



GDANSK: Bike to work with Activity

The Bike2Work campaign - “Kręć kilometry dla Gdańska” was launched to encourage employees to regularly bike to work. The objective of the campaign was to motivate and involve as many adult residents, companies and students as possible and to collect the statistics the participants generated. The Active Mobility Unit of the City Hall of Gdansk and the contracted service provider Activity sp. z o.o were responsible for the campaign. The campaign was realized with the support of a mobile application named Activity. Activity was used for tracking and measuring the number of campaign’s participants, distances, saved CO2 emissions and the frequency of the travels. Any person employed by an employer in Gdansk could participate in the campaign, students and employees of the universities of Gdansk were also welcomed to participate.

The campaign itself lasted from September to October 2019, however, the app was in use since mid-August to mid-November 2019. The planning and procurement of the application started two months prior to the campaign. In terms of procurement, preparing the terms of reference was the most time consuming.

The target group of the campaign was reached through the Active Mobility Unit’s social media and website. A discussion group on Facebook was created for people interested in discussing and sharing their campaign experiences. Posters, reflective bands, flyers, promotional stands in the main routes, radio spots and press releases were also used for raising awareness and promoting the campaign.

In order to participate in the campaign, the participants needed to download the Activy application and create an account. The Activy application kept track of the participants' movements whenever they were commuting by bike from their home to their workplace or school and vice versa. The Activy application is based on a geo tracking system that measured the bike trips' speed, distance, duration and whether it was a commute or another kind of ride. For every commute back and forth the participants received points that could be converted into different prizes, depending on the amount of points.

The most part of the campaign budget came from the city budget and some of the awards for the participants came from campaign partners. The Activy application which was funded by the cities.multimodal project, had a budget of nearly 65,000 Polish zloty (approximately 15,100 €).

In total over 4100 persons took part in the campaign. The outcome of the campaign was recorded through data from the Activy application and the campaign website. The results of the campaign are used for planning future campaigns. After the campaign ended the participants were informed through social media, the Facebook discussion group and e-mail.

Recommendations, tips and tricks:

Using an application as a part of a campaign is comfortable and simple. Downloading the application was free for all the participants and it was a convenient way to reach out to the citizens.

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