

Scone Drive Less Challenge

Challenge Title

Give a name to your Challenge, and define which Theme it is part of.

	Name
Title of Challenge	Drive Less
Theme of Challenge	Mobility

Challenge Mission

Define what the goal is of the user and for the group, and how the impact will be measured.

	Definition	Measured	Climate Impact	Money Impact	Health Impact
Main mission as user	Reduce distance travelled by car	Scone App automated tracking	Save between 0.15 tonnes & 3.75 tonnes CO ₂ per year*	Save between 100 € & 2500 € per year*	Loose between 4,5 kg & 9 kg per year**
Main mission as a group (1000 people)	Reduce distance travelled by car	Scone App automated tracking	Save between 150 tonnes and & 3750 tonnes CO ₂ per year*	Save between 100.000 € & 2.500.000 € per year*	Loose between 4500 kg & 9000 kg per year**

*Average values for participants that reduce the distance travelled by car by 10% & 100%

**Average values based on walking or biking 30 minutes per day

Challenge Timeline

Define how many weeks of warmup and competition you have in the challenge.

	Number of Weeks
Warmup Period	2
Competition Period	3

Challenge Actions

Define all of the actions which users can take in the Challenge. The Action should be easy to understand and unambiguous for a regular user. The 'points' indicate the degree of difficulty of

the action and can be used for ranking. The Default CO₂ and € Savings indicate the potential savings of each action based on a population average.

	Description	Difficulty Points	Default CO ₂ savings
Action 1	In the coming week, I will leave my car at home for trips under 2 km	۲	218.4 kg
Action 2	In the coming week, I will leave my car at home for trips under 4 km	۲۲	436.8 kg
Action 3	In the coming week, I will leave my car at home for trips under 6 km	۲۲۲۲	551.2 kg
Action 4	In the coming week, I will drive less than 20 km a day	۲	468 kg
Action 5	In the coming week, I will drive less than 10 km a day	۲۲	1014 kg
Action 6	In the coming week, I will drive less than 5 km a day	۲۲۲۲	1287 kg
Action 7	In the coming week, I will leave my car at home for at least 2 days	۲	444.6 kg
Action 8	In the coming week, I will leave my car at home for at least 4 days	۲۲	889.2 kg
Action 9	In the coming week, I will leave my car at home for at least 6 days	۲۲۲۲	1333.8 kg
Action 10	In the coming week, I will take public transport at least 1 time to commute or run errands	۲	36.4 kg
Action 11	In the coming week, I will take public transport at least 3 times to commute or run errands	۲۲	109,2 kg
Action 12	In the coming week, I will take public transport at least 5 times to commute or run errands	۲۲۲۲	182 kg
Action 13	In the coming week, I will take public transport at least 1 time when travelling	۲	104 kg

	between cities		
Action 14	In the coming week, I will take public transport at least 3 times when travelling between cities	🌿🌿	312 kg
Action 15	In the coming week, I will take public transport at least 5 times when travelling between cities	🌿🌿🌿	520 kg
Action 16	In the coming week, I will walk at least 1 time to commute or run errands	🌿	15,6 kg
Action 17	In the coming week, I will walk at least 3 times to commute or run errands	🌿🌿	46,8 kg
Action 18	In the coming week, I will walk at least 5 times to commute or run errands	🌿🌿🌿	78 kg
Action 19	In the coming week, I will bike at least 1 time to commute or run errands	🌿	39 kg
Action 20	In the coming week, I will bike at least 3 times to commute or run errands	🌿🌿	117 kg
Action 21	In the coming week, I will bike at least 5 times to commute or run errands	🌿🌿🌿	195 kg

Challenge Content

List all the Content Items which are used during the challenge: Blogs, stories and messages.

Category	Title	URL
Blog 1	New Beginnings	https://blog.scone.ai/en-US/news/new-beginnings/
Blog 2	Five facts about climate change everyone should know	https://blog.scone.ai/en-US/news/five-facts-about-climate-change/
Blog 3	From A to Better; On Your Way To Sustainable Mobility	https://blog.scone.ai/en-US/news/toward-sustainable-mobility/
Blog 4	Working on the Train: Why the Perfect Office Moves on Railway Tracks	https://blog.scone.ai/en-US/news/working-on-the-train/
Blog 5	Travel Emissions: How to Know Your Mobility	https://blog.scone.ai/en-US/news/travel-emissions-your-mobility-

	Footprint	footprint/
Stories	Sustainable Transport	https://www.dropbox.com/sh/jaudxsgbqi2a5rb/AAC-7v0U9EHLniv_Ad2OK5IKa/1-transport/Bike%20To%20Work?dl=0&subfolder_nav_tracking=1

Messages to be shown on the challenge feed.

