

The background features a dark teal base with several overlapping, angular shapes in a lighter teal and a vibrant lime green. Three stylized bicycle icons are scattered across the design: one yellow icon at the top center, one white icon on the left side, and one white icon at the bottom right.

Co-creation Cycle Campaign Ghent





Hello!



I am Evelien Marlier

I am here because I like to get people moving





My 'boss': European Passengers' Federation

EPF: What?



35
members
20 countries

Horizon 2020 projects



CIPTec
COLLECTIVE INNOVATION FOR PUBLIC TRANSPORT

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Your idea can move the world!

Share your innovative idea!

Improve Public Transport in our cities!



The background features a central teal-colored area with a white border. This area is set against a larger lime green background. The teal area is framed by dark teal and light green geometric shapes that create a layered, mountain-like effect. The text 'Cycle Campaign Ghent' is centered within the white border of the teal area.

Cycle Campaign Ghent

Context in Ghent



Goal of the project

*“How can we motivate
Students to cycle more?”*




How?



Involve
target
group



**We believe that you create
better products by putting
the users central**

An aerial view of a park path. A person in dark clothing is walking away from the camera on a dirt path, carrying a red bag. The path is bordered by green grass and a paved walkway. A tree stands near the paved area, and a bench is visible in the background. Two white text boxes are overlaid on the image: one on the left containing the text 'User experience' and one on the right containing the text 'Design'.

User experience

Design

Phase 1: Research (by students marketing)

- Surveys
- Interviews
- Countings



Phase 1: Research

‘What would motivate you to change your mobility behaviour?’

- get rewards: 78%
- save money: 70%
- get discounts: 64%
- physical fitness and health: 58%



Phase 2: Co-Creation Workshops



- Informal setting
- Small reward for participants

Phase 2: Co-Creation Workshops



**Main findings: create competition,
use app, original communication,
rewards**

Phase 3: work out ideas campaign



Phase 3: work out ideas campaign



Phase 3: work out ideas campaign

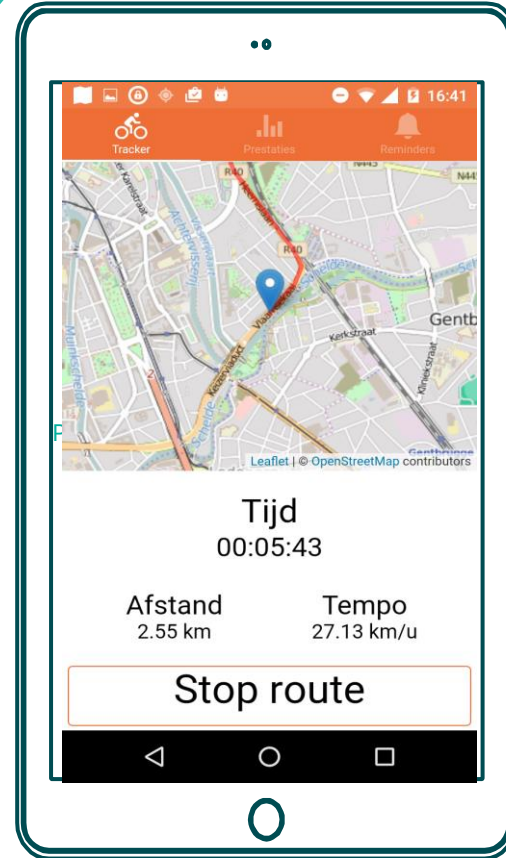


Create
app.

Phase 3: work out ideas campaign

Goe Gefietst: The app.

Developed by
students computers
science



Gather data to improve cycle policy



2.698 fietsers per dag



73.546 fietsers per maand



879.215 fietsers per jaar



Phase 4: launch campaign March 21th

Goe Gefietst: The movie...





Phase 5: Evaluation



Tips and tricks co-creation campaign

- * find enthusiastic students/ partners/sponsors
- * social media not enough
- * don't forget the professors
- * get in line with local policy



*I dream of a European cycle
competition between Universities, how
do you feel about that?*



Thanks!

More information:

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