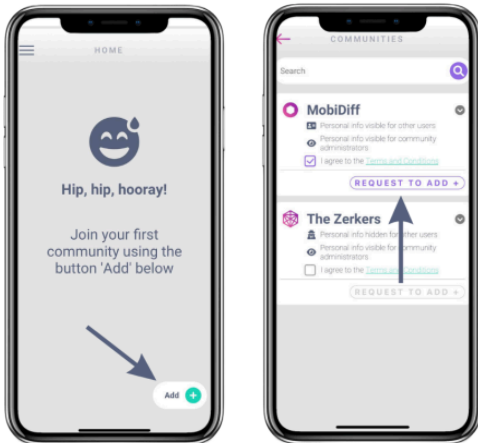MobiDiff - Promoting soft mobility in Differdange
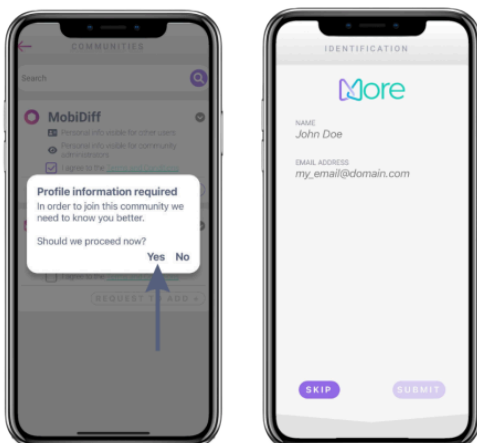
The City of Differdange is implementing a pilot project to reduce CO_2 emissions linked to mobility, starting with the employees of the municipal administration. Called MobiDiff, it is based on survcoin, an alternative currency which is issued in response to verified efforts to reduce the carbon footprint for commutes and can be spent at local partners in Differdange.

How to join:

1. Download the "More: Do more, get more" app:
   Google Play Store
   App Store
2. Create an account. You need an active phone number on which you will receive a verification code. Watch this video for more detailed explanations on the account creation process: Sign-up

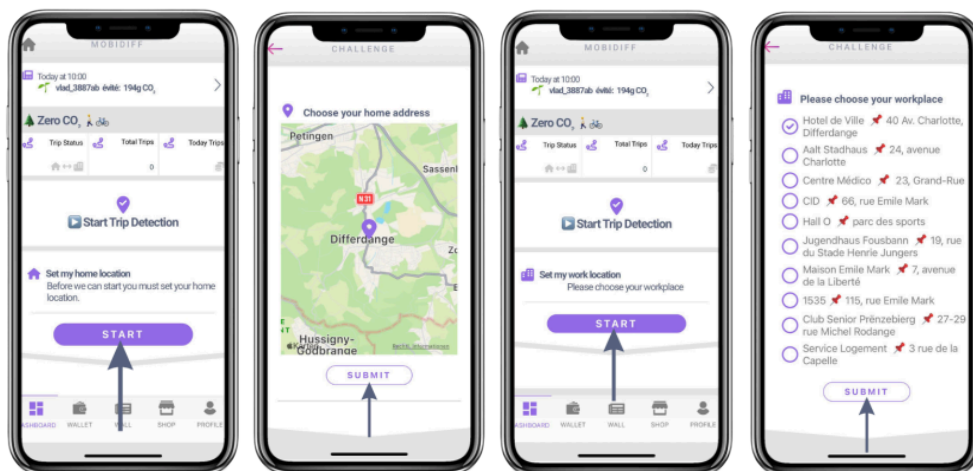3. Request to join the MobiDiff community.

4. When requesting to join MobiDiff, you have to indicate your real name and email address in order for us to verify that you are an employee of the commune of Differdange.
Once your request to join has been approved you will receive a notification.

5. Grant the necessary authorisations (Bluetooth and Location) and set it to "allow always". We use this data only to validate your commutes, no location data is ever stored or shared with third-parties. Important: Verify that in your phone settings location services are turned on, otherwise the app won't work properly!

6. Set your home and work address. Under "Profile" you can modify your nickname and upload a picture if you want to. You can also complete tutorials to better understand how the app works and receive your first rewards in survcoins after finishing them!

7. That's it, you're all set and can start to earn rewards! If you want to increase the accuracy of your commute's detection, use the "start/stop detection" button when starting or finishing your commute.

8. For iOS users it is recommended to open the app and launch the detection manually in the mornings, otherwise the app may not be able to track your commute. This is due to iOS settings which result in the phone needing a few hours in the morning to completely wake up.

Important information for carpooling (only for the drivers) :

If you intend to use the app as a carpool driver, you need to pick up one of our bluetooth beacons at the commune of Differdange! Once received, open the app, click on the setup button for the carpool and scan your beacon. Please fill out this form in order to obtain a bluetooth beacon.
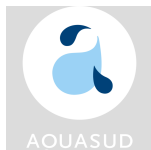
What to do with your survcoins

Every time you complete a commute, survcoins will be added to your wallet. You can spend them at partners of the programme (local merchants in Differdange) with the use of coupons. Head on over to the shop to see the different offers and click on the "Buy" button. In your wallet, under the "Purchases" tab you will see all the coupons you purchased. Then simply go to the shop in question, have your qr code on the coupon scanned and receive your product or service!

