Bologna. Mobilità sostenibile
Let’s play

Track your trip
Earn Points
Get discounts

Bella Mosa
Bologna. Mobilità sostenibile

BetterPoints

Download on the App Store
Get it on Google Play

The Game
The app
Some players
The basic "loop"

Select

Track

Earn points

Get vouchers

Select
The extended “loop”

- 5 days out of 7
- Get extra-points
- Get more vouchers
- 5 days out of 7
- Get extra-points
- Special events
- Get extra-points
- Get more vouchers
- Special events
- Get extra-points
Bella Mossa 2017

- 15,000 active participants
- 85 commercial partners
- 14,000 rewards redeemed

- 3,700,000 km of sustainable travel
- 900,000 sustainable journeys
- 93 times around the globe
Results

Who participated:

- Gender: 60% female, 40% male

Age distribution:
- 14-17: 1%
- 18-24: 26%
- 25-34: 33%
- 35-44: 19%
- 45-54: 13%
- 55-64: 7%
- 65+: 1%

Background:
- Student universitario: 33%
- Lavoratore: 59%
- Pensionario: 1%
- Altro: 7%
when they moved

a typical week

- Lunedì: 15%
- Martedì: 16%
- Mercoledì: 18%
- Giovedì: 17%
- Venerdì: 16%
- Sabato: 10%
- Domenica: 8%

a typical day: (work)

- 14%

a typical day: (weekend)

- 8%
Bella Mossa by the numbers

**Results**

- **piediamoci da fare**
  - 520,000 km recorded
  - 350,000 walks
  - 31,000,000 calories burned
  - 126 t CO₂ saved

- **bologna è una ciclistia**
  - 1,022,000 km recorded
  - 290,000 cycle rides
  - 48,000,000 calories burned
  - 246 t CO₂ saved

- **bologna busseggia**
  - 830,000 km recorded
  - 196,000 bus rides
  - 7,400 passengers
  - 107 t CO₂ saved

- **diventa trenaibile**
  - 1,300,000 km recorded
  - 57,000 train trips
  - 3,600 passengers
  - 240 t CO₂ saved

- **insieme si carpoilla**
  - 45,000 km recorded
  - 2,150 car shares
  - 4,500 people
  - 9 t CO₂ saved

*fonte: 2013 Government GHG Conversion Factors for Company Reporting Methodology Paper for Emission Factors
1,800 employees participated
1,000,000 km recorded
39 businesses registered
190 t CO₂ saved

Corporate Challenge participants earned double the amount of BetterPoints compared to the average.
Results

What did they think of Bella Mossa?

Would you participate in another Bella Mossa challenge?
84% YES

Did participation in Bella Mossa improve your opinion of public transport?
64% YES

What is your rating of Bella Mossa?
3.5/5

Did participation in Bella Mossa reduce your car use?
73% YES

Did participation in Bella Mossa increase your walking?
77% YES
Results
Results
Results

Growing day by day
Conclusions

- Innovative Solutions
- Public–private Partnership
- A global approach to mobility
- Expert contribution
Thanks for your attention

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