Citizens engagement in "Young Villagelift"

Behavioral change through schools

Anybody believing that launching a RideShare App will cause people to "jump on it"?
Well – think again – it is just not going to happen!

Is there a problem?

Do you need the solution?

Will you engage others?
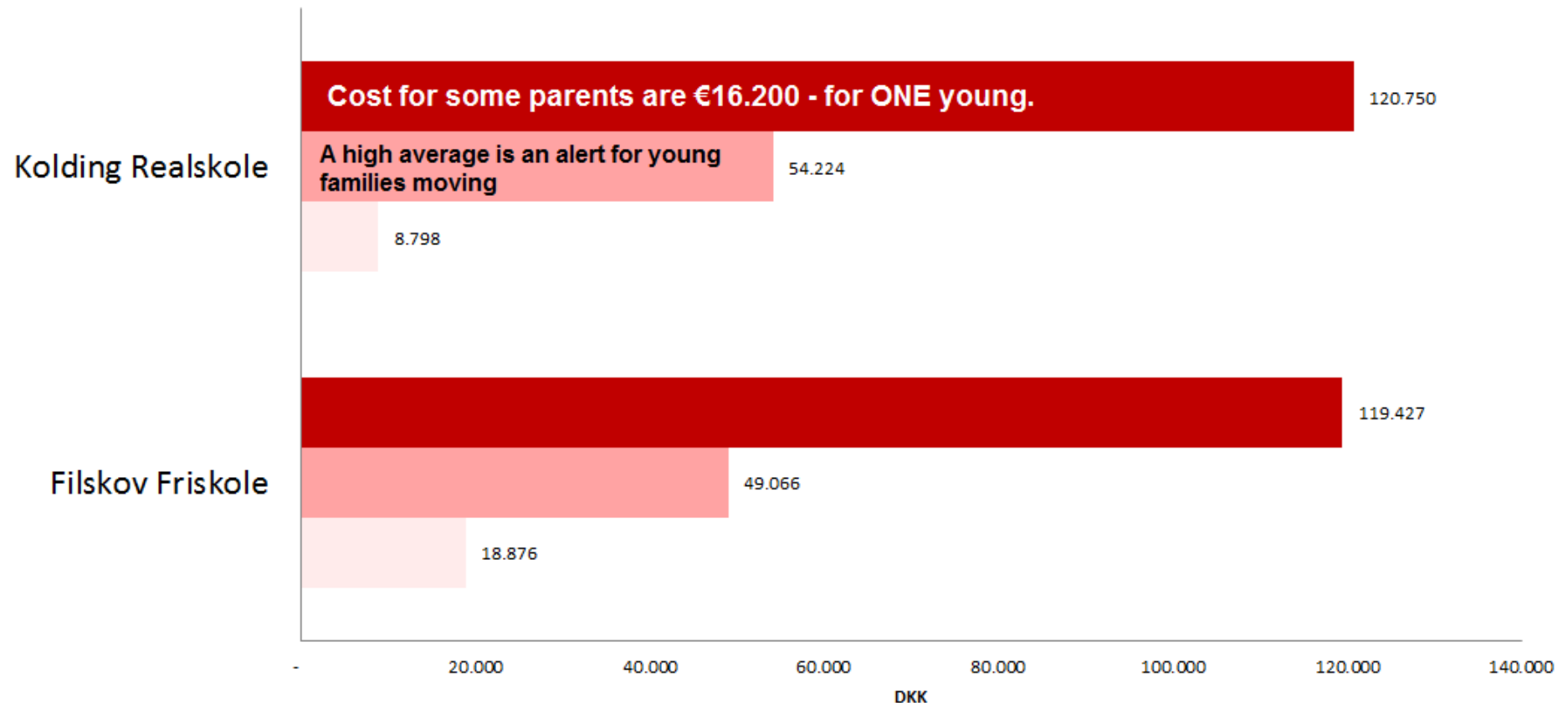
Wow – does parent driving cost that much!

I need it!

"Mom - dad – this would be great, wouldn't it?"

It's not difficult – we work with it in the school and I will help you!

Local study: is there a problem?

