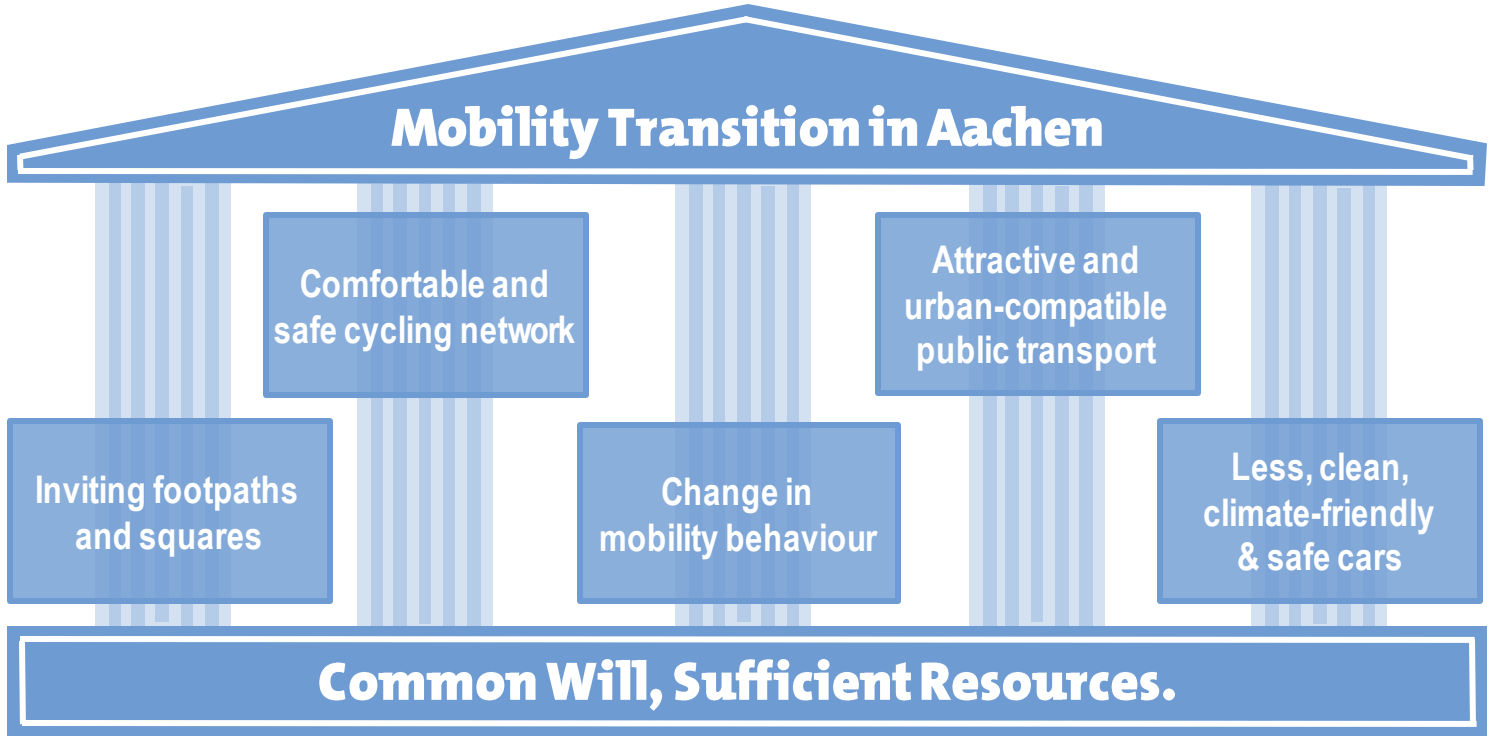


Rewarding behavioral change towards climate-friendly mobility – The incentive app „aachen.move“

