

C-Force: Co-creation cycle campaign

2016

 **University**
Ghent University

Country
Belgium

Location 
Urban centre

Size 
40,000-50,000

Mobility Organizational Structure 
Mobility team or Mobility manager

Summary

The C-Force campaign is an initiative for and by students to encourage students to cycle more and to promote sustainable mobility to and from the University campus. First we want to obtain this goal by stimulating the extrinsic motivation of students by creating competition, linking the campaign to charity, by rewarding them etc. Second we'll trigger the intrinsic motivation by focusing on the socio-economic and health benefits.

The campaign will be launched in April 2017, at the same moment the local Government introduces its new mobility and circulation plan whereby parking will become more expensive - just one of the measures that will be taken. By launching this positive campaign at the same time, we try to combine the 'carrot and stick' method. This campaign is the result of an intensive participation project that started in 2016 and will continue until the evaluation at the end of 2017.

Aims

- Modal shift.
- Reduce the number of cars to the campuses.
- Inform students and raise awareness.
- Optimize university mobility management.
- Improve the accessibility by bicycle and public transport.
- Create an efficient multimodal system.
- Improve security.

Stakeholders

- Ghent University.
- Local government of Ghent.
- TreinTramBus (non-governmental organisation).
- Local bicycle dealers.
- Students.
- Student organisations.
- Charities.
- Open Knowledge Belgium.

Background

It is the intention to create a modal shift, to change the behaviour of the students and to reduce the number of cars travelling to the campuses. This has a number of obvious ecological advantages. In doing so this reduces traffic problems for residents, there is less need for parking space... We want to achieve this by informing students about the various alternative travel options and by launching an attractive campaign made by students for their peers.

In addition, we also want to support the Ghent University in optimising their mobility management and in taking accompanying measures to make the accessibility of the campus by bicycle and public transport safer and more attractive. With this campaign we want to contribute to improving the accessibility of Ghent in general.

This project also has a social goal: A better and more efficient multimodal system also ensures that students who do not have a car (eg. Because they do not have the financial resources) get to their destination without too much loss of time.



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Description

- We will start a 'cycling competition': Three students created an app that tracks students when they cycle. The app measures the number of kilometres cycled and so students of Ghent could compete together. Different companies are approached for sponsorship. The more kilometres students cycle, the more money they attain. This money goes to charities.
- Student organisations will be asked to participate. The winning teams receive attractive rewards (train tickets, cinema tickets, new bicycle etc...)
- We also want to improve security: firstly through new technologies and the sharing of information, we want students to use the safest routes to their campus, i.e. by showing the safest and most comfortable cycle routes in the app and on the Ghent University website. Secondly, using a student workshop, by identifying the most dangerous cycling points in Ghent. These 'black spots' will be documented and handed over to the local government along with different stakeholders for them to try and improve them. Thirdly, students will be encouraged to be 'visible' when they cycle and make sure they cycle with their lights on etc...

The specific actions carried out in 2016 were:

- Two interactive workshops with students took place in 2016. One that focused on the most dangerous cycling points in Ghent and another to develop an attractive campaign and promotional activities by and for students.
- Search for sponsors.
- Meeting with all the stakeholders.
- Three students created an app that tracks cyclists.
- 25 Communication students developed a Communication Strategy and conducted interviews with students.



Indicators

To carry out the evaluation of this project we use measurable performance indicators. These are specifically:

- Project is created in co-creation with different stakeholders with students taking the lead role.
- A survey that maps the mobility behaviour of the students in Ghent is conducted by students of Marketing. At least 150 students are interviewed.
- Modal split of the campus is calculated.
- At least 50 students participate actively in the elaboration of the campaign and at least 50 take part in the co-creation process.
- A communications campaign is set up to inform students about possible alternatives to the car and to promote the cycling app and the cycling competition.
- Min. 1000 students participate in the actions of point 4.
- All the information about the safest cycling routes is gathered and integrated into the university website and the cycle app.
- Minimum 2,000 students consulted this website or used the app.
- During the annual bicycle control carried out by the police, (that check lights), a decrease of 10% (in comparison with 2016) is measured of people that are caught without lights.
- A decrease of at least 7% of car use is measured. Before and after the campaign the number of cars were counted on the different University car parks.

Upon completion, the project is evaluated together with the various partners. Some questions that will be asked in the evaluation are:

- What has been the impact of these measures on the modal split among students and the accessibility of the campus?
- What were the strengths and weaknesses of the campaign? Are there opportunities / threats that we should take into account in future projects?
- Are partners satisfied with the cooperation and do they see the value of a co-creation campaign?

Based on this evaluation shall examine how the campaign can be optimised, and where there are opportunities for the future.

Results

At this moment it is too early to map the results: we are still in the preparation phase of the campaign. In April 2017 it will be launched and evaluation will take place in the second part of this year.

Cost

From 10.000 to 25.000 €.

Financing

- The City of Ghent gave 10.000 € for this project.
- 14.000 € is gained by sponsorship and by investments by Open Knowledge Belgium (guiding students to build the cycling app) and TreinTramBus VZW (a non-profit organisation that led the co-creation process with the students).

Lessons Learnt

Too soon to tell (see answer 'RESULTS').

Pictures



Fig 1. Interactive workshop with students of Ghent University

Links

<https://goegefietst.gent/>
<https://stad.gent/mobiliteitsplan>

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