
Steering groups / clinics with service providers

Deliverable 6.3



User workshops and pop-up activities

Deliverable 6.4

Pilot demonstration

Deliverable 6.5

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List of abbreviations

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1 Purpose of the document

The purpose of this document is to provide a complete overview of the activities related to the pilot demonstration in Austria and in Sweden and the steering clinics, content development and community building necessary to execute such pilots properly. This document directly builds upon the deliverables

- 2.3 Guidelines and toolkit for engaging activities (stakeholder-dialogues)
- 5.5 (Social) media campaigns and marketing plan and
- 6.2 Community engagement plans
- 7.2 Evaluation results of pilot phases 1 and 2 in Salzburg, AT and Uppsala, SE

This document entails the combined reporting for the deliverables 6.3 Steering groups/clinics with service providers, 6.4 User workshops and pop-up activities and 6.5 Pilot demonstration. The reason for the combined reporting is that all three deliverables are concerned with the practical implementation of the platform and their activities are so closely intertwined that a separate report would create disruptions to the readability and holistic description of the process applied and the results delivered. Therefore, the project team decided to combine these deliverables into this single document.

The structure of this deliverable slightly deviates from the standard deliverable, as it is not strictly divided into a method, result and discussion section. Instead, this deliverable lists the activities in a content-structured manner. These approaches also differed significantly between the cities of Salzburg and Uppsala. Therefore, the structure also differs between the cities' reporting sections.

2 City of Salzburg

2.1 Content development

The finalized app and website entailed many functions, which required the development of specified content. On the one hand, this content was developed by the consortium and, on the other hand, provided by cooperation partners (local stakeholders).

Table 1. gives an overview of the app function and the type of content required.

Table 1. App functions and scheduled content (type, extent and responsibilities)

App function	Type of content	Extent of content	Partner
News section	<ul style="list-style-type: none"> - Updates on app content - Motivational blogs - General information 	Regular content (synchronized with website)	<ul style="list-style-type: none"> - SIR - Polycular
Monthly topic	<ul style="list-style-type: none"> - Specialized focus topics - Facts of the month as introduction 	Monthly	<ul style="list-style-type: none"> - SIR
Tours	<ul style="list-style-type: none"> - Tour routing (path) - Description of tour, including <ul style="list-style-type: none"> • Title • Type • Duration • Locations (latitude, longitude, location description or riddle title, description and hint, quiz question and answers) 	2 Standing tours 11 District tours (2 months) 2 specialized tours (2 months) 11 partner tours (2 months)	<ul style="list-style-type: none"> - SIR - Salzburg Research - Partners
Points of interest	<ul style="list-style-type: none"> - Description of featured sustainability service 	Weekly (52 POIs)	<ul style="list-style-type: none"> - SIR - Partners
Challenges	<ul style="list-style-type: none"> - Challenge details, including <ul style="list-style-type: none"> • Title • Type • Duration • Description • Badge • Reward 	1 City challenge (ongoing) 4 yearly challenges (3 months) 3 yearly biking challenges (4 months) Bi-monthly partner challenges (6) Monthly topic challenge	<ul style="list-style-type: none"> - SIR - Polycular - Partners
Surveys	<ul style="list-style-type: none"> - Scientific questionnaires 	Tied to start and end of pilot	<ul style="list-style-type: none"> - Salzburg Research
Dashboard	<ul style="list-style-type: none"> - Presentation of essential information 	One time – automatic individual updates	<ul style="list-style-type: none"> - Polycular
Service listing	<ul style="list-style-type: none"> - Selection of services - Check of partner description 	One time per service Regular update of the list (synchronized with website)	<ul style="list-style-type: none"> - SIR - Polycular - Partners
Mobility tracker	<ul style="list-style-type: none"> - Description 	One time	<ul style="list-style-type: none"> - Polycular
Invite friends	<ul style="list-style-type: none"> - Description 	One time	<ul style="list-style-type: none"> - Polycular
Notifications	<ul style="list-style-type: none"> - Motivational notifications - Nudges 	Regularly (also based on nudging strategy of Salzburg Research)	<ul style="list-style-type: none"> - SIR - Salzburg Research - Polycular
Feedback	<ul style="list-style-type: none"> - Description - Response to feedback 	One time description development Regular feedback response (synchronized with website)	<ul style="list-style-type: none"> - Polyular - SIR
User profile	<ul style="list-style-type: none"> - Personal information of users - Selection of features based on evaluation criteria (Del. 7.2) 	One time	<ul style="list-style-type: none"> - Polycular - Salzburg Research
About	<ul style="list-style-type: none"> - Description of SimpliCITY project 	One time (synchronized with website)	<ul style="list-style-type: none"> - SIR

FAQs	- Answers to most frequent questions	One time (update if necessary) (synchronized with website)	- SIR
Impressum	- Disclaimer and contact information	One time	- Polycular
Terms of use	- Detailed terms	One time	- Polycular
Privacy policy	- Detailed policy	One time	- Polycular

2.1.1 App content by the consortium

As outlined in Table 1. most scheduled content was to be developed by the project consortium. Due to the corona pandemic as well as the forced interruption of the pilot phase caused by the operator transfer, a larger portion of the content was not created, which mostly concerned scheduled tours and challenges. The following section will describe the content plan as it was established before the pilot phase and outline the missing content.

2.1.1.1 Approach to content development

The functions of the app (Table 1.) were specified in consortium workshops as well as in the service provider workshops (see Deliverable 2.3 Guidelines and toolkit for engaging activities (stakeholder-dialogues)) early on in the project. Following the workshops, the consortium began with the development of standardized templates for the interactive functions, including:

- Challenges
- Tours by the consortium
- Tours by partners
- Points of interest
- Notifications
- Badges

These templates allowed for a direct integration of the generated content into the app by Polycular. Based on these templates and functions, the project partner SIR developed a content plan. This plan is described in detail in section 2.1.1.3. Content development followed the content plan and was performed by the respective partners in individual or cooperative desk work. All content was proofread and style-checked by SIR before the launch.

