



MoTiV Project
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D6.4 Multi-language Data Collection materials

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List of Abbreviations and Acronyms

| | |
|-----|--------------------------|
| DCC | Data Collection Campaign |
| EU | European Union |
| GA | Grant Agreement |
| VTT | Value of Travel Time |

MoTiV Consortium Partners and Acronyms

| Acronym | Full name |
|----------------|--|
| UNIZA | Žilinská univerzita v Žiline |
| CoRe | CoReorient Oy |
| ECF | European Cyclists' Federation ASBL |
| EUT | Fundació Eurecat |
| INESC ID | Instituto de Engenharia de Sistemas e Computadores, Investigação e Desenvolvimento em Lisboa |
| routeRANK | routeRANK Ltd |
| TIS.pt | Consultores em Transportes Inovação e Sistemas S.A. |

Executive Summary

Campaign Materials are an essential resource to attract participants to use the MOTIV Application (named WOORTI) and to sustain use during the data gathering period (the Data Collection Campaign or DCC)

This deliverable sets out the design, sourcing and distribution needs of the project to ensure that all partners and Linked Third parties carrying out DCC have access to suitable materials including an efficient and cost-effective way of sourcing them.

The materials are split into two categories:

1. Printed and on-line materials for distribution during recruitment of potential users including larger dissemination items such as roll-up banners for use at recruitment events for App users.
2. Merchandise in the form of physical items that can be given away during recruitment to encourage interest in the application – generally referred to as “gadgets”. This includes incentives which act as rewards for using the MOTIV application and for reaching internal milestones such as points levels in the use of the application. This document only deals with physical incentives such as gadgets that may be needed by some DCCs, emotional rewards and behaviour change incentives are part of the application campaign development (Deliverable 6.3 App related communication material)

To meet the strategic requirements set out in the Deliverable 6.3 the consortium agreed that the methods for production will be

Print materials and online content such as social media are specific to local audiences/languages and will be locally produced, having regard to the proposals of D6.3. Centralised designs and key messages have been produced, local translations are created by DCCs

For gadgets and incentives, a single wholesale supplier will be sought for a few standardized gadgets using a central purchase organised by ECF. DCC Operators will be asked to place pre-orders for their requirements and the wholesaler will produce in bulk, despatching to operators for their use.

For local production centralised designs will be created with artwork featuring the WOORTI logo, partners will source locally to their requirements. This is needed where the DCC adds a standard message in the local language.

Local distribution

Merchandising and print materials are mainly for personal distribution at events and awareness raising activities and so will be distributed by hand.

Where DCCs decide to use an incentive mechanism using gadgets the local operator will create a distribution service that is accurate (it responds to reliable outputs from the application), efficient (responds in a timely and cost-effective manner) and Data Protection Compliant (only uses information in line with the GDPR policies of the project and the DCC).

1. Introduction

MoTiV is a research project involving at its core the collection of personal data (e.g. mobility patterns and behaviours) from several European countries and metadata via the MoTiV smartphone app.

During earlier stages of the project strategies have been developed that incorporate best practices in development of the application and the marketing of the application. (e.g. D.2.3 MoTiV App Requirements, D6.3 App-Related Communication Manual).

According to the structure of the project this is a planned sequence of developments under Work Package 6. The key references are as follows:

WP6. Dissemination and Exploitation of Results.

This WP deals with all the activities and materials needed to ensure visibility of the MoTiV project, its progress, results, and impact to the appropriate target groups via specific communication channels. As such, the WP takes care of the development and maintenance of the project web-site, implementation of social media strategy, presence in national and international media as well as relevant events, preparation of promotional materials, and MoTiV events organisation. The WP scope also includes support to high-quality scientific and policy outputs.

Objectives:

This WP deals with the implementation of the dissemination and communication objectives of MoTiV, as well as with the support of the materials supporting the European-wide Data Collection campaign

Task 6.6: Design and development of multi-language materials for data collection campaign

Merchandising and dissemination material are developed to promote the Data collection campaign and the app launch at national level during the outreach events in the different target countries. Outputs, where needed, are translated in national languages. Dissemination materials are designed and produced based on the actual need and relevance of a key message in the MoTiV project.