**Parent driving costs - now and and savings with Coofle for one young (DKK 3 years)**

■ Max - 3 year total cost without coofle ■ Average - 3 year total cost without coofle ■ Min - 3 year total cost without coofle

Kolding Realskole

Cost for some parents are €16.200 - for ONE young.   120.750

A high average is an alert for young families moving   54.224

8.798

Filskov Friskole

119.427

49.066

18.876

DKK

Our approach in Denmark
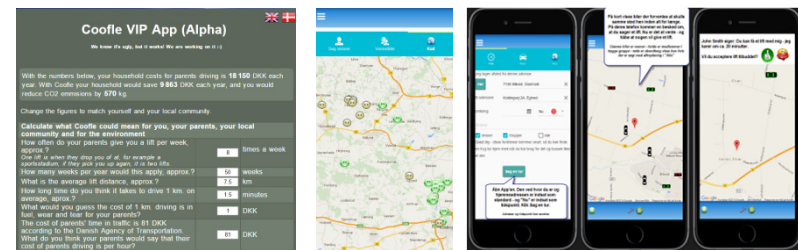
- ## Catch the interest
    - Coofle VIP Club (Win prizes)
    - Coofle VIP Card pocket money
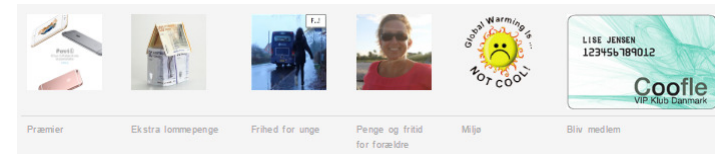
- ## Grow the "I want it" in the school
    - Calculate pocket money
    - Calculate parent's costs
    - Coofle Driving Friends App
    - Present "What you could get if you can get if many participates" (The Coofle App project)
    - Students make local questionnaire surveys

- ## Engage the local community
    - Local competition sponsors
    - "We own it ourselves" Coofle VIP Cards
    - Municipality/Community supported local activities

Local data for use in class education

Coofle VIP App (Alpha)

We know it's ugly, but it works! We are working on it :-)

With the numbers below, your household costs for parents driving is **18 150** DKK each year. With Coofle your household would save **9 863** DKK each year, and you would reduce CO2 emmisions by **570** kg.

Change the figures to match yourself and your local community.

Calculate what Coofle could mean for you, your parents, your local community and for the environment		
How often do your parents give you a lift per week, approx.? *One lift is when they drop you of at, for example a sportsstadium, if they pick you up again, it is two lifts.*	8	times a week
How many weeks per year would this apply, approx.?	50	weeks
What is the average lift distance, approx.?	7.5	km
How long time do you think it takes to drive 1 km. on average, aprox.?	1.5	minutes
What would you guess the cost of 1 km. driving is in fuel, wear and tear for your parents?	1	DKK
The cost of parents' time in traffic is 81 DKK according to the Danish Agency of Transportation. What do you think your parents would say that their cost of parents driving is per hour?	81	DKK

To provide valid data to school classes to work with, they fill in data in the calculator.

http://coofle.com/
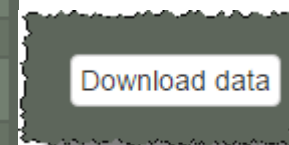
Download data

All can download anonymous data

Teacher guidance material

7th-9th grade Math

1. Calculate total and average parent driving costs for your class and for another class of your choice.
2. Make a presentation comparing the two classes.
3. Do the same for your school – and for another school of your choice.
4. For the two schools, calculate total CO2 emissions
5. Make a geographical presentation on a Map