The app's initial launch was planned for the Bike spring festival of the city of Salzburg on the 24th and 25th of April 2020. Due to the corona pandemic, this launch had to be postponed. The project consortium used the time to increase the quality of the content. Therefore, the first challenges, tours and points of interest were finalized at the end of July 2020, in time for the silent release in August 2020. The content plan is very detailed for the first ten to eleven months. After that, much of the planning is still open and only foresees specific recurring challenges and tours until August 2022. The idea was that, as the project progresses and the results of the first demo phase become available, more targeted, and user-centric content planning can take place. The content plan ends in August 2022, which is far beyond the projects' duration. This end date is based on the recurring challenges and tours. Ultimately,

this pre-planning was also intended to be a service to Salzburg, which should have continued the app after the end of the project.

2.1.1.2 Sustainability services

The services listed in the app were, on the one hand, selected based on the interested service providers from the workshops (Deliverable 2.3) and, on the other hand, synchronized with the “Karte von Morgen” (map of tomorrow) from the local stakeholder Afro-Asiatisches Institut Salzburg. Beginning in 2019, the Afro-Asiatische Institut mapped business and services in Salzburg. The map is an open, interactive online platform for initiatives of change and sustainable businesses. Users can independently add services according to the Wiki principle. Local initiatives – in this case, the Afro-Asiatische Institut - moderate the entries. Despite their strong focus on future-proof initiatives of their listings, not all services fit the values and topics of the Stadtmacherei. Hence, certain criteria had to be defined for the initial and ongoing synchronization of the services. Table 2. shows the finalized criteria which were subsequently used to select the services. The map listing was screened every month, and new services that fit the criteria were added to the service listing.

Table 2. Criteria for sustainability service selection

Criteria	Description
Location	The service has to be located within the boundaries of the city of Salzburg
Topic	The service needs to target at least one of the three focus topics of the Stadtmacherei (biking, social engagement and inclusion, local consumption)
Ownership	The service has to be either owned by <ul style="list-style-type: none"> - the city of Salzburg or - local initiatives - Salzburg-based individuals Chain businesses need to be checked in advance based on their sustainability criteria (certification required; individual decision)
Initiatives	Listed initiatives should have no relevant connection to political parties or offensively propagate a faith.
Businesses	The listing primarily excludes product selling services with the exemption of <ul style="list-style-type: none"> - “packaging-free” businesses - re-use / secondhand businesses - businesses offering sustainable alternatives to plastic and similar “pollutants” - businesses that offer primarily certified sustainable and socially responsible products - farm-gate sales / businesses (“Ab-Hof-Verkauf”) - businesses that follow a high standard of sustainable business practices and only sell.
Foodservice industry	The service must offer organic and natural food and beverages. A prerequisite for this criterion is proof of organic and environmental certificates (preferably Austrian Ecolable, SLK certificate, Bio Austria, Bio Paradies Salzburg).
Hotel industry	The hotel has to demonstrate a holistic approach to sustainability. In addition to organic and certified food options (see above), the hotel needs to either have <ul style="list-style-type: none"> - additional sustainability offers (e.g., mobility offers – bike rentals, e-car rentals, pick-up services, public transport tickets, etc.) - a renewable energy concept (e.g., plus-energy approach, self-sufficiency, energy efficiency and saving measures, etc.) - an environmentally certified cleaning service.

2.1.1.3 Heartbeat system

For description see DWP3/4 and Final Project Report D8.4.

2.1.1.4 Content plan

The content plan depicts the overall storyline of the app during the first and second pilot demonstration and outlines the interaction between the interactive and motivating functions of the app. The content plan Figure 1. was developed in Excel and lists the topic and the associated challenges, tours and points of interest (POI). In addition, the document links directly to the motivational notifications that go along and aim to promote the uptake of the activities. The content plan is attached as **Annex I Del 6.3,4,5 SimpliCITY - Content plan**. The following section outlines the content planned for the Stadtmacherei.

The content plan is very detailed from August 2020 to June/July 2021. This is due to the overall approach of the planning, as outlined in section 2.1.1.1.

Initially, the launch was planned for April, which was postponed due to the corona pandemic. As evident in Figure 1., the month of November 2020 does not foresee any activities, which was primarily due to the issued national lockdown. In addition to the lockdown, the app had to be suspended in the months of October, November and parts of December following the ownership discussion in the city of Salzburg.

Figure 1. Content plan Stadtmacherei Salzburg

2.1.1.4.1 Topic of the month

The topic of the month shows the focus topic of each month, starting from August 2020 until August 22. The goal was to have the three main themes of the app take turns being the focus of the activities. Partner tours and points of interest and facts of the month were then to be planned in line with the themes. The content plan shows the bike focus in blue, the local consumption focus in yellow and the social inclusion focus in red. As the initial plan was to launch the app at the bike spring event in April, the first focus topic was biking.

2.1.1.4.2 Challenges

A challenge is an activity that is available for a restricted period of time and requires the participants to perform different activities to collect a certain number of heartbeats. For the

successful participation in a challenge, the users will receive a reward. Rewards may either be a badge or, for certain challenges, a ticket for the Stadtmacherei Lottery, which is explained in more detail in section 2.3.

Two types of challenges exist:

- **Personal challenges**, for which users individually collect heartbeats and rewards/badges are only available for the single user
- **City challenge**, for which the entire user community collects heartbeats and rewards become available if a certain number of collective heartbeats is reached. Ideally the prizes can be enjoyed by the entire community (e.g., improvement to public spaces)

In addition, the challenges can be further divided into

- **Ongoing challenges**, which has no end date, just a heartbeat limit that can be renewed once reached.
- **Seasonal challenges**, which reoccur based on the season
- **City district challenges**, which aim to introduce users to sustainable services in all 24 city districts over the course of a year
- **Biking challenges**, which aim to motivate and nudge biking behaviour around the year
- **Focus topic challenges**, which correlate to the monthly focus topic and can also be supplied by partners (see section 2.1.2).
- **Special challenges**, which can be planned around larger events in the city

The different types of challenges were developed with strong initial guidance from Polycular, who had extensive experience developing challenges and tours from previous projects. All challenges were designed on a separate template in Excel. Figure 2. shows the example of the ongoing heartbeat challenge – Salzburg’s nachhaltige Herzschräge. A challenge generally entails character- constrained information such as its title, type, duration, subtitle, description, cover image, reward, reward icon, owner, web link of owner and image of owner. The completed templates were directly integrated into the app by Polycular.