Deliverable 6.4 Multi-language Data Collection materials (guidelines, brochures, presentations)

Following the instructions in D6.4, partners and Third Parties involved in the data collection at local level will design and produce merchandising and dissemination materials to promote the project campaign. These materials will include leaflet, posters, and gadgets. Materials will be mainly distributed during the local outreach events. Materials, where needed, will be translated in national languages. [Month 11]

As part of the development of Deliverable 6.3 a set of requirements for the materials to be used has been created. This document is therefore limited to the design, purchase, delivery and fulfilment of the materials.

2. Requirements

Relevant extracts from Deliverable 6.3 that set the requirement, building on the requirements and strategies of earlier deliverables are reproduced here (especially 4.1).

4.3 What do we Want to Communicate?

One of the main difficulties that the MoTiV project faces concerns dealing with the complexities of communicating to potential app users and stakeholders who live in different countries, thus speaking different languages and having different cultural backgrounds. While a few messages may be appropriate for users in different countries, some other messages may be interpreted differently depending on the country. To avoid misunderstandings, we will put our efforts in defining messages that create cohesion, ensure accuracy and consistency, help define focus and serve as the cornerstone of MoTiV app communications.

Having a mascot, a name for the app and the slogan "Make your journey worthwhile" is a strong advantage for communication. These elements are defined as the identity elements of the communication campaign. The mascot is a strong visual sign that can be used in all campaign materials and events, and if useful it could perform a publicity movie (spot). Woorti together with the signature "Make your journey worthwhile" are transversal elements to all the support materials that will be produced during the campaign.

4.3.2 Messages for Users

As a standard rule for most communication materials, we suggest having always the Signature of the Campaign (Make Your Journey Worthwhile), the Mascot (Woorti) and complementary messages targeted at specific audiences.

5. Phase 3 - Campaign Implementation Strategy

The objective of this chapter is to give some guidelines to partners about the needed resources to implement the communication campaign: financial resources, type of stakeholders, target groups, communication channels and materials

5.1 What type of Resources are Needed?

5.1.1 Resources

Although the MoTiV project defines a budget for DCC marketing and promotion, this has more guarantees to achieve the intended objectives if used in relation to partnerships and events with DCC stakeholders. Specifically, the focus should be on the effective use of stakeholders' communication channels (electronic panels, urban billboards, vehicles, social networks, etc) supported as necessary by dissemination material and communication budget.

5.1 What type of Resources are Needed?

5.1.3 Communication Materials

A combination between traditional materials (flyer, poster, messages in electronic panels, etc) and promotional materials is recommended.

GADGETS

According to some promotional materials providers adding promotional products into the mix of the set of marketing initiatives can increase the effectiveness of the brand by up to 44%. Another study conducted by L.J. Market Research found that "52% of participants given a promotional item ultimately did business with that company". However, to get the positive results, it is necessary to execute the process of choosing and distributing promotional products properly. Standard and common gadgets that people have most likely already received (e.g. a stress ball or a cheap pen) have a big probability to end up in the trash. Therefore, the chosen product must be useful, creative, innovative and theme related (best if related to transport and mobility).

Our suggestions go to products like:

- Keychain with a finder and printed with the app mascot: the idea behind this suggestion is to remember the app user when he closes his home door to check in the app, every morning and at the end of the day, when he opens the door he should check-out the app and validates his travel choices.
- Finder printed with the app mascot;
- Power bank printed with the app mascot or signature: The use of the app demands mobile phones to be charged, so this gift will allow the app user to charge his device when and where needed.
- Headphones: connectivity and relaxation, learning languages.
- Notebooks: organization, productivity.

5.1 What type of Resources are Needed? AWARDS

To maintain the engagement of app users during the campaign after already having received the promotional material, a final gift drawing should be organized. The prize should be related to the city and / or public transport system: a transport pass with access to a thematic museum, a historical train journey, etc.

5.6 Two DCC Communication Campaign Approaches

Our recommendation of approach is:

1. Design a MoTiV wide communication campaign, defining channels, materials and application timeline;
2. Allow flexibility in this plan that enables the local DCC managers to adjust to their context;
3. When a partner stakeholder prefers to design their communication plan, allow that to happen in principle (as long as it sufficiently aligns with the goals of MoTiV and the branding guidelines), and have communication assets available that can be used by external parties.

In the centralized approach, a single campaign is prepared and applied throughout all channels. In this approach, the partner stakeholders will apply the MoTiV designed campaign materials and follow the MoTiV communication plan. This approach can be applied at two levels:

- Centralized for the whole MoTiV project;
- Centralized for a single MoTiV DCC (in a specific country).

