



# MUV

**OPEN DAY**

# GUIDELINES

**ENGAGE YOUR  
COMMUNITY**

PLAN YOUR MUV DOWNLOAD DAY



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No [723521]



**MUV Open Day aims to inform citizens about the project, the app, its values and, of course, its amazing rewards!**

## **MAIN GOALS**

INTRODUCE THE APP

ENGAGE PLAYERS

SUPPORT THE DOWNLOAD AND REGISTRATION

LAUNCH THE FIRST LOCAL CHALLENGE

REWARD WINNERS AND ENGAGE LOCAL SPONSORS



**The Open Day event consists of  
2 MAIN MOMENTS:**

## **OPEN DAY / DOWNLOAD DAY**

- 1 DAY URBAN EVENT -
- HAPPENS SIMULTANEOUSLY IN MULTIPLE AREAS -
- FUN AND ENGAGING URBAN GAMES FOR ALL -
- GADGETS AND LOTTERY TICKETS AS A REWARD -

## **LOTTERY ANNOUNCEMENT / ONE WEEK LATER**

- Award Ceremony hosted in a local partner's venue -
- AT LEAST 3 REWARDS -
- Provided by local sponsors (bars, restaurants, cinemas, gyms...)



**To make an unforgettable MUV Open Day you need to engage few motivated volunteers, a bunch of enthusiast local partners and (probably) some official permits.**

MUV Consortium will provide you all the branded material you need

## RESOURCES NEEDED:

10/16 VOLUNTEERS -

OFFICIAL PERMITS TO ORGANIZE THE EVENT IN PUBLIC SPACES -

COMMUNICATION KIT -

rollups, banners, flags, flyers, lottery tickets, gadgets -  
we'll provide you with all printing files

LOCATION FOR THE AWARD CEREMONY -



**Next to the logistics of the event  
you should also develop  
a nice communication strategy  
before, during and after your Open Day.**

## **COMMUNICATION STRATEGY**

- CREATION OF A FACEBOOK EVENT -
- USE OF OFFICIAL TAGS AND HASHTAGS ON INSTAGRAM -
- PRESS RELEASE AND/OR NEWSLETTER -
- ANNOUNCEMENT ON YOUR WEBSITE -
- PHOTOGRAPHIC DOCUMENTATION -



# PROMOTION KIT

we'll provide you with all printing files

BAGS + BADGES -

ROLL-UPS -

BANNER -



We've organized different Open Days in Europe so far so we can give you some nice tips to organize the best MUV launch ever!!

First of all, let's talk about the main values:

A good Open Day should be

**PLAYFUL - URBAN - REWARDING**

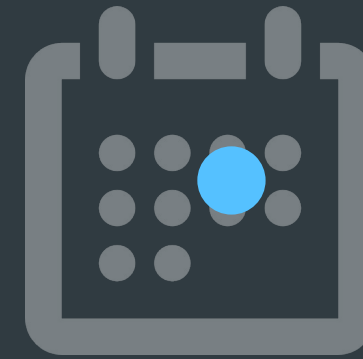
following

**POSSIBLE SCHEMES**

Tips and exemples

# TIME

When to plan it?



SUN | MON | TUE | WED | THU | FRI | SAT



**DEFINE AND SCHEDULE APPROPRIATE DATES FOR THE LAUNCH**

E.g. in the context of international initiatives (EU Mobility Week or similar) or local initiatives related to the topic. Weekends are always preferable.

**CHOOSE THE BEST HOURS OF THE DAY**

Depending of the urban area you select, find the moments in which you can catch most pedestrians.



# EXAMPLE

The event was organized during the weekend in afternoon/evening hours to reach a specific target of people

EUROPEAN  
MOBILITY  
WEEK

16 ————— ● ————— 22

**21** SEPT  
**2018**



————— **16.00**

**H**

————— **21.00**

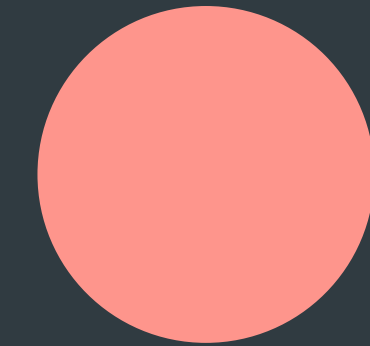
# LOCATION

Where to organize it?