Title	Type	start	end	Subtitle (challenge's Subtitle) - 40 chars max	Description (challenge's Description) - 200 chars max	WebLink	Image Link	Reward	reward webLink	Reward Icon - 100x100 PNG/JPG	owner	owner webLink	owner Image - 100x100	Annotations
Salzburg's nachhaltige Herzschräge	CITY	1.09.2020	Laufzeit bis Herzschrägeerfüllung	20.000 Herzschräge ist das Ziel. Gemeinsam geht das. Sie dabei!	Stärke gemeinsam mit allen Salzlern über nachhaltigen Herzschräge der Stadt. Herz in Challenge mit Herz (Dinge) fördern, an sich selbst neue, andere Herausforderungen und Angebote. Bei 20.000 Herzschräge geht es um eine Herzschräge! Sie geht in die Herzschräge!		https://www.salzburg.at/	Bei 20.000 Herzschräge werden folgende Workshops angeboten: Das Herz Workshop, Schwabing Workshop und das Bad und Zentralkonting. Die Teilnahme wird nach Vereinbarung angeboten.		PRICE	Stadtmacherei Salzburg	https://www.salzburg.at/	https://www.salzburg.at/	

Figure 2. Example challenge template - Salzburg’s nachhaltige Herzschräge

Table 3. lists all planned Stadtmacherei challenges and describes the aim and rewards. In addition, all challenge descriptions can be found in **Annex II Del 6.3,4,5 SimpliCITY – Challenge templates**. The template also features additional challenges the consortium aimed to implement over the course of the project but was unable to due to the pandemic and the interruption of pilot phase one.

Table 3. Overview of planned Stadtmacherei challenges until the end of the project period (June 2021)

Name	Duration	Type	Aim	Reward	Status
Salzburg's nachhaltige Herzschläge (Salzburg's sustainable heartbeats)	Ongoing	City	Jointly collect heartbeats and reach threshold	<ul style="list-style-type: none"> ○ 1st threshold – Green Stadtmacherei event (10.000 heartbeats) ○ 2nd threshold – Community workshops (20.000 heartbeats) 	Live
Starte in die Stadtmacherei (Start into the Stadtmacherei)	Ongoing	Personal	First challenge for all new users that introduces the functions and different activities of the app and the three topics	Badge	Live
Herbst Roas (Fall trip)	Seasonal (fall) 3 months	Personal	Animate participants to take tours, use the mobility tracker and discover points of interest	Ticket to lottery Three winners receive high-quality rewards including entrances to city facilities, experiences, bike-related rewards	Completed
Frühlings Roas (Spring trip)	Seasonal (spring) 3 months	Personal	Animate participants to take tours, use the mobility tracker and discover points of interest	Ticket to lottery Three winners receive high-quality rewards including entrances to city facilities, experiences, bike-related rewards	Live
Entdecke alle Salzburger Stadtteile (Discover all districts of Salzburg)	12 months	Personal	Motivate users to participate in the offered city district tours, thereby raising awareness for local sustainability services	Badge	Cancelled due to the pandemic
12 x Entdecke die angesagten Stadtteile (Discover the trendy neighborhoods)	2 challenges with a duration of 2 months	Personal	Raising awareness for sustainability services in the city districts.	Badges	1 challenge completed
Auf, auf zum Winterradeln (Let's go winter cycling)	4 months (winter)	Personal Biking	Nudge and motivate users to ride their bikes in winter	Badge	Cancelled
Ob's stürmt oder schneit, i radl heit (Whether it's storming or snowing, I will bike today)	4 months (spring)	Personal Biking	Nudge and motivate users to ride their bikes in winter	Badge	Postponed due to timing
Besuche fünf Konsum-Orte der Woche (Visit five consumption POIs)	1 month	Personal	Raise awareness for POIs	Badge	Completed
Besuche fünf Engagement-Orte der Woche (Visit five engagement POIs)	1 month	Personal	Raise awareness for POIs	Badge	Cancelled
Besuche alle Radservice-Stationen (Visit all bike self service stations)	3 months	Personale	Raise awareness for self service stations – service of the city of Salzburg	Badge	Live

2.1.1.4.3 Tours

A tour is an activity that is constantly available and can be started and completed at any given time. Exceptions to this rule are the “partner tours”, which may be restricted to a certain timer period as they are often linked to a specific challenge. A tour follows a predetermined, fixed route and consists of four to twelve location points. These locations are either revealed directly (by name and location) or described by a riddle – one approach excludes the other for the same location. Users then need to solve the riddle to discover the location. Clues are available for solving these riddles, but their use reduces the heartbeats gained. When users arrive at the correct location, it is described in detail to show its relevance for the respective tour and the Stadtmacherei. For each location, additional facts or links (in addition to the description) can be supplied, or users may take a quiz to consolidate the information read or discover unique features of the location. Users generate heartbeats for all visited locations, each riddle and quiz they solve and the distance travelled. Tours can only be completed once, but they may be paused and completed at a different time.

Four types of tours exist (the last three of which could theoretically be grouped into one main category – “time limited tours”):

- **Ongoing tours**, which users can start and complete at any point in time
- **Special tours**, which are planned around larger events in the city and implemented by the consortium. These tours can be shorter than a month.
- **City district tours**, which feature two different districts at a time and are restricted to a total of two months
- **Partner tours**, which are independently developed by the partners (see section 2.1.2 for more details).

The project partner Salzburg Research supported the SIR in developing the first district tour (including tour routing, locations, descriptions, quizzes, riddles, etc.) and supported the development of a second tour. All tours were designed on a separate template in Excel. Figure 3. shows the example of the Smart City Salzburg Tour. Each row depicts a separate location. In this case, the tour offers eight locations. From left to right, each location is described by character-constrained information, including title, short description, latitude, longitude, riddle (if applicable; title, description, hint), fact (title, description, weblink) and quiz (if applicable; single- or multiple-choice question with up to four answers). The completed templates were directly integrated into the app by Polycular.

2.1.1.4.4 Points of interest

The points of interest present individual places of interest to the Stadtmacherei that generally deal with sustainability. It may therefore occur that the featured places are not included in the service listing. Each week, a new point of interest is presented. Users only see the location of the place but only discover the place itself when they go to the location. The places correlate with the topic of the month and may also be provided by local stakeholders. **Annex IV Del 6.3, 4, 5 SimpliCITY - POI templates** shows the list of POIs presented after the second re-launch. The places that were used in the first demo phase are listed in **Annex II Del 6.3, 4, 5 SimpliCITY - Challenge templates**.

