

I European Conference on Sustainable Mobility at Universities

Universitat Autònoma de Barcelona

UAB

Universitat Autònoma de Barcelona

8, 9, 10 March 2017

Speaker:

Gregorio Magno Toral Jiménez

Topic:

Ciclogreen: get rewards for cycling at the university

The conference is in the Framework of the European Project about sustainable Mobility: U-MOB LIFE.



LIFE project number LIFE15 GIC/ES/000056 This Project is funded by the European Union. It reflects only the author's view and the agency is not responsible for any use that may be made of the information it contains.

Ciclogreen

Move & Win

Get rewards for cycling at the university



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Problem: lack of motivation and quantification

Only 7% of trips by bike



Solution: reward system for cycling and walking

1



**Register
in Ciclogreen**

2



Get points

3



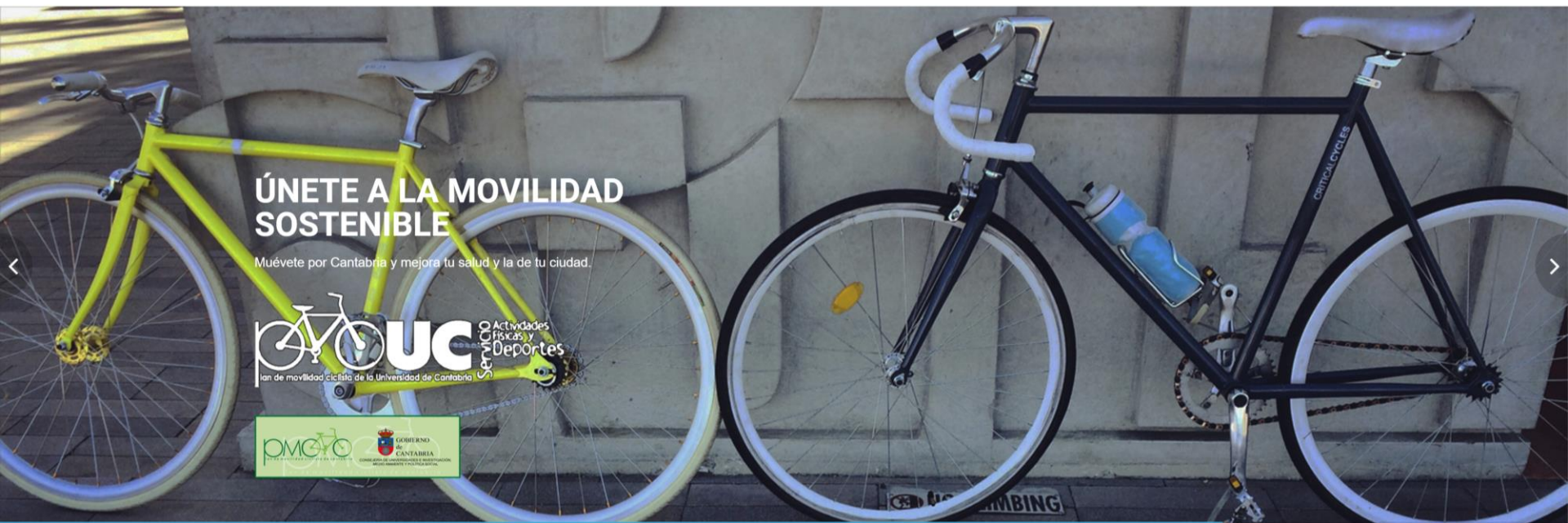
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Gracias a la Universidad de Cantabria, transforma en regalos tus kilómetros en bicicleta y caminando, superando 8 increíbles retos.

[Participar](#)



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Registration form included

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REGÍSTRATE A TRAVÉS DEL SIGUIENTE FORMULARIO

¡Y no olvides que debes usar tu email de la Unican para registrarte!

IMPORTANTE: No utilizar la contraseña de la cuenta de usuario de la Universidad de Cantabria, ya que es un servicio externo, no controlado por la UC.

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Rewards: e-bike, DECATHLON vouchers, free breakfasts...

PREMIOS



And include live metrics!

