



Sustainable Mobility

Mobility Network

Campus Kristiansund Internship Program



Kristiansund
kommune



Møre og Romsdal
fylkeskommune

NEAS

SpareBank
NORDMØRE 

Contents

Chapter 1: The Sustainable Mobility Project	2
Introduction	2
Why and What	2
How	3
Chapter 2: Survey (Findings and Analysis)	5
Abstract	5
1.1 Introduction	6
1.2 Goal of the Study	7
1.3 Objectives	7
2.1 Age of Respondents	8
2.2 Gender of Respondents	9
2.3 Occupation of Respondents	9
2.4 Study Place and Status	10
2.5 Means of Transport to Work/Study	11
2.6 Potential Challenges of New Campus	12
2.7 Approaches to Fewer Parking Spots	13
2.8 Opportunity for Sustainable Transport	14
2.9 Comparing Travel Time by Car to Travel Time by Public Transport	14
2.10 Reasons for Driving Car to Work/Study	16
2.11 Reasons for Not Using Public Transport	17
2.12 Reasons for Using Public Transport	18
2.13 Supported Interventions	19
2.14 Summary of Findings	20
2.15 Recommendations	21
Chapter 3: Recommendations, Lessons Learnt and Continuation	21
Background	21
Survey Analysis Conclusions	22
Recommendations	23
Bibliography	24

Project leader



Nadia Silvestri Helseth
ne.silvestri@gmail.com

Project members



Mo Zijlmans



Burak Pordogan



Andres Mendez



Kwadwo Sarpong

Project dates: October 2023 – May 2024

Project owner: Kristiansund Municipality

Chapter 1: The Sustainable Mobility Project

Introduction

The Sustainable Mobility project was initiated with the signed agreement of relevant local actors in Kristiansund to form a mobility network. Such network is formed by Kristiansund Kommune (project owner), Møre og Romsdal Fylkeskommune, NEAS, Sunbåten, Fagskolen and Høgskolen i Kristiansund. This network is looking to find solutions and adopt a holistic approach towards mobility linked to the opening of Campus Kristiansund where they will be moving into and adopting as a new permanent address in 2024. This initiative as a concept is important as a lever of change in a city where an overall sustainable transportation policy from the authorities is yet to be developed and the pressing issues of increase traffic and air pollution will become significant in the years to come. The formation of this network contributes to the studies of the interventions of informal networks in policy-making.

Why and What

With the imminent opening of Campus Kristiansund the main goal of this collaboration is to find solutions to tackle the mobility challenges associated with the influx of workers, students and citizens that will now travel into the city centre daily.

This project aims to identify and define the mobility challenges that the city will face once the Campus opens its doors. Moreover, the project's objective is to build an strategy including possible courses of action to shift from the usage of private cars into more sustainable modes of transport.

How

The strategy was based on the results of Work Package 1 "Data collection through a selected sample survey".

Work Package 1 was developed under the agreement of the parties that the trends and attitudes towards transportation needed to be analysed with the purpose of obtaining an overview that could be linked to possible tailor-made solutions for the local context. Due to time constraints, the survey was designed to collect responses from a targeted group, those being affected workers and students from all the organisations that will be moving to Campus Kristiansund at the end of 2024. Therefore, this survey was not generally opened to the public, the timing for collection was limited to 3 weeks and there was a more practical limitation such as a part of the student group was not represented in the survey. Those students represent the ones starting their education in August 2024. Collecting data from these students was not possible since the admission process was not finished at this time.

The survey was divided in 4 sections.

Section 1: Demographic background information. With the purpose of group definition and identification.

Section 2: Transportation habits work/studies. To grasp a better understanding of the current situation.

Section 3: Public Transportation habits. To understand the current usage of public transport and possible extended usage.

Section 4: Future campus Kristiansund. To understand the challenges and future plans of the users once the need to commute to Campus Kristiansund.

The survey's design, methodology and results were conducted by the Campus Kristiansund Internship Program Sustainability consultants. More details about the survey can be found in Chapter 2 of this document.

The deliverable for this work package was the survey report which was presented and shared to all relevant parties.

Work Package 2 was developed from the information gathered in Work Package 1, focusing on behavioural change via the research, development, and implementation of a gamification strategy. The main objective of this Work Package was to identify possible providers and perform a cost benefit analysis based on the type of service, engagement and actual suitability for the local context.

The deliverable of this package was a workshop presenting the solutions and providing the information to the Mobility Network.

Work Package 3 was based on designing and delivering a communications plan for all members of the mobility network. Each member had the task to find their own sustainability ambassador, those being members of the community and workplace that choose sustainable modes of transport daily. The objective of this package was to start the conversation and increase awareness for the public.

The deliverable of this package was the presentation of such ambassadors in the different social media platforms.

Results

The results showed as the completion of all Work Packages within the time available.

The survey was conducted and analysed by the interns.

Two general workshops with all members of the network were hosted.

The sustainability ambassadors were found and presented in the different social media platforms.

Impacts

We have collected and analyse relevant data for the stakeholders to act accordingly to the results findings. We have contributed to increasing awareness within the Network of what gamification is and how it can be used to change behaviour.

One of the main challenges for this project was the lack of involvement of politicians considering the pressing challenge of traffic increase and the timelines to develop new infrastructure.

More information about next steps can be found in Chapter 3 of this document.

Chapter 2: Survey (Findings and Analysis)

In this chapter all details of the survey analysis can be found.

Abstract

Urban transport challenges have over the years been the repercussions of urban growth and population rise. The United Nations has projected the world urban population to increase to 70 percent by the year 2050. City authorities are burdened with providing solutions to address these urban challenges. The city of Kristiansund, like any other city faces transport issues that arise because of increased population and limited space at the city center.

The city has built an ultramodern campus facility which will host not only students but also institutions that are currently operating in the city. The goal of the campus is to make the city center more vibrant and also become a sustainability beacon in the city. The facility will relocate people from other parts of the city to the city center. The trooping of more people in the city will add on to the existing pressure on the limited parking space at the city center. This expected development needs to be tackled ahead of time before they ensue. In achieving this, the users of the campus facility formed a mobility network that worked undertaking this responsibility.

The network conducted a survey to understand the transport condition of the city, the means of transport of the users of the campus, what sustainable transport means to the users of the campus, the challenges being expected from the reopening of the campus as well as interventions that would be accepted. The survey was responded by 349 users of the campus who comprised of students, employees of Neas, employees of the

flykeskoummune and employees of the schools. Due to time constraints, a random sampling technique to used in this study.

The survey brought to light that the 67% of the respondents drive to work/study 3 or more days in a week. Majority of respondents (49%) revealed that difficulty in getting a parking space would be the most pressing challenge. Despite almost half of the respondents claiming that it will be difficult to get a parking spot on campus, 35 % also claimed they will still drive to the city and look for a space while 31% revealed that they will explore other sustainable transport means such as walking, using the bus, cycling and sundbaten. Although all respondents are aware of the pending transport challenges, 24.6% have no idea of any sustainable transport strategies that could exist while 46.8% claimed that the city could have sustainable transport in the future.