Message	Message
Message_1	You signed up to participate in a mobility challenge! Great choice, because mobility makes up a big part of your personal footprint. For example, the average Dutch person can save 1 tonne of CO ₂ per year by changing the way they travel. Let's see how much you can save!
Message_2	Can we track your location? Check your settings and make sure you accept background location tracking. This way, we can give you useful insights into your mobility habits and build the perfect challenge for you!
Message_3	Did you know that In 2020, almost 78 million motor vehicles were produced worldwide?
Message_4	Changing habits can be very hard. But we looked into how to stick to resolutions and really break old patterns. It's all about getting to know yourself better. Read our blog for tips and tricks on how to stick to new habits.
Message_5	Did you know that in 2019, 6.1 million passenger cars, vans and other light goods vehicles were scrapped in the EU
Message_6	Do you know someone who's up for a sustainability challenge? Invite them to join our Scone community and try to beat them on your #PathToZero
Message_7	We are midway the warmup period! Excited to drive less?
Message_8	Your challenge starts in one week. Before we start our #PathToZero, let's remind ourselves of the facts that compel the journey. Read our blog on the most important facts about climate change.
Message_9	Passenger cars are a major polluter: 60.7% of total CO ₂ emissions from road transport in Europe. Together we can reduce that number!
Message_10	We're on a mission to save tonnes of CO ₂ together. Sounds abstract? Think of a 25m swimming pool or a small hot air balloon. 1 tonne of CO ₂ fills those up completely!
Message_11	Did you know that about 1.5 % of new registered passenger vehicles in the EU

are electric?

Message_12 Travelling for work and for leisure makes up a big part of your climate impact. Which means of transport you use to get from A to B makes a big difference. Fortunately, there are plenty of opportunities to travel greener.

Message_13 Did you know that an hour walk burns between 210 and 360 calories for most people?

Message_14 Your mobility challenge is starting tomorrow! Make sure you have your phone on you every trip you make this week. This will allow us to create a personalised challenge and track your CO₂ savings. Thank you!

Message_15 It might be called a 'challenge', but we'll make sure to keep it positive. Drive less & think more sustainably. Let's get started!

Message_16 Congratulations! You made it through the first day of your challenge yesterday. Big change starts with small actions and you just took the first step!

Message_17 Got a weekend getaway coming up? See if you can take a train to your destination. The planet will thank you!

Message_18 Rain or shine: one makes jumping into your car so much more tempting... Try to stick to your resolutions, it's called a 'challenge' for a reason 😊

Message_19 Thinking about your next holiday or business trip? Make it a journey you will never forget. Read our blog to discover why trains are our favourite way to travel across Europe.

Message_20 Let's take action! Today try to have at least 1 trip with another mode of transport and leave your car at home.

Message_21 We're one week into the challenge! Share your thoughts on the challenge feed.

Message_22 Let's go the extra mile! Choose one extra action to do this week. We know you can 😊

Message_23 Do you own a bike? Regular exercise can positively change your body, your metabolism, your heart and your mood. If you cycle to work, you might arrive healthier and happier every day!

Message_24 Challenge Day #10. Did you hop in the car yet? No judgement! Maybe you thought about it twice before driving somewhere this time? That's already sustainable thinking!

Message_25 To drive less, we need to rethink the way we move. Carsharing and flexible

subscriptions for commercial vehicles, like Dockr for example, are great alternatives for getting around with a lower footprint.

Message_26 Driving less implies you'll be doing more of something else. What is something new you did, discovered or undertook this week?

Message_27 You're more than halfway through the challenge and we're cheering you on for every conscious effort you make!

Message_28 Are you the competitive type? Regularly check out the leaderboard, there is still plenty of time left to move up in ranking!

Message_29 Seven days left ... make them count! This is the perfect time to add one extra action to you challenge and show your superpowers!

Message_30 How far can you travel on public transport before you emit 1 tonne of CO₂?
Discover the answer in today's blog.

Message_31 We are 17 days into the challenge! Time flies when you are having fun 😊

Message_32 Fun fact: nobody is perfect. This is the 'Drive Less Challenge', nobody is expecting you to never drive again. Little steps in the right direction still count!

Message_33 Why could the bike not stand up on its own? It was two tyre'd.

Message_34 It's almost over...Wait, really? In the past 20 days you started forming new habits to reduce your carbon footprint. If you stick to these new habits, your carbon footprint will reduce even further. Imagine how much CO₂ you can save if you keep doing this for the rest of your life!

Message_35 You did it! Hopefully you had fun! Planning on keeping any of your new habits?
We look forward to seeing you at the next challenge.