

PROJECT SUMMARY SHEET



MOBILITY

MELINDA

For low-carbon urban mobility
and citizen mobilization



Auvergne
Rhône-Alpes
Énergie Environnement

Interreg
Alpine Space
melinda



THE PROJECT IN BRIEF

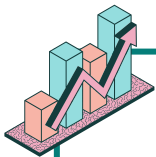
The aim of the MELINDA project is to improve knowledge of the factors that influence behavioral change in terms of low-carbon travel. In Auvergne-Rhône-Alpes, AURA-EE worked with two territories, the Metropolis of Lyon and Greater Annecy, to test whether health could be a vector for mobilizing citizens to switch to active mobility (walking and cycling). The idea was to test, with two groups of volunteer testers, a different approach from those usually adopted, more social, through the impact on health and well-being.



1,8 M€ divided between 14 European partners



April 2018 to august 2021



REGIONAL OBJECTIVES

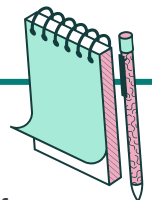
To identify whether health and well-being could encourage greater use of active modes of transport (walking, cycling):

- by measuring, on a panel of volunteer citizens, the benefits of daily active mobility,
- in two pilot areas in the region: the Metropolis of Lyon and the Greater Annecy area.



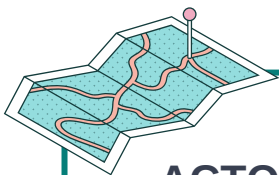
TARGETS

- Local authorities in the Alpine region and their stakeholders



ACTIVITIES

- Identify volunteers in different territories of Auvergne-Rhône-Alpes to test the link between soft mobility and improvement of well-being
- To accompany them through a personalized health follow-up
- Offer them tools providing "health" data
- Analyze the results and communicate them to local authorities



ACTORS INVOLVED IN THE REGION

- Metropolis of Lyon
- Greater Annecy
- AURA-EE, French partner of the project

ACTIVITIES CARRIED OUT



IDENTIFYING VOLUNTEERS TO TEST THE LINK BETWEEN ACTIVE MOBILITY AND IMPROVED WELL-BEING



The experiment was based on the mobilization of volunteers who, for six months, committed to changing their daily travel practices, with particular attention paid to the benefits in terms of health and well-being. Indeed, according to several scientific studies, daily physical activity has beneficial effects on health and reduces the risk of illnesses (particularly heart disease, depression, osteoporosis, hypertension, etc.).

Before the start of the experiment, 112 people volunteered in Auvergne-Rhône-Alpes (62 for the Rhône-Alpes (62 for Greater Ancey and 50 for Greater Lyon). In the end, from March to December 2020 (including a period of suspension due to the COVID 19 crisis), 50 employees of the Lyon metropolitan area finally took part in the project, which was renamed locally "Mille Bornes".



SUPPORTING THEM THROUGH PERSONALIZED HEALTH CARE



The health version of the project in France involved two partner hospitals (the Centre of Croix Rousse University Hospital and the Ancey Genevois Hospital Center).

The objective was to offer two free medical visits to each participant, at the beginning and at the end of the experiment, in order to evaluate the effects of mobility behavior changes on their health or, at least, on their well-being.



PROVIDE THEM WITH TOOLS THAT PROVIDE HEALTH DATA



To encourage and facilitate physical activity (mainly walking and cycling), connected watches were provided to the volunteers. This tool was intended to record their weekly physical activity data (number of steps, kilometers walked, activity time, etc.).

A mobile application was also developed by a European partner and translated into the languages of the partner countries.

ANALYSIS OF RESULTS



THE COVID-19 CRISIS CHANGED THE COURSE OF THE EXPERIMENT

With an initial launch scheduled for March 2020 in the two partner territories, the experimentation was confronted with the Covid-19 crisis, which generated many changes. The national health measures had a strong impact on the project's schedule and parameters (two confinements in 2020, massive recourse to teleworking, important travel restrictions).