The survey has revealed that 67% of the respondents drive 3 or more days to work and this called for further investigation to know why people choose to drive to work over public transport. It was revealed that people drive mainly because it saves them time, flexible and helps in moving in between working hours as well as after work hours. A comparison between travel time by bus and driving also revealed that travelling by bus takes averagely twice the travel time it will take to use the car. This time difference is because of the time it will take for one to walk to the nearest bus stop. It was also brought to light that people do not use the bus because of the impractical route offer, impractical frequency and relatively high cost. The bad route offer explains why one needs to walk for a longer distance in order to get to a bus stop. On the other side, the users of the bus also claimed that comfort, time saving and distance are the main drivers for using the bus. To address the transport challenges, respondents claim that buses should be more punctual, financial compensation towards public transport, financial compensation should be given to help purchase e-bike/scooters, more safe bike lanes should be introduced and the adoption of park and ride among others.

1.1 Introduction

Urban centers are facing transportation challenges due to the rise in population caused by urbanization. As projected by the United Nations, 70 percent of world population are expected to live in urban areas. This finding is worrying as it poses challenges to the

available resources existing in urban areas such as space for development and the conduct of services.

The city of Kristiansund is of no exception from the urban population growth dilemma. The city seeks to revitalize its city center through the introduction of an ultramodern campus which would drive growth in the urban center. Despite the benefits that this campus would have on the city, it is also imperative to consider the repercussions that this campus would have on the campus. The city is currently facing parking space challenges at the sentrum and this expected to escalate when the campus is reopened in October, 2024.

The new campus will be hosting students, employees from NEAS, employees of the schools, the dentist clinic and Employees of the flykeskommune. Averagely, 600-800 are expected to use the facility. The campus will not be able to provide parking spaces to meet the demand of the users of the campus facility. This problem has called for the formulation of a mobility network to be proactive and address these challenges before they ensue. The network is comprised of the institutions that are using the facility, Fram and the Kommune.

As part of the strategies to tackle the future transport issues that could arise, the network conducted a survey to understand the transportation situation in the city, the modes used by both students and employees to work or study, reasons for using and not using public transportation, the prospects of the city's transport, the challenges as well as interventions that could address the problems. These findings will serve as a foundation to provide solutions and take further actions.

1.2 Goal of the Study

The study seeks to bring together a network of institutions that will be using the campus facility to share knowledge to address the impending transport challenge.

1.3 Objectives

The objective of the study is to assess the transportation situation of the city and explore solutions. Specifically, the study seeks to achieve:

- Understand the transportation situation of the city.

- Assess the current modes of transportation of the users of the campus facility.
- Understand the rational behind the driving of cars and usage of public transportation.
- The challenges, opportunities and expected transport changes from the perspective of the campus users and
- Supported interventions from the perspective of the campus users.

2.1 Age of Respondents

The survey elicited responses from 349 individuals, comprising students from schools expected to utilize the campus facility and employees from companies intended to occupy the Kristiansund building. A predominant portion of the respondents consisted of youth, with individuals aged between 21 to 39 constituting 48 percent of the survey sample. This demographic skew towards younger age groups can be attributed to the larger student population compared to that of employees, resulting in a higher participation rate from students. Specifically, 33 percent of the respondents identified themselves as students. The age distribution among respondents assumes importance as it has the potential to influence the outcomes of the survey.

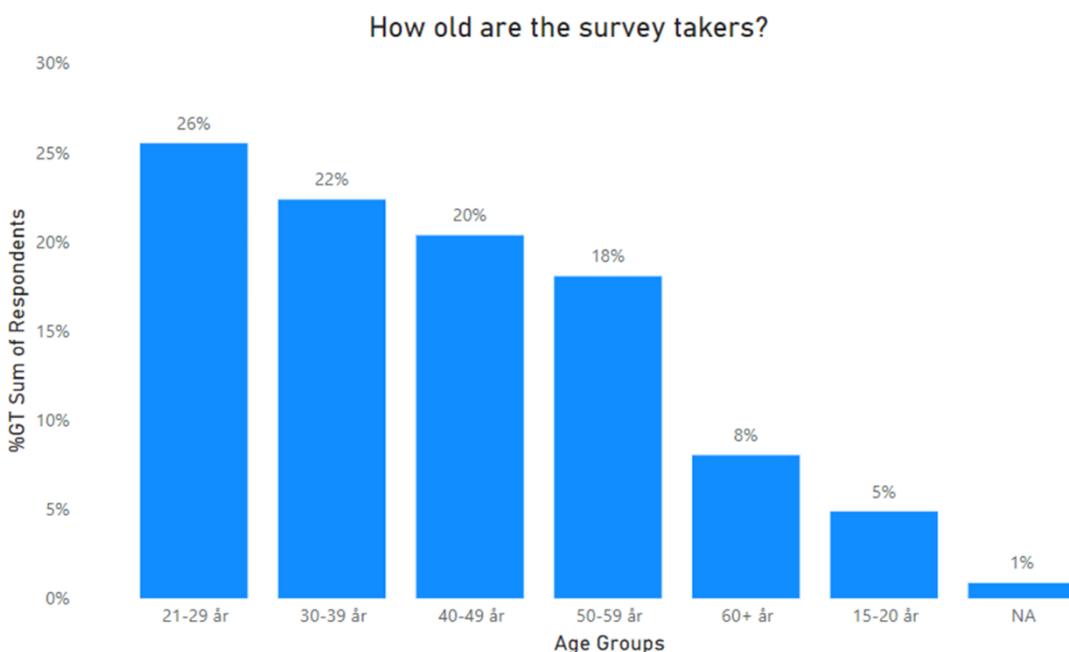


Figure 1. Age of Respondents

Source: Mobility Survey, 2023.

2.2 Gender of Respondents

The survey exhibited a relatively balanced gender distribution, with females accounting for 50.72% of respondents, males comprising 47.85%, and individuals identifying as "other" representing 1.43%. This close proximity between the proportions of female and male respondents ensures a more equitable representation in the survey results. Disparities in gender distribution have the potential to bias findings towards a particular gender, making balanced representation crucial. By narrowing the gap between female and male respondents, the survey aims to achieve a fair and inclusive portrayal of all genders.

What are the genders of the surveytakers?

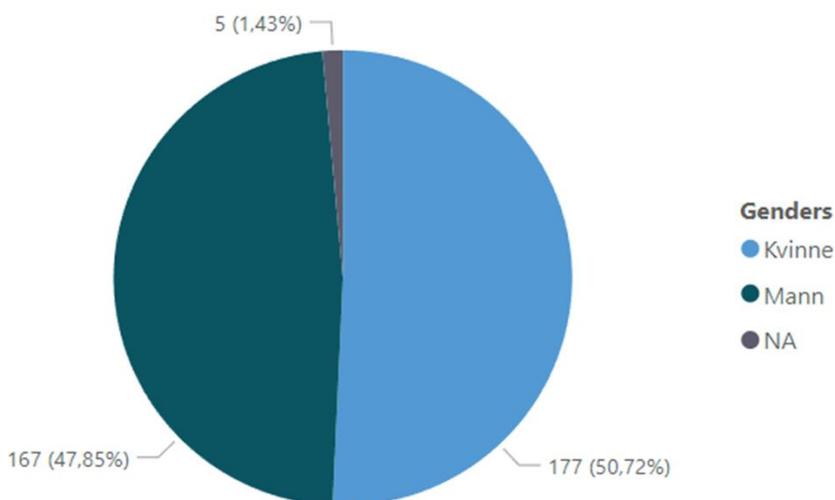


Figure 2 Gender of Respondents

Source: Mobility Survey, 2023

2.3 Occupation of Respondents

The new campus building will host companies such as NEAS, The Flykeskommune, The dentistry, The høgskole and Fagskole. The students formed the highest respondents with 33 %, Kristiansund Kommune with 21 %, NEAS 14%, Fylkeskommune 13 %, employees of høgskole and Fagskole 9 % , employees on the 5th floor of the F13 buiding 3% and 1 percent for AquaShip and Tannlegen employees. Although the employees of the

companies that will be using the campus form the major respondents, the students have a significant percentage (33 %) of the survey. The findings of this survey will therefore reflect employees more than the transport behaviours of students.