2022|09|19

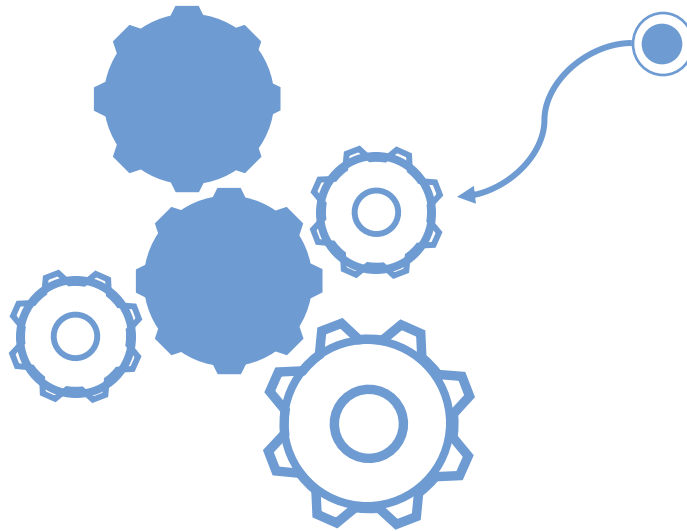
Mobility Transition in Aachen

Five Pillars



Change in mobility behaviour

Mobility Management



Incentive app

- Get people involved
- Use gamification elements
- Initiate positive competition
- Strengthen people's identification
- Link different domains for synergies
- Low-threshold digital approach

App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Rewarding going by foot, cycling as well as public transport
- Goal: incentivize switch to climate-friendly modes of transportation to foster mobility transition
- Included tracking

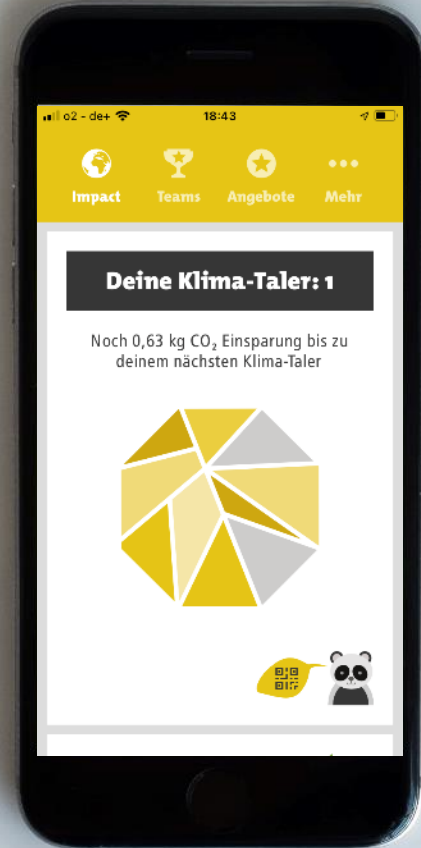


Bild: unsplash/Kenny Eliason

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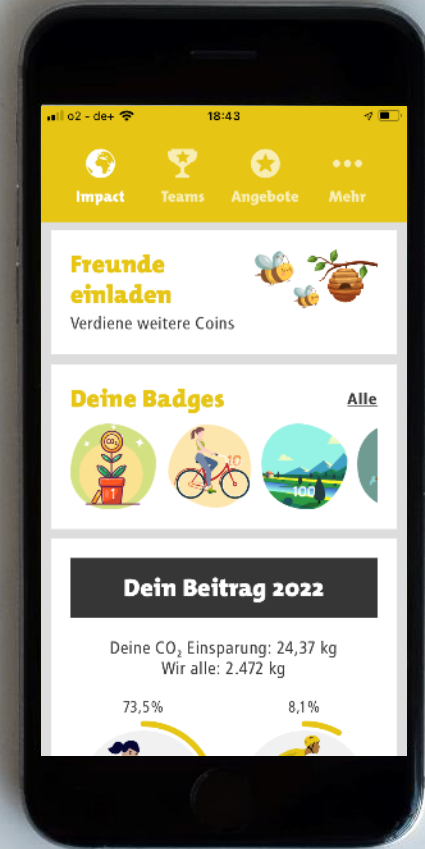


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App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Invite some friends, earn coins

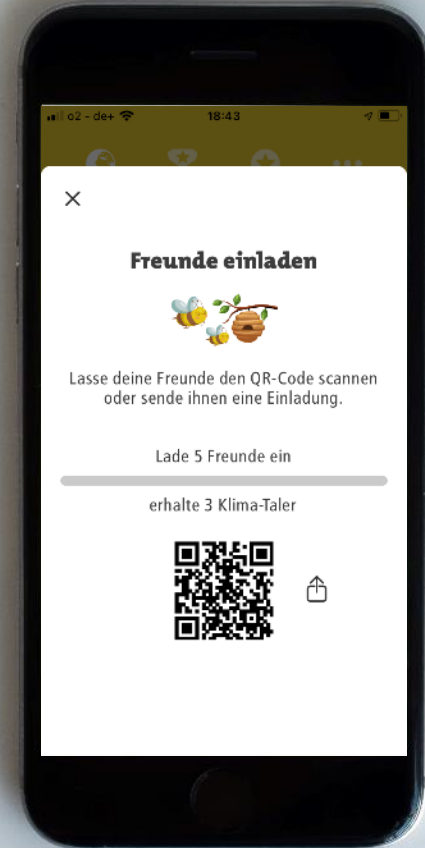


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App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Display of CO₂ saved by modal split