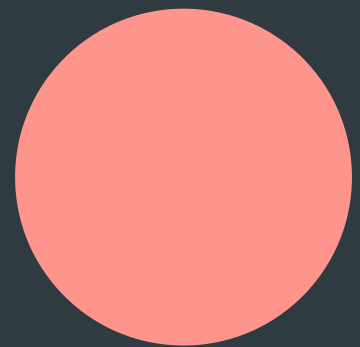
anchor station



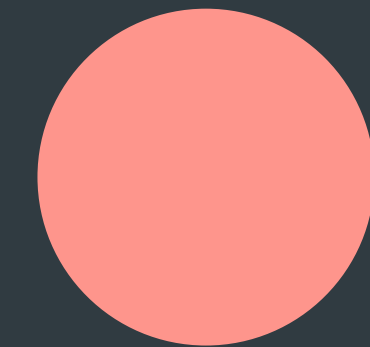
anchor station



anchor station



anchor station

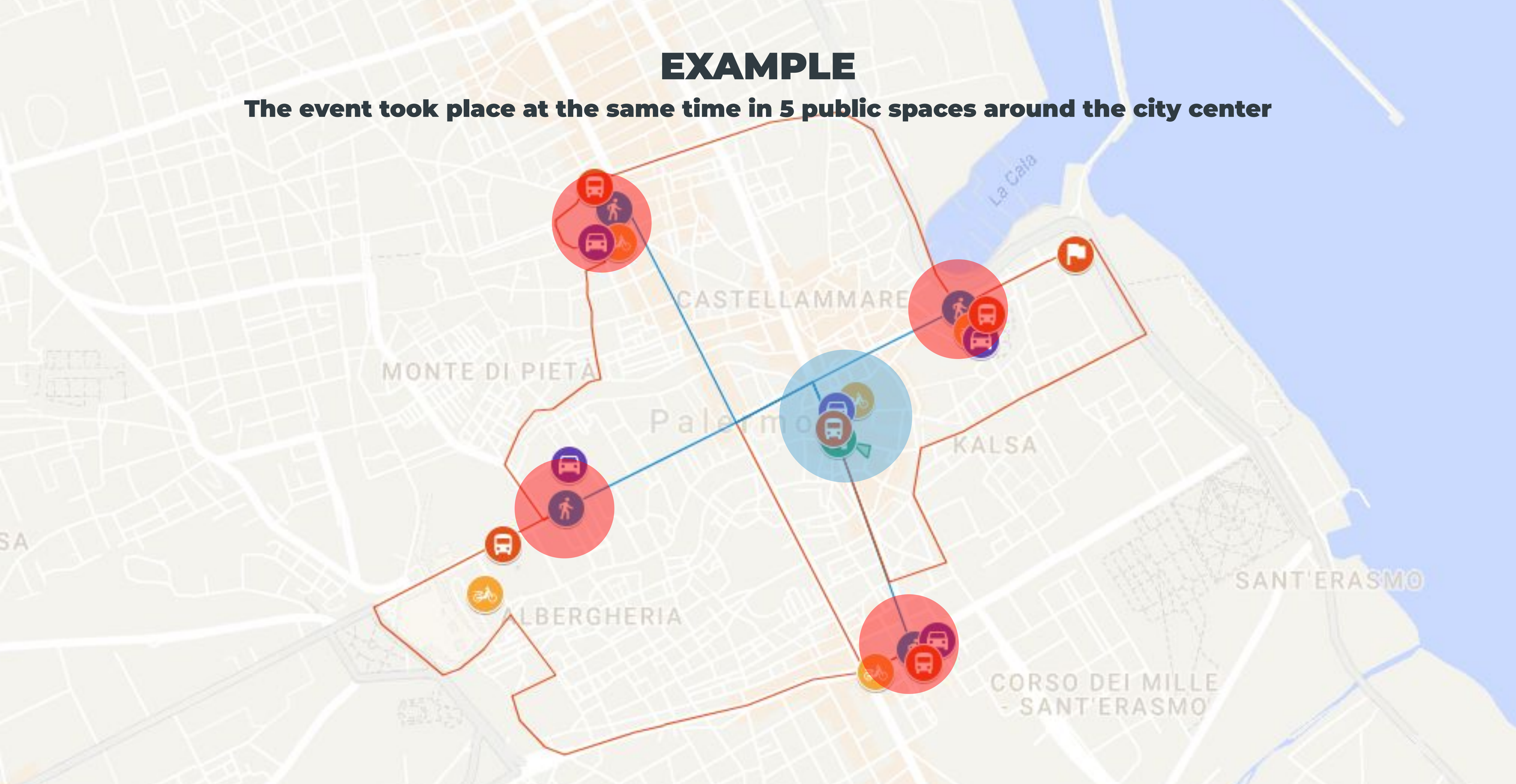


**SELECT A FEW PUBLIC AREAS WHICH ARE EASY REACHABLE**  
E.g. Main squares or pedestrian streets

**GET A PERMISSION FOR THE USE OF THESE PUBLIC SPACES**  
You'll need a space of 5m x 5m (at least) to organize a game circuit with simple objects

# EXAMPLE

The event took place at the same time in 5 public spaces around the city center



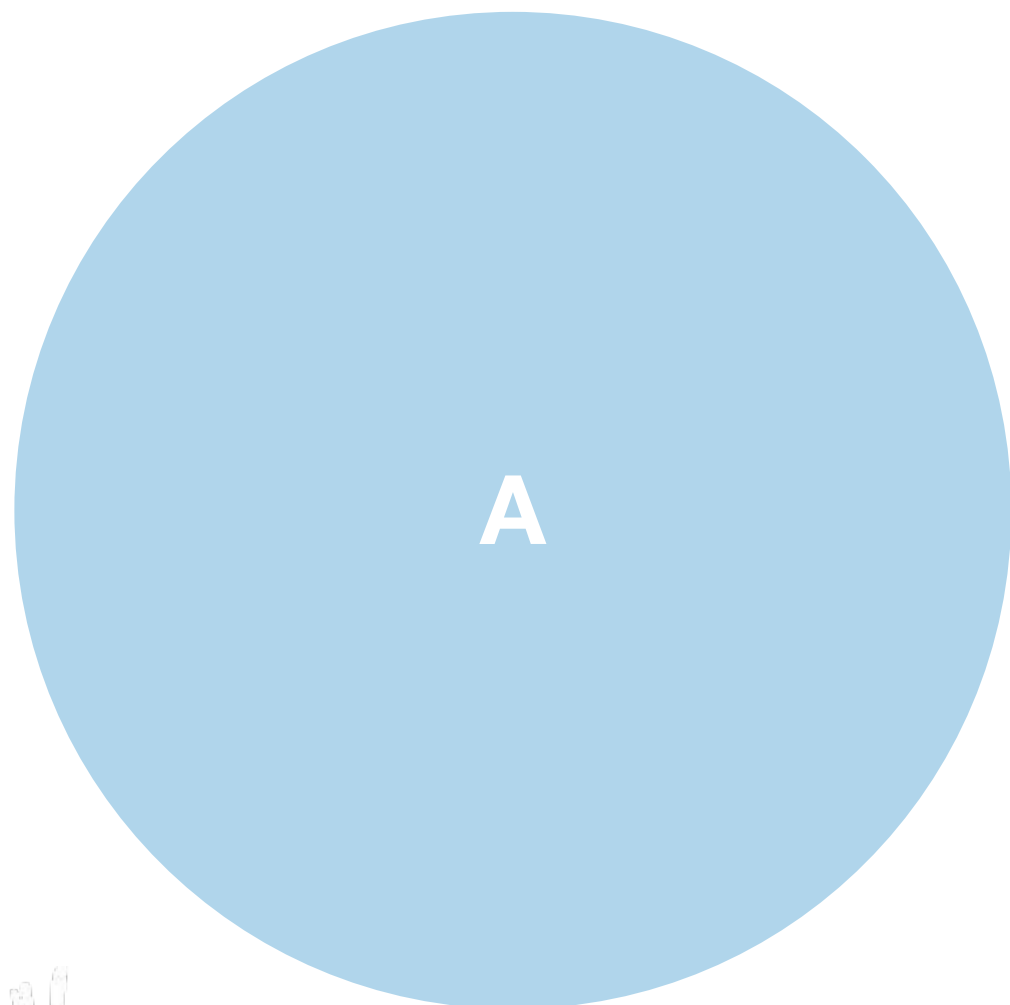
**PALERMO OPEN DAY | SEPT. 2018:**  
1 game station + 4 anchor stations (max distance 1km)

# HOW IT WORKS

## GAME STATION

It's the main event's location

- It hosts the game circuit
- It has to be in a visible public area
- It requires more volunteers