In the second case, the local DCC manager is responsible for setting up the communication plan and materials. An intermediate approach between the two, is to have a centralized plan and materials for the whole project, but which gives flexibility for adaptations to the local context.

3. Meeting the requirements

3.1 DCC Campaign approaches

According to the requirements set out above it is confirmed that the project takes the intermediate approach suggested in 5.6: To have a centralized plan and develop core materials for the whole project, but which gives flexibility for adaptations to the local context, in particular language.

3.2 Printed matter and online resources

Including all content used for promotion and marketing, whether printed or in social media and web pages.

As an extension of the sub-contract for development of the campaign strategy the sub-contractor has created:

Transversal elements to all the support materials that will be produced during the campaign. Including the Woorti logo together with the signature "Make your journey worthwhile". A library of standardised

elements that DCC operators can download and use. Design of Woorti dissemination material that can be also used in any other MoTiV event (not only DCC) such as poster, roll-up and leaflet. (Samples Annex 1)

A library of standardised messages to be translated into local languages (Annex 2)

The completed design of materials will be finalized in early November 2018, with resources available to DCCs to use for their local content when campaigns start.

Translation

Partners are to provide translation in local languages.

The sheet of phrases was issued and to date results have been received in Dutch, Slovak and Spanish.

3.3 Designs

The agreed catalogue of materials for which the subcontractor was appointed to create designs are:

1 - Offline Materials

Materials to be used and distributed at internal and external events, stakeholders, bus stops and vehicles, promotion, etc.

Designs are available to DCCs for the following purposes

- Postcard A6 2 sides
- Fact Sheet (Flyer) A4 single side
- Roll Up 200x80cm
- Stickers
- Posters / Mupi for Bus Stops
- Merchandising (in 3 shapes/sizes – powerpack, key fob, pen)

2 - Digital and Social Channels

Layouts to be used at the digital channels: Twitter, Facebook, Instagram; etc... including cover photos, profile image and template images (publications)

3 - Web Landing Page

Layout for landing page (based on strong visual impression and more-visual only some short texts), UX/UI Design (wireframes and visual design) which will be used for the direction of users reading the Unicode included in all other materials.

This page will have a few basic details and links to the App downloads.

3.4 Inclusion of translated campaign messages

Partners will be able to change the designed materials from English to their native language in the following ways:

A. Raw files for all designs will be in Illustrator – those with local capacity can use these files. In particular recommended for large designs such as posters and banners in order to maintain quality of print.

B. Files will be available in PowerPoint. Recommended for use for print of medium size e.g. A4, social media, merchandise etc. Editors need to download the recommended corporate font before translation.

C. Photoshop version available for all files, again Fonts may need to be downloaded.

D. For an hourly rate a contractor can edit files, but these will be at the cost of each partner.

At the point of publishing this deliverable we are investigating if PDFs can be created with editable text boxes that maintain the recommended font.

Partners are responsible for proofing all materials in their own language.

3.5 Gadgets

A single wholesale supplier will be sought for a limited range of gadgets proposed in D6.3 using a central purchase organised by ECF. DCC Operators will be asked to place pre-orders for their requirements and the wholesaler will produce in bulk, despatching to operators for their use. This will be only a few materials with the WOORTI slogan in English

This has the advantage of bulk purchase and of consistency of design across the consortium. Also, if one partner has not calculated quantities correctly it should be possible to transfer excess stocks around the consortium, or re-ordering will be easier.

For all other materials designs will be created with artwork featuring the WOORTI logo, partners will source locally to their requirements.

This has the advantage of local control and supply.

3.6 Awards and rewards

This subdivides into two approaches:

1. Incentives
2. Prizes

Incentives

Content relating to the decision to use incentives is given in previous deliverables, in particular 4.1. Physical or virtual/financial incentives are used. (for details see Annex 3)

This Deliverable invited DCCs to specify any centrally resourced designs for incentives. Strategically it was clear that incentives should be of sufficient value to provoke use, so these will be of higher value than the “giveaway” materials used at recruitment events.

Based on discussions at the Project Board Meeting ECF will only source Power Packs as higher value incentives (perceived value greater than €10 per item), any other incentives will be locally sourced by DCCs or from their stakeholders.

