



42 hacks

Our Activities at the Swiss National Jamboree (“Bundeslager”) invite 30,000 scouts to develop ideas with us for a greener future and better Swiss public transportation.

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Executive Summary



30,000
scouts amid languages
Swiss nature



2
Weeks



3
Languages



20+
hackathon sessions
done outdoors



500
participants developing
ideas with us



1
common goal

We at 42hacks want to mitigate the risks of Climate Change through radically open innovation and co-created ideas for a better future. Therefore, we took part in the Swiss National Jamboree (“Bundeslager”) from July 23 until August 6 in the beautiful Obergoms, Wallis.

Our mission was to actively involve as many scouts as possible in finding intelligent ideas to help make public transportation more accessible and desirable for the young generation. And what better opportunity could there possibly be than to join a unique event that happens only every 14-15 years and attracts 30,000 participants of exactly that target audience?

The challenge we worked on revolved around “Sexy Public Transportation” or “Sexy ÖV”. This was a perfect fit for the BuLa’s overarching motto: «MOVA22 – on y va.» signified movement and going forward and ‘moving mountains together’. Together with over 500 children and young adults aged between 14 and 25 years old we developed in over 20+ ‘hackathon’-like sessions. These 2 hour long sessions all took place outdoors amid beautiful nature and with almost no equipment.

We had 3-5 facilitators on site and used practice-proven methods such as Lego Serious Play, Brainstorming, Prototyping, Storytelling, Pitch Competitions, and Campaigning. We strongly believe that the creation of a better, more attractive, and more thought-through public transportation system will turn trains and buses into people’s 1st choice of transportation and therefore help reduce significant amounts of CO2 emissions. The scouts confirmed: Green Mobility is the future! However, they also made us aware of key factors such as pricing, personal safety, comfort, and education.

Consequently, our promise to the scouts is clear and honest:

They participated during the scout camp to help generate ideas and create momentum around them, therefore we will invest 2 years to turn these ideas into reality, deploy them and drive them forward to help create a better future for their generation and the one to come.

The Challenge

For over 10 years the use of public transportation is stagnating despite enormous investment in its infrastructure. Consequently, individual car traffic still makes up for 80% of all transportation.

Climate Change and the necessary reduction of CO2 emissions don’t seem to be big enough motivators to change our behavior. In fact, we drive our cars as often as our parents and grandparents did.

In Switzerland, 40% of all CO2 emissions are caused by the mobility sector. If only we would double the usage of public transportation, we could reduce CO2 emissions by 10% as a result!

We asked the following questions as a challenge for the scouts:

How might we make public transportation so ‘sexy’ that you would not even think about getting a driver’s license when you turn 18

How might we make YOUR generation the first ‘green mobility generation’ that uses public transportation as its primary means of transportation?

Our Approach

Creating new realities that benefit us all requires taking in different perspectives and dealing with high uncertainty. We at 42hacks are very experienced in applying open Innovation formats and making use of Hackathon-like workshop tools to come up with great ideas fast.

Why Open Innovation?

Using a radically open innovation approach is key to finding ideas for complex challenges. Open Innovation essentially stands for sourcing ideas from outside of an organization or community and therefore running against a traditional 'silo mentality'. Open Innovation hence promotes an 'outside-in' perspective and is highly collaborative.

What is a Hackathon?

The term hackathon is a portmanteau of the words 'hacker', which refers to a clever programmer, and 'marathon', an event marked by endurance and competitiveness. It is no surprise, that the word hackathon is often associated with software development. However, hackathons are not at all limited to this application field. Instead, a hackathon's underlying principles can be applied to a variety of other challenges, too.

These working principles are: Iterate fast and often, focus on the common goal, work in multidisciplinary teams and under time pressure, deal with high complexity by fostering openness and collaboration, and all outputs are open source.

Our Hackathon Sessions for MOVA22

After several weeks of preparation, we were happy to be on-site, fully immersed in the MOVA scout camp in Obergoms, Wallis, and setting up for our hackathons outdoors in nature.

Introduction and Identification of Problems

After 'advertising' for our hackathon sessions on-site we were joined by a 1st random group of scouts as participants (approximately 80 participants), with whom we worked on the following questions as a starting point:

- Why do you think we use the car much more often than public transport?
- What makes public transport unattractive? Why?
- Why do you want to get a driver's license once you turn 18 years old? What are your main motivations?

DAY 1

After these initial 2 hours, we invited the children and young adults to present their thoughts and elaborate on the problems identified. Summarised these were:

- **Pricing** – too expensive, no incentive system)
- **Safety** – not feeling safe at night due to getting stared at, dealing with drunken people, very few people traveling on the same train or bus, feeling alone
- **Comfort** – not enough seats, too crowded at peak times, not enough silence
- **Stations** – lack of safety and comfort, especially in waiting areas, no free work- or waiting for space without paying for coffee

1st Ideation

DAY 2

Based on the identified problems from day 1 we started the second day with the first round of ideation. The new and returning participants were invited to pick a topic of their choice and start gaining a better understanding of the problem and generating ideas with the Lego Serious Play method.

