

Behaviour Change Interventions

Incentivisation



the Scottish Workplace Journey Challenge

1 - 31 March



Travel by foot, bike, public transport or car-share to move up the leaderboard and win prizes

scotland.getmeactive.org.uk

What?

Incentivisation creates the expectation of receiving a reward. This reward could be material, financial or part of a challenge where points mean prizes or other recognition.

There is often some form of monitoring within this intervention. This could be self-monitoring or monitoring provided by an external source.

This monitoring could be of the behaviour itself (e.g. recording number of active journeys made) or the outcomes of the new behaviour (e.g. improved sense of wellbeing after commuting by bike twice a week).



Examples

- Employers offering Cycle to Work scheme/pool bikes to staff
- Tangible rewards: Bike Breakfast, local café offering free coffee for those who cycle, financial rewards for active travel to work.
- Participation in nationwide incentive programmes ([Sustrans Workplace Journey Challenge](#), [Paths for All Step Count Challenge](#), [Living Streets Walk Once a Week](#))
- [Beat the Street](#); a virtual game using traveling by bike, scooter or foot as a way to gain points. Whole communities are targeted to get involved in the game – which may encourage modelling of behaviour too.
- National rail operator offers discounted entrance fees to those who travel actively using public transport to destination
- Award schemes to recognise where good work has been done e.g. (Cycling Scotland's '[Cycling Friendly](#)' awards, [Walk at Work award](#), [Healthy Working Lives](#) etc.)

Why?

“Since completing the [Workplace Journey] challenge my behaviours have completely changed. Because it was such an enjoyable experience, I’ve carried on doing it.”

Sharon, NHS Ayrshire & Arran worker

“I’m quite competitive and so the league table was a great motivator to me and my team”

Jim, Step Count Challenge Case Study

Sustrans is the charity making it easier for people to walk and cycle.

We connect people and places, create liveable neighbourhoods, transform the school run and deliver a happier, healthier commute.

Join us on our journey.

www.sustrans.org.uk

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