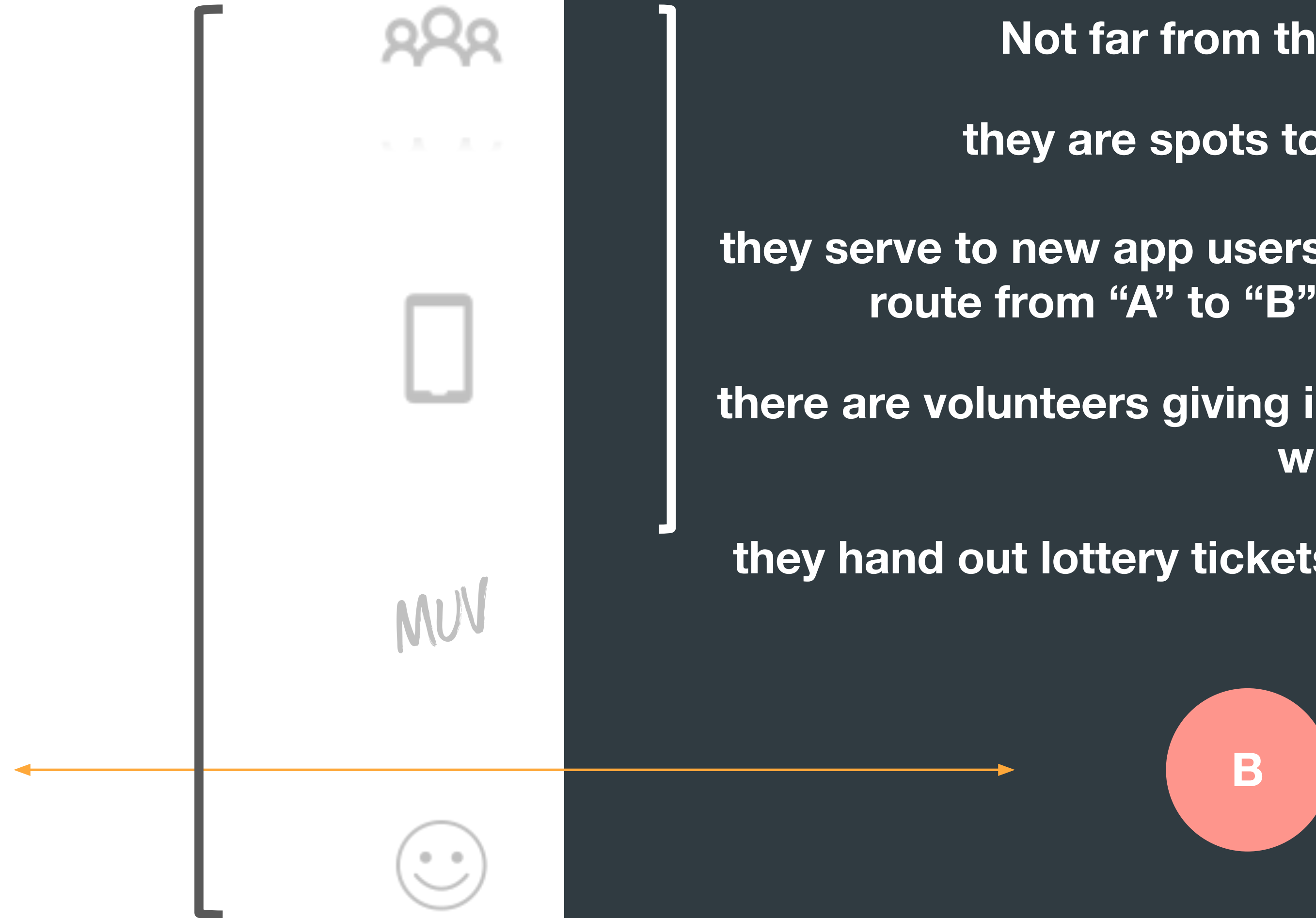


MUV

## ANCHOR STATIONS

Not far from the Game Station

- they are spots to catch people -
- they serve to new app users to make a first route from "A" to "B" or vice versa -
- there are volunteers giving info and helping with downloads -
- they hand out lottery tickets and gadgets -



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# LOTTERY

## What's that?



To engage citizens and make them play during the Open Day  
- and only for that day/s -  
you can give them some tickets to participate in a lottery to be organized the following week



Find at least 3 local partners  
and can ask them to offer a small prize for this lottery



People will obtain the lottery tickets in different ways  
- max 5 per person -

# HOW THE LOTTERY WORKS

People can get tickets by doing  
3 actions



## DOWNLOADING THE APP

Once a citizen get to a station (game or anchor) and download the App he/she obtain  
1 ticket

## PLAYING IN THE GAME CIRCUIT

The game circuit includes 4 short and easy exercises. Depending on the score the citizen got, he/she can win  
up to 3 tickets

## MAKE "A2B" or "B2A" Route

If the citizen move from the game station - A - to any anchor station - B - (or vice versa), using the MUV App, he/she gets  
1 ticket



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## How to approach passers-by

Game station

Anchors

- Welcome them
- Introduce **MUV** (Values, App, Open Day, Lottery)
- Provide support for the download
- Give gadgets and 1 lottery ticket
- **Signature of Consent forms** (to prevent liability arising from physical damage to participants, take photos and videos during the event, ask for personal contacts)
- **Support for the Game Circuit** (4 challenge)
- **Deliver more lottery tickets** (depending on game score)

\* if the citizen already comes from another MUV station and show the route on the app he/she obtains 1 more ticket



## Welcoming Project introduction -

Every volunteer engaged will follow some basic instructions contained in a specific **guidelines document**

After getting the attention of a passer-by, the volunteer can start presenting the project:

**MUV - Mobility Urban Values** is a digital platform which aims to transform sustainable mobility into a sport

Playing is very easy:  
every time you go around the city sustainably  
- walking, cycling, by bus -  
you earn points,  
participate to trainings and challenges and  
win virtual trophies and real rewards

Then the volunteers can show the specific missions of the Open Day, talking about the game circuit and the lottery





## Download Onboarding -

After introducing the project, volunteers can ask citizens if they want to try the app so assist him/her for the download from the iOS or Android stores and during the entire on-boarding procedure

The guidelines document for volunteers contains also a **FAQ section** with a set of possible and frequent questions and answers about many different topics related to the APP:

- specific features -
- cities already involved -
- kind of rewards -
- points calculation system -
- and more

# Gadget

## Ticket delivery -

Once the user downloads and completes the on-boarding procedure, he/she obtains a MUV branded plantable bracelet containing seeds of different plants - a eco-friendly gadget -