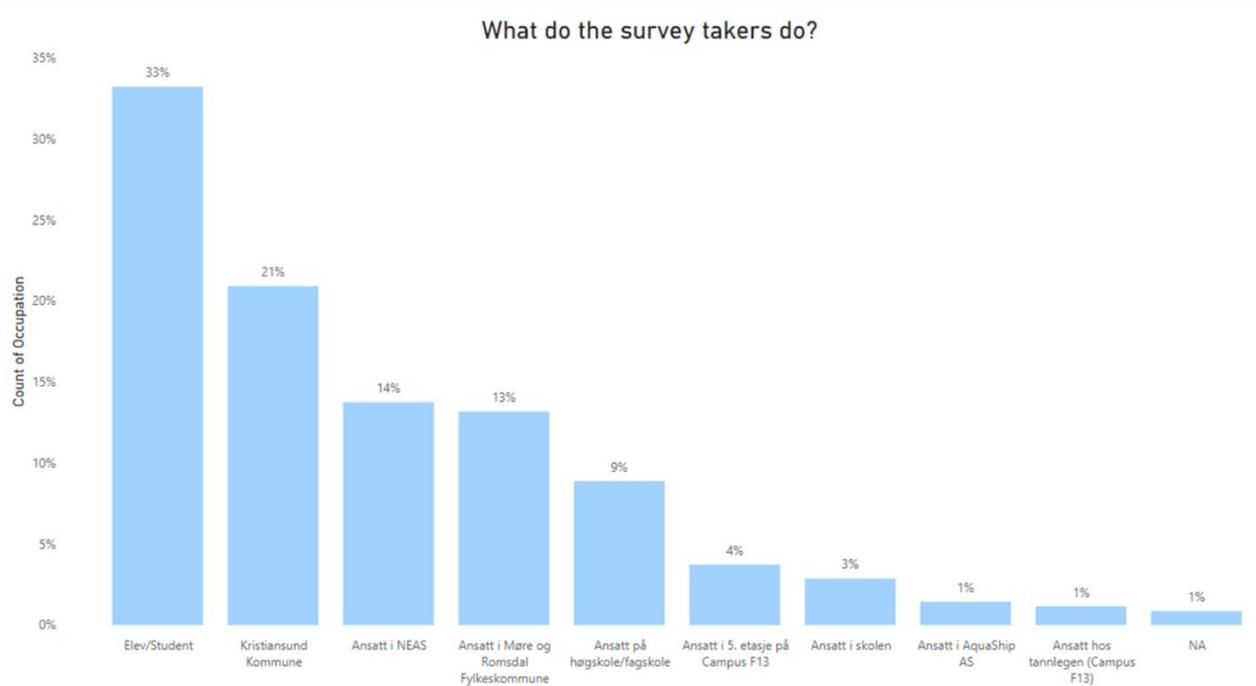


Fig 3 Occupation of Respondents

Source: Mobility Survey, 2023

2.4 Study Place and Status

The survey findings indicate that 74% of the respondents are full-time students, with an additional 29% classified as part-time students. This distribution suggests that a significant majority of the respondents are likely to frequent the campus regularly due to their student status. Among the student respondents, 46% are enrolled at Fagskolen in Kristiansund, while 43% study at Høgskolen in Molde, with the remaining 13% attending DMMH. Notably, the representation of students across both Høgskolen and Fagskolen is nearly proportional, indicating a balanced presence from these educational institutions.

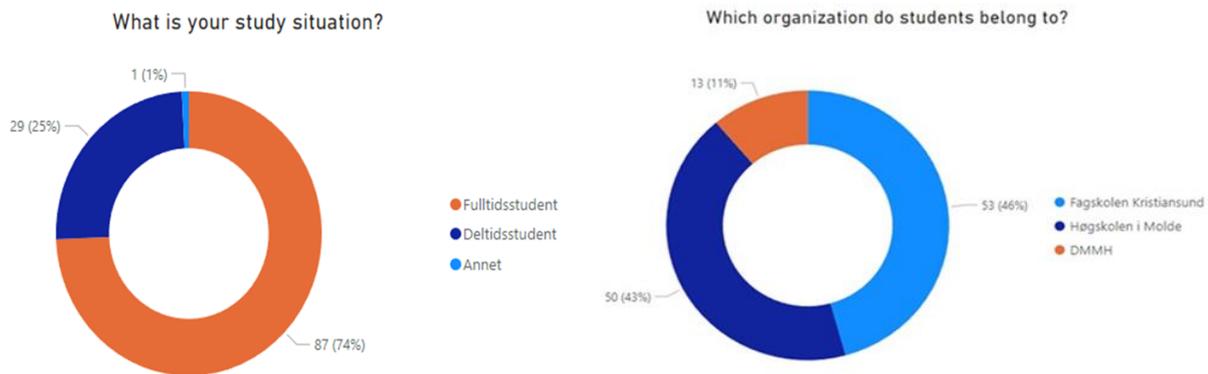


Figure 4 Study place and Status of students

Source: Mobility Survey, 2023

2.5 Means of Transport to Work/Study

The survey revealed that the driving of cars is the highest form of transport means for all travelling times such as; 2-4 days in a month, 1 day in a week, 2 days in a week, and 3 or more days in a week. The percentages for public transport were closer to car usage except for 3 or more days in a week. Car users who drive 3 or more days in a week were 67% and this more than half of the respondents. These findings reveal that currently, every 1 out of 2 respondent drives a car to work/study. This development needs to be addressed because it will pose a transportation challenge for the campus due to limited parking spaces in both the city and around the campus.

