



DIGITAL ALPS CONFERENCE

42 hacks

DATA-DRIVEN APPROACH REAL HUMAN EXPERIENCE



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DATA-DRIVEN APPROACH REAL HUMAN EXPERIENCE

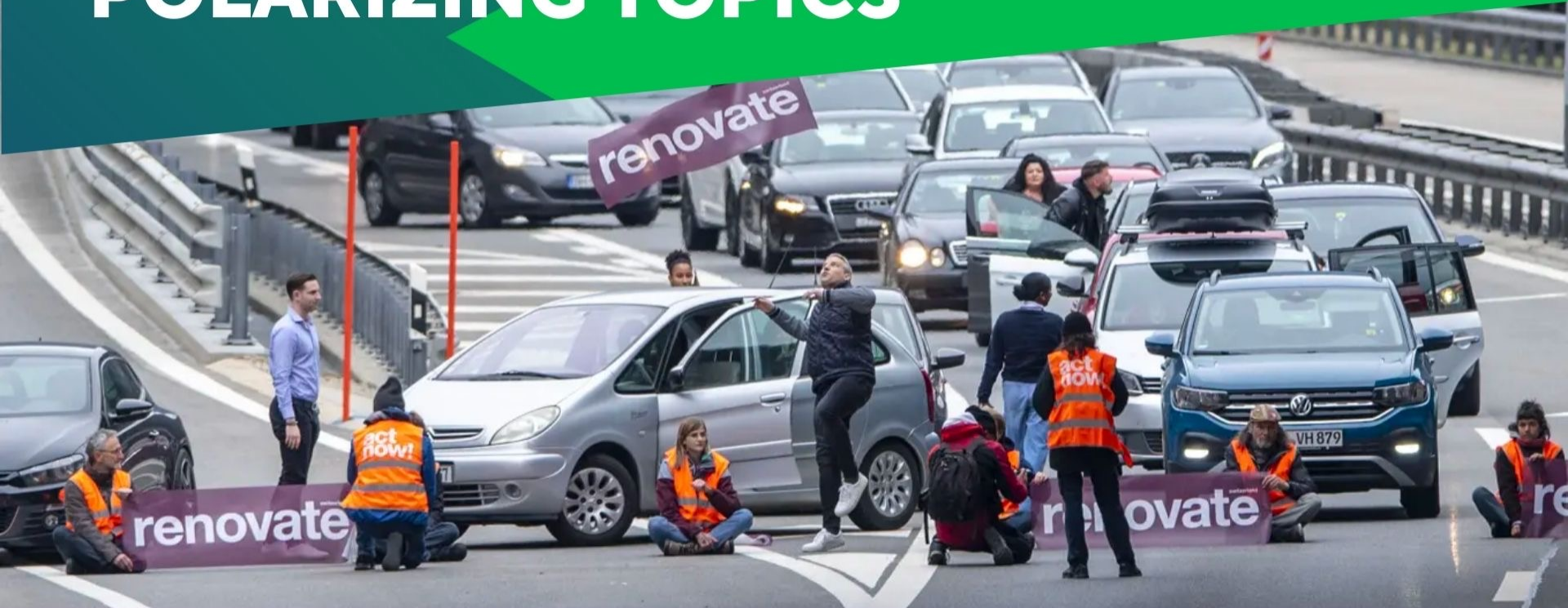


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CLIMATE & TRAFFIC ARE POLARIZING TOPICS



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BUT WHAT ANNOYS EVERYBODY: TRAFFIC JAMS



+2min



+7min



-10min



-50min

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WE LOVE CELL PHONES AND TAKE IT EVERYWHERE

Anonymised Mobility Data

- Monthly
- Insights into Modal Split (Road vs. Rail)
- Development and Patterns
- Down to 1 km²



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UNDERSTANDING TRAFFIG TO ALTER IT!