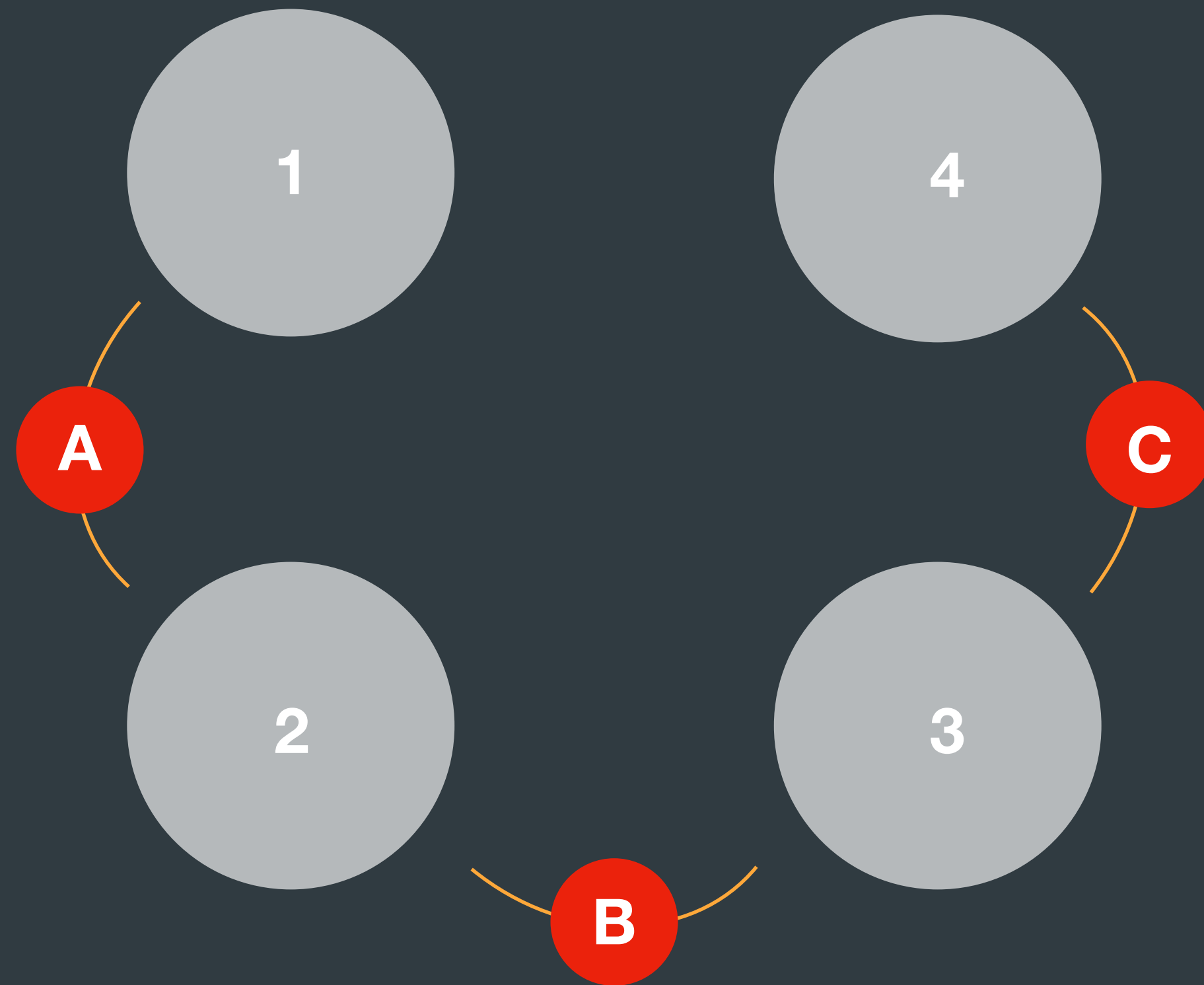


Together with the bracelet the user receives also the first lottery ticket. Lottery tickets contain information about the Open Day and, above of all, about the lottery and Award Ceremony (when, where, how).



\* printing files are provided together with a possible contact for the production and delivery

## Game scheme



**4** challenges + **3** Urban game speen wheels

The concept behind the game is to reproduce **everyday little challenges** that each individual normally meets.

The game circuit will thus represent **4 different moments of a normal day**

The player will start waking-up and end chilling in a bar.

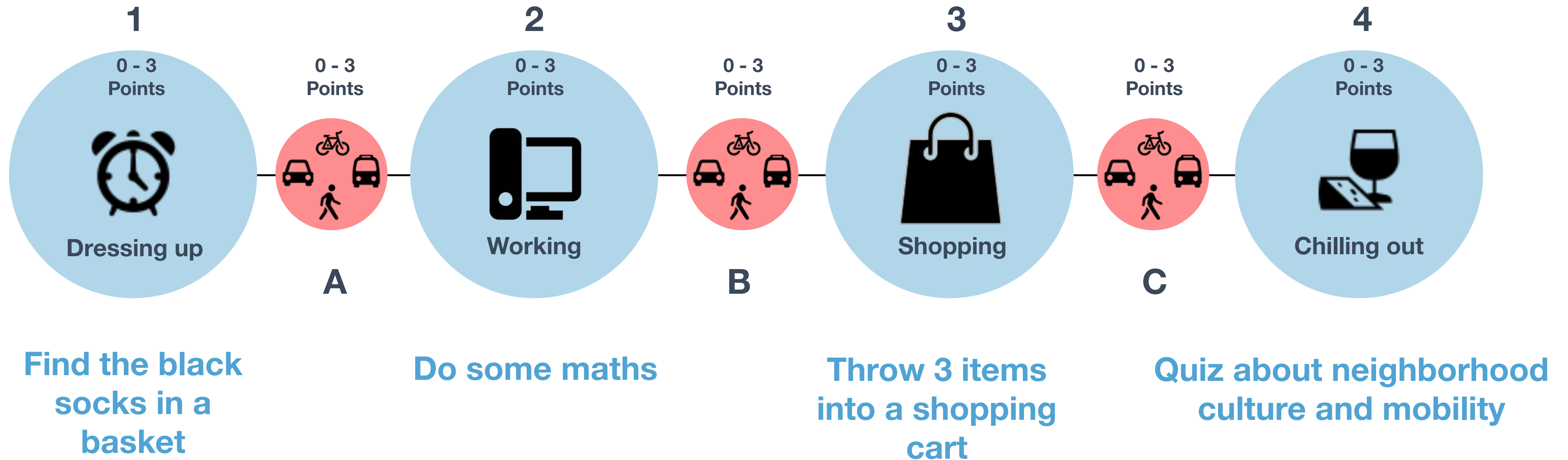
While moving from a spot to another in the same space (square, street, etc.) the player will spin a wheel that tells him/her **how to move (by car, bicycle, bus or walking)**

\* before starting the game, the citizen must sign the consent form that absolves the organizer of the responsibility of anything that may happen during the game.

\* A customizable form will be transmitted with the other documents.