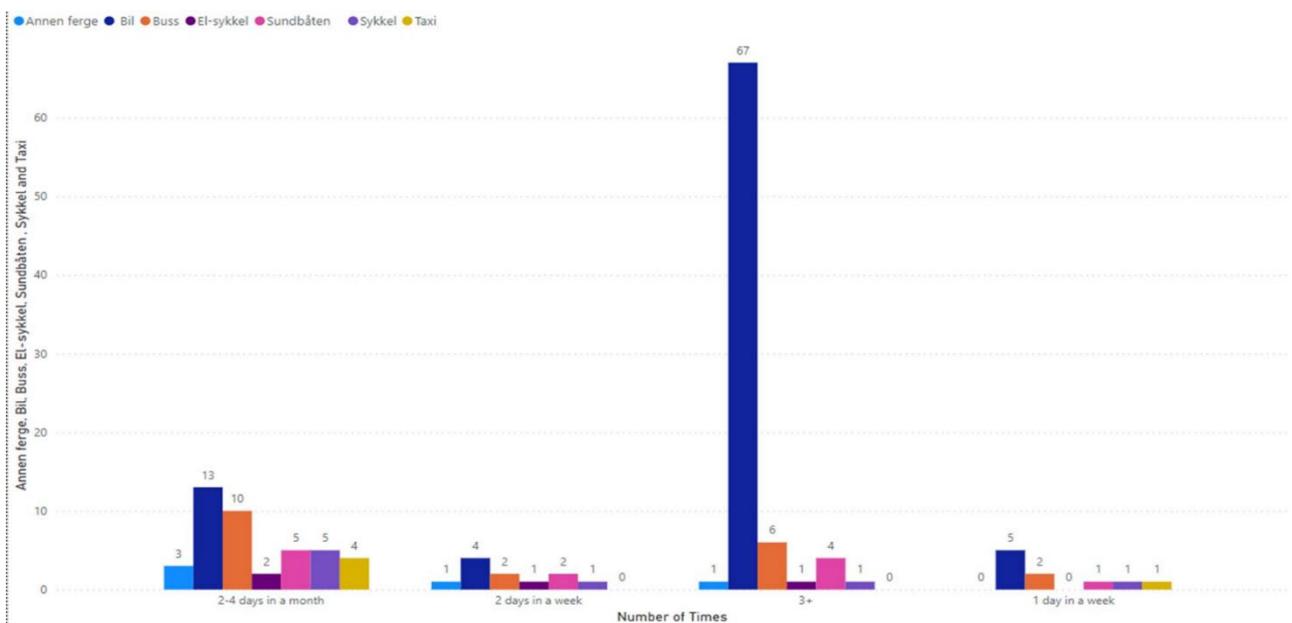


Fig 5 Current means of transport to work/study

Source: Mobility Survey, 2023

2.6 Potential Challenges of New Campus

The survey has uncovered that the primary challenge associated with the new campus is the limited availability of parking spaces. Almost half of the respondents (49%) express concerns that the opening of the new campus will exacerbate the existing shortage of parking spaces within the city. Additionally, the survey highlighted several other issues, including anticipated traffic congestion, the high cost of parking tickets, extended travel durations, challenges associated with commuting with children, and various other obstacles.

Given the widespread acknowledgment of the impending situation among most respondents, it becomes imperative to capitalize on this heightened awareness and initiate efforts to modify people's behavior accordingly.

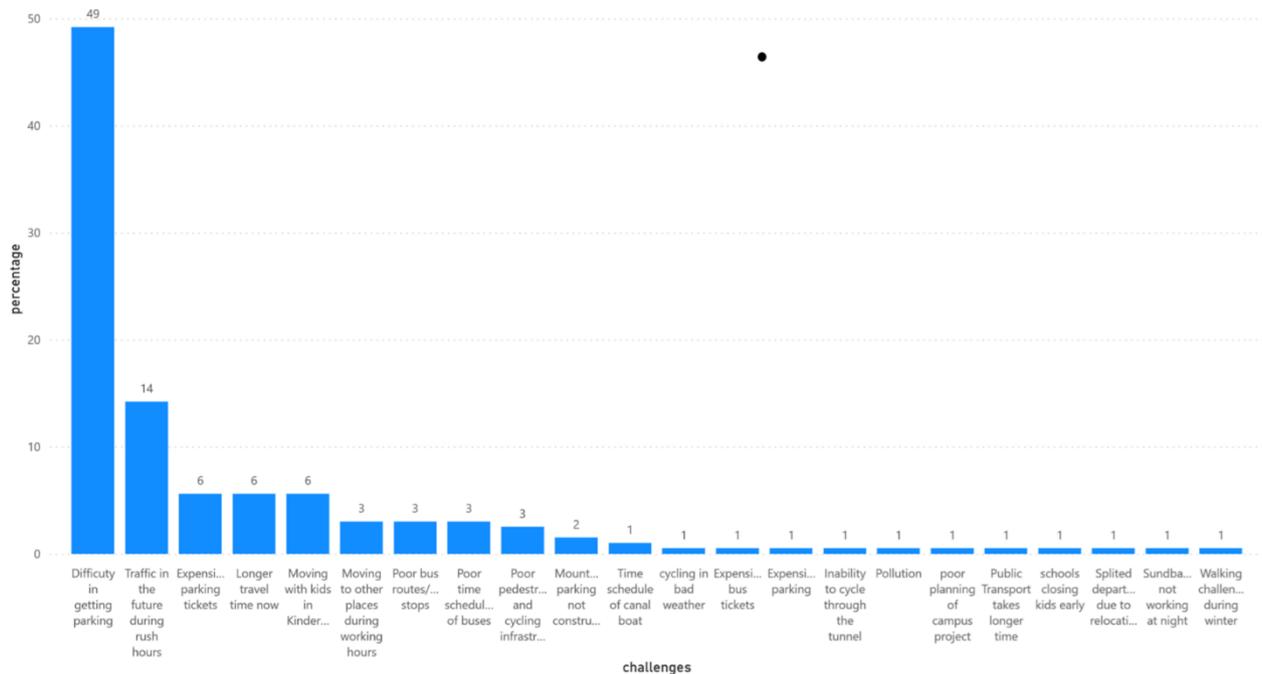


Fig 6. Challenges posed by new Campus

Source: Mobility Survey, 2023

2.7 Approaches to Fewer Parking Spots

In the event of limited parking availability at the new campus, respondents outlined several strategies they would consider adopting. The most prevalent response, cited by 22.3% of participants, was to seek parking in the city center. Other responses included utilizing public transportation such as buses (6.4%), cycling (6.4%), arriving at work earlier (6.4%), continuing to commute by car (6.4%), working remotely (6.4%), walking (5.3%), among others.

Notably, the survey revealed that the highest proportion of respondents (35.1%) indicated they would still opt to drive their personal vehicles and either search for parking or arrive early to secure a spot. While this preference presents a significant challenge, it is encouraging to note that 31% of respondents expressed interest in adopting sustainable modes of transportation. These include utilizing public transportation, cycling, walking, park and ride schemes, utilizing the Sundbaten ferry, and canal boat services. The considerable number of respondents expressing a willingness to embrace sustainable transportation options indicates a growing consciousness towards environmental sustainability. This segment of respondents presents an opportunity to drive positive change towards more eco-friendly commuting practices.

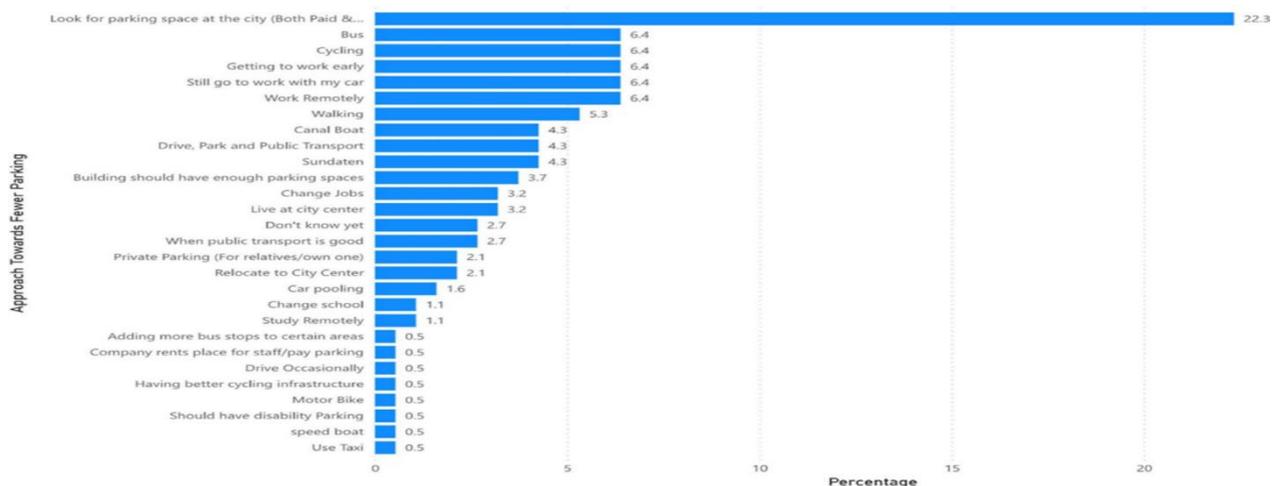


Fig 7. Approaches to fewer parking

Source: Mobility Survey, 2023.

