

## HOW TO PARTICIPATE?

### 1 DOWNLOAD THE MUV APPLICATION IN APP STORE / GOOGLE PLAY!

It is played using a mobile application:  
[www.muvgame.com](http://www.muvgame.com)

### 2 SIGN UP!

Enter your first and last name - calm down! Your name will not appear in the ranking, only the nickname of your avatar. Enter an email address (in case you are the winner, we will contact you through it). Accept or deny the conditions.

### 3 CHOOSE YOUR UNIVERSITY!

Choose the university shield and start your challenge.

### 4 CHOOSE YOUR CHARACTER!

You will find endless characters, choose the one you like the most.

### 5 NOW YOU CAN START YOUR ROUTE!

Press play when you are on the move. When you reach your destination, stop it. You can use the app on all your journeys, not just the ones to your university.

### 6 CHOOSE YOUR MODE OF TRANSPORT!

You can choose between three modalities: walking, cycling or public transport.

### 7 YOU ARE READY TO PLAY. GOOD LUCK!



SEPTEMBER 20<sup>th</sup> - NOVEMBER 13<sup>th</sup>

YOUR UNIVERSITY **14** VS **06** EU UNIVERSITY



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## CHALLENGE RULES

- ✓ **PLAY WITH YOUR UNIVERSITY!**  
You are not playing alone. Other people from your university compete with you, but you also compete with people from other universities.  
Take part in positioning your university as one of the most sustainable!
- ✓ **WHAT IS THE CHALLENGE?**  
This game wants to get involved in the transformation of your university and your city. The U•MOB-MUV tournament wants to promote a change in behavior towards sustainable and healthy mobility options.  
Playing in the tournament generates mobility data available to your university to help it design more effective citizen-centred urban policies.
- ✓ **DO IT FOR THE ENVIRONMENT**  
No other issue, none, poses such a major threat to future generations as climate change. You can become an advocate for sustainable mobility at your university, receive awards and contribute to making your university one of the most sustainable.
- ✓ **GET EXTRA POINTS**
  1. You score extra points if the weather conditions are bad.
  2. You score bonus points if you take a more sustainable mode of transport at peak traffic times.
- ✓ **YOUR ROUTES**  
Remember to start and stop your route!
- ✓ **THE TRANSPORT**  
Choose the right mode of transport. You must choose the transport you are using. If you don't, your points won't add up. **Remember:** walking will give you more points than cycling, and cycling will give you more points than using public transport.



MUV