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ESTADÍSTICAS DEL RETO

Sigue nuestras métricas en tiempo real

Datos reales

 NÚMERO DE PARTICIPANTES

386

 KMs EN BICICLETA

9562

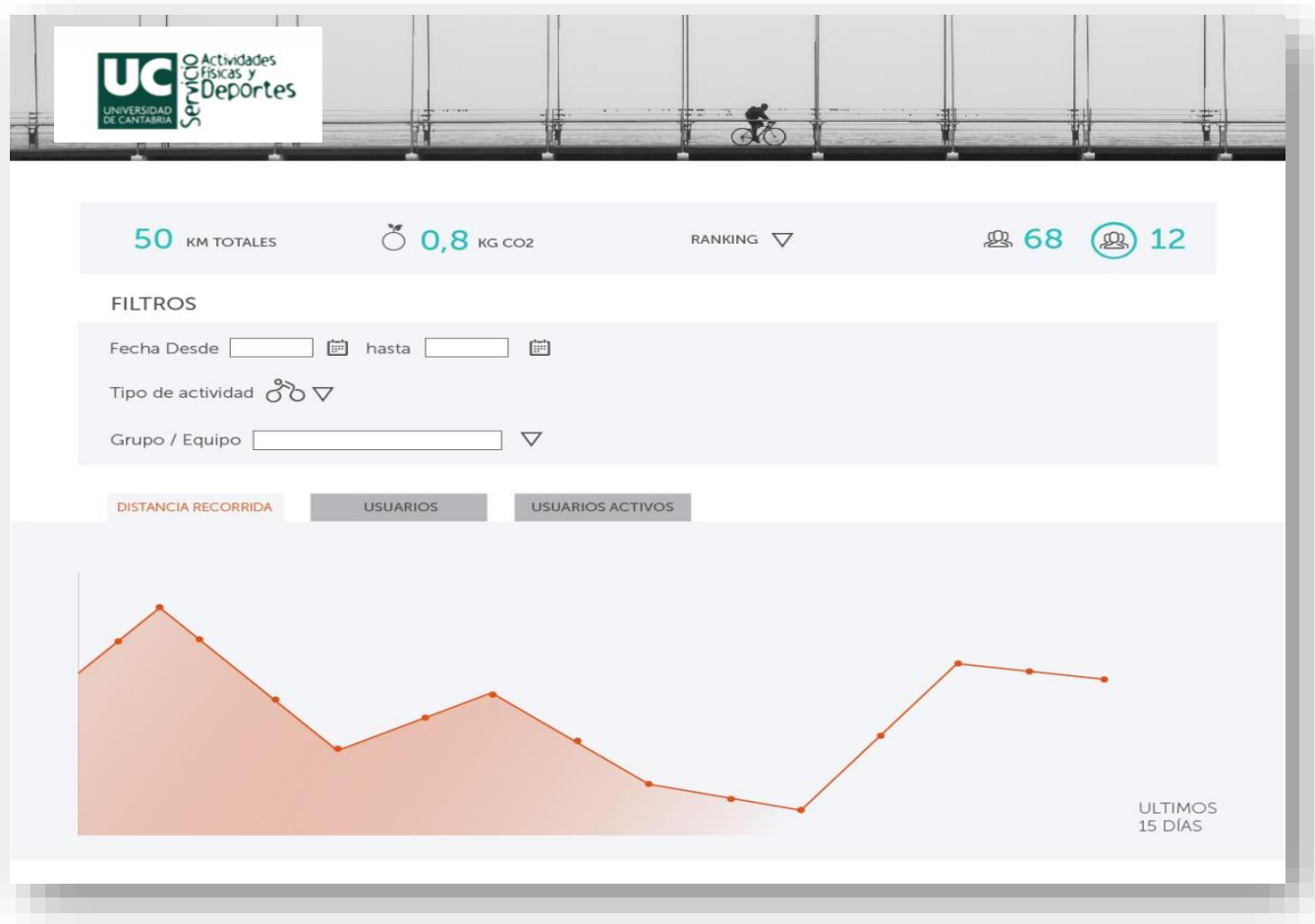
 KMs CAMINANDO

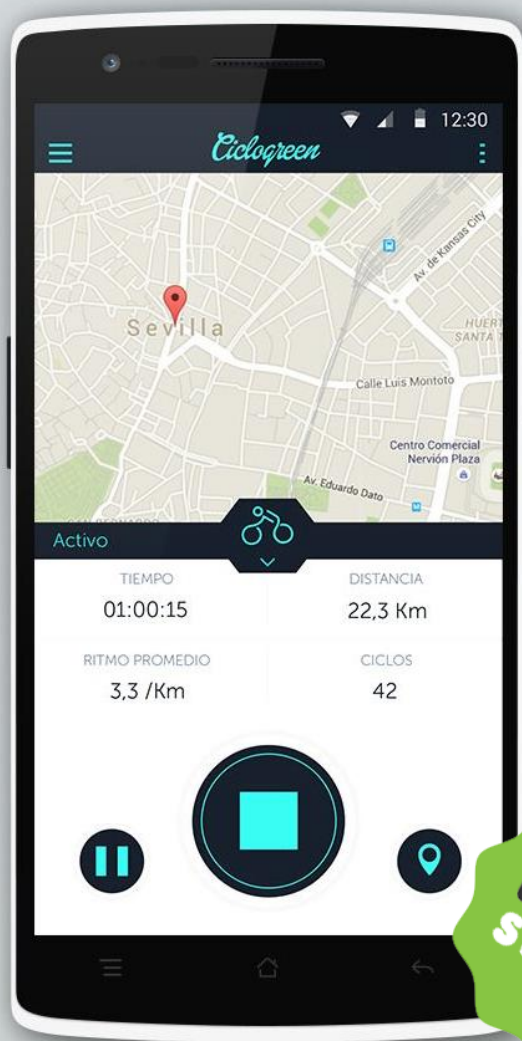
7843

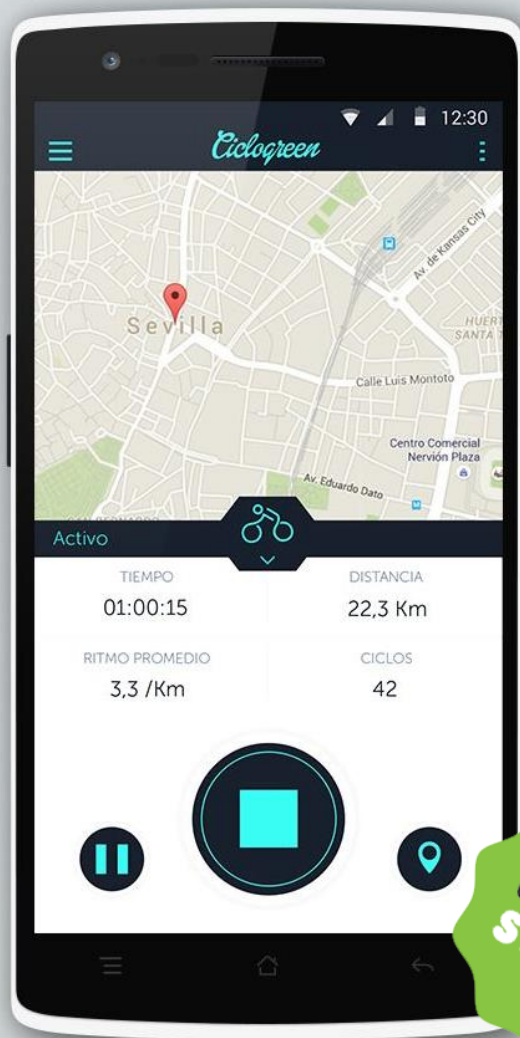
 KMs TOTALES

17405

Control Panel for the university with all metrics







Results at University of Cantabria after 3 months



+ 380 participants

+ 17.500 km cycling and walking

+ 120 rewards redeemed

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■ Cantabria

Cantabria Sostenible

Cantabria Infinita

Cantabria Cultura

Sostenible

Más bicicletas eléctricas, más
aparcamientos y premios para impulsar
la movilidad sostenible en la UC



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Working with...



Awards



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