The use of ICT to provide incentives to change habitual travel patterns – “Would you accept a little incentive (i.e. bribe) to walk more?”

24.09.14

Casablanca

Bernard Gyergyay, Rupprecht Consult
The Problem

Wimbledon Town Centre, 8.15am.....
Traditional Solutions
Traditional Solutions

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Traditional Solutions
Alternative Solution

"I'm gonna make him an offer he can't refuse."

by Marlon Brando

The Godfather
The Offer

Walk to school 5 times and claim a free cinema ticket

Walking to school just got better –

You can now choose the days you want to walk and still get prizes.*

Walk to school 8 times and claim a £5 Topshop voucher
The Scheme

Ricards Lodge Route Map

Lake Road

The school canteen

Wimbledon Hill Road
The Scheme

How to take part

1. Pick up your registration form from the school shop
2. Get permission from your parent/carer
3. Return your form and collect your swipe card
4. The more you walk, the more you earn
5. Walk 5 days to earn a cinema ticket or 8 days for a Topshop voucher
6. Touch your card on the swipe points while walking to school each morning

To watch your points grow and for the latest news and offers check out the new website at...

www.step2get.co.uk
The Technology

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Gamification
The Result

25 Seats
Upstairs

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Bribing

If you clean this kitchen, you can have a lollipop!

That’s the best you can offer?

Your years of bribing me have taught me better than THAT!

Dad vs Spawn #41
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From NO to YES without Bribing or Threatening helps parents focus on answers and solutions rather than problems and power struggles. It helps children see the power in yes.

Jerry Wyckoff, PhD and Barbara C. Unell
Authors of Discipline without Shouting or Spanking
WATCH WHAT I CAN MAKE PAVLOV DO. AS SOON AS I DROOL, HE'LL SMILE AND WRITE IN HIS LITTLE BOOK.
Habitual travel patterns

![Graph showing habitual travel patterns over time: Before, During, After, Future. The graph indicates a peak during the "During" phase, followed by a decline into the "Future" phase.](image-url)
Habitual Travel Patterns

“Bad Habits are like a comfortable bed, easy to get into, but hard to get out of.”
(Anon)

It is easier to prevent bad habits than to break them.
- Benjamin Franklin

Good habits are as addictive as bad habits, and a lot more rewarding.
How transferable is this?

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How transferable is this?

KEEP CALM AND WALK TO WORK
Thank you!

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Thank you!

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