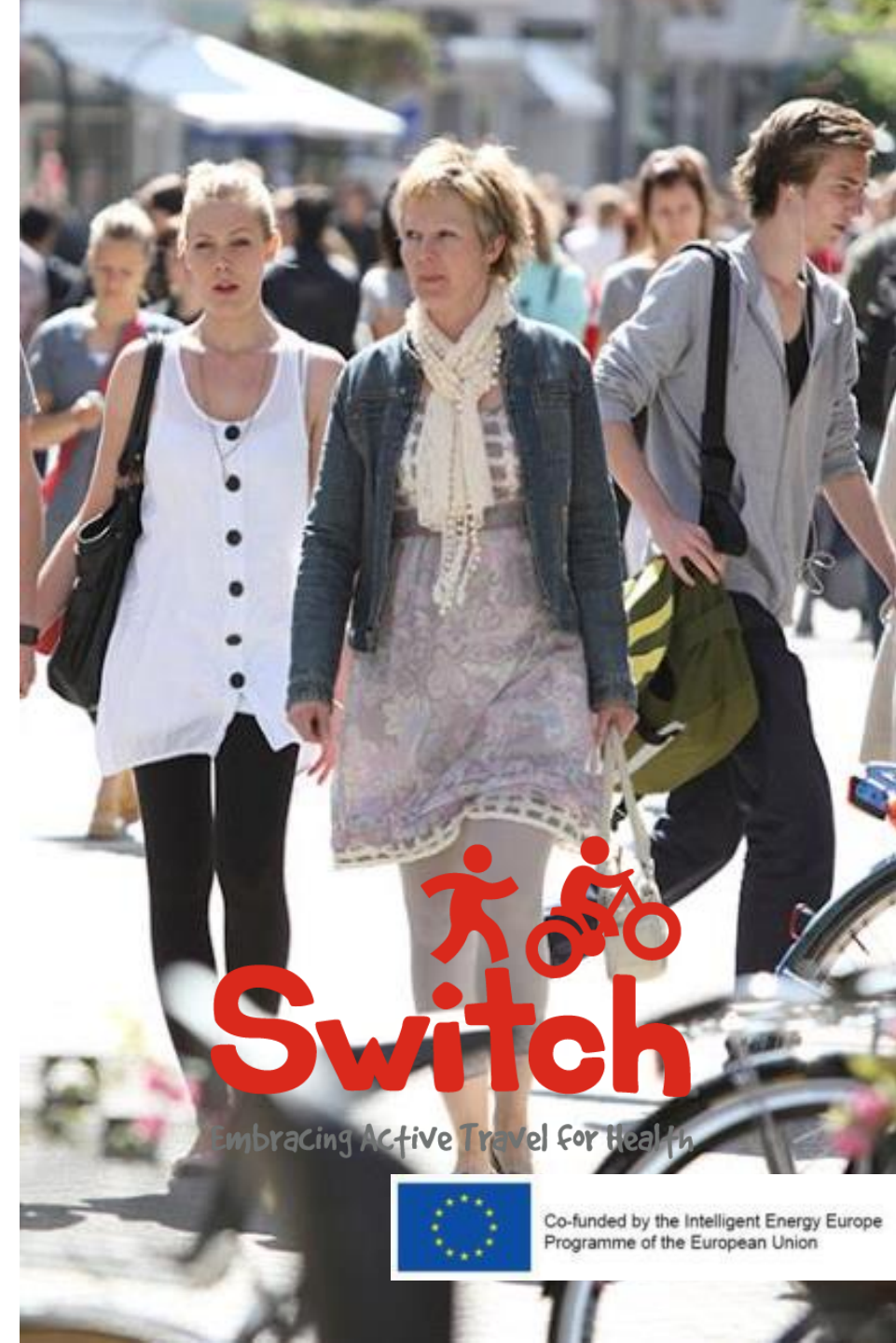
- 8 expert partners
- 5 implementation cities and 5 SWITCH campaigns
- Around 20 follower cities

One common idea:

- to reduce short car trips,
- to reduce GHG-emissions and primary energy consumption
- to improve health and well-being



The INHERIT project (2016-2019), coordinated by EuroHealthNet, has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 667364



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Test new behavior and feel that it is good!

Communication: Promoting the active travel and health awareness-raising campaign on the target groups

Customization: Adapting personalized travel planning and further instruments on active travel and health on the target groups

Personalization: personalizing the contact to target persons and of the instruments of the SWITCH campaign





INHERIT

SWITCH - improve health and wellbeing by active travel

1,540 participated in SWITCH,
957 people received personalized information

- Personal Contact
- Personal Advice
- Tailored Information material
- Apps
- Events and Action
- Incentives and Lottery
- Clear Health Statement



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Jetzt anmelden und gewinnen!

Unter allen Teilnehmenden werden ein Fahrrad, ein Premium-Trolley, Schüssler und weitere tolle Preise verlost.

Zu sich nehmen gerne an SWITCH in Wien teil.

