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HELSINGBORG



Smart mobility

Digital engagement for sustainable commuting in Helsingborg

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Gathering good examples
in sustainable mobility and
safe transport to and from schools



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Smart Mobility

Digital engagement for sustainable commuting in Helsingborg

About this example

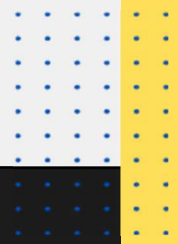
This example shows a digital platform to support user to make more sustainable choices. The project was a test pilot for the technology, that showed promising results.

This project was a cooperation between the city of Helsingborg and the behavior change company Nudgd by participating in the EU program..

Context and Challenge

The city of Helsingborg aims to be climate neutral by 2023. Sustainable mobility is a big part of it, and for this reason the city invested in cycling infrastructure like bike lanes and parking garages. Despite the award winning efforts in infrastructure, only 11% of the city mobility happened by bike. Hence, the need to increase the cycling culture.

One specific focus on this endeavor is to reduce the number of car rides around school areas, both for increasing security, health and sustainability. One of the goals was for parents to feel that it is safe for children to walk or go by bike to school.



General Process

The City of Helsingborg, in partnership with Nudgd engaged schools to encourage active and sustainable transportation among parents, school staff, and students. The aim was to increase the biking culture, as well as, to promote a sense of safety among parents.

The initiative utilized Nudgd's innovative digital platform "Smart Nudges Mobility" (also known as Resvana) that bases its insights and interactive features on behaviour science.

Key activities are important during the preparation phase, these activities included mapping out routes, bus places and all the required information to create tailored materials and suggestions that would be fed into the platform. The data allows the platform to provide timely, tailor-made content and suggestions for users in relation to commuting habits.

School principals played a pivotal role in introducing the Nudgd platform to their communities. The invitation containing personalized links to the platform were sent via school communication systems, encouraging parents and staff to sign up.

During the implementation and engagement phase, the pilot ran for four weeks between, August and October. Out of 60 invited schools, 25 chose to participate. This represents the successful engagement of 2,400 guardians and school staff from 25 schools (including seven private schools).

Upon signing up at the platform, parents and staff completed a short survey and then got access to a personalized page filled with engaging content around their commuting area. This included an interactive map, informative materials, quizzes that aimed at fostering sustainable mobility habits.

Approximately 850 participants actively explored its features.

A follow-up survey was conducted through the school platform and email (for those who had provided their email addresses) to assess the impact of this initiative. Among the respondents, 39% reported that they had already changed their transportation habits or were considering doing so.

These results underline the effectiveness of using behavioral science methods and digital tools to promote sustainable mobility, especially in school contexts.

Results and Benefits

850 Active Participants

25 participating schools with a total of 2400 users reached by the platform. Out of those 850 active participants is a high rate of participation in initiatives.

Increase interest in sustainable transport modes

Within the active participants 39% reported that they had change or were considering changing their modes of commuting to sustainable ones

Double the chance to adopt new sustainable habits

Participants (digital platform users) had double the probability of switching their commute habits from car to active transportation in comparison to “non-users”.

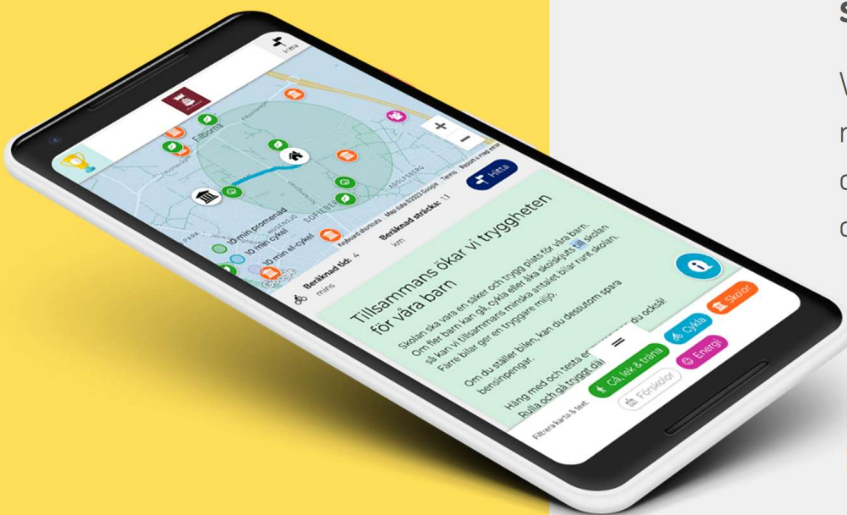


Figure 1 Resvana 2.0 Nudgd

Lessons Learned

Simpler than expected

People are interested in the topic, and it was easier than expected to get the buy in. So, the key aspect is to time the readiness of the initiative (going through the preparation phase) to match the engagement of school directors/principals as a way to hold the momentum.

Preserve the relation between school staff and parents

Remember that even though Scholl directors and teachers have a direct connection to parents, they also want to cultivate a good relationship. Having them talk about a commuting related initiative may be perceived as crossing a privacy and autonomy boundary. Adapting language for invitation, test for health even as competition may help.

Start small or staff up!

The first impulse is to try and engage as many schools as possible. The reminder is that those interaction take time and sometimes it is needed to support directors and other actors implementing the process. So, until the process is stream-lined and has momentum for peer-learning, start small! It is better to give attention to one school at a time until the process is settled than going for a huge impact.