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## Positive Drive, a gamified tracking campaign to uncover human mobility behaviour in an urban business district

### The majority of commuting trips of employees working in Luxembourg are made by car.

Cross-border workers coming from France, Belgium or Germany work in 40% of the available jobs in the country and heavily rely on individual motorized modes for their home-to-work journey. As major employers have a partial responsibility in the home-to-work trip of their employees, measures to mitigate the negative externalities of these trips have to be implemented together with them.

In a specific campaign in partnership with seven major employers of a Luxembourgish developing business district, the Cloche d'Or, are aiming to tackle local mobility problems.

In April 2017, IMS - Inspiring More Sustainability - and LuxMobility have gathered the major employers in the Cloche d'Or area representing 7,800 workers to participate in a gamified mobility campaign with the application "Positive Drive", an online survey and a series of focus groups •