DAY 2

Pricing

- Free General Abonnement (GA) from date of birth onwards until one gains the first salary and starts paying half of his/her monthly salary.
- Get free e-bikes with your train ticket for last-mile issues in rural areas.
- GA as payment at stations (coffee, co-working, etc.) combined with a “miles & more”-system.
- Advertise for awareness around the high costs of a car vs. the low costs of a train trip.
- Win companies to change their parking spaces and motivate their people to start using public transport (incentives).
- Introduce a cheaper 3rd class.
- Tax rich people to finance public transport to make it cheaper or free for all other people.

Safety / Comfort

- Make passages and tunnels at stations brighter with more light, colors, and music to increase the feeling of safety.
- Build trains with 3 compartments: night-life (with securitas/social person), sleep/rest, working with large tables, ...
- Provide a panic button in SBB App to get directly connected to the helping hand or also to report damage or dirty toilets.
- Eliminate 1st Class wagons and allow for more room during peak times and/or more toilets.
- Provide School Bus or Uber Car-Pooling Solution as a new way for apprentices (or other passengers) to “get picked up at home”. Perhaps this could be paid by the employer.

Stations

- Easy to pick cables/chargers with your swiss-pass (you give it back later)
- You get access to waiting rooms at stations with a swiss-pass / ticket: Secure at night with people observing. At perrons: Get cables, chargers, etc. in rooms.
- Toilets you get access only with a swiss-pass (clean).
- Move Companies closer to public transport stations.

Further Ideation around topics of “Pricing” and “Safety”

Participants were split up into groups and invited to work on the leading problems around “Pricing” and “Safety”. The goal of Day 3 was, to record a 60-second video pitch with their iterated idea.

Validation

In addition, we opted to validate these ideas with randomly selected scouts on the MOVA22 campsite by asking them to rate the developed ideas and conducting short interviews.

Below are all iterated ideas with the respective voting (validation through randomly selected scouts).

DAY 3 (+4)

Iterated ideas for the topic “Pricing”

- GA for 500 CHF (apprentice) / 800 CHF (students); 5+5 = 10/10
- Group bonus for groups who leaves the car at home; 2+3 = 5/10
- Random weekend trips for 20 CHF; 3+1 = 4/10
- Salary based GA; 4+3 = 7/10
- GA optimized for your life chapter; 5+5 = 10/10

Iterated ideas for the topic “Safety”

- Safety button in trains; 4+5 = 9/10

DAY 3 (+4)

- Safety in the train, by a chatbot and “call-a-friend-option”; 5+4 = 9/10 GA as payment at stations (coffee, co-working, etc.) combined with a “miles & more”-system.
- **Newly developed idea**
- Sleep cabins at stations and on all trains; 1+3 = 4/10

Improvement of Leading Ideas

DAY 4

New and returning participants have presented the leading ideas from *Day 2 and 3* and started to discuss and improve them in Pro- and Contra-Sessions.

The improved ideas were then turned into early concepts to start building communication campaigns around them and ready to be presented to a bigger audience.

Campaigning

DAY 5

Once the ideas were refined the participants wanted to tell as many people about them as possible. So we started to co-create with them several marketing initiatives, to get more people involved and create a movement across the scout camp.

Campaigning initiatives included:

- Build a website overnight with a voting button and information about the idea in 4 languages.

WEEK 2

In the 2nd week, we started the same process as in Week 1, however taking a different angle on the overarching challenge.

We asked the children and young adults to come up with ideas on how to **shift people's behavior when it comes to mobility.**

Video Pitches for Pricing and Safety

Click on the following images to check the video.

Pricing



GA is part of your tax-declaration



GA salary related and 3rd class



Fair pricing

Safety



Luisa alone at night



Alex alone at night

Outcome and Key Insights

Identified factors of importance

As mentioned earlier, we identified 4 crucial problem areas making public transport unattractive to the young generation:

- **Pricing** – too expensive, no incentive system).
- **Safety** – not feeling safe at night due to getting stared at, dealing with drunken people, very few people traveling on the same train or bus, feeling alone.
- **Comfort** – not enough seats, too crowded at peak times, not enough silence.
- **Stations** – lack of safety and comfort, especially in waiting areas, no free work- or waiting- space without paying for coffee.

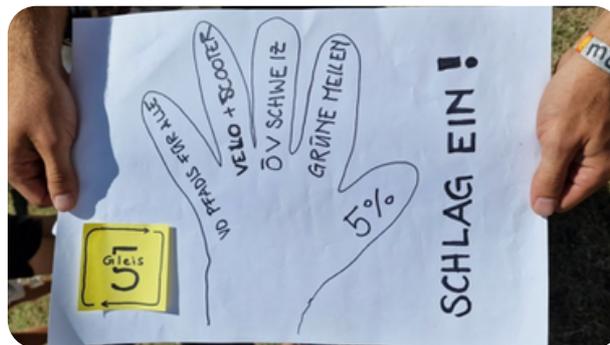
On top of these problem areas, there are additionally identified factors that are of high importance and influence the perception of the young generation when it comes to the attractiveness of public transportation.

