



UNIVERSITY *of*
GREENWICH

BetterPoints

University of Greenwich

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Transport & Green Travel Manager

Objective

- **Encourage active travel through incentives**

When Incentives Don't Work...

Ask people to do
something they
don't want to do

By offering them
something they
don't want



Different People

Motivated by Different Things

At Different Times



BetterPoints
REWARD YOURSELF · REWARD YOUR WORLD



To earn points that you can redeem for high street rewards or donate to charity, log your walking, cycling or running journeys to the University of Greenwich with the BetterPoints app. To get started, just sign up and add referral code **GREEN18**.



Find out more at greenwich.betterpoints.uk



BetterPoints: Rewarding walking and cycling at all our campuses

By tracking your journeys using the BetterPoints app (download from Google Play or the App store using code GREEN17) you can earn points for shopping vouchers in participating shops or cafes, or you can use them to donate to charity.





BetterPoints Greenwich University



BetterPoints Greenwich University is a reward programme for active travel at **University of Greenwich** to help students and staff make healthy travel choices and reduce their impact on the environment.

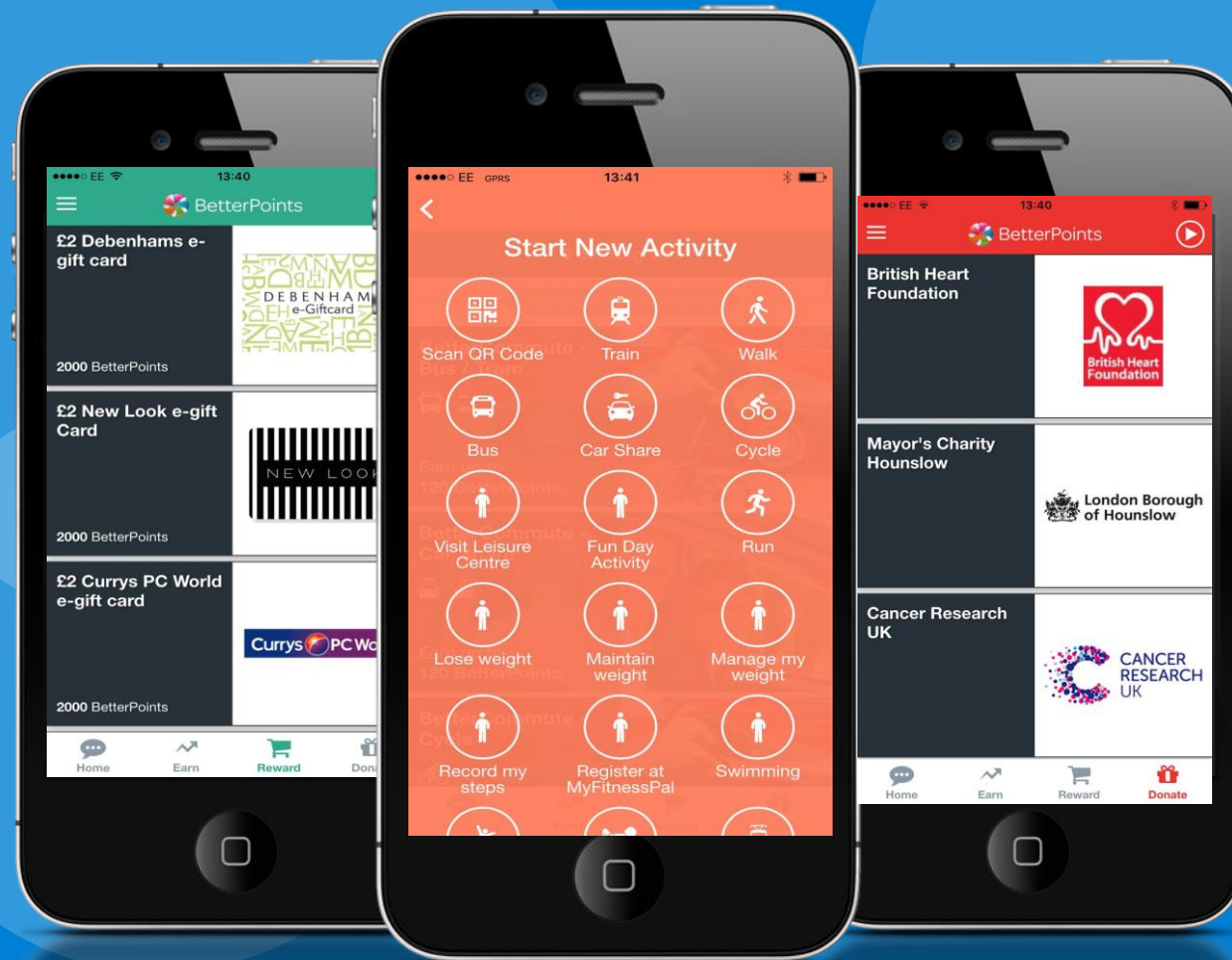
You can earn BetterPoints for walking, running and cycling in and around Greenwich and spend those points on hundreds of high street vouchers or donate them to charity. To get started, register using code **GREEN17**, [here](#) or download the BetterPoints app from Google Play or the App Store.