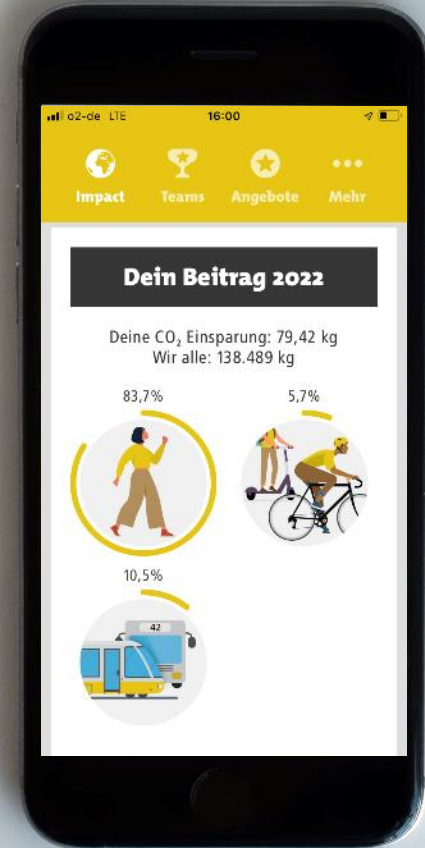


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App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Together with the team to the top of the ranking

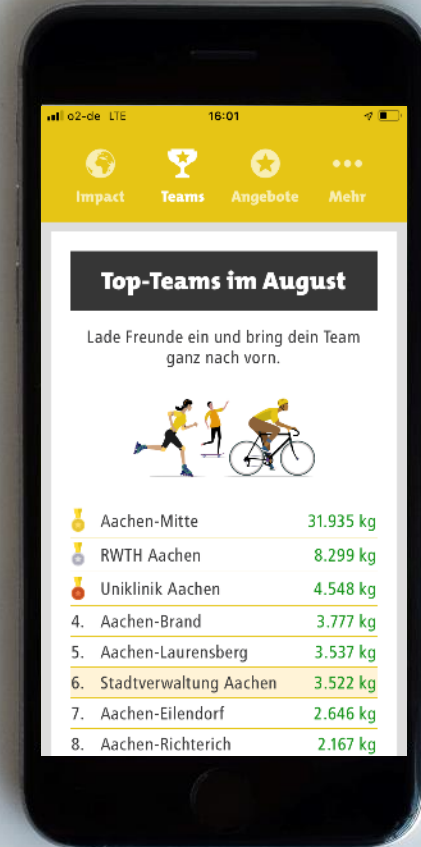


Bild: unsplash/Kenny Eliason

App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Together with the team to the top of the ranking



Bild: unsplash/Kenny Eliason

App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Together with the team to the top of the ranking
- Single-user ranking available regarding team and app in total

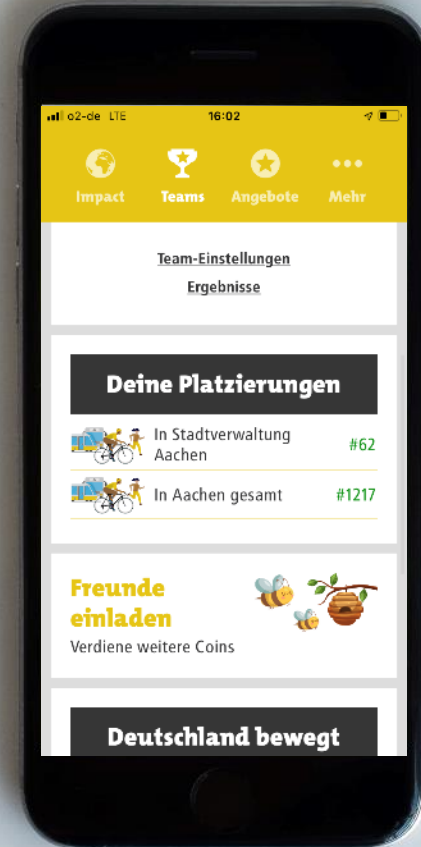


Bild: unsplash/Kenny Eliason

App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Together with the team to the top of the ranking
- Similar app is available in other cities
- City ranking available