2.1.1.4.5 Notifications

The notifications developed by the project team had a broad range of objectives:

- motivate users to use the app
- inform users about recent developments on the app (new tours, challenges, news, POIs, etc.)
- nudge users towards more sustainable mobility options
- encourage users to give feedback
- animate users to answer questionnaires.

All notifications sent to the users (until the finalization of this deliverable) are outlined in **Annex V Del 6.3, 4, 5 SimpliCITY - Notification templates**. The usefulness of the notifications will be presented in the Deliverable 7.2 Evaluation results of pilot phases 1 and 2 in Salzburg, AT and Uppsala, SE.

2.1.2 App content by partners (local stakeholders)

2.1.2.1 Approach to content development of partners

As outlined in detail in Deliverable 6.2 – Community engagement plans, the partner content development was based on Deliverable 2.2 and a stakeholder mapping approach that included the stakeholder analysis and the subsequent planning and implementation of stakeholder engagement clinics¹. In this case, these meetings followed the detailed community engagement plan (Table 4., Deliverable 6.2) and took place between February 2020 and March 2021. Due to the reoccurring lockdowns, most of the required stakeholder clinics had to be either switched to online / phone meetings or postponed until after the reopening. Table 5. gives an overview of the implementation of the engagement activities and the final outputs of the clinics by stakeholder. The table only lists outputs related to app and website content.

Table 5. Overview of app content by partners based on steering groups and clinics

Stakeholder	Planned engagement	Implemented engagement	Expected content outputs	Real content outputs
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¹ In this context, the term "clinic" is equated with the word "meeting" and used interchangeably.

Fräulein Flora	<ul style="list-style-type: none"> - Digital meetings - Transfer of responsibility for a tour - Media exchanges 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Tour - Communication of the project to a broad audience in Salzburg - POIs - Dissemination activities (scrolly telling) 	<ul style="list-style-type: none"> - Partner Tour - Updated partner tour - POIs - Scrolly telling video
Residents' services (Bewohnerservice)	<ul style="list-style-type: none"> - Meeting - Transfer of responsibility for a tour 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Tour - POIs - Event collaboration - Dissemination of project 	<ul style="list-style-type: none"> - Partner tour (upcoming) - POIs
Afro-Asiatisches Institut	<ul style="list-style-type: none"> - Meeting - Transfer of responsibility for a tour 	<ul style="list-style-type: none"> - Web meetings - Phone calls 	<ul style="list-style-type: none"> - Integration of a large number of services into the app (Karte von morgen) - Tour - POIs - Quizzes - Joint communication 	<ul style="list-style-type: none"> - Partner tour - Service integration
Land SBG bike coordination	<ul style="list-style-type: none"> - Meetings - Transfer of responsibility for a tour 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Tour (Salzburg radelt – Salzburg bikes – including incentives) - POIs - Quizzes - Joint communication activities 	<ul style="list-style-type: none"> - Partner tour (Salzburg radelt) - Initiation of partner tour "Passathon" - Service integration
uml Salzburg	<ul style="list-style-type: none"> - Meeting - Commission of workshops 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Community building workshop in schools - Communication of project in network 	<ul style="list-style-type: none"> - School workshop implementation
MA06/00 bike coordination	<ul style="list-style-type: none"> - Meetings 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - POIs - Featuring of individual services - Incentives 	<ul style="list-style-type: none"> - Service integration - POIs - Incentives
MA07/03 waste service	<ul style="list-style-type: none"> - Meetings 	<ul style="list-style-type: none"> - Workshop - Phone calls 	<ul style="list-style-type: none"> - Integration of videos - Exchange on app development in the city - POIs - Joint communication activities - Incentives 	<ul style="list-style-type: none"> - POIs - Videos
Robert-Jungk Bibliothek für Zukunftsfragen	<ul style="list-style-type: none"> - Meetings 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Services - Communication of project through channels - Incentives - POIs - Event organization 	<ul style="list-style-type: none"> - Service integration - Incentives
Verein Plattform	<ul style="list-style-type: none"> - Meeting 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Communication of app - POIs - Potential tour (edible city) 	<ul style="list-style-type: none"> - Service integration
Blinden- und Sehbehindertenverband (Association of the blind and visually impaired)	<ul style="list-style-type: none"> - Meeting - Workshop - Commission of workshops 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Tour - POIs - Incentives - Communication of project - Awareness-raising 	<ul style="list-style-type: none"> - Incentives
MD01 information centre	<ul style="list-style-type: none"> - Meetings - Workshops 	<ul style="list-style-type: none"> - Phone calls 	<ul style="list-style-type: none"> - Communication activities (print and online marketing) - Event organization 	<ul style="list-style-type: none"> - Incentives (support)

			- Dissemination of project in the city	
Radsport Wagner	- Meeting	- Meeting	- Incentives for bike spring - Communication of app	- Planned incentives for bike spring
Wassergeister	- Meeting	- Phone calls	- Tour	

In the phone calls, meetings and workshops, the consortium aimed to encourage all partners to develop content, preferably their own tour and challenge. All stakeholders interested in the tour development were given a concise explanation of the activities' requirements and were subsequently provided with the relevant templates (see Figure 2. and Figure 3.). The templates were filled out by the stakeholders and returned to the project partners. The templates were directly integrated into the app by the project partner Polycular.

2.1.2.2 Partner challenges

Following the first stakeholder meetings early in 2020 and the more in-depth content planning (due to the postponed launch of the app), the project consortium concluded that partners should instead focus their engagement on the development of tours than challenges. Initially, six challenges were planned to accompany the tours of the stakeholders below:

- Fräulein Flora
- Passathon (klimaaktiv)
- Salzburg Radelt (Land SBG bike coordination)
- Abfallservice (waste management services)
- Blindenverband – Tag des weißen Stocks (
- Apropos – Armut in Salzburg

The prioritization of the tours aimed to decrease the complexity for users, in particular during the lockdown-related curfews.

Therefore, no partner challenge was implemented for the app.

2.1.2.3 Partner tours

The partner tours were one of the main outputs of the stakeholder engagement activities. Incorporating external partners into the app increases the reach – as these partners distribute the app within their networks – and provides a broader view of the engagement topic in the city of Salzburg. Overall, a total of five external tours were developed for the app. The content of the tours was discussed with the stakeholders in the clinics, but they were free to select each location based on their knowledge and liking. The main requirement for the selection was that the location (and the overall tour) needs to be based on one of the three focus topics. Partner tours were usually featured for two months and correlated with the topic of the month. The development process was improved through the provision of the tour templates to the interested stakeholders. The three tours that were/are available on the app

(up until the finalization of this deliverable) are included in **Annex III Del 6.3,4,5 SimpliCITY – Tour templates**.