To fulfil the incentives the following pre-conditions are required in the application and supporting processes:

Within the back office for the application it will be possible for the campaign managers to obtain information about the number of points each user has. This allows them to relate material incentives to points, even if such communication is not made through the app.

Example scenario:

Each campaign has the possibility to specify a Points target

The local operator sends the following message to users (by email): “Participants who achieve 100 points until the 31st March will be entitled to a power bank”

On the 1st April, the operator checks the database to see which user have achieved 100 points

The operator informs the winners by email and manages the delivery

Prizes

Prizes in a campaign to increase and maintain use of an application have a very similar purpose and use to incentives.

The only branded element of prizes is normally use of the logo on trophies for teams so no detail to the sourcing of prizes is considered in this deliverable.

Prizes in lotteries must have a strong enough stimulating effect to encourage regular behaviour. Either a small number of high value, or a large number with a high prospect of winning in order to stimulate use of the app. See Annex 3. Gadgets designed for recruitment can be used and DCCs should estimate numbers as part of their purchase.

Campaign managers have been made aware that some forms of lottery have precise legal frameworks at a national level which preclude any preconditions – they lottery should be open to all. Checking with a legal expert at national level on lottery and gaming regulations is essential before using this strategy.

In order to use prizes in the MOTIV application the following requirements will be in place:

The back office to the application must be able to identify winners. This has to be done by the DCC checking points totals, there is no automatic alert for winners

Preferably the application should be able to say “you have won” as an automated function but this is not currently available and is therefore a “wish list” item for possible addition.

In all cases the GDPR compliance enables the DCC to get personal information such as addresses to identify and deliver prizes to winners.

In the application:

For lotteries there must be a process to output the details of participants meeting the criteria for the lottery and a process for randomly selecting winners that meets national legislation. This has to be communicated to winners by email by the DCC.

Regulatory requirements

GDPR

In the WP4 deliverables related to the data collection campaign, as well as in those from WP7 related to ethics and data protection it was stated that campaign managers will have access to aggregate statistics only from the campaign management interface.

To implement an award/incentive scheme related to the active use of the app (quantified in collected points), campaign managers (from all partners and linked third parties) will need to be allowed to access another screen with an overview of individual users and collected points (disconnected from any piece of more sensitive personal information e.g. locations visited or activities carried out). The amount of collected points may be regarded as “aggregate statistics” of app use, even if it is related to an individual user.

Extracting the above information is acceptable because we have mentioned in the privacy terms that we may use such information (user identification + points) for the purpose of giving prizes. In MoTiV Privacy Policy (<http://motivproject.eu/data-collection/data-protection.html>), it is already envisaged that processing of personal data can be done “To organize various competitions, lotteries, games and other incentive oriented activities for users (legal basis: your consent; Article 6 Paragraph 1 Letter a GDPR)”

The EU has significant concerns about public funds being used for prizes and lotteries. It is standard practice that any use of EU funds for prizes and lotteries should be secured in advance from the funding agency. Approval should normally show the type and value of prizes being awarded and the competition rules that will be used. The indication that this approach will be used in the project application has not been sufficient in the past.

Regulations for lotteries are a national competence. Conditions such as purchase of a licence may be required. Each DCC operator must secure their own national advice and approval before proceeding. Where applicable the user registration for use of the application must contain specific wording in the national language to explain the rules of any competition or lottery or contain a link to show where the rules can be seen.

3.7 Distribution – delivery of prizes

This is a local requirement for each DCC. Each DCC is required to provide a contact point for winners in case of non-receipt or product fault.

A timely and accurate dispatch procedure should be put in place as complaints and follow-up enquiries are highly time consuming and not a function of the application. No resource to follow up prize distribution and user queries will be provided by the back-office management of the application.

Partners should note that on a normal basis the rules of Horizon 2020 do not allow postage costs to be claimed as an allowable expense, they are covered by the indirect costs of the project.