Once registered, click the play button in the upper right hand corner of the BetterPoints app to choose your activity and away you go!

Rewards



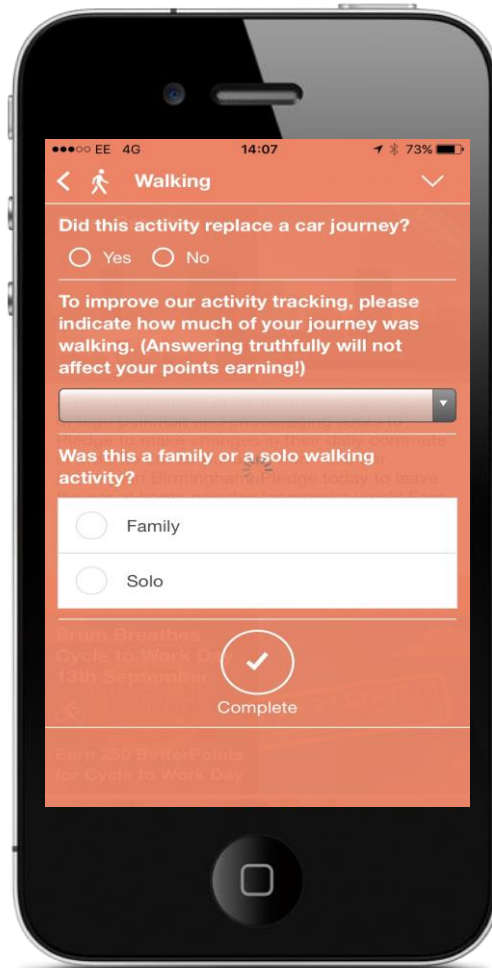
In App User Interface



In App Messaging



In App Questions



- In-App Question – “Did this journey replace a car journey”?
- 37% of users’ activities replaced car journeys according to in-app questioning

App based tracking allows us to know what, when, where and target incentives accordingly...

BOLOGNA | Bike Counts (daily evolution)

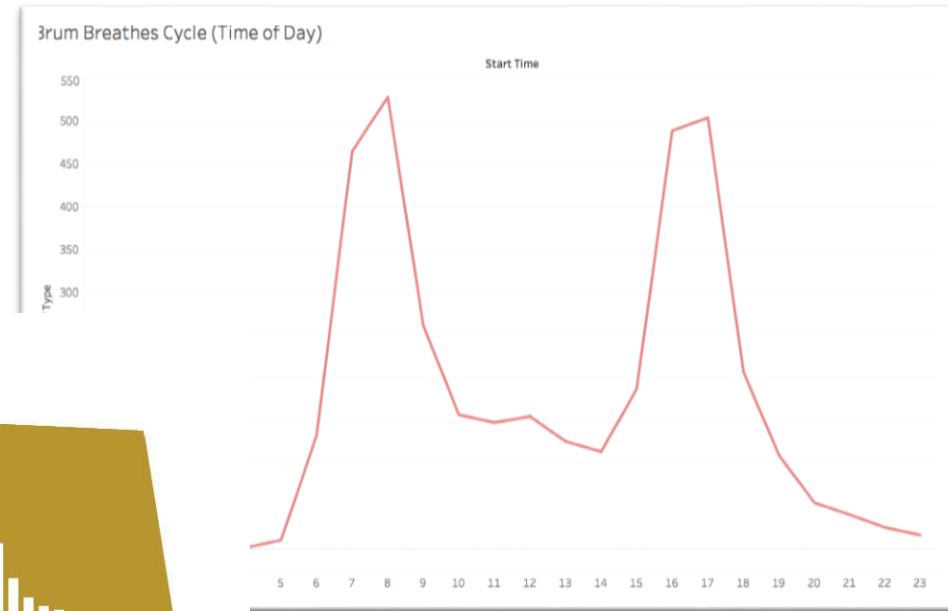
[\[back to showcase\]](#) [\[back to bike analytics\]](#) | Dataset **BellaMossa** | source: BetterPoints/SRM | time span: April 2017