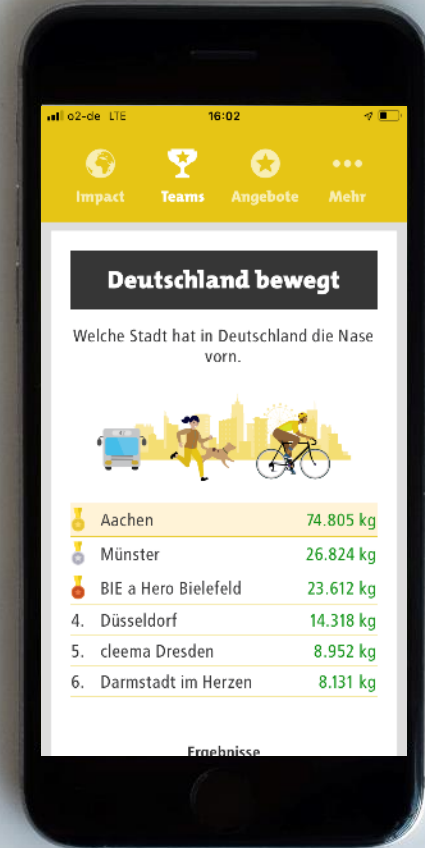


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App aachen.move

Save CO2 and collect coins („Klima-Taler“)

- Trade Coins („Klima-Taler“) for rewards
- „Marketplace“ included in-app with offers from local and online partners
- Rewards available for all users

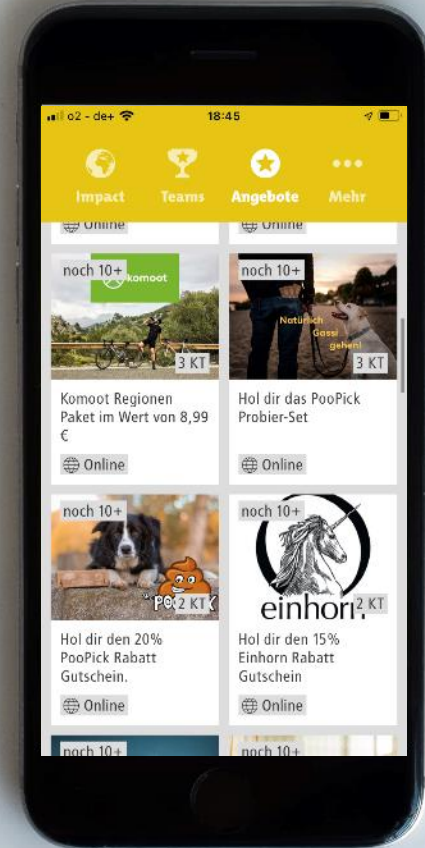


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App aachen.move

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Bild: unsplash/Kerry Eliason

App aachen.move

Save CO2 and collect coins („Klima-Taler“)

- Redeem rewards
- Online or locally on-site

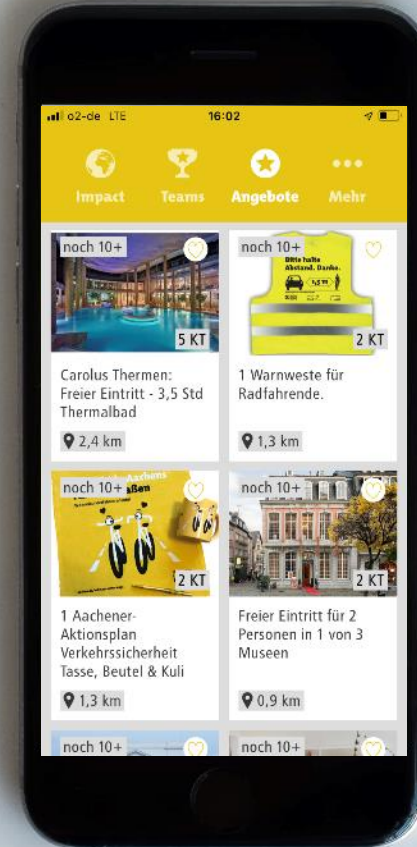


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App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Redeem rewards
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App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Redeem rewards
- Online or locally on-site



Bild: unsplash/Kenny Eliason

App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Redeem rewards
- Online or locally on-site
- aachen.move will guide you to local partners via an integrated navigation