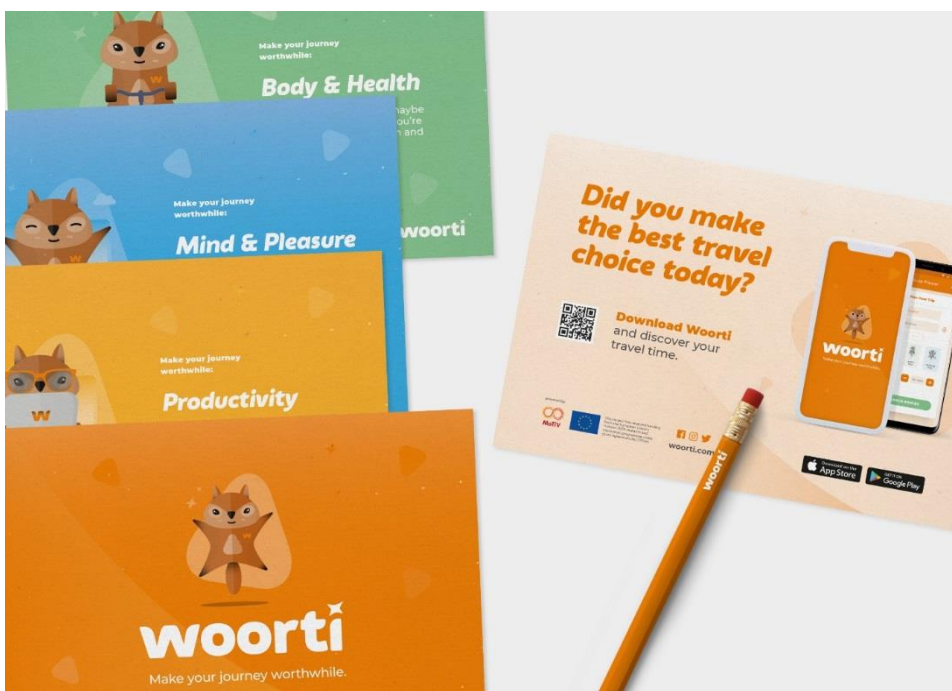
Annex 1. Sample designs

DCCs have an extensive range of materials that are pre-designed and can be tailored to local campaigns

Banners – formatted for different stages of the campaign as needed.



Postcards – for app promotion e.g. at outreach events.



Personal illustrations (incl. variations for social media, posters etc.) – encouraging engagement



woorti
Make your journey worthwhile.

While travelling
Orla discovers new great songs.

Download WoorTi and discover your travel time.

powered by MoTiV, European Union, Download on the App Store, GET IT ON Google Play, woorTi.com



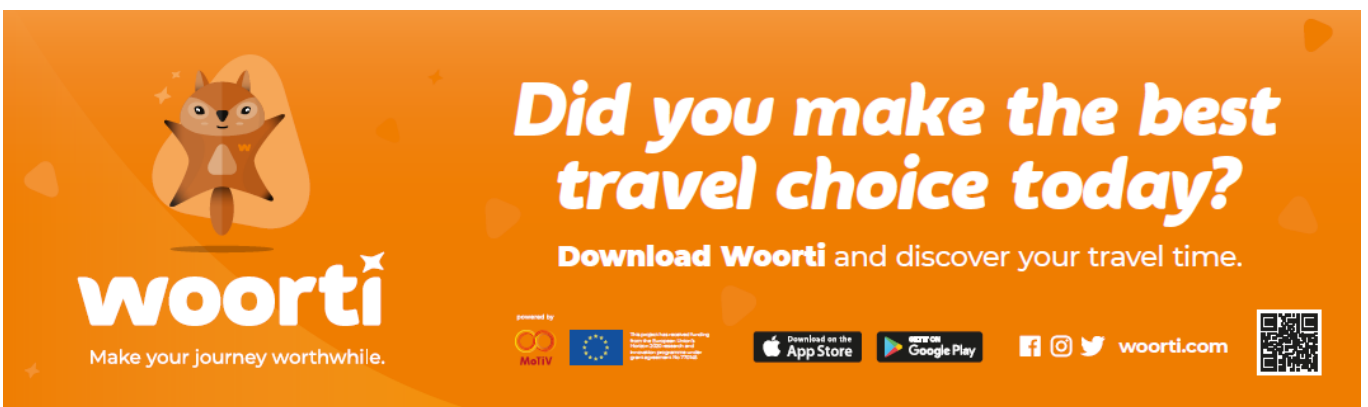
woorti
Make your journey worthwhile.

While travelling
Paul plans his work agenda for the day.

Download WoorTi and discover your travel time.

powered by MoTiV, European Union, Download on the App Store, GET IT ON Google Play, woorTi.com

Banners – various sizes and orientations for each campaign stage



woorti
Make your journey worthwhile.

Did you make the best travel choice today?