2.8 Opportunity for Sustainable Transport

The opening of campus Kristiansund is expected to have some effect on the transport situation of the city. The city has to however adopt the best sustainable opportunities in order to address this expected new development. The survey also assessed the sustainable transport opportunities that could exist in the city from the perspective of the users of the Campus Kristiansund.

It was seen from the survey that majority of the respondents, representing 24.6 percent claimed that they see “no opportunity” for sustainable transport in the city. Nevertheless, the number of respondents who mentioned sustainable means of transport as an opportunity form (Bus, Walking, Bike and Sundbaten) consist of 46.8% of the respondents. This high percent shows how aware people are of sustainable transport options. Such awareness could be leveraged to drive sustainability and change in the city.

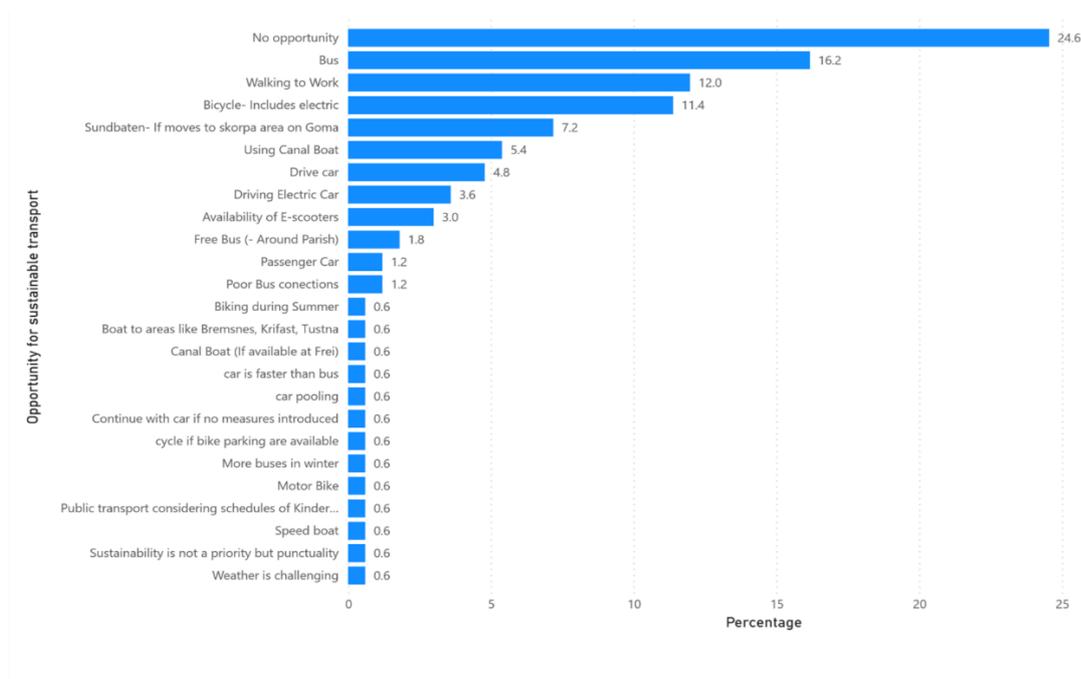


Fig 8. Opportunity for Sustainable Transport

Source: Mobility Survey, 2023

2.9 Comparing Travel Time by Car to Travel Time by Public Transport

A comparison was made between the travel time by using a car and that of public transport preferably, bus. This data considers where one stays, the time it takes to the

workplace either by using a bus or driving to work. It was revealed that it takes averagely 12.5 minutes to drive to work while it takes 29.4 minutes to travel by bus. The travel time with bus includes the time it takes to walk to the nearest bus stop.

The average time it takes to walk to the nearest bus stop is 9.5 minutes. If one chooses to use a public transport, the average travelling time is twice that of driving a car to work. The public transport times a lot of travelling time due to the walking time to nearest bus stops. This resonates with the poor route offer issues which was raised by the respondents as part of the reasons for not using public transport. Public transport patronage would increase if the more stops were created at vantage points or threshold is improved while also adding a number of buses to the fleet.

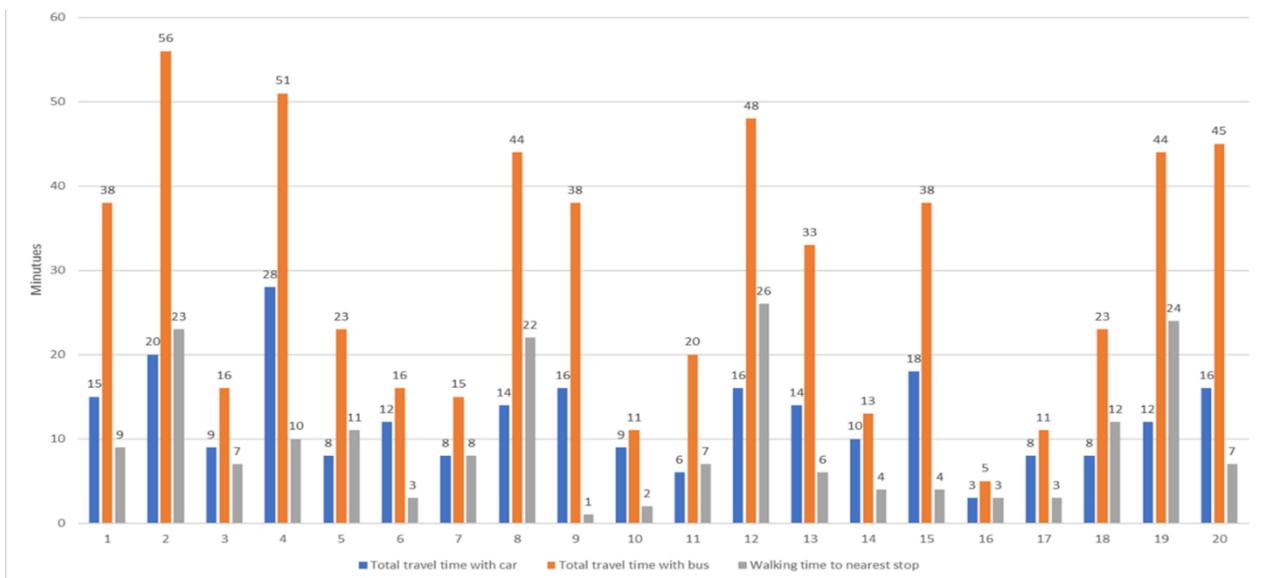


Fig. 9 Travel time by driving car, bus and walking to bus stop

Source: Mobility Survey, 2023

2.9.1 Travel Time by Car and Bus to both Current Workplace and New Campus

This figure shows the travelling time by driving to the current workplace and the new campus. The texts in black represent the travel time to current workplace and the yellow represent the travelling time to the new campus. Although depending on where one lives, those who live at the northern part of the map area are closer to the campus than those who live at the southern part of the map area. Despite this proximity, the average travel time driving time driving a car to the new campus is still less than that of the bus. The

average travel time of a bus is twice that of driving a car. This longer travel time is mainly driven by distance from where one stays to the nearest bus stop. The challenge of poor bus route offer has been a challenge to the patronage of public transport in the city.