# Game and score scheme

0 - 21



**TOTAL SCORE:**

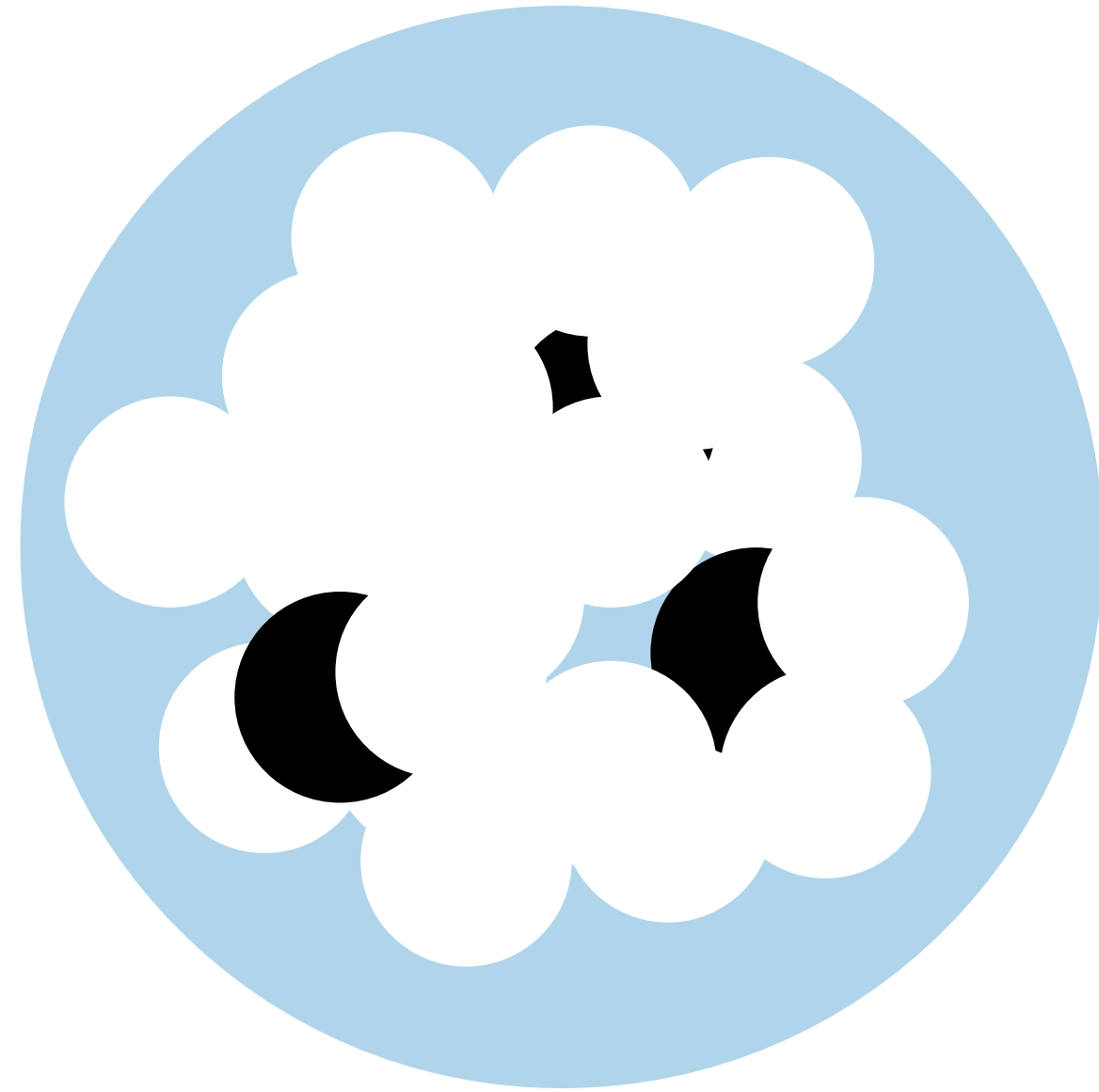
0-6 points = 1 TICKET

7-14 points = 2 TICKETS

15-21 points = 3 TICKETS

*mev*

**Game 1**  
Dressing up



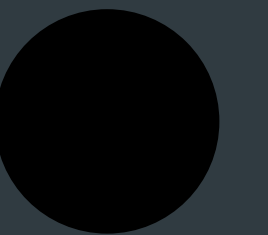
You can use just a normal  
laundry hamper

Find the black socks in a basket

30 seconds



3 black socks



minimum 20 not-black socks  
(blu?)



TOTAL SCORE:

0 socks = 0 points

1 sock = 1 point

2 socks = 2 points

3 socks = 3 points



# Urban mobility spin wheel

It creates awareness about the city modal split

by car 65%

By bus 20%

Walking 10%

Biking 5%

TOTAL SCORE:

- blue slices = 0 points
- orange slices = 1 point
- green slices = 2 points
- pink slice = 3 points

## Game 2

Working

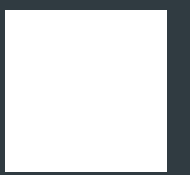


## Do some math

1 minute



3 simple math questions



3 possible sets of questions



\* eg.  $(12 \times 12) - 44 = ?$

TOTAL SCORE:

0 correct answer = 0 points

1 correct answer = 1 point

2 correct answers = 2 points

3 correct answers = 3 points

# Game 3

## Shopping



You can use just a normal  
Shopping cart

# Throw 3 items into a shopping cart

30 seconds



3 branded items  
(cereals, milk and juice boxes)



At least 2 meters far away

2m

TOTAL SCORE:

0 baskets = 0 points

1 basket = 1 point

2 baskets = 2 points

3 baskets = 3 points




## Game 4 Chilling out



## Knowledge about neighborhood culture and mobility

3 questions ?

3 possible sets of questions ?

you can offer some chips  
in the meanwhile 

\* eg. How much does the monthly bus  
pass cost in your city ? X €, Y€, Z€

TOTAL SCORE:

- 0 correct answer = 0 points
- 1 correct answer = 1 point
- 2 correct answers = 2 points
- 3 correct answers = 3 points

# The game board

Every volunteer in charge of supporting the citizens throughout the game circuit, handles a small board which contains the questions, the answers and a table to take notes about the score. On its back there's the spin wheel that is used in between every game.

questions

results

Spin wheel

**MUV**  
1

**RISOLVI LE OPERAZIONI - tempo a disposizione 30 sec**

A.  $153 + 1.352$   
B.  $6 : 1,5$   
C.  $324 - 420$

**RISPONDI ALLE DOMANDE**

1. Quant'è la percentuale media di spostamenti in auto a Palermo?  
a) 60% b) 70% c) 80%

2. Quanto costa un abbonamento mensile ordinario per adulti per l'autobus a Palermo?  
a) 22 € b) 30 € c) 32 €

3. In quanti dei capoluoghi di provincia italiani nel 2017 è stato superato il limite annuale per le polveri sottili?  
a) 12 % b) 28% c) 35 %

#	GIOCO 1	GIOCO 2	GIOCO 3	GIOCO 4	TOT	1/7	8/14	15/21
1						1	2	3
2						1	2	3
3						1	2	3
4						1	2	3
5						1	2	3
6						1	2	3
7						1	2	3
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32						1	2	3
33						1	2	3
34						1	2	3
35						1	2	3



front

back

**After 1 week**

**People will bring their tickets to the Award Ceremony and only those tickets will be used for the lottery.**



## **LOTTERY ANNOUNCEMENTS**

- to be organized in a local partner's venue -
- engage other partners for a short pitch during the event -
- reward the winners, take pictures of winners and local sponsors and use them on communication channels -

# Rewards

## EXAMPLE



A annual train pass for the metropolitan area of Palermo



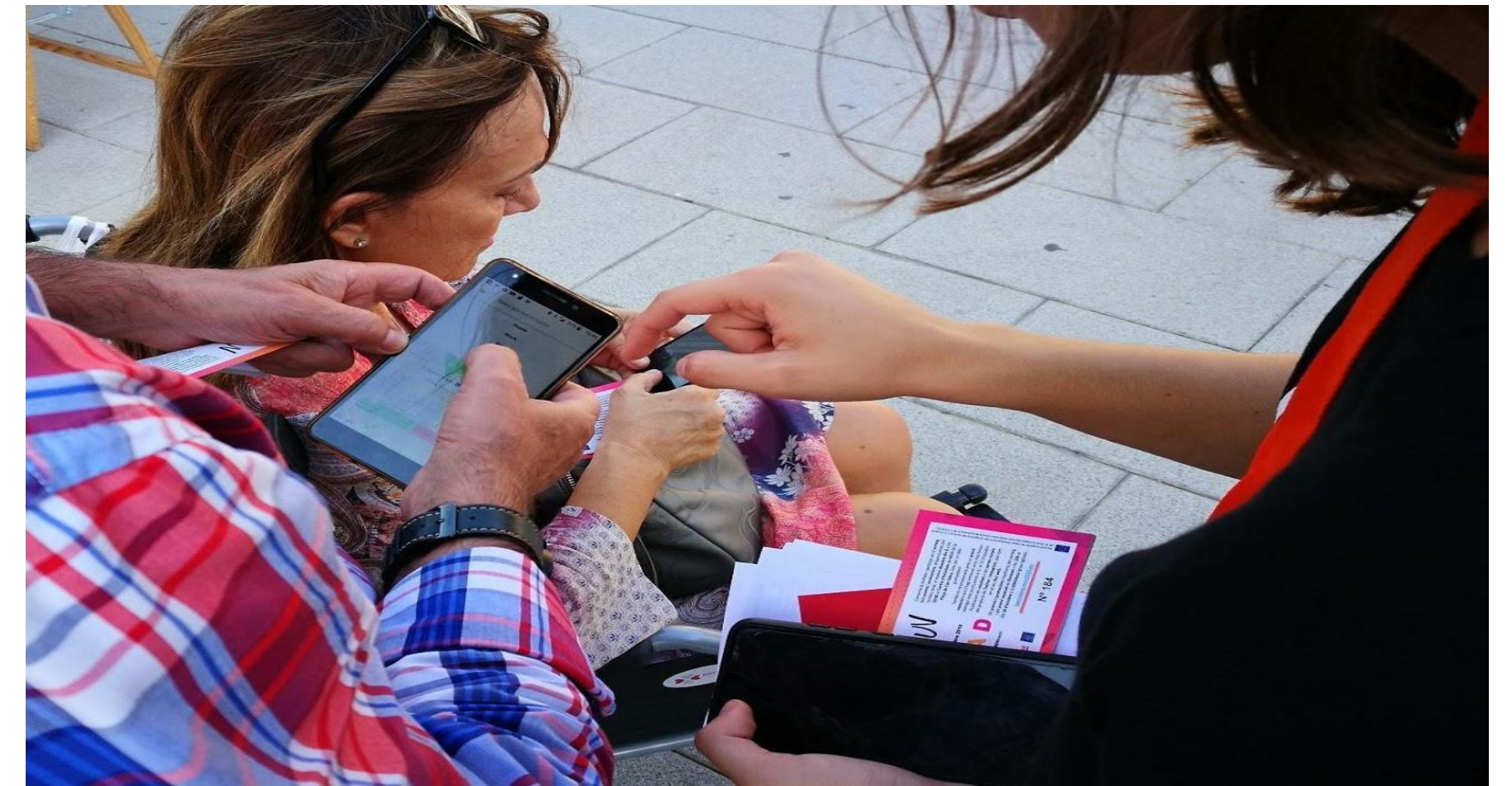
24 bottles of high quality Sicilian wines