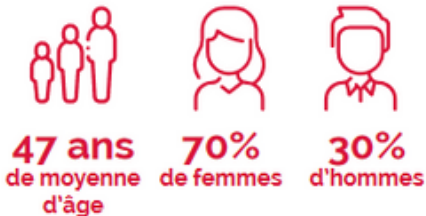
The Metropolis of Lyon was able to maintain the project by adjusting its timetable (suspension of the experiment during the first lockdown and then resumption between June and December 2020). On the other hand, despite the strong motivation of the project managers and volunteers in Greater Annecy, the Haute-Savoie project was strongly impacted by the health crisis and had to be postponed.



6 MONTHS TO CHANGE BEHAVIOR - LYON METROPOLIS



50 volunteers with varied profiles



Their main reasons for participating :

- Health (average score of 7.98 on a scale from 1 to 10)
- Change of habits (7.86)
- Mobility and ecology (7.52)
- Giving back to the community (6.76)

Feeling: less out of breath, less tired

The results show a positive effect on the health and, above all, on the quality of life of the participants. After nine months of experimentation, between March and December 2020, despite the health crisis, they testified to the positive effects they felt: a majority of them felt "less out of breath", "less tired", reported a better quality of sleep and said they had strengthened their muscles.

Many participants report a reduction in stress and an increase in energy," adds Xavier Brisbois, a social psychologist specializing in behavioral changes who conducted and analyzed the qualitative survey.

The participants changed their travel habits, away from motorized modes and towards active mobility: they used the car and/or public transport less for their home-work journeys, walked or cycled more, and this in a sustainable way. Data collected by the connected watches indicate that their number of steps increased from 68,000 in June 2020 to an average of 81,000 per participant per week in October 2020.



The results in numbers

High motivation throughout

- Motivation to engage in physical activity remained high and stable over time: with an average of 6.82 on a scale of 1 (not at all motivated) to 10 (extremely motivated) ;
- 10 people dropped out because it was too demanding on their daily lives.

Active modes in daily life: a rather successful increase

- At the beginning of the program, 83% of participants had the goal of increasing their physical activity by replacing motorized trips with active trips;
- 17% planned to increase their activity by redesigning trips (e.g., getting off at an earlier station) or by other means (e.g., walking after lunch);
- By the end of the program, 73% of participants had actually replaced some motorized trips with active trips.

Participants' practices have changed: the project team notes a significant decrease in the use of private cars and motorized modes (streetcar, bus) in favor of an increase in active modes.

Cycling has been widely preferred to walking.

Weekly physical activity time increased significantly between the beginning and the end of the program

- 2.92 hours / week before the experiment
- 5.23 hours / week at the end

The participants' feeling of well-being was not verified in terms of muscular strengthening (neutral result) and weight loss (answers clearly showing that people did not notice any).



On all the findings, a weighting factor must be taken into account: the increase in telecommuting has greatly reduced the frequency of commuting. This has facilitated a decrease in the use of motorized mobility (car, bus, streetcar) and, at the same time, reduced the need for travel.

ASSESSMENT AND PROSPECTS



ASSESSMENT OF THE ACTION

The experiment has shown that the working population has really come to terms with this approach to mobility through the prism of health and well-being.

Supporting and helping working people who wish to resume walking or cycling on a daily basis can be a real accelerator towards greater use of soft mobility.

However, there is a downside: while most participants admit to being tempted to change their mode of transport, both before and after the operation, participants are generally held back by feasibility, believing that the switch to walking or cycling is not easily achievable in the city.



PERSPECTIVES FOR THE LYON METROPOLIS

Xavier Brisbois' psycho-sociological analysis will support the initial trends identified by the project team.

One of the sports doctors at the Croix-Rousse University Hospital is writing a thesis based on data from the project's medical visits. Various scientific publications should be published in the coming months.

On the strength of this experiment, which has produced encouraging results, the Metropolis of Lyon is planning to repeat it on a larger scale, with the 9,200 employees of the local authority as part of the implementation of Low Emission Mobility Zones (ZFE-m).

LEARN MORE

- **The AURA-EE website** : <https://www.auvergnerhonealpes-ee.fr/projets/projet/melinda>
- The project website : <https://www.alpine-space.eu/projects/melinda>
- **The "Mille bornes" experimentation website** : <https://www.millenaire3.com/ressources/bilan-du-projet-melinda-1000-bornes>
- **The detailed report of the project** : <https://bit.ly/3OhAsMn>

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