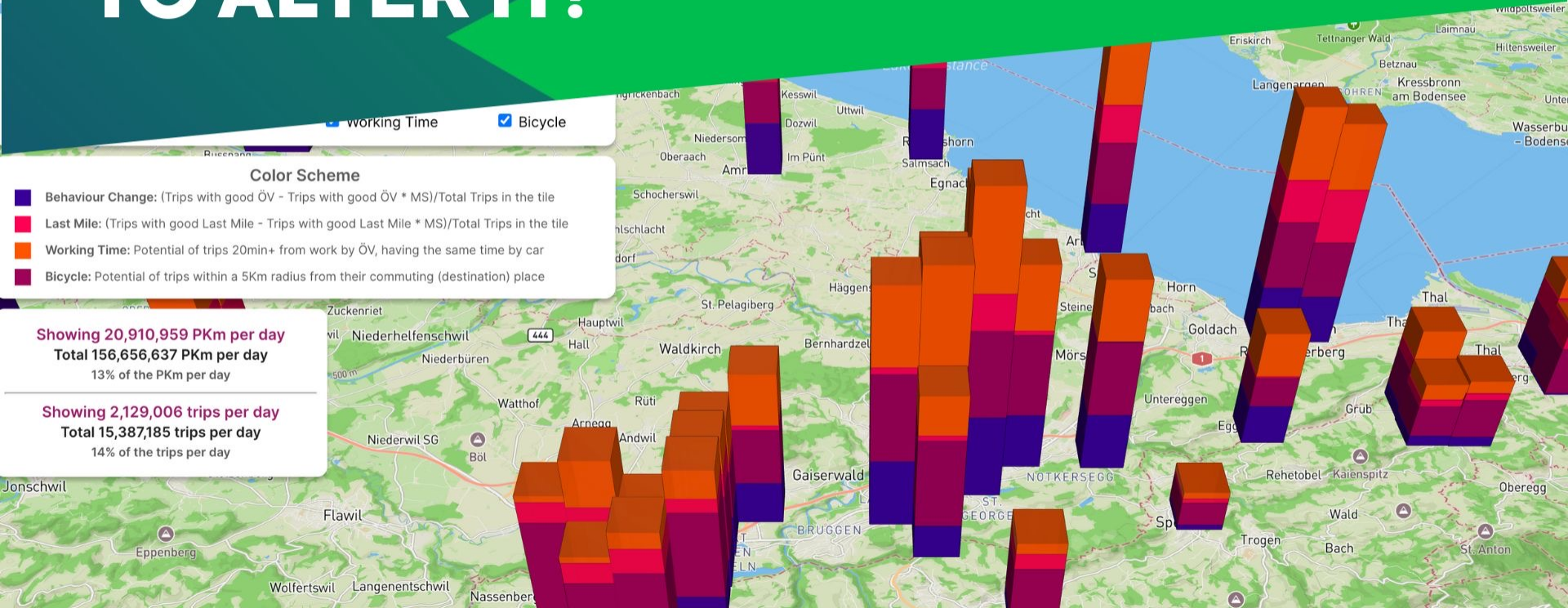
working Time Bicycle

Color Scheme

- Behaviour Change: $(\text{Trips with good ÖV} - \text{Trips with good ÖV} * \text{MS}) / \text{Total Trips in the tile}$
- Last Mile: $(\text{Trips with good Last Mile} - \text{Trips with good Last Mile} * \text{MS}) / \text{Total Trips in the tile}$
- Working Time: Potential of trips 20min+ from work by ÖV, having the same time by car
- Bicycle: Potential of trips within a 5Km radius from their commuting (destination) place

Showing 20,910,959 PKm per day
Total 156,656,637 PKm per day
13% of the PKm per day

Showing 2,129,006 trips per day
Total 15,387,185 trips per day
14% of the trips per day



SOLUTIONS FOR THE MOBILITY IN YOUR TOWN



**Involve
Employers**



**Work with
Municipality / City**



**Allow
Citizens to take action**

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BYE BYE CAR, HELLO NEW MOBILITY

31DAYS CHALLENGE

ausgezeichnet beim
VCÖ-Mobilitätspreis
Österreich 2023

Last Cohort: 100 People in Berne (CH)



- 90% changed behaviour
- every 3rd household sold a car
- NPS of 79
- Planning to Scale

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OUR PARTNERS



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bbs

SOB

 **Kanton St. Gallen**

 **PostAuto+**

 **SBB CFF FFS**

 **Tarifverbund
OSTWIND**

 **energieschweiz**


**Für Mensch
und Umwelt** **VCS**

mobility

**RENT
A BIKE**

reka

**my
buxi**

 **Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra**

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THANK YOU & STAY IN TOUCH



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