A kit of artisanal notebooks made using recycled market paper



# Sant Andreu (Barcelona) Open Day



# Promotional Material

Leaflet for general use:

- For printing;
- To explain the project as an infographic;
- To share through social networks or to send by email



# Promotional Material

High impact icons for general use, one by one or 4 at once:

- To explain the project on the social networks or
- To send by email

**mou-te,**  
tria una opció sostenible

**juga,**  
participa i gaudeix

**... i guanya premis!**  
tu ets l'heroi, t'ho mereixes!



**MUV**  
Valors Urbans de Mobilitat

[Barcelona.MUV2020.eu](http://Barcelona.MUV2020.eu)

**mou-te,** tria una opció sostenible

**juga,** participa i gaudeix

**... i guanya premis,** t'ho mereixes!

De la ciutadania, el comerç local i els i gestors de la mobilitat



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A través de la **gamificació** i d'una **aplicació mòbil** la **ciutadania** pot guanyar **premis** i descomptes, fomentant el **transport sostenible** i el **comerç local**, alhora que aporta **solucions de mobilitat** dirigides a la **ciutadania** gràcies les dades generades.

**mou-te,** tria una opció sostenible

**juga,** participa i gaudeix

**... i guanya premis,** t'ho mereixes!



**MUV**  
Valors Urbans de Mobilitat

[Barcelona.MUV2020.eu](http://Barcelona.MUV2020.eu)

# Promotional Material

MUV image with the main local links and the direct download link



barcelona.muv2020.eu  
@barcelonamuv  
#MUV2020

muvAPP.eu  
#PlayEnjoyWin





# Promotional Material

Roll up to be used at different activities such Open Day, workshops, award ceremonies...

Ajuntament de Barcelona Districte de Sant Andreu

EUROPEAN UNION

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# MUV

Valors Urbans de Mobilitat  
De la ciutadania, el comerç local i els gestors de la mobilitat

**mou-te,**  
tria una opció sostenible

**juga,**  
participa i gaudeix

**... i guanya premis,**  
t'ho mereixes!

Projecte europeu d'innovació en fase de **recerca i desenvolupament** del que pots formar part!  
El seu objectiu és millorar la mobilitat urbana mitjançant una **aplicació mòbil** i la participació en un **serious game** on es poden guanyar **premis i descomptes**. Es fomenta el **comerç local** i el **transport sostenible**, alhora que, gràcies a les dades que es recopilen, es faciliten **solucions de mobilitat** dirigides a la ciutadania. L'aplicació està disponible a les plataformes Android i iOS.

App Store Google Play

**Sigues un #MUVer, participa-hi!**  
[muv2020.eu](http://muv2020.eu) [barcelona.muv2020.eu](http://barcelona.muv2020.eu)

#MUV2020

EUROPEAN UNION

Aquest projecte ha rebut finançament del programa de recerca i innovació de la Unió Europea Horizon 2020 sota l'acció de subvenció M1-12-2019-11

# Promotional Material

## T-Shirt.

As a marketing material and identification as members of the MUV team during the open day activities but as well used during workshops, award ceremonies, etc.



# OPEN DAY Promotional Material

A3 size posters to split around the neighborhood at public spaces, public buildings, local shops, ... previously to the activity day



# OPEN DAY Promotional Material

Information flyers to split around the neighborhood at public spaces, public buildings, local shops, ... previously to the activity.

During the Open Day we used as well these flyers to directly provide by hand to the citizens about project.

A6 size printed both sides

DL size (210x99mm) printed one side



# OPEN DAY Identification Lanyard

For a clear identification during the activities of the Open Day all around the neighborhood.





# OPEN DAY Games/Activities

## The Target

To mentalize the participant about the best option for a sustainable mobility.

The target colors and distribution fits the MUV colors, modal transports values order.

Each participant had three balls to launch.

