

CASE STUDY

Launching a Sustainable Commuting Program on Campus in Just 3 Weeks

INTRODUCTION

Universities are constantly innovating and exploring ways to become more sustainable. Here at KINTO Join, we're proud to partner with institutions that share this vision. This case study focuses on one of our newest success stories – a forward-thinking university (we'll respect their request to remain anonymous for now) that recently embarked on sustainable commuting initiatives.

THE CHALLENGE

The University was committed to offering sustainable commuting options for staff and students, prioritizing user convenience and environmental impact. Their initial focus wasn't just measuring emissions, but on creating convenient and eco-friendly commuting options to address:

- Reducing traffic congestion around campus
- Decreasing overall emissions
- Optimizing parking usage
- Leading the way in sustainability and engaging their community

Their primary challenge? Encouraging participation.

How could they get enough people to adopt new habits?

WHY START WITH COMMUTING?

- **Affects everyone:** Commuting is a universal experience, making it relatable and impactful.
- **Reduces emissions significantly:** Traffic contributes heavily to a university's carbon footprint
- **Addresses parking concerns:** Encouraging alternatives can ease parking pressure.

THE SOLUTION

1. Collaborative Planning:

We began by discussing their goals and key challenges. The biggest hurdle identified was user engagement and achieving high adoption rates.

2. Tailored Incentives:

We worked together to identify motivating factors. The University opted for rewards:

- **Staff:** Dedicated parking spots for carpoolers. Our verification technology ensures real-time allocation based on verified carpool journeys.
- **Students:** Extracurricular points for carpooling, walking, or cycling.

To deliver targeted communication, we created two separate communities: one for staff and another for students. This allowed for customized messages based on each group's needs.

3. Resourceful Implementation:

Recognizing their limited resources dedicated to the initiative, we offered to manage the communities. This allowed them to focus on core functions while we drove user adoption and environmental impact.

4. Launching Success

We organized separate launch events for staff and students, providing support with invitations, marketing materials, presentations, and user onboarding. **We onboarded 204 people during the launch events and verified several green journeys on the very same day!**

5. Ongoing Support

We continue to support their program by:

- Distributing engagement materials
- Tracking the most effective rewards and actions
- Directly engaging with app users

This ensures sustained program growth and user activation.

KEY ACHIEVEMENTS

Our expertise enabled them to **set up the program in just 3 weeks**, resulting in:

- **291** people joining the program
- **542** verified journeys
- **56** kg CO2 emissions saved

We're witnessing these results constantly increasing on a daily level, fueled by the program's gamification elements and positive word-of-mouth within the university communities.

CONCLUSION

Universities are leading the way in sustainable commuting. In just three weeks, you too can create a thriving, eco-friendly program on your campus!

Want to be the next success story?

[Let's Talk](#)