Table 6. lists all partner tours included in the Stadtmacherei App. Two tours are still under development and will be launched towards the end of the project in June 2021.

Table 6. Overview of planned Stadtmacherei tours until the end of the project period (June 2021)

Name	Duration	Locations	Aim	Status
Passathon	1 month	7	Partner tour to promote klimaaktiv buildings	Completed / closed
Fräulein Flora Tour	6 months	8	Partner tour promoting a multitude of sustainable businesses	Live
Konsumkritische Tour – Fleischgeschichten (Thinking about consumption tours – Meat stories)	6 months	19	Partner tour promoting sustainable consumption and raising awareness for meat related climate issues	Live
Fräulein Flora Tour II	6 months		Update of existing tour with new locations and information	Under development – launch in June 2021
Nachhaltigkeitstour Bewohnerservice Salzburg Süd (Sustainability Tour – Residents' services Salzburg South)	6 months		Partner tour. Presentation of local sustainability projects.	Under development – launch in June 2021
Tour des weißen Stocks (Tour of the white cane)	2 months		Partner tour Blindenverband Awareness-raising for topic	Acquisition completed and agreement for the development of a tour available. Due to the pandemic, the tour was not implemented.
Armut in Salzburg (Poverty in the city)	2 months		Partner tour Apropos Awareness-raising for topic	
Abfallmanagement Tour (Waste management tour)	2 months		Partner tour waste management department of the city of Salzburg Awareness-raising for topic	
Trinkbrunnen Tour (Drinking fountain tour)	2 months		Partner tour drinking fountain initiative Awareness-raising for topic	
Essbare Stadt / Urban gardening (Edible city)	2 months		Partner tour Plattform Awareness-raising for topic	
<i>Tour of the Economic Chamber in Salzburg</i>	<i>1 month</i>		<i>Partner tour Promote local shopping around Christmas time.</i>	<i>Brainstormed by consortium but not implemented</i>

2.1.3 Website content

The content for the website is directly correlated and synchronized with the content developed for the app and was synchronized between the two mediums. Compared to the app, the website features a blog section (<https://stadtmacherei-salzburg.at/news>), which showcases all news distributed through the app.

2.2 Pop-up activities and workshops

In general, pop-up activities were primarily planned around the events organized by the city of Salzburg and additional, explicitly selected events (see Table 3. in Deliverable 5.5). The cargo bike should have been used as a pop-up stand. However, all outlined events in 2020 were cancelled far in advance. Due to these cancellations, the project partner SIR increased its efforts and organized the cooperation with the “Bio-Fest” on the 17th of October 2020 (by Bio Austria) and the bike culture festival in November 2020. Unfortunately, the Bio-Fest was cancelled shortly after (<https://www.bio-austria.at/a/bauern/absage-salzburger-biofest-2020/>), and the bike culture festival was first postponed to the 28th of May 2021 and subsequently also cancelled.

2.2.1 School workshops

The school workshops were initially planned as one individual event in addition to the pop-up activities, featuring the cargo bike as a pop-up stand. However, due to the event cancellations in 2020, it was decided to increase the number of school workshops, involve different age groups, and place more value on diverse social backgrounds.

Project partner SIR commissioned the uml salzburg (<https://www.uml-salzburg.at/>) to plan and execute the workshops. Originally, the uml was intended to support multiple pop-up activities.

The objective of the workshops was, on the one hand, to raise children’s and young adults’ awareness of the topic of sustainability and conscious living in the city. On the other hand, the workshops aimed to directly introduce the app to one of the primary target groups and increase the reach. As a non-objective for the workshops, it was defined that the participants were not obliged to instantly install and use the app during the workshop.

The workshops took place on the following dates with the following schools and were all held in MS Teams:

- 12.04.2021 (2 to 4 pm) – HAK 2 (1st group, 15 students)
- 13.04.2021 (2 to 3:45 pm) – HAK 2 (2nd group, 12 students)
- 23.04.2021 (9 to 10:45 am) – WRG Salzburg (22 students)

The agendas for both workshops differed slightly (Figure 4. and Figure 5.), as the WRG workshop focused even more on introducing the app, as the students were, based on their backgrounds, more susceptible to the apps’ topics.

Overall, the results of the school workshops were very satisfactory. The students reacted with high interest to the app and showed had a suitable and open mindset to discuss topics related to future urban cities. The feedback from the students, provided by their teacher, was also positive and many said they were using the app after the workshop. The students may serve as a form of a seismograph that shows possible future attitudes and societal disposition swings. The workshop findings show two directions: On the one hand, there are young people for whom it is challenging to formulate a positive image of the future, and, on the other hand, a group of young people is already intensively engaged in the debate and action regarding sustainability and future life in the city. The three workshops provided a

narrow frame and may not be a representative sample, but directly engaging and interacting with the user groups to gather feedback and opinions can contribute to plan future app content.

The combined memo for all three workshops is included as **Annex VI Del 6.3, 4, 5 SimpliCITY - School workshop documentation.**

Workshop am 12. und 13. April
Regieplanung

14.00 - 14.30	Aktives Ankommen & Kennenlernen	Wir lernen einander in anderen Rollen kennen. Welche Rollen sind in einer Stadt der Zukunft wichtig? Jede Rolle darf nur einmal vorkommen, nenne eine(n) MitschülerIn und seine Rolle die er in der Stadt der Zukunft haben wird. Z.B. Johanna ist die Bürgermeisterin der Stadt, sie schaut darauf, dass es den BürgerInnen der Stadt gut geht, manchmal muss sie auch Entscheidungen treffen die nicht alle toll finden.	
14.30 - 14.50	Einteilung in vier Gruppen (Break out)	Wie wollen Menschen, die heute jung sind, in 20 Jahren leben?	Padlet 1
14.50 - 15.00	Pause		
15.00 - 15.40	Alle arbeiten gleichzeitig	Wie würdest du die Stadt der Zukunft planen?	Padlet 2
15.40 - 15.55		Gemeinsame Ergebnissichtung	
16.00		Abschluss	Projekthomepage

