



City-wide sustainable transport initiative in Bologna, Italy

Powered by the BetterPoints platform, **Bella Mossa**, meaning “good job” in English, was designed to encourage fewer single-occupancy car journeys in the city of Bologna through rewards and gamification.

SRM, Bologna’s public transport authority, wanted to try a new approach to improve congestion and reduce CO2 emissions. They wanted to see if incentives would be more effective than penalties. With help from the EU Horizon 2020 EMPOWER programme, they partnered with BetterPoints in 2017 and 2018 to encourage large numbers of city residents to reduce their day-to-day reliance on single-occupancy car journeys.

Sustainable journeys

We took high-level results for the programme’s primary aims and feedback from participants:

More than

22,000

active participants

78% walked more



787,000
journeys on foot

58% cycled more



595,000
cycling activities

63% used cars less



1,400
tonnes of CO2e avoided



5,450
car-sharing journeys



508,000
public transport journeys

We worked closely with SRM to build additional tools into the platform, including mode validation algorithms, EAN13 barcode technology and integration with OpenStreetMap.

“Through Bella Mossa, the city of Bologna has been able to establish a very effective public-private partnership, involving public bodies, businesses and thousands of citizens in a great mobility game.”

Irene Priolo
Deputy Mayor, Bologna