Download WoorTi and discover your travel time.

powered by MoTiV, European Union, Download on the App Store, GET IT ON Google Play, woorTi.com



woorti
Make your journey worthwhile.

Did you make the best travel choice today?

Download WoorTi and discover your travel time.

powered by MoTiV, European Union, Download on the App Store, GET IT ON Google Play, woorTi.com

Annex 2 – key messages

This strategy is focused on the two value propositions previously chosen as more promising (Deliverable 3.1) and which inspired the product design:

- **improving the mobility service:** usually Public Transport users show reasonable willingness to contribute with data and feedback to improve their mobility service;
- **travel time coach:** since travel time is a relevant part of life that people care about, and they want to improve it.

Having the focus on Travel Time, messages can be built to make people think about how travel time can be relevant for their life (generally people have an idea about the daily time they spend, but they don't have an idea of the total travel time (per week, month...) and to make people reflect how they could use that time in ways that are worthy for them).

We propose 4 types of messaging to be considered between users in different moments of the communication campaign:

1. **Travel Time awareness** – with the purpose of sharpening the curiosity and bringing the focus towards travel time;
2. **Personal Cases of travel time use** – aiming to make people to reflect about their behaviours and to find alternatives;
3. **App action focused - mentioning** things that users can do with the app;
4. **Appreciation** - messages appreciating the participation of users.

These messages fit to potential different **phases of a communication campaign** which have different purposes and are described in more detail in section **Error! Reference source not found.:**

- Teaser
- Acquisition
- Engagement
- Finalize

Some suggested messages include a reference to the second value proposition, helping the communication agent to learn and improve mobility services.

| Travel Time Centered Messages | Translated Lang 1 | Translated lang 2 | Translated |
|--|-------------------|-------------------|------------------|
| <i>We spend about as much time on the journey to work as we do socialising or practicing our hobbies.</i> Download Woorti and discover your travel time | | | |
| <i>Do you know that (citizens of the city) spend weekly/daily __h__min travelling to work? Learn how you can use this time</i> Download Woorti and discover your travel time | | | |
| <i>What do Commuting Time mean to you?</i> Download Woorti and discover your travel time | | | |
| <i>Travelling to Work?</i> <i>Discover with Woorti how to use you travel time.</i> Download Woorti | | | |

| Personal cases Messages | | | |
|---|--|--|--|
| <i>While travelling... Lara plans her work agenda for the day. Download Woorti and discover your travel time</i> | | | |
| <i>While travelling... Paul learns Spanish. Download Woorti and help to improve your transport services</i> | | | |
| <i>While travelling... Alma takes a walk and enjoys the city. Download Woorti and discover your travel time</i> | | | |
| <i>While travelling... David plans his team football matches. Download Woorti and discover your travel time</i> | | | |
| <i>While travelling... Sam collects real life stories to his new book. Download Woorti and help improve your transport services</i> | | | |
| <i>While travelling... Frances socializes and meets new people. Download Woorti and discover your travel time</i> | | | |
| <i>While travelling... William practises meditation. Download Woorti and help improve your transport services</i> | | | |
| <i>While travelling... Orla sleeps. Download Woorti and discover your travel time</i> | | | |
| <i>While travelling... John gets fit and healthier. Download Woorti and discover your travel time</i> | | | |
| Engagement focused Messages | | | |
| <i>Curious about your travel profile? Keep using Woorti</i> | | | |
| <i>Do you make the best travel choices? Know more with Woorti</i> | | | |
| <i>Need to go to a new place? Woorti will plan your journey to be worthwhile</i> | | | |
| <i>Try a new travel challenge! Use Woorti</i> | | | |
| <i>Did you reach your travel goals? Visit Woorti</i> | | | |
| <i>While travelling... 5% of passengers enjoy reading. Keep using Woorti</i> | | | |
| Thank You Message | | | |
| <i>Thank you for participating! Woorti</i> | | | |
| <i>Woorti thanks your participation!</i> | | | |
| <i>Your participation was essential. Thank you Woorti</i> | | | |

Annex 3: Incentives and prizes

Copied from MoTiV Deliverable 4.1 (see source document for original text and references).

6.3 Incentives

Each MoTiV partner has allocated some budget to outreach events and DCC promotion (3.000 to 7.000 EUR). Part of this budget can be earmarked for a variety of incentives. It is worth noting that some stakeholders (industry/business partners in particular) can be enrolled to provide various company gadgets/incentives or additional funding supporting the campaign. Before committing to a certain type of incentives, it is necessary to consider eligibility of the incentive according to the MoTiV GA and the European Commission rules.