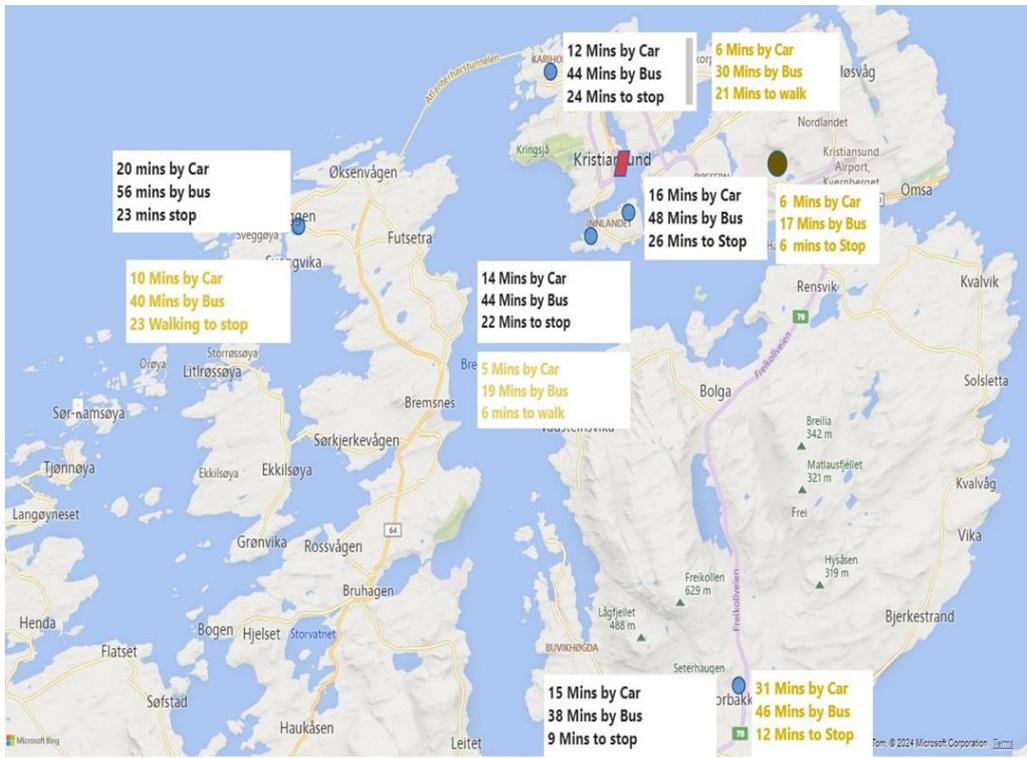


Fig. 10 Travel time to both new campus and current work place

Source: Mobility Survey, 2023

2.10 Reasons for Driving Car to Work/Study

The survey has established that 67% of the survey respondents drive cars to work 3 or more days in a week. These respondents were followed up on reasons why they drive to work, and several reasons were given. The highest response was time saving (29 percent) with the response “It gives me flexibility came close with 28%. The third reason was hinged on car users having other places to visit either in between working hours or after work (18%). Other reasons include distance (10%), comfort (8%), weather conditions (4%) and Economic reasons (3%). Time, flexibility and visiting other places are seen as the major reasons why people drive their cars.

It was brought to light that travelling to work with a bus as compared to driving a car could be as twice or sometimes three times the travelling time of car. This backdrop explains why “Time saving” is a major concern why people drive their cars to work or

study. In order to reduce the dependence on cars , it is important to prioritize the location of bus stops and frequency of buses in order to reduce the travel time when using public transport.

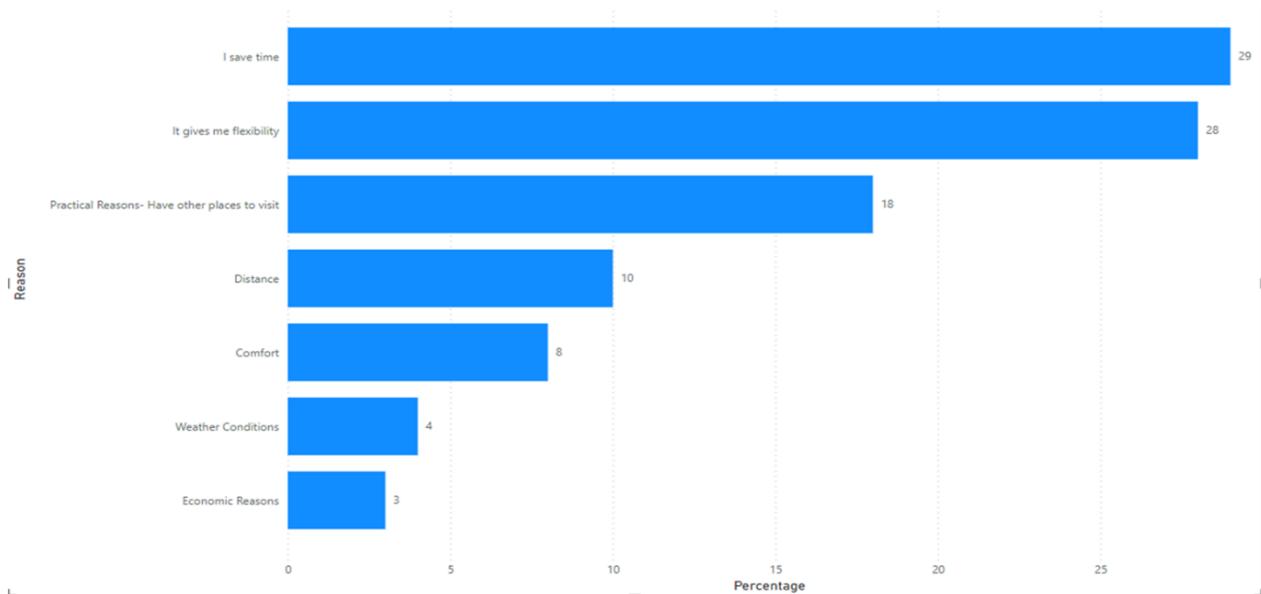


Fig.II Reasons for driving to work/study

Source: Mobility Survey, 2023.

2.11 Reasons for Not Using Public Transport

Public transport patronage is low in the city of Kristiansund and as part of the survey, reasons for not using public transport were gathered from car users. The highest reason was the bad route offer which has 36.6 percent share, bad frequency had 17.8 percent, relatively high cost (14.3 %), not punctual enough (13.9 %), inconvenient to travel with family (7.6 %), too many people (5.9%), other (2.6 %) and poor security (1.3%). The major reasons are bad route offer, bad frequency, relatively high cost and not punctual enough. Due to the bad route offer, it takes people a longer time to get to the nearest bus stop which also prolongs their travelling time. Also, the waiting time for the next bus is quiet long making people to opt using their private cars to work instead of using public transport.