Figure 4. Workshop agenda HAK, 12th and 13th of April 2021

Workshop am 23. April 2021, 8.55 - 10.45 Uhr
Regieplanung

8.55 - 9.30	Aktives Ankommen & Kennenlernen Alle	TN: ca. 22 SchülerInnen (Alter 11 Jahre) Jede/r SchülerIn sucht sich spontan einen Gegenstand im Zimmer (1 Minute Zeit), dieser Gegenstand zeigt - symbolisch in irgendeiner Weise - was als lebenswert in einer Stadt erachtet wird. Z.B. Ein Buch -> ruhige Plätze zum Lesen oder öffentliche Bibliotheken.	
9.30 - 9.40 (10 min)	Alle	Vorstellung App die Stadtmacherei: https://stadtmacherei-salzburg.at/	https://stadtmacherei-salzburg.at/
9.40 - 9.50 (10 min)	Mentimeter Alle	Was findest du heute am Leben in deiner Stadt besonders gut? (3 Begriffe)	Voting-Link: https://www.menti.com/rfg1nfi1gc Präsentations-Link
9.50 - 10.20 (30 min)	Einteilung in vier Gruppen (Break out) ca. 5 Schüler in einer Gruppe	Davon würde ich mir in meiner Stadt mehr / weniger wünschen.	Padlet https://padlet.com/marlenesuntinger/xkgec7r7x66wznrh
10.20 - 10.40	Alle	Ergebnispräsentation und gemeinsames Überlegen „Das kann ich morgen konkret tun“	Padlet siehe oben
Bis 10.45	Alle	Abschluss	

Figure 5. Workshop agenda WRG Salzburg, 23rd of April 2021

2.3 Stadtmacherei incentivization

2.3.1 Badge system

The completion of a challenge was often rewarded with a specific badge. A badge is a small token of appreciation that can be collected but not traded or exchanged. The badge system was developed in cooperation with Polycular and Salzburg Research and resulted in the development of a badge overview (attached as **Annex VII Del 6.3, 4, 5 SimpliCITY - Badge overview**).

2.3.2 Incentives / Lottery

In addition to the badges, physical incentives and a respective lottery were developed to motivate users to participate in challenges. To remain true to the apps' values, the awarded prizes needed to be of high quality and not traditional giveaways. Hence, the sustainability aspect was the essential core of the incentivization system. The project partner SIR drew up a list of appropriate incentives and their associated probability and necessary next steps for acquisition (Figure 6). The list primarily included city-owned or local services. In addition to physical prizes (e.g., tickets to museums, etc.), the list also entailed (unique) experiences and offers that cannot be purchased (e.g. SimpliCITY trees with a winner's plaque, guided tours through lighthouse projects, organization of district events). Since the city of Salzburg did not fulfill its planned role as owner, the willingness of city-owned services to provide the project with incentives decreased noticeably.

Incentive	Potential Umsetzung	Nächste Schritte
SimpliCITY Bäume	Hoch	Bekanntgabe Zeitigkeit, Vergabe
Stadtteilcafé + Gamification	Mittel	Organisation durch SC
Radreparatur	Hoch	Kontakt mit Buchner und Gschaider-Grossinger
Radwaschen	Hoch	Kontakt mit Buchner und Gschaider-Grossinger
ÖV Tickets (1 Jahr, 6 Monate, 1 Monat)	Hoch	Abstimmung Frommer
Diverse Gutscheine	Hoch	Abstimmung Allendorfer
Makespace Mitgliedschaft	Hoch	
Tour Mirabell / Paracelsusbad / Sporthalle	Hoch	Organisation durch SC
Radbox für ein Jahr	Hoch	Kontakt mit Buchner
Zugang Radgarage für ein Jahr	Hoch	Kontakt mit Buchner
Eintritt Paracelsusbad	Hoch	Abstimmung Bernd Brugger
Smart City Veranstaltung Spielzeugmuseum	Mittel	2 Eintritte – Abstimmung Ulbig
E-Bike gewinnen	Gering	Bei Allendorfer nachfragen
Gemüsebox für ein Jahr	Mittel	
Gratis Lastenradverleih für 1 Tag	Hoch	Kontakt mit Buchner
Eintritt Freibäder	Hoch	Abstimmung mit Franz / SIR
Eintritt Tiergarten	Hoch	Abstimmung mit Franz / SIR
Eintritt Haus der Natur	Hoch	Abstimmung mit Franz / SIR
Eintritt Hellbrunn	Hoch	Abstimmung mit Franz / SIR
Gutscheine Untersbergbahn	Hoch	Abstimmung mit Franz / SIR
Give aways Stadt Salzburg	Hoch	Abstimmung mit Franz / SIR

Figure 6. List of incentives (city-owned and local service providers)

Following the app's suspension from October to December 2020 due to the change of ownership, the number of challenges was significantly reduced, leading to a decrease in the number of prizes necessary for incentivization. The only challenges that required incentivization were the fall ("Herbst Roas") and spring ("Frühlings Roas") challenge. For this purpose, a lottery system was developed that allowed any user to sign up for the raffle who reached a certain amount of heartbeats during the challenge.

Four winners were drawn from the numerous registrations for the "Fall Roas" (fall challenge) in April 2021.

These winners received:

- two vouchers for bike repairs from the service provider carlavelorep,
- two entries to the municipal indoor swimming pool,
- two rides on the Untersbergbahn

- vouchers for a "breakfast in the dark" from the local association of the blind and visually impaired
- two heartbeat bags

The prizes were nicely packaged and sent to the winners by mail with a handwritten note (Figure 7).



Figure 7. Prizes of the "Herbst Roas"; handwritten note; packaging

2.4 Timeline of pilot demonstration

As illustrated in the previous sections, there is a vast discrepancy between the planned and the implemented timeline. Figures xx and xx clearly show this difference. These discrepancies are particularly noticeable in the shortening of the pilot phases, the reduction of challenges and tours, the temporal suspension of POIs, and the lack of pop-up activities. Both timelines plans are attached as **Annex VIII Del 6.3, 4, 5 SimpliCITY - Pilot plan**.