Incentives typically come in two main forms: monetary and non-monetary.

- a) Monetary incentives include cash, gift cards or coupons eligible for discounts with selected partners (e.g. for public transport or other types of services);
- b) Non-monetary incentives are typically “thank you” gifts, like a free pen, a small notebook, services linked to a third-party (e.g. free access to public transport, swimming pool, event tickets etc.), or an enrolment into a lottery with a prize.

It is worth reviewing some experiences with incentives, even if they are not all related to smartphone-based data collections. A study from Laurie & Lynn (2009) recommends providing incentives of the value of 5-10 EUR or more for conventional paper-based travel surveys. In the Netherlands mixed incentive strategies were used: participating households received 10 EUR in “revenue points”, which could then be exchanged for equivalent discounts in 400+ web-shops. Additionally, participants were enrolled in a lottery for 40 excursions (Scheepers & Hoogendoorn-Lanser, 2017). In Singapore (14-day survey) users received 25 USD to complete the survey. In Sydney (Australia) users during of a 7-day survey received 50 AUD per participation and an additional 15 AUD if they demonstrated active use. In those two cases the sample size was under 100. In the London smartphone-based mobility survey, participants could enrol in a draw to win Amazon vouchers worth 20 GBP.

In the case of MoTiV, there is a requirement for keeping participants active for no less than a 2-week period, which suggests a more complex set of incentives than rewarding users for their continued participation. For example, incentives can be provided upon registration, during the use of the application and/or after completing the data collection for the required period. For example, for some target groups campaign planners can consider providing a 1 EUR discount for each completed day of data, with a particular focus on insuring prompt and scrupulous verification of the data on a daily basis by the participant (simply reviewing the travel patterns after two weeks is likely to be less accurate than if entered within 30 minutes of the trips being completed). Incentives should ideally be targeted to specific groups (e.g. discounts of IT gadgets, or music downloading for the young, sport accessories or events tickets etc.).

Because of the known challenges regarding battery consumption of previous smartphone-based surveys, it is particularly relevant to consider offering portable battery chargers as incentives at the beginning of the campaign. The battery charges would not need to be returned after the DCC. Organising this at the whole MoTiV project level should be considered, even if the challenge remains the limited budget availability to implement this.

Because of the budget limitations within the MoTiV project, it is even more relevant to enroll stakeholders that could provide some incentives. For the case of the mobile chargers, this could include branding the chargers with the name of the providing company or service. Other types of stakeholders may be able to provide local partners with other types of products or services as additional ‘free’ incentives to the MoTiV DCC. Stakeholders should consider raising additional funds for co-funding events with partners. In the case of NGOs, there may exist local or national campaigns where organisations can apply for funds that include participation in a research project, therefore creating a type of win-win situation allowing them to raise funds both for their activities and for MoTiV.

Supplementary notes created as an Annex to D6.4

Incentives

Physical or virtual/financial incentives are used at specific milestones in the use of the application.

Examples:

- Sign on/download
- Milestones – usage levels (in this case points)
- Results/thank you for remaining loyal

This is not programmed into the application at this stage. Therefore, local DCCs must manage the database of outputs to identify winners.

The triggering of incentives and appropriate achievement levels or milestones should be able to be set by the local DCC organiser.

Prizes

There are generally two strategies in use. High usage of an app can be rewarded by “winners”. Who will be identified by number of uses or internal scoring such as points. Collective awards for workplaces, cities or even regions and countries can be given to encourage social motivation. Prizes are required, but so is a gamification model in the application that encourages competitive behaviours.

This strategy is generally used when the outcome expected from the application is high usage from early adopters and supporters. The element of competition will encourage the perceived leaders and result in more inputs from high level users. It is less successful at encouraging light and occasional users who do not self-identify as potential winners, except in a group competition where they may lend support to a collective result. Therefore, this approach is not currently for use by DCCs for MOTIV but could be added for specific campaigns.

The alternative strategy is lotteries, an approach that has been successfully used in campaigns such as the Bike2work project (Intelligent Energy Europe, 2013-2017). Lotteries encourage regular participation in the campaign with the stimulation of possible rewards. Stimulating messages have to be delivered by the DCC such as “Use the application twice this week and get the chance to win a prize”.