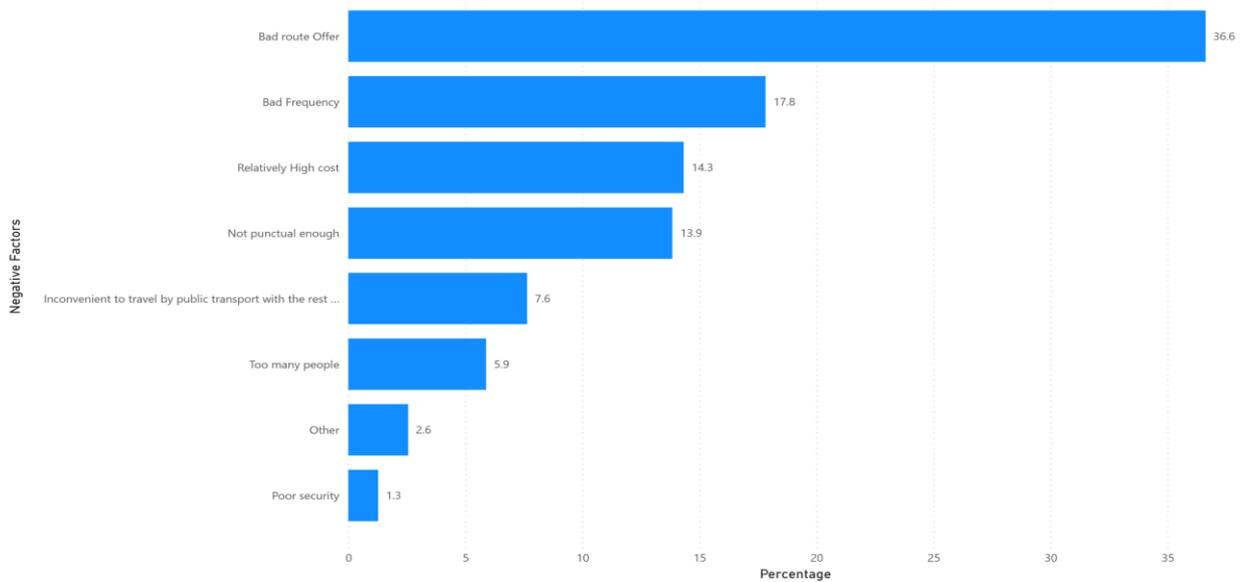


Fig 12. Reasons for not using public transport

Source: Mobility Survey, 2023.

2.12 Reasons for Using Public Transport

The survey revealed that the patronage of public transport in Kristiansund city has been low. Users of public transport are less than 20 %. Users of public transport gave reasons why they use it. These reasons include the comfort that public transport offers them (20%), it saves time (20%), distance (16.4%), flexibility (12.9%), economic reasons (11.4%), Practical Reasons (10%) and Weather Conditions (9.3%). It could be seen that comfort, time saving, distance and flexibility is the main reason why people use the public transport.

Although these responses come from only 20 percent of the respondents of the survey, having this knowledge would help build on the prospects of public transport in the city. Nevertheless, the survey has brought to light that the third highest reason why people do not use public transport is that the cost is high. This finding is also confirmed by 11.4 % of respondents revealing that economic reasons is the reason why public transport is patronized. It could be seen that using public transport in the city is perceived to be quite expensive.

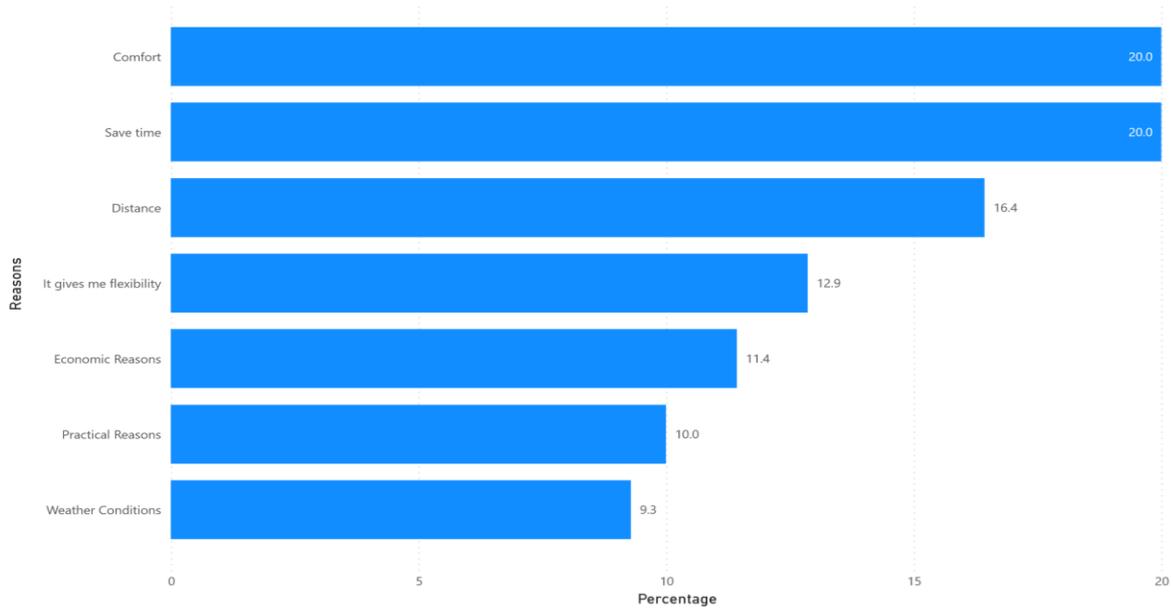


Fig 13 Reasons for using public transport

Source: Mobility Survey, 2023.

2.13 Supported Interventions

Respondents of the survey gave their opinions on what interventions will work well in the city. More frequent buses had the highest share of 35%, financial contribution towards public transport with 32%, more punctual buses (31%), financial compensation to own bike/e-bike/e-scooter (28%), more safe bike lanes (21%), new and practical park and ride (21%), accessible e-bikes (18%), accessible e-scooters (12%) and easy alternative carsharing being 11 %.

The results indicate the willingness of people to use the buses provided they are more frequent, subsidized and punctual. These responses corroborate with the reasons given for not using public transport which were: Bad route offer, buses not being punctual and relatively high cost. The supported interventions confirm that when these 3 major problems are highlighted, public transport patronage would increase in Kristiansund. Other interventions mentioned also focused on sustainable transport means which include having compensation to get bikes, having bike lanes and also adopting car sharing.