		PILOT PHASE I					PILOT PHASE II					End of project	
Thema des Monats		09.2020	10.2020	11.2020	12.2020	01.2021	02.2021	03.2021	04.2021	05.2021	06.2021	07.2021	
		Silent release	Erdeckung/ Radfahren	Radfahren	Fleisch / Konsum	Abfall / Konsum	Armut in Salzburg	Monat der Nachbarschaft	Radfahren	Radfahren	Radfahren	Wasser / Konsum	Urban gardening / Konsum
Challenges	Laufend	Salzburg's nachhaltige Herzschläge											
	Jahreszeiten Roas	Herbst Roas - Sei kreativ, finde neue Wege der Nachhaltigkeit						Frühlinge-Roas: Sei kreativ, finde neue Wege der Nachhaltigkeit				Sommer-Roas: Sei kreativ, finde neue Wege der Nachhaltigkeit	
	Stadtteile	Entdecke alle Salzburger Stadtteile		Entdecke die angesagten Stadtteile			Entdecke die angesagten Stadtteile		Entdecke die angesagten Stadtteile		Entdecke die angesagten Stadtteile		Entdecke die
	Radfahrer			Partner Challenge Frühlein Flora	Partner Challenge	Partner Challenge	Partner Challenge Blindenverband	Partner Challenge Apropos - Armut in Salzburg	Partner Challenge Frühlein Flora - Nachbarschaft und	Partner Challenge Land	VORSCHLAG: Partner	Challenge Urban	
Monats-spezifisch		Passathon	Besuche vier Rad-Orte der Woche	Partner Challenge Abfallservice	Besuche fünf Konsum-Orte der Woche		Besuche vier Engagement-Orte der Woche		Besuche alle Radservice-Stationen (bzw. Entdeckungstour)			Finde flüssiges Gold (Trinkbrunnen Challenge)	
		Salzburg Radelt 2020		Social Media Challenge (poste Foto mit nachhaltiger Verpackung)									
Touren	Laufend	Touren durch die StadtmacherInnen											
	Partner Touren	Smart City Tour	Entdeckungen in der Stadt Salzburg	Wirtschaftskammer Tour	Lokal Einkaufen vor Webshops	Blind in Salzburg							
	StadtmacherInnen Touren	Pioniere Tour		Fleischgeschichten		Armut in Salzburg		Radführung Tour				Trinkbrunnen Tour	
	Stadtteil Touren	Algen & Pörsch Mäglein, Müllin		Griggi & Schallmoos Lehmig		Ilzing & Elisabeth-Vorstadt Norimal, Gneis, Morzg		Lehen & Taxham Salzburg Süd & Heilbrunn		Längwied, Kasern Altsiedl, Andriawerter		Leopoldskroner Mees & Redenkung	
POIs	Woche 1	Radler-ZiHstelle am Giselakai	Carfaeleop	Carla Lehen	Abfallort	Fräulein Flora POI	Apropos POI	Verkehrsparcours im Stützpark	Robert Jungk Bistisches für Zukunftsfagen	Büchertankstelle	FoodCoop Bonaudetta	Naschträge	
	Woche 2	Rad-Set-Service-Stationen	Salzburger Radgarage am Bahnhof	soma	Abfallort	Fräulein Flora POI	Apropos POI	FoodCoop Salzkönd	Biopelchwäsche	Geh- und Radweg im Kurgarten	Naschträge	Naschträge	
	Woche 3	Diri-Jump Strecke Schallmoos	Verkehrsparcours im Stützpark	Haus Franziskus	Abfallort	Fräulein Flora POI	Apropos POI	Radbrücke am Premium-Radweg	Salzburger Radgarage am Bahnhof	s'Gartenacker - Stadt Oase Taxham	Naschträge	Naschträge	
	Woche 4	Radboxen	Radkarte / Mirabell	Suspended Coffee	Abfallort	Fräulein Flora POI	Apropos POI	Fair-Teiler "GesWi"	FairApples	Repair Café	Naschträge	Naschträge	
	Woche 5												
News releases	Laufend	Laufende Disseminationsaktivitäten											
Events und Pop-up activities	Laufend	Stadttouren											
	Monats-spezifisch	Walking concerts	Raddialog	Cargobike Schranne		Cargobike Schranne		Cargobike Schranne	Radkultur Festival		Cargobike Schranne		

Figure 8. Planned pilot demonstration plan

		PILOT PHASE I					PILOT PHASE II					End of project	
Thema des Monats		Silent release	09.2020	10.2020	11.2020	12.2020	01.2021	02.2021	3.2021	4.2021	5.2021	6.2021	7.2021
		Silent Release	Erdeckung	Radfahren	Fleisch / Konsum	Abfall / Konsum	Armut in Salzburg	Monat der	Radfahren	Radfahren	Radfahren	Wasser / Konsum	Urban gardening /
Challenges	Laufend	Salzburg's nach-	Salzburg's nach-			Salzburg's nachhaltige							
	Jahreszeiten Roas	Starte in die Stadtmacherei	Herbst-Roas			Starte in die Stadtmacherei					Frühlings-Roas		
	Stadtteile	Entdecke die Salzburger Stadtteile											
	Radfahren	Entdecke die angepassten Stadtkarte											
	Monats-spezifisch	Besuche vier Rad-Orte der Woche Salzburg Radelt 2020											Besuche vier Orte der Woche
Touren	Laufend	Touren durch die Stadtmacherei				Touren durch die							
	Partner Touren	Smart City Tour				Smart City Tour							
	Partner Touren	Frühelein Flora				Frühelein Flora							
	Partner Touren	Passathon											
	Partner Touren					Fleischgeschichten							
	Partner Touren											Frühelein Flora II	
	Partner Touren												Bewohnerservice
Stadtteil Touren	Alpen & Pansch												
POs	Woche 1	Radler-Zählstelle am Giselakal	Caféveloep					Verkehrsparcours im Stützpark	Robert Jungk	Büchertankstelle	FoodCoop Bonaudelta		
	Woche 2	Rad-Seat-Service-Stationen						FoodCoop Salzkomöd	Bioteppichwäsche	Geh- und Radweg im Karjagen	Naschträge		
	Woche 3	Dir-Jump Strecke Schallmos						Radbrücke am Premium-Radweg	Salzburger Radgarage am Bahnhof	s'Gartenwerkel - Stadt Oase Taxham	Naschträge		
	Woche 4	Radboxen						Fair-Teller "GesWi"	FairApples	Repair Café	Naschträge		
	Woche 5												
News releases	Stadtmacherei Website	Newsletter Salzburg				Apropos Magazin			Salzburger Nachrichten				Socially-telling video
	Social media campaign	Weekend-Magazin											
		Newsletter Salzburg											
		Mozart Video											
Events und Pop-up activities										Schulworkshop 1			
										Schulworkshop 2			
										Schulworkshop 3			

