





Take the right route!

GoEco! is a smartphone app supporting you in changing your mobility patterns towards more sustainable choices. *GoEco!* nudges you to understand how you travel and how long for, and suggests you personal goals for change. Moreover, it offers you personalized suggestions and involves you in challenges with your friends and other participants, stimulating you to share your experiences and to compare your performances with them.

For *GoEco!* we developed a collaboration between SUPSI (*the University of Applied Sciences and Arts of Southern Switzerland*) and ETHZ (*the Swiss Federal Institute of Technology in Zurich*). Between 2016 and 2017 we will run a field research involving real people in their everyday context: with eight-hundred persons we will test the *GoEco!* app in Canton Ticino and in the City of Zürich, two contexts which are very different both in the supply of mobility options and in the socio-cultural attitude of the population towards mobility. The research will allow us to identify recommendations for public authorities, with the aim of promoting a wider and deeper change at the general society level.

We need you

We are looking for volunteers to test our *GoEco!* app. For a few months it will track their movements and will use typical game elements to nudge them to take sustainable mobility choices. We will involve participants in focus groups and interviews, raffle out prizes and organise a final surprise event.

Enroll now and become a *GoEco!* citizen as well!

How to participate

If you want to take part in *GoEco!*, just complete the registration form available online, in the "Get involved" section.

Contacts

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