Cycling & behavioral change

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Positive effects of cycling

**Health**
- Better sleep quality
- Better mental health
- Less overweight
- Less cardiovascular and respiratory diseases

**Social**
- More social interaction
- More exercise for vulnerable adults
- Increased self-reliance
- Better environmental quality in focus areas

**Economy**
- Annual costs bike 25% of car
- Takes up less space than a car
- Benefits higher than costs of measures
- More visit shops and city centres

**Environment and infrastructure**
- Less noise and air pollution
- Fewer accidents as long as safe cycle paths
- Less traffic delays
- Faster access to locations in the city

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More cycling could mean more accidents

The Netherlands

- Same amount of road deaths by bike (fiets) and by car last year
- Cyclist involved in over half of traffic accidents
- Healthcare costs due to traffic accidents 14 billion euros yearly

Source: SWOV monitor verkeersveiligheid 2019

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Ways to reduce accidents

90% of accidents is caused by human behavior
Interpolis helps people change behavior with smart solutions

- Interpolis largest non-life insurer in the Netherlands / one of the powerbrands of Achmea
- Focus on saving lives / preventing accidents / less hassle, less damage
- 4 areas smart solutions: mobility / at home / in companies / wellbeing
- Smart solutions to give people more self reliance
- Business perspective is to keep insurance premium affordable

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Strategy – approach per cause of accident

- Youngsters:
  - Lack of driving experience
  - Distraction in traffic
  - Risky behaviour

- Elderly:
  - Functional limitation
  - Lack of driving experience

- Young families:
  - Child in traffic

Flow per cause:

- Analyse problem
- Solutions together with target group
- Scientific experiment
- Available when effective

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An example how it can work - the problem

Expectation: number of traffic accidents due to distraction will increase in the coming years.

In 68% of road accidents distraction is the cause. The mobile phone is one of the most important causes.

Young people 15 to 17 years old use the phone most in traffic.

Phone use on the bike has a strong relationship with telephone use in the car.

These young people will soon be driving a car.

That's why we need to solve this problem now.

Cycle mobile free
#PhoNo
24 hrs session with youngsters to create - the solution
Introduction #PhoNo - the effect

- 50% of youngsters intend to stop using the phone in traffic
- 13 million views videoclip
- 20,000 downloads PhoNo in the Netherlands in 4 weeks

https://vimeo.com/396444632/955563d94e