

# Ciclogreen: rewards for cycling to University

2017

 **University**  
University of Cantabria  
**Country**  
Spain

**Location**   
Urban centre

**Size**   
10,000-20,000

**Mobility Organizational Structure**   
*Environmental office*

## Summary

Incentives programme based on an online platform that allows universities to reward their students and employees with free gifts for cycling and walking to, from and around University.

## Aims

The objective of the project is to promote cycling and walking to, from and around the University. Ciclogreen support universities and city councils to achieve the objectives of their Sustainable Mobility Plan. Furthermore, Ciclogreen analyses accumulated mobility data to give mobility pattern insights to universities and city councils so they can monitor cycling and pedestrian infrastructure usage and design new ones.

## Stakeholders

- Government of Cantabria.
- Ciclogreen Move and Win S.L. ([www.ciclogreen.com](http://www.ciclogreen.com)).

## Background

Not available.



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### Description

We have launched an annual incentives programme at the University that rewards students and staff with free gifts (e.g. 50 € gift-card for a supermarket, spa voucher, sport camera, free breakfast at the campus) for cycling and walking to the University ([www.enbicialauc.com](http://www.enbicialauc.com)).

The students and staff only have to register on Ciclogreen, install the Ciclogreen activity tracking app on their mobile phones or connect the current freely available physical activity monitoring apps (Runtastic, Strave, Runkeeper,

Moves) to monitor their daily trips to the university or to join the proposed challenges, and start winning incentives.

Ciclogreen transforms their cycling and walking kilometres into points that users can redeem for rewards. Ciclogreen provides a customised platform including a control panel where the University can follow the evolution of the programme through access to data, such as, the number of active students, the total distance covered, and CO2 emissions saved.



### Indicators

- Number of students and staff involved.
- Number of kilometres covered.
- Number of rewards redeemed.

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### Results

367 students and staff involved since 10th of January (1 month and 20 days), that covered more than 15000 km (8400 cycling and 6600 walking), more than 100 rewards redeemed. You can see current metrics here: [www.enbicialauc.com](http://www.enbicialauc.com)

### Expense

From 0 to 10.000 €.

### Financing

Government of Cantabria.

### Findings

Students love incentives! We can use rewards to promote sustainable mobility.

### Pictures



**Get rewards for cycling at the university**



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### Pictures

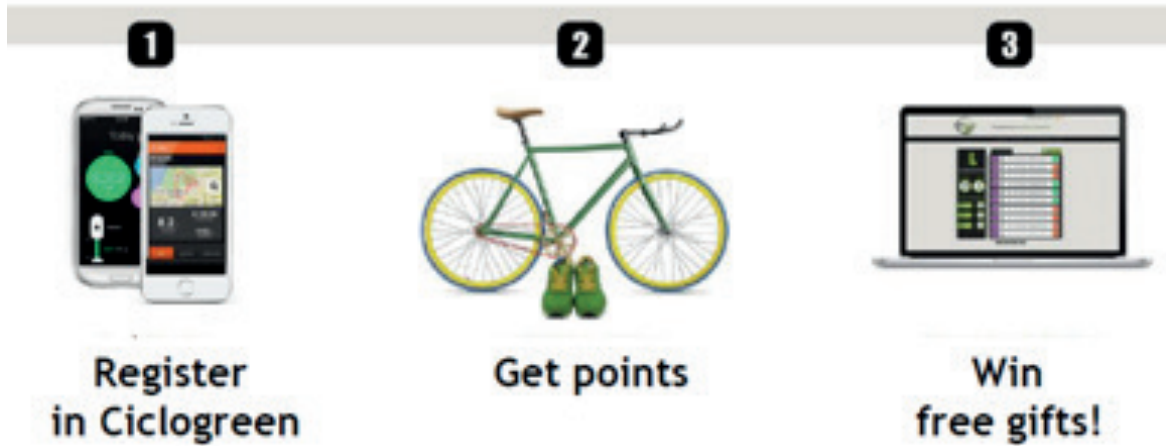


Fig 1, 2 and 3: Images of the app



## Results at University of Cantabria after 3 months



+ 380 participants

+ 17.500 km cycling and walking

+ 120 rewards redeemed



Fig 4: Results at University of Cantabria



[www.enbicialauc.com](http://www.enbicialauc.com)  
[www.ciclogreen.com](http://www.ciclogreen.com)



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