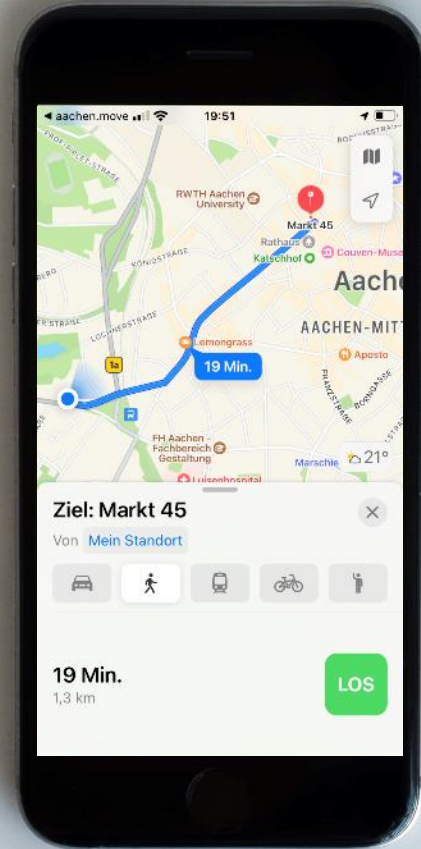


Bild: unsplash/Kenny Eliason

App aachen.move

Save CO₂ and collect coins („Klima-Taler“)

- Information on app and calculation of saved CO₂ according to distance travelled

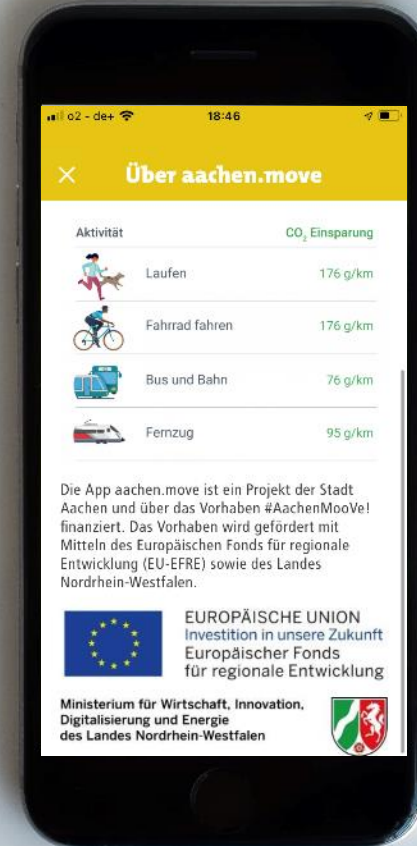


Bild: unsplash/Kerry Eliason

App aachen.move

What we have reached so far

| | |
|-------------------|-----------------|
| Start: | June 2022 |
| Users/Downloads: | more than 9.000 |
| Active users: | more than 4.500 |
| Offers available: | approx. 50 |
| CO2 saved | |
| → June: | 10.810 kg |
| → July: | 52.702 kg |
| → last month: | 169.289 kg |
| → Currently: | 123.336 kg |

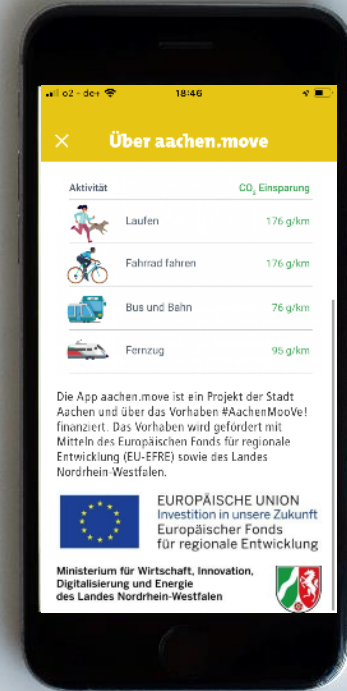


Bild: unsplash/Kerry Eliason

App aachen.move

Incentive App within the Funding Project #AachenMooVe!

Funding project focussing on

- Pedestrian and cycling infrastructure
- Mobility hubs
- Mobility Management
- City logistics
- E-Mobility

Funded by

European Regional Development Fund
State of North Rhine-Westphalia, Germany



EUROPÄISCHE UNION
Investition in unsere Zukunft
Europäischer Fonds
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EFRE.NRW
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und Beschäftigung

Ministerium für Wirtschaft, Innovation,
Digitalisierung und Energie
des Landes Nordrhein-Westfalen