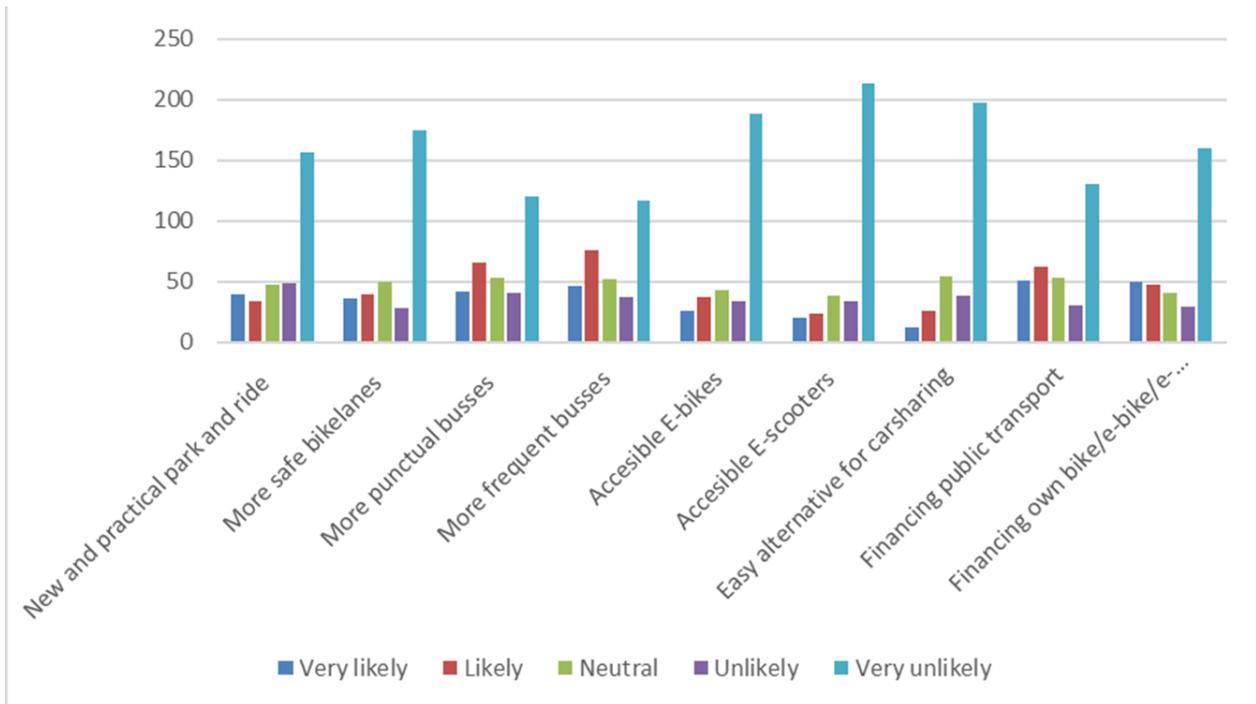


Fig 14. Supported Interventions

Source: Mobility Survey, 2023

2.14 Summary of Findings

- The survey had almost 35 percent of the respondents being students which skewed the data to the young age group.
- Majority (67%) of the respondents drive to work 3 or more days in a week.
- Difficulty in getting parking (49%) is the most widely asserted challenge that could happen when the campus is opened.
- In the event of fewer parking, 35.1 % claimed that they will still drive their cars to work/study and look for a parking while 31 % claimed to adopt sustainable forms of transport.
- Respondents gave their opinions on the transport opportunities that could exist when the campus is opened. While 24.6 % of the respondents revealed that “no opportunity exists”, 46.8 % of respondents also reported that sustainable transport opportunities could exist in the city.
- A comparison between using a bus to work and driving to work revealed that; using a bus is twice the average time it takes one to drive a car.

- People drive to work because it saves them time, flexible and helps in moving around in between work and after work time.
- The main reasons for low patronage of public transport can be attributed to Bad route offer, bad frequency and relatively high cost.
- Respondents revealed that the main reasons for using public transport are comfort, saves time and distance.
- It was seen that supported interventions from the perspective of the respondents are more frequent buses (35%), financial contribution towards public transport with 32%, more punctual buses (31%), financial compensation to own bike/e-bike/e-scooter (28%), more safe bike lanes (21%), new and practical park and ride (21%) and others.

2.15 Recommendations

The survey has highlighted the various transport issues that could happen in the city as well as what users of the Campus facility would like to see as interventions. This knowledge would help the mobility network to focus on actions that could address the issues. The next steps is to consider changing transport behaviors of the users of the campus through gamifications, campaigns and adoption of sustainable forms of transport. Implementing such strategies would help the network to be proactive and address the transport challenges of the city.

Chapter 3: Recommendations, Lessons Learnt and Continuation

Background

In line with the activities post survey, the delivery of a set of recommendations to address the problematics observed by the survey on mobility in the city was agreed.

Survey Analysis Conclusions

Based on the survey results, the most important conclusions are pinpointed as follows:

- 35% of respondents choosing the car after Campus becomes operational.
“The survey brought to light that the 67% of the respondents drive to work/study 3 or more days in a week. Majority of respondents (49%) revealed that difficulty in getting a parking space would be the most pressing challenge. Despite almost half of the respondents claiming that it will be difficult to get a parking spot on campus, 35 % also claimed they will still drive to the city and look for a space while 31% revealed that they will explore other sustainable transport means such as walking, using the bus, cycling and Sundbåten. Although all respondents are aware of the pending transport challenges, 24.6% have no idea of any sustainable transport strategies that could exist while 46.8% claimed that the city could have sustainable transport in the future. ”
- Public transports schedule is inconvenient for people's daily needs, heavily motivating people to use the car.
“The average time it takes to walk to the nearest bus stop is 9.5 minutes. If one chooses to use a public transport, the average travelling time is twice that of driving a car to work. The public transport times a lot of travelling time due to the walking time to nearest bus stops. This resonates with the poor route offer issues which was raised by the respondents as part of the reasons for not using public transport. Public transport patronage would increase if the more stops were created at vantage points or threshold is improved while also adding a number of buses to the fleet.”

Both of these conclusions point to a structural barrier, amplified by a behavioral barrier. The structural barrier is well known and a widely discussed issue in the city and in the whole county, exemplified as a convenient combination of routes, frequency, punctuality, travel times for the bus operated by FRAM, and lack of secondary options such as publicly available bikes, scooters, and dedicated infrastructure. The behavioral aspect is supported by the structural deficiencies, which make persons less susceptible to

adopting sustainable modes of transport. Persons with disabilities that are in absolutely need of driving a car, see their commute affected by traffic created by persons that cannot take the bus, due structural deficiencies.

Recommendations

Behavioural Change

In order to address the 35% of persons who claimed to still choose to use the car when Campus is open, and the persons that can currently travel by bus or other modes, can take the bus, but still decide to travel by private means, we have decided to implement a strategy based aimed at changing the behaviors of persons, with the objective of making them see the private car as a support rather than a dependent object for transportation.

Using the Reframing Method, we shifted our aims from an informational campaign based on data, to an engaging, social and active strategy, which data as an aid. This is called Gamification. The term of gamification, can be defined as the, "use of game mechanics in non-gaming contexts (Deterding, Dixon, Khaled, & Nacke, 2011)". This method is gaining traction being used worldwide in sectors such as education, services and marketing. An advantage is present, against traditional educational methods focused on information sharing and lectures, where the subjects engage in actions based on the information they are getting. The internal competitive environment generated serves as a means to spark behavioral change.

Since the development of a Gamification campaign was out of our capacities at the moment, we decided to identify two options of private businesses which focused on delivering these campaigns to businesses. Two companies were identified, Ducky, based in Trondheim, and Actee, based in Denmark.

Both companies were presented to the Mobility Network, with the aims of purchasing a license that gave all the members access to the platform, and every organization part of the network, could implement it in their respective HR departments. An adequate

environment for the application of gamification exists, with the members of the network forming part of an already established organizational culture. This ensures a good fit with the time required to apply the activities into every organization.

We aimed for the application of the strategy starting in May, however, due to low interest from the network, the gamification initiative had to be postponed until further notice.

Communications Plan

As a way to create a synergy between the gamification plan, a communications plan was to be created, aiming at reaching not only employees of the Campus, but to the general public. By selecting several “ambassadors”, employees who have taken on the challenge of choosing sustainable transport over private cars, by interviewing them and showcasing their experience. This serves as a way to increase closeness from the public to the decision of implement sustainable transportation.

The plan was to be undertaken by Ingunn Strand, and the ambassadors from every organization part of the network.

Bibliography

Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From game design elements to gamefulness: Defining gamification. Proceedings of the 15th international Academic MindTrek Conference: Envisioning Future Media Environments (pp. 9- 15). ACM