Vision 2018 – Play User Lab and School Book – including all ages

Parent driving costs - now and and savings with Coofle for one young (DKK 3 years)
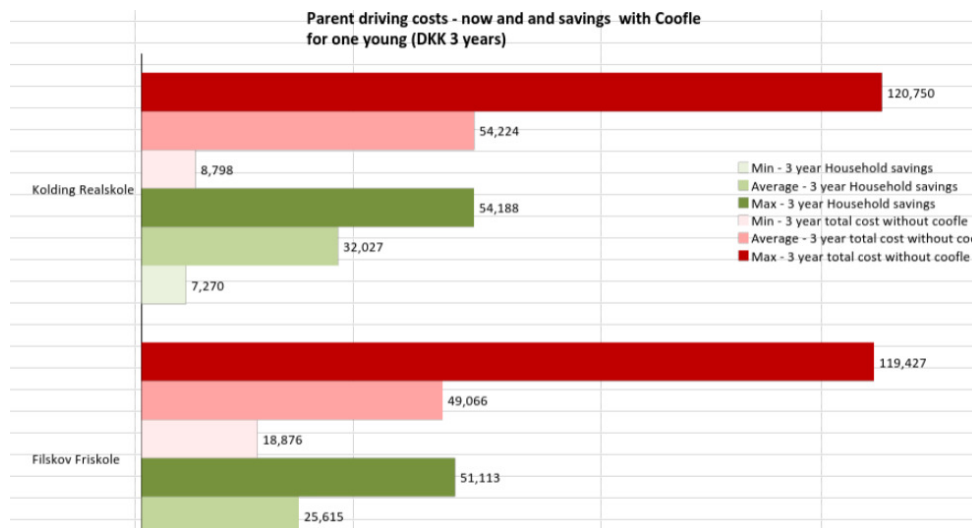
Coofle Driving Friends
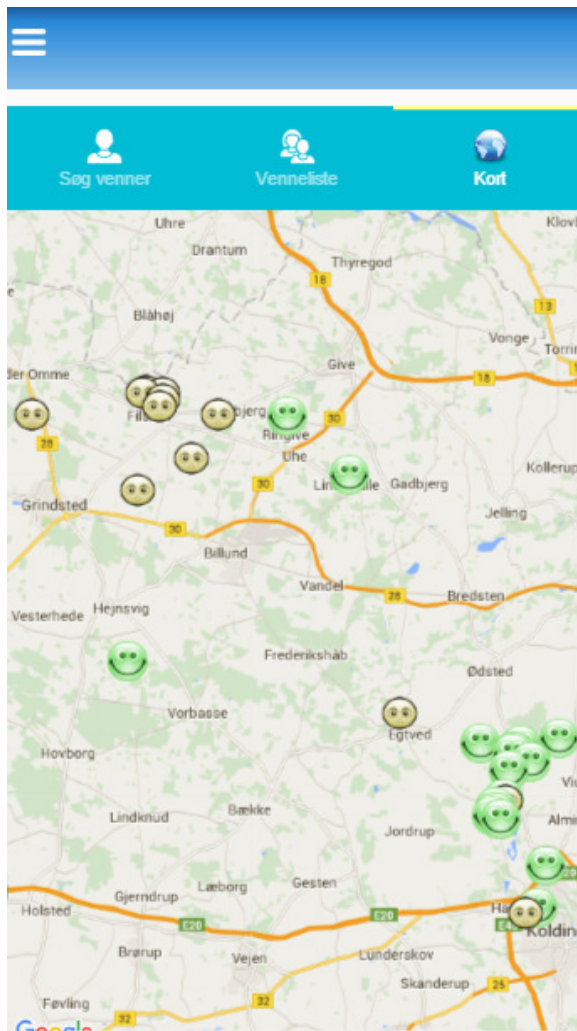
The students can register in the Coofle Driving Friend app.

They find out who lives where – also from other classes. It initiates students and parents to talk and begin ridesharing. This is the low hanging fruit.

http://cooflealpha.coofle.dk/

It is **very safe!**

Locations are approximate for non-friends – no personal data shared. InMessage mailing system. Children can subregister on parent emails.

Why all this?

EUROPEAN**MOBILITY**WEEK
16-22 SEPTEMBER 2016

Communication Toolkit available

EUROPEAN-**MOBILITY** WEEK 2016

This year EUROPEAN**MOBILITY**WEEK will be held under the banner of 'Smart and sustainable mobility - an investment for Europe', referring to the close ties between transport and economics. The benefits of smarter mobility apply across the board -

Designed as tools to facilitate "Mobility actions"

Goal is for schools to have"traffic and environment" as a theme in education in the European Mobility Week.

It is an ideal action to introduce the Young Villagelift project or other ridesharing projects