- **Advertisement** – The scouts told us that they perceive a lot of cool and emotional advertisements around cars but not so much around public transportation at all.
- **Education** – There seems to be no awareness at all about how much Co2e emissions personal mobility causes or about how much more climate-friendly the train is compared to cars. The scouts estimated that the train is 20-50% more climate-friendly whereas, in reality, the percentage is as high as 2700%!
- **Coolness Factor** – Scouts use the word 'flex' as in 'flexing or contracting a muscle' as a way to express a high social status in their language. Cars are considered a 'flex' whereas public transport is not (but an all-inclusive subscription such as a GA might be!).
- **Pragmatism** - In general, we haven't seen a big desire there to become a driver later in life. It's more a pragmatic decision about how long I can sleep longer, how far I have to walk, etc.
- **Employers & Schools** - In both areas, shift schedules, school hours, and general work schedules do not seem to be sufficiently coordinated with public transportation. Why don't public transit users get more leverage with their bosses, school principals, etc.? Since they have less flexibility?
- **Regional Differences** – Scouts coming from Italian- and French-speaking parts of Switzerland seemed to have a stronger focus on cars than participants from German-speaking parts of Switzerland. Using the car was usually influenced by the parents. Participating scouts who stated that they live with their families in urban areas usually don't own a car and make more frequent use of trains whereas participants from rural areas tend to use buses more often.

Winning Idea from Week 1: Track5

The "Track5" or "Gleis5" in German is a brand-new idea that makes the pricing of a General Abonnement (GA) salary related.

Number 5 stands for the 5% deduction of your monthly salary that gives you unlimited freedom on the entire public transportation system and complete access to green mobility options.



The idea of Track5 or Gleis5 was turned into a full-fledged concept with different marketing activities at the scout camp.

One of these activities was a self-built moving trailer with an SBB Rave Song from Spotify to gain awareness and make people seek more information and vote for the idea via a QR-Code leading to a newly built website by the scouts: www.gleisfüf.ch

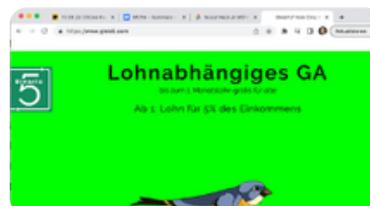


The campaign was created in 3 languages and helped built momentum during the scout camp because all the scouts who worked on the idea developed a strong sense of ownership and had a lot of fun creating it!

With inputs from the scouts on the wording, messaging, logo, images, etc. we built a website on the campsite in nature.

There was a palm to give a virtual "high five" for this cool idea and show support.

Below are the links to the website as well as a screenshot of all page visitors.



www.gleis5.com

www.gleisfüf.ch

www.voie5.ch

www.billario5.ch

Winning Idea from Week 2: 31days

31days is an idea that builds on the insight that car drivers will only shift to public transportation as a primary means of mobility if they get to experience it first.

31days wants to give non-users of public transportation the chance to hand in their car keys for 1 month and experience unlimited and green mobility freedom.

In return for the car keys, a supporter of 31days would receive a 1 month GA, a cargo bike, free shuttle service for regular trips (e.g. to pick up children from school) as well as a mobility car sharing test subscription.



With the aspiration to “convert the non-converted” and raise awareness of all the amazing advantages of public transportation the scouts have developed this idea and used storytelling to share their thoughts.

We at 42hacks are currently building a real-life prototype and invite households to take part in this behavioral experiment.



The prototype can be viewed here: <https://www.31days.ch/>

Further observations

The scout's approach toward public transportation and our hackathon approach during MOVA22

- The scouts are highly disciplined leaders and strong communicators and are used to close collaboration in a team. This was a huge advantage for us interacting with them in our open innovation format.
- The fact that scouts care greatly about their environment was a plus to gaining great interest in our topic of green mobility.
- When it comes to cars, scouts seem to be rather pragmatic and not emotionally attached to them (“I use it to sleep longer”, “I use it to feel safer at night”). There were very few exceptions we observed (“trains don't have a gearbox”).
- We were surprised at how few young people seem to travel. In general, the scouts claimed to also travel rather short distances for things like sports training, music classes, school, and work.
- Despite the short distances they travel, the costs of a car versus the costs of a GA were compared in detail (but not so much the ticket prices or zone abos).
- Silence and intimacy were mentioned as very important when traveling.

Next Steps and How to Support Us

We keep our promise to the scouts and drive their ideas further to deploy them in real life. For this purpose, we are working with a consortium of public transport providers in Switzerland as well as with citizens.

To support and join us in this cause, please visit www.42hacks.com and simply reach out.