Animation: data from [Sat Apr 01 2017 | 00h] to [Sun Apr 02 2017 | 00h]

CQL filter: Map width/height:

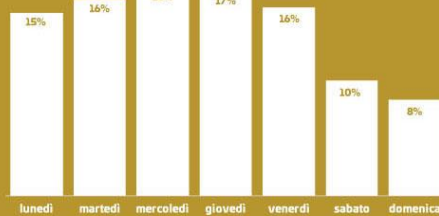


Scale = 1 : 34K



come ci siamo mossi

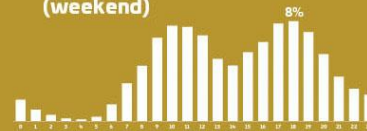
la settimana tipo



il giorno tipo (feriale)



il giorno tipo (weekend)



Background to implementation

- UoG approached by Greenwich Council to run a pilot in Greenwich as part of their LEN
- Pilot funded by council
- Lasted 6 months
- Success of scheme unclear
- UoG agreed to fund for a further 12 months from August 2017

UoG Offer:

- **10,000 BetterPoints = £10 voucher. Cafes participate at lower £5 threshold.**
- **25 points earned per journey. Max. of 2 journeys per day**
- **300 bonus points for 5 consecutive days**
- **500 bonus points for 4 consecutive weeks**
- **10,000 points for monthly prize draw**
- **25,000 points for monthly charity prize draw**
- **Bonus points for competitions. Max. 30,000 points for winners**

Eligibility

- Points only earned for commuting journeys
- Competitions based on time or distance - journeys can be anywhere
- Min. journey distance 0.5 miles
- Must involve 05:00 to 19:00

Sub-programmes

Car driver programme

- Targeted at staff holding annual parking permits
- Can earn higher rewards i.e. £1 per day
- Minimum reward £5 per calendar month
- Maximum reward £20 per calendar month
- Only redeemable against their monthly parking permit cost

Attempts to overcome the objection “no point me joining as I pay for parking anyway”.

University of Greenwich - Results to date

- 484 people joined scheme since the pilot started Jan 2017
- From this 242 joined since 1 Sept 2017
- 595,016 BetterPoints (worth £595) earned since 1 Sept 2017
- 80,187 (worth £80) BetterPoints have been spent
- 152 people logged-on to app since 1 January 2018

UoG - New User Survey Results

How do you normally travel to work/studies each day?	
Cycle	5
Train	40
Car	13
Walk	32
Before you joined BetterPoints, how many days did you walk or cycle to university/work in an average week?	
0	20
1	4
2	11
3	16
4	10
5	20
6	3
7	6

Your status	
Staff	12
Student	72
Contractor	0
Other	6

Why did you join BetterPoints?

ANSWER CHOICES		RESPONSES	
▼ I wanted to earn rewards		40.00%	10
▼ I joined because it's a University scheme		24.00%	6
▼ I wanted inspiration to travel more sustainably		16.00%	4
▼ I would like to know more about my levels of physical activity		8.00%	2
▼ Other (please specify)	Responses	8.00%	2
▼ I would like to support a charitable cause by getting active		4.00%	1
TOTAL			25

You joined BetterPoints but you haven't started or you've stopped recording your journeys. Why?