Figure 9. Implemented pilot demonstration plan

3 Pilot Activities in City of Uppsala

3.1 Transfer of concept

The major achievement in the second project year was the launch of the SimpliCITY-prototype platform and mobile application and the transfer of this concept to the needs of the cooperation partner City of Uppsala. The conceptual design and functionalities for incentivisation and nudging of the German prototype platform has been transferred to the local Swedish App, called "Cykla med Pelle app" with the help of a local Swedish cooperating IT-company, called Sisyfos Digital AB (see Swedish subcontractors). The Pelle app took over the gamification approach (reward system; awareness tours). It is created as a treasure hunt with 6-8 stations in different areas of Uppsala. An easy guide to go to places with no longer distances than 1-2 km depending on area. An easy quiz starts the station and then attendees will look for clues to create a word on each station. The stations are placed in such area to explore your surroundings, a playground or some important sustainable city service to inform users and to find new areas for recreation.

This will be extended to several treasure hunts after Covid-19 restrictions are eased. All local tracks will have smart city service as at least one station. There will be a total of 10 services, but could easily be added during the course of time. One example of the city service displayed is that are in one track is the new cycle-garage, where information about the service is both in the track-start but also on the station. When solving the quiz and treasure hunt, users will get an incentive of free parking if downloading the app, with link in the game.

The different courses will also have a special theme, where the SimpliCITY project main topics are used. Bike mobility will be the host "Pelle" and here will all the city services regarding these subjects be found. Other characters will highlight local consumption and social inclusion in the same manner. The screenshot below illustrates the characters and

map for finding the services. More details about the applications in D8.4 Final report, section 3: Pilot platforms.

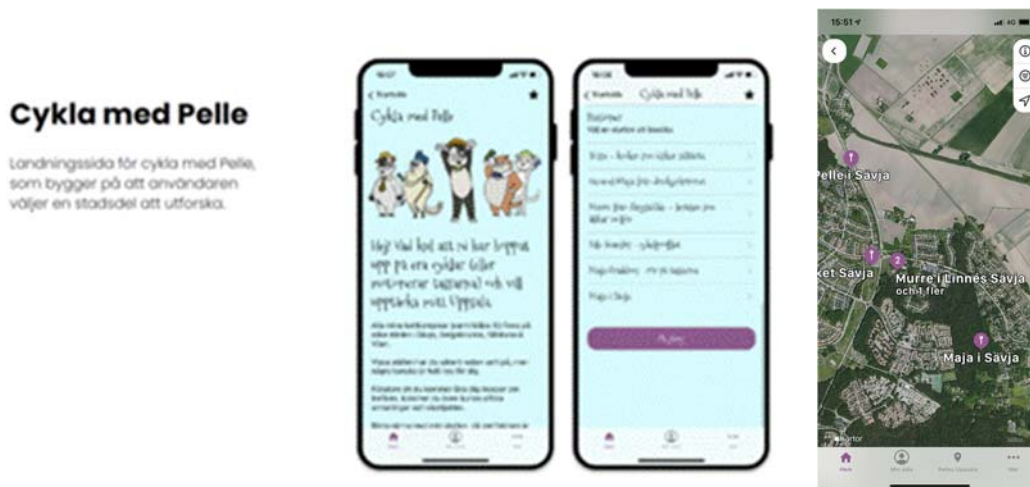


Figure 2: Prototype concept with gamification elements in Swedish (status June 2021)

3.2 Pilot Design and testing “Pele app” with family focus groups: Tests with families (124 persons)

The main work with testing the app-prototype was done with subcontractors, esp. with the eventcompany Sprocket Event and the app-developer Sisyfos. Work was intensified in the last project year after it became clear how the city of Uppsala can respond to the uncertainties with the Covid-Pandemic. The Pelle app has been designed as to be used by families as specific target group of being interested in using sustainable services. The app addresses, esp. children between 4-8 years, but both younger and older children can take part. Adults need to join (GDPR-regulations).

Firstly, in Uppsala a small pre-testing focus group of six families were recruited for testing the pilot app in one part of the city. The main object was “make it easy” and use the natural surroundings as a fun area for children and to explore sustainability points of interests and/ or services with a playful mind. Stations were placed no longer than 1 km of distance between them. In December 2020 the design workshop with app producers, event company and city council on framework for app took place. Based on the concept and first experiences from Salzburg partners and with discussion on including city services with city council, the planning and programming for app started. Sprocket event set up digital stations and tested different tracks. In March 2021 six test-families attended and went on a guided tour with Sprocket Event. All documented and survey was done after the first test.

Secondly, in April 2021 an upgraded version and added information regarding city services was developed with other stations placed at bike repair station and cycle pump station. Two guided tours were done with test families and feedback included. Thirdly, then in May 2021 the first pre- test of app for the families without guides could take place. Six families could also invite other families and a total of 23 families tested the course in Sävja. The test-groups got both analog and digital tools to test the area and reported back to Sprocket Event. In June 2021 a new design and version 19 is currently under work and are in the efforts of

organising workshops and focus-groups. The app was set so a user account was created and this could help us track how many people did the course and km travelled. A total of 124 persons between the age of 1 and 75 have tested the app. More than 50 % of the users have been children. Due to Covid-restrictions the work has been delayed, but the beta-version is getting closer to be fully operational so new city areas can easily be created and special events within the app. Planned release and further testing to the public will be September 2021.

Due to COVID-10 pandemic many of the activities are still ongoing and experienced shared beyond project end.

4 Annex

- Annex I Del 6.3, 4, 5 SimpliCITY - Content plan
- Annex II Del 6.3, 4, 5 SimpliCITY - Challenge templates
- Annex III Del 6.3, 4, 5 SimpliCITY - Tour templates
- Annex IV Del 6.3, 4, 5 SimpliCITY - POI templates
- Annex V Del 6.3, 4, 5 SimpliCITY - Notification templates
- Annex VI Del 6.3, 4, 5 SimpliCITY - School workshop documentation
- Annex VII Del 6.3, 4, 5 SimpliCITY - Badge overview
- Annex VIII Del 6.3, 4, 5 SimpliCITY - Pilot plan

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