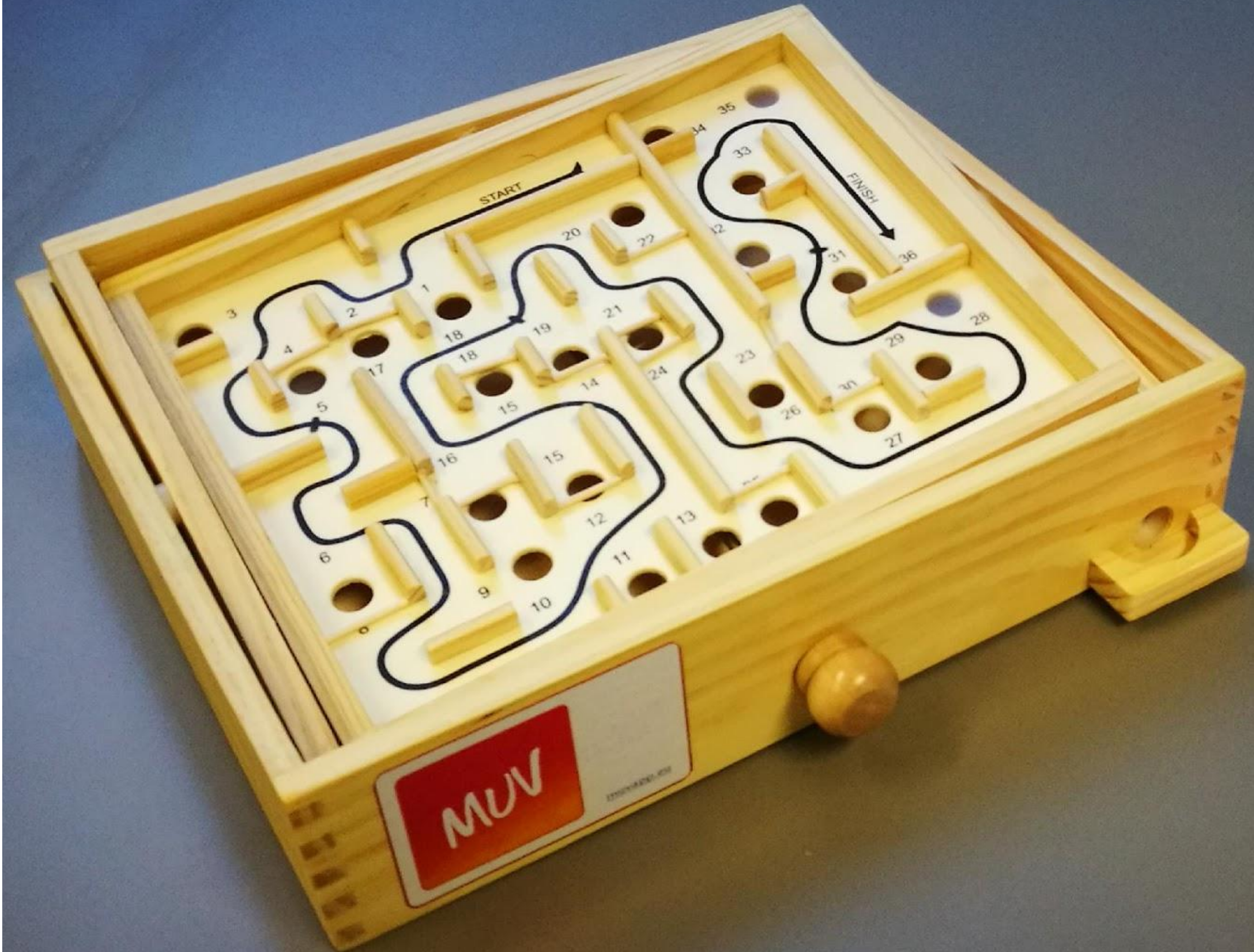


# OPEN DAY Games/Activities

## The Labyrinth

To mentalize the participants about the routes to use within his daily transport.

Depending on the reached number we provide a certain number of points.





# OPEN DAY Ballot Box

It is an interview to fill out by the participants about their mobility habits around the neighborhood and potential ideas they could have.

It is a way to know and get information about the neighborhoods in relation with their mobility.



**MUV DIA D**

Ordena de 1 (millor) a 4 (pitjor) i segons el teu criteri els sistemes de mobilitat sostenible:

- A peu
- En bici/patinet/ ...
- En transport públic
- En cotxe compartit
- ... (altre)
- El medi ambient

Ordena de 1 (mes) a 4 (menys) les teves prioritats en relació a la mobilitat sostenible?

- El cost
- El temps
- El benefici físic
- ... (altre?)

Què trobes a faltar a Sant Andreu en relació a la mobilitat; per incentivar-la, per facilitar-la, ...

**MUV DIA D**

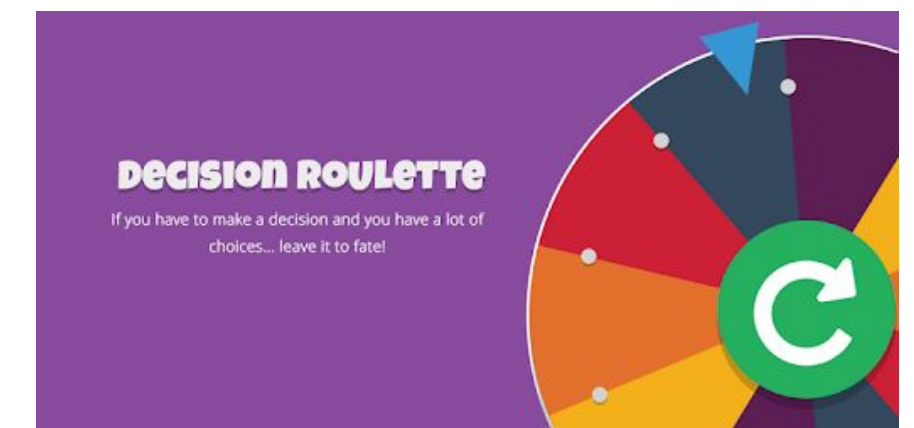
Escriu, dibuixa, esbossa, indica, apunta, ... una idea en relació a la mobilitat sostenible



# OPEN DAY Games/Activities

## The Spin Wheel

Between every game or activity we personalized a free and open app with MUV icons and we invited the participants to spin the Wheel with different number of points depending on the modal transport that finally appears



# OPEN DAY Games/Activities

## The Stationary Electric Bikes Cooking Popcorns

This was an extra activity:

We provide popcorns for free if the participants were pedaling for a while cooking the popcorns with the power generated through the stationary electrical bicycle.

Together with the popcorn cone we provide as well a ticket for the lottery.



# OPEN DAY Promoting LSO

Printed leaflet to promote the LSO (local supporting organizations) within the Open Day.

We used as well the leaflet images to promote the LSO through the social networks previous and later the Open Day.

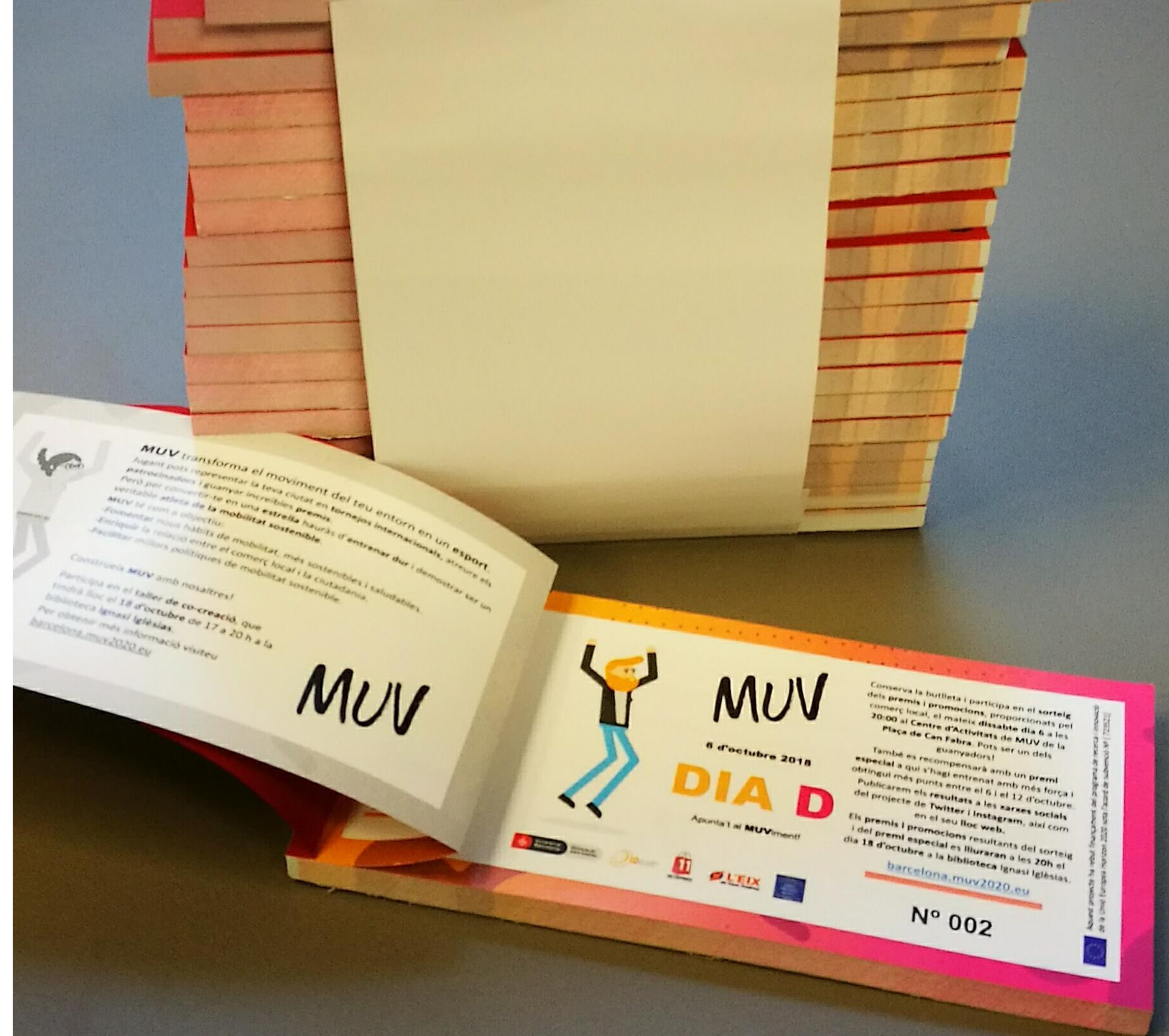
With some white spaces we were inviting to new LSO to join the project.