ANSWER CHOICES		RESPONSES	
▼ I forgot to turn on the app		37.50%	9
▼ Other (please specify)	Responses	20.83%	5
▼ I found the incentives too low		16.67%	4
▼ BetterPoints app didn't work for me (technical problems)		12.50%	3
▼ I haven't been at the University in the past weeks		8.33%	2
▼ I'm not interested in taking part in anymore		4.17%	1
TOTAL			24

University student helps to keep the air clean and fresh in Greenwich by walking

12 February 2018



BetterPoints Greenwich University is a rewards programme for active travel at the University of Greenwich to help students as well as staff make healthy travel choices in order to reduce their impact on the environment.

Egle Onuskeviciute is a first year student at the University, she is studying Purchasing and Supply Chain Management.

“My course involves transport economics, and I have big interest in positive and negative externalities in transport that have an effect on people, on the environment,” Egle says.

Egle joined BetterPoints last October and she finds the app a great way to incentivise commuting by getting the opportunity to convert points into vouchers or to donate to charity.

Why is it important for Egle to walk with BetterPoints?

“It is very important because I live in the Greenwich area and I am interested in having cleaner and fresher air around me, when I open my window, when I walk around. The more people use it, the less pollution we will create.”

More Stories



Win £50 by walking or cycling with BetterPoints in

21 February 2018



Ainara: Anything we can do to avoid pollution is important

29 January 2018



Greenwich Active Travel Bonus

23 January 2018



Better Commute - Birmingham

- 6 month, Climate KIC funded pathfinder project – Sustainable & Active Travel
- Delivered in partnership with BCC between June and December 2015
- Approx 400 participants
- Solo Car use down 60%
- Car sharing up 56%
- Walking up 72%
- 48% found BetterPoints influential or very influential in decision of type of travel
- Lesson: People who are already avid cyclists will cream the incentives!!!
Blanket rewards are not sustainable, scalable or financially viable in the long term



BetterTravel - Birmingham May-Sept 2016

- Funded by Birmingham City Council with a Transition Cities grant
- Standard set of incentives employed for the Open Programme
- Research groups were targeted with in-program bonus offered aimed to engage previously inactive or not very active users (500 points for 1st activity)



Cost - Benefit	
No. of Points Earned	2754500BP
Value of Points Earned	£2,754
Possible CO2 saved (compared with car journey)	1,844 KG
No. of solo car journeys replaced	2672
Co2 saved from replaced car journeys	678 kg

BetterTravel Challenge

- Targeted those with low, medium or no sustainable travel activity
- 4 weeks – 4 levels, 25,000 BetterPoints prize draw if completed
- 83 people took up challenge - 79 people recording activities a month later.
- Average weekly activity recorded was 9-11 activities – up from 0-2 activities a week pre-challenge

	No. in group	Ave. no. of activities/Week	Ave. no of activities/day
High Activity Group	40	18	
Medium Activity Group	52	8	
Low Activity Group	47	2	
No Activity Group	55	0	

Name	Rewards	Criteria
Level 1	500	Track 3 Sustainable or active travel activities in a week
Level 2	500	Track 8 Sustainable or active travel activities in a week
Level 3	1000	Track 15 Sustainable or active travel activities in a week
Level 4	1000	Track 20 Sustainable or active travel activities in a week

Bikesmart Reading

- Focused solely on increasing the levels of cycling
- 4 month project
- 616 people were tracking their cycling and earning rewards.
- Cycled 331,762 miles
- Saved 4,402,928 kilos of CO2emissions
- 60+ cycle skills workshops with Avanti cycling.
- Weekly cycle session for the charity Sport in Mind.
- 65% said BikeSmart encouraged them to change your travel behaviour.
- Won Healthy Streets award

