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 chronic diseases
- Reducing car traffic, congestion & air pollution
- Reducing primary energy consumption

⇒ Cooperation between mobility and health sector

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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#InheritYourFuture Forum, Vienna, 21 November 2018
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

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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

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#InheritYourFuture Forum, Vienna, 21 November 2018
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
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

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The SWITCH legacy

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

SWITCH FINAL Report

Campaign Design Manual

SWITCH Campaign Guide and Toolbox

Results of all SWITCH campaigns

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