# OPEN DAY Raffle Tickets

Based on the participant performance through the Open Day games and activities we gave them some tickets for a later raffle with the several prizes, awards, discounts or promotions that the LSO provided for the Open Day



# OPEN DAY Vouchers

Based on the awards, promotions or discounts provided by the LSO we made the vouchers for the final raffle winners.

The vouchers winners could exchange them at the different LSO.

We had around 50 vouchers of different prizes typology for the St Andreu Open Day.



**CLUB NATACIÓ SANT ANDREU**

**Val per**  
un pack que conté: Porta-documents, gorra, clauer, ampolla i casquet de bany. També inclou un bloc de tiquets de 2 sessions d'entrenament personal, 2 d'aquagim i 2 de fitness!

**L'EIX de Sant Andreu**

#MUV2020 [muvapp.eu](http://muvapp.eu) 1

**DIAD**

**MUV**

6 Octubre 2018

**MUV**

El guanyador podrà gastar els diners del val del 18 d'octubre al 15 de novembre de 2018 en el comerç associat del llistat que es lliura juntament amb aquest val.

El premi, objecte de la present promoció, en cap cas podrà ser objecte de canvi, alteració o compensació a petició del guanyador.

El premi és estrictament personal i no podrà ser cedit o recollit ni reemborsat en part o totalment o intercanviat per altres articles o serveis. La renúncia al premi no donarà cap dret d'indemnització o compensació. En cap cas es bescanviaran els xecs per diners en efectiu, com tampoc es retornarà el canvi de la diferència.

El comerç es reserva el dret d'acceptar aquest xec. Només vàlid a comerços de l'Eix Comercial de Sant Andreu.

**L'EIX de Sant Andreu**

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Aquest projecte ha rebut finançament del programa de recerca i innovació de la Unió Europea Horizon 2020 sota l'acord de subvenció N° [ 723521]

Ajuntament de Barcelona Districte de Sant Andreu

# OPEN DAY Rewards

The previous weeks you should visit LSO (Local Supporting Organizations such local shops, businesses, services, ...) in order to offer them if they would like to be part of MUV, promote them through MUV channels and get some awards, promotions, discounts, ... for the DDay raffle.

You can promote the LSO involved through: Local MUV web site, Social networks (Twitter, Instagram, Facebook, ...) MUV news on local newspaper or magazines (physical or digital), banners, posters, leaflets, flyers, local TV news, ...



ASSOCIACIÓ DE  
COMERCIANTS SANT  
ANDREU NORD



ASSOCIACIÓ DE  
COMERCIANTS ONZE DE  
SETEMBRE



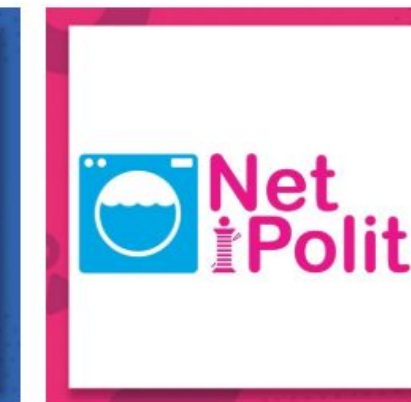
EIX COMERCIAL DE SANT  
ANDREU  
Cinc vals de compra per un valor de 20€  
cadascun a bescanviar al comerç associat



PAS A PAS  
Dos vals del 50% de descompte en la  
primera quota de curs mensual en  
Zumba, Zumba Gold, Ioga, stretching,  
Gimnàstica Correctiva o Burlesque.



CAL FRUITÓS. RAMBLA  
ONZE DE SETEMBRE  
Un val per una panera de fruita



CLUB NATACIÓ SANT  
ANDREU  
Quatre packs que contindran: Porta-  
documents, gorra, clauer, ampolla,  
casquet de bany i bloc amb tiquets per fer  
classes dirigides de fitness, aquagim i  
entrenador personal. Dos dels packs  
tindran un bloc de tiquets de 2 sessions  
entrenament personal, 2 aquagim i 2  
fitness. Els altres dos packs tindran un  
bloc de tiquets de 4 sessions activitats  
dirigides de fitness al migdia.



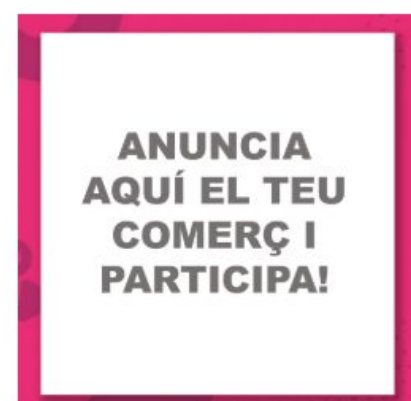
LOVELY KIDS BARCELONA  
Un val per valor de 20€ per bescanviar en  
productes Lovely Kids



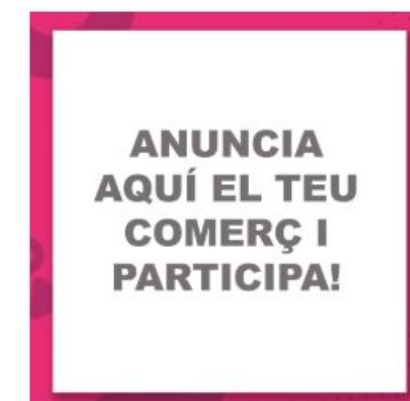
NOMAR JOYERIA  
Un val de 10% de descompte per una  
compra durant Octubre



FORN TRINITAT  
Un tortell de nata a qualsevol dels seus  
establiments



MESÓN ANTOXO  
Un val per un menú



<https://barcelona.muv2020.eu/open-da>

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# MUN

**OPEN DAY**

**GOOD LUCK FOR YOUR OPEN DAY!**



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