Mein Name: _____

Meine Telefonnummer: _____

Meine Adresse: _____

Senden Sie uns Ihre Kontaktdaten mit dem Postfach oder direkt per SMS zu: **SWITCH** für BOKU Wien
E-Mail: switch@bokuwien.at
Ordnung: www.bokuwien.at
Link: bit.ly/1983 (QR-Code)

QR-Code

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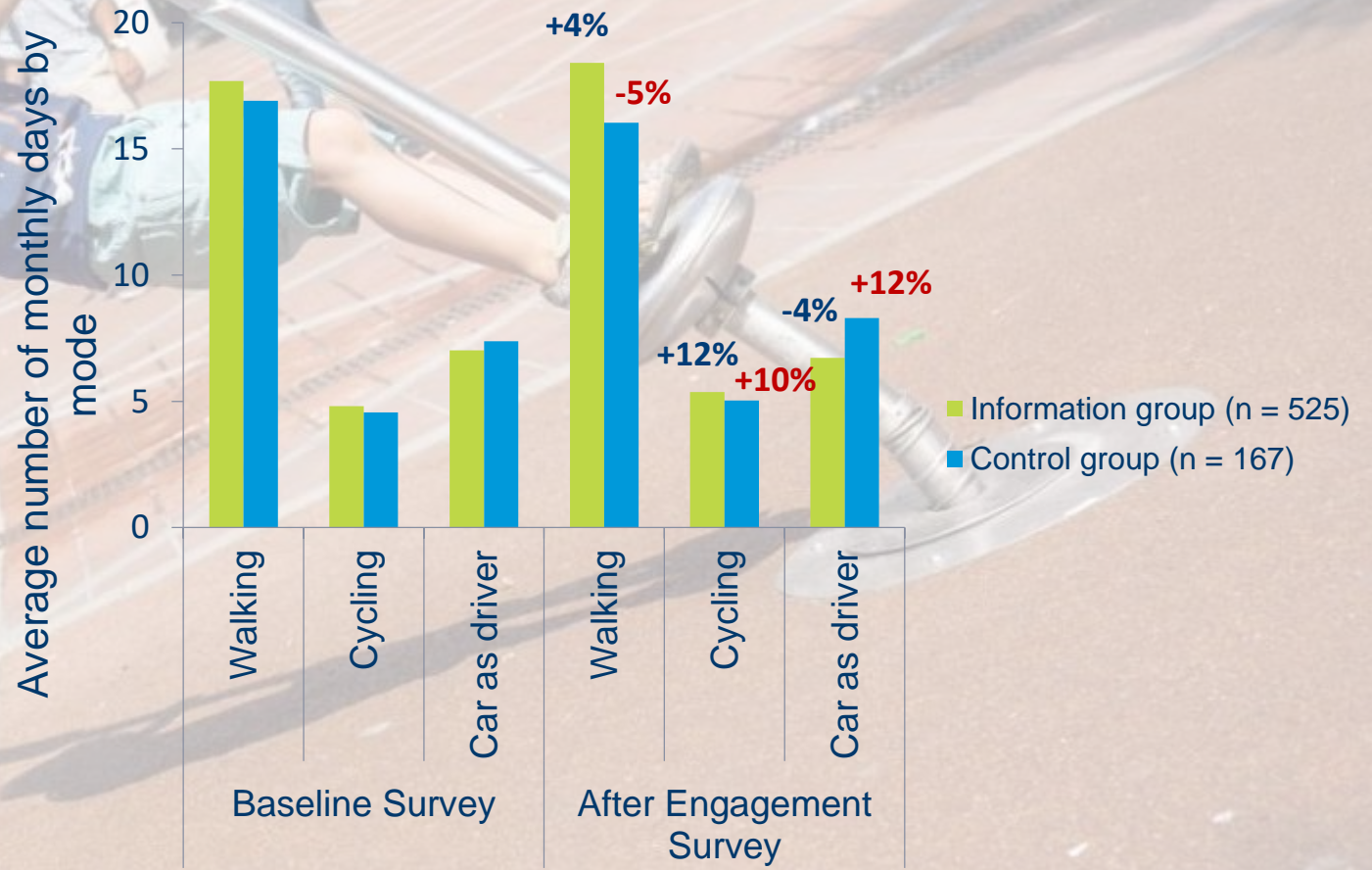


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#InheritYourFuture Forum, Vienna, 21 November 2018

Vienna's way of success

- meet the people's interest or needs
- personalized and customized information and continuous personal contact
- reward participation and change
- create ownership & apart knowledge
- create communities and exchange ensure fun/positive experience
- gain visibility in population and among stakeholder



The SWITCH legacy

- Create a brand
- Have a longer vision
- Find friends and supporters
- Show results
- Create target group tailored campaigns



mobilitäts
agentur
wien

Program for active mobility
education for schools
and kindergartens

Objectives:

- Active healthy mobility
- Stakeholder Integration
- Measure integration
- User tailored programs

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#InheritYourFuture Forum, Vienna, 21 November 2018

A white cartoon character with a red and blue body, waving on a city street.



www.switchtravel.eu

SWITCH FINAL Report



SWITCH Campaign Guide and Toolbox



Campaign Design Manual



Results of all SWITCH campaigns

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For the SWITCH Consortium



Möchten Sie etwas für Ihre Gesundheit und Ihr Wohlbefinden tun und gleichzeitig Geld sparen?
 Zu-Fuß-Gehen und Radfahren in der Stadt ist auf kurzen Strecken einfach und praktisch!
 Sie haben schon an die Möglichkeit gedacht, aber es noch nicht versucht?

Jetzt anmelden und gewinnen!

SWITCH
 Celebrating Active Travel for Health

SWITCH ist Ihre Chance!

Wir bieten Ihnen kostenlose, persönliche Information und Beratung und helfen Ihnen beim Durchstarten.
 Entdecken Sie Ihre Stadt neu! **Kontaktieren Sie uns!** (siehe Rückseite)

SWITCH wird in Wien von der Mobilitätsagentur und dem Institut für Verkehrswesen der Universität für Bodenkultur durchgeführt.

SWITCH wird durch das Programm „Intelligente Energie – Europa“ der Europäischen Union unterstützt.