Local partners: Kesselbetrib, De Biobuttek, Gerard de geckege Bäcker, Flower Werding, Dirty Socks, Gelateria La Gondola, Aquasud and more to come…
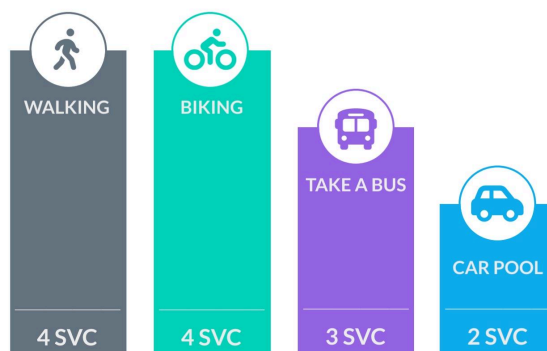
Rewards system

Whereas in the past we worked with a fixed reward of 5 survcoins for each commute, we have now introduced a differentiated reward system that takes the contribution of your commute to decarbonisation more into consideration.

The reward consists of a base reward eligible from a minimum distance, an additional reward for longer distances and a weekly assiduity bonus (from 6 commutes per week).
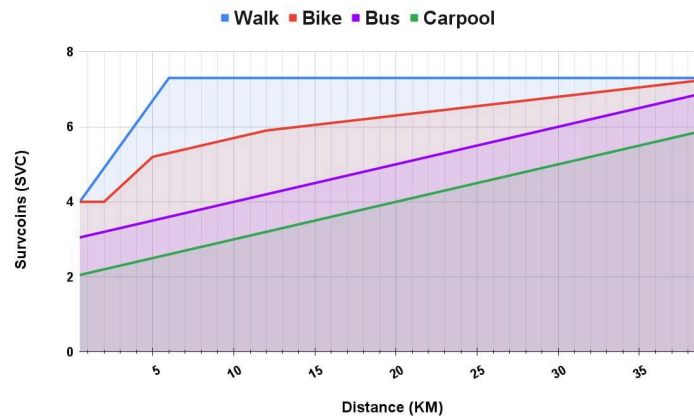
1) Basic reward

For every trip between a participant's home and office (maximum of 2 trips a day) a basic reward is distributed to the user. This basic reward differs according to the mode of transportation. Commutes carried out by bike or by walking (zero CO_2 emissions) will receive a slightly bigger basic reward than commutes carried out by bus or by train (reduced CO_2 emissions). The goal here is to incentivize zero CO_2 emitting commutes even more.

2) Additional reward for long distances:

In order to put in place a rewards system based on fairness and taking into account individual efforts, users who commute for a greater distance will receive a bigger reward.
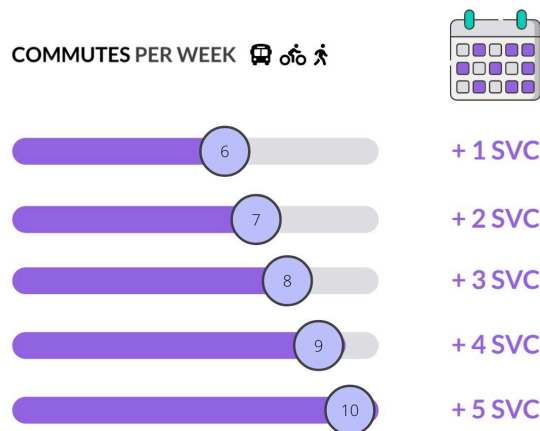
E.g.: Someone who rides 15 kilometers by bike to work will receive a little bit more than someone who rides his bike or walks for 2 kilometers.

3) Assiduity premium on top of total weekly reward:

In order to further incentivize soft mobility commutes, participants will receive an assiduity premium based on the number of soft mobility commutes per week. Thus, at the end of the week a fixed amount of survcoins will be added to your total amount of rewarded survcoins for each commute above 5 per week.
N.b.: The maximum number of commutes per week is 10 (2 per day, 5 days a week).

Multimodal commutes

If you commute to and from work using different modes of transportation, e.g. walking and riding with the bus, the basic reward will be given to the mode of transportation with the most kilometers. The additional reward per kilometer will be calculated separately for each mode of transportation and added on top of the basic reward.

Stay tuned

In order to make commuting with soft mobility even more fun, we will launch some gamification scenarios in the near future. These could e.g. take the form of quizzes, challenges or tombolas, so keep your eyes open!

In particular you can expect individual challenges which will reward your personal progress with regards to soft mobility and collective challenges, in which teams will compete to stimulate decarbonisation and win attractive prizes.

Help and FAQ

If you have questions or encounter any kind of problem, please do not hesitate to contact us at our Whatsapp support number: +352 621 326 452
Additionally you can find some tutorials about the app and an FAQ on our website.

Useful links (Video tutorials)

- Create an account
- Permissions and privacy (LU)
- Permissions and privacy (FR)
- How to use the app (LU)
- How to use the app (FR)
- FAQ (LU)
- FAQ (FR)
- FAQ (EN)

Assistance

We hope these explanations were helpful. If you still have questions, don't hesitate to contact us by phone or by mail at the coordinates below. We would also gladly come to your assistance in person!

Benjamin Rock

Business Developer
Survcoin S.A.-S.I.S.

T. +352 621 740 762
M. benji@survcoin.lu
W. www.survcoin.lu

Facebook | LinkedIn | Website

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