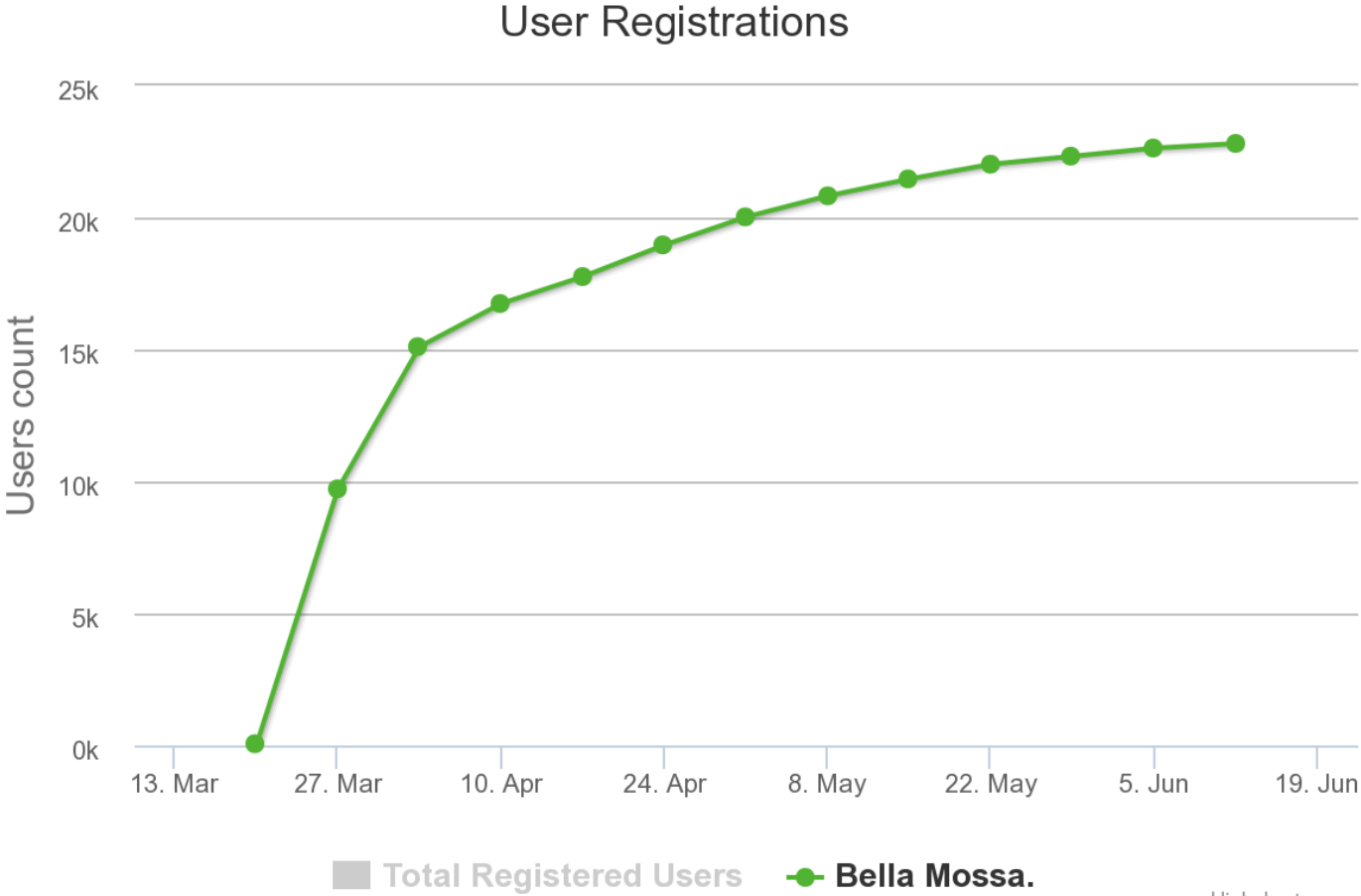


Bella Mossa - Bologna

- Partnered with SRM, the local transport authority
- Large number of SOV and motorcycle journeys, congestion & declining air quality.
- 6 months preparation - specifying new features within the BetterPoints platform, testing and campaign set-up
- Partnerships with local stakeholders to offer rewards as part of the incentivisation model, engaging with local businesses to help drive participation
- Over 22,000 participants, 1,000,000+ activities.
- Won several awards in Europe.



Bella Mossa: User Registrations



Mode shift & User Engagement

- 73% Reduced their Car/motorcycle use
- 84 % would participate again



**2000
GRAZIE**

chi si muove bene si premia



- Some interesting rewards ‘sold out’ too quickly
- We missed some gamification steps: in particular we need to add the “long term loop”.

Incentives alone are not enough, Novelty & Variety are also important...



Conclusions



Good:

- Rewards good behaviour
- Difficult to cheat
- Endless possibilities
- Lots of data
- BetterPoints are very accommodating

Bad:

- Difficult to get people to use
- Promotions need to be regularly refreshed
- App can take time to update
- Battery drainage
- App congestion
- Possible privacy objections



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Thank You for listening