

# Scaling up sustainable travel to and around campuses

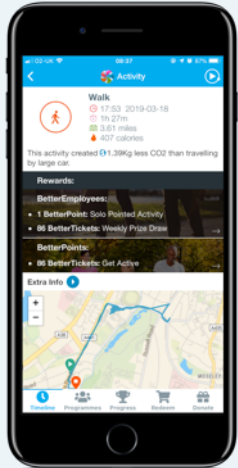
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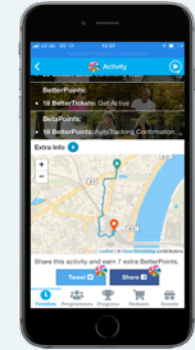
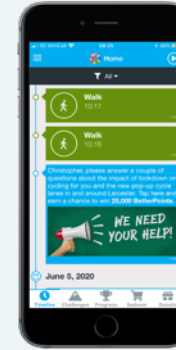
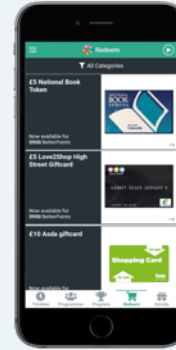
# BetterPoints – Who Are We and What is it?



- Founded in 2010 with a vision to use reward models for social good
- Behaviour change platform and app underpinned by academic research
- We reward users for healthy and sustainable behaviours with BetterPoints that can be spent and donated locally
- We provide rich data for clients to see who is travelling where, when and how



## BetterPoints – 5 Pillars



The fifth pillar is research: the app and platform have sophisticated survey tools that allow for instant, incentivized responses and provide rich and useful data

## BetterPoints at Universities

- Students increasingly consider universities' sustainability credentials when choosing where to study
- A powerful tool to support the aims of your energy and sustainability strategy and the UN's Sustainable Development Goals
- Contributes to civic engagement by reducing pollution and congestion and forging links with local businesses and charities
- A great way to involve the whole university community: the Students' Union, university catering and retail outlets, sports and physical activity initiatives
- Survey staff and students flexibly and on your own timetable
- Gain an understanding of who is travelling to your sites from where, when and how

# BetterPoints – Data

- Access to a dashboard with easy-to-use data visualization tools and ability to download aggregated, anonymized tracking and survey data
- See heatmaps created using trip count or average speed
- Track engagement and retention
- Geofence specific locations to see travel habits to and through your sites



# BetterPoints – Step Up Year 1

Headline numbers from the first year of the Step Up Sheffield programme



**258,610**

active travel journeys



**107,000**

kg of CO2 emissions mitigated



**13,029**

activities replaced a car journeys



**24.3m**

calories burned



**279,325**

miles travelled sustainably



**95%**

of respondents would be interested in similar challenges



# Motivating active travel at The University of Sheffield

**Step Up Sheffield is a programme for The University of Sheffield to encourage physical activity and sustainable travel.**

Students and staff are incentivised to walk, run, cycle and use public transport to boost physical health, improve local air quality and reduce congestion.

Bespoke incentives and prizes include concert tickets, gym passes and refurbished bicycles as well as BetterPoints, which they can redeem for refreshments in the cafes and coffee shops on campus in addition to the usual high-street vouchers.

In its first year, 78% of people recorded at least one activity. Ongoing retention rates average at 49% – way above industry averages – and engagement rates have remained stable despite the coronavirus lockdown earlier in the year.

More than 13,000 car journeys were replaced by active alternatives, saving an estimated 6,000kg of CO2 emissions.

Students in particular report that the rewards motivate them to walk and cycle more, and that this makes them aware of other benefits of active travel.

“On cold and dark mornings when I could get the bus I now receive rewards instead, and it encourages me to put on an extra layer and start walking!”

– Sarah

“I like the fact I can avoid getting stuck in the traffic – particularly in the morning. I have replaced most of my journeys with cycling and now I’m a ‘Cycle-holic.’”

– Ozgun

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