

1) What is the role of the local challenge organizers (LCO) in the conduction of S-b project?

The LCO (municipalities, ONGs, etc.) will have to perform 4 actions for participating in the S-b project:

- a. **Apply for participation in S-b as a "Local Challenge Organizer"** by sending an email to eu-socialbiking@ec.europa.eu . JRC will then provide LCO with administrative rights and access in JRC web system (in order for the LCO to monitor the project by controlling who is participating, sending messages through the app to the bikers, and in general using the app for coordinating locally the challenge). For instance, for Valencia the "Valencia S-b Challenge" will be organized by "Valencia S-b LCO" who will be given the administrative rights to coordinate the challenge locally. Note that JRC will have the full responsibility for running the app correctly while the role of the LCO will be to support locally the JRC.
- b. **Organize a local advertisement campaign for S-b** (by publishing relevant material in their "local" website or by distributing advertising material) and provide information if necessary (e.g. through the EMW info points). Note that instructions for participating and the general information of the project will be provided to the participants by the Social Biking website and BikePrints mob app. Again, the role of the local Challenge Coordinator will be to support the project locally.
- c. **Purchase the rewards for the local winners and coordinate how to award them** during the conduction of S-b. Each LCO will decide about the rewards of the winners, but in principle the "prizes" should be 30 small prizes (bike/sport equipment or even some symbolic stickers) which will be given at the end of each stage (10 in each stage) after a lottery draw (bikers with more points have higher probability to win). Local coordinators can **optionally** organize 7 bigger prizes (as we did in Berlin Challenge) which will be given to the best S-bikers (1 for the best individual, 2 for the best pair and 4 for the best group). LCO's should inform JRC well in advance (by mid-July) about the prize-list and provide the corresponding images so JRC can publish them in the S-b website. The LCO will be responsible to distribute the prizes at the end of each stage (or altogether at the end of the challenge) and can optionally organize a farewell event for awarding the 7 big local prizes (optional).
- d. **Make adjustments in the final texts (translations)**. Final instructions to S-bikers will be already translated (by EC translators) in most of the European languages. However, minimum adjustments (local organizers names, dates, places to pick up the rewards, etc.) will be needed just before the beginning of the S-b project. The local organizer should be ready to make these adjustments –translations.

Once these 4 actions are taken from the LCO, we (JRC) will "publish" for instance the Valencia S-b Challenge in the Social biking website (and in the BikePrints app) so Valencian S-bikers can start registering for participating in the Valencia S-b Challenge.

2) Are there any other Prizes, apart from the local prizes for the bikers?

Yes, the Joint Research Centre and DG-MOVE will organize and award the following prizes:

- A) 7 bicycles to the best bikers as follows:
 - a. 1 bike to the biker who will record the most kilometres during the whole project (3 weeks)
 - b. 2 bikes for the pair who will obtain the most "social bonus points" by biking together in the Pair Stage of the Challenge (1 week)
 - c. 4 bikes to the group members who will obtain the most "social bonus points" by biking together in the Group Stage of the Challenge (1 week)

NOTE that these prizes will be awarded **at European level** and not at a local level (i.e. 7 prizes for all Europe and NOT 7 prizes for each local challenge).

- B)** An award to the LCO whose bikers will manage to obtain the maximum number of social-bonus points per capita (i.e. total social bonus points gathered by all registered participants divided by the number of registered participants) during the pair and group stages. A representative of the winning LCO will be awarded during the EMW and SUMP awarding ceremony in Brussels.

3) What are the important dates?

- A) 15 July 2018: This is the deadline for LCO to apply for getting the admin rights and access to system. For the application LCO should send an email to the eu-socialbiking@ec.europa.eu providing the list of local prizes (with the corresponded photos and estimated prizes) and a description of the advertising plan.
- B) 1 September 2018: Communication of the list of LCO who were approved to organize the local Challenge and incorporation of the local challenges in the website and app.
- C) 1-16 September 2018: Organization of the local advertising campaigns by the LCO's and official registration phase for the bikers (in the local challenge).
- D) 14 September 2018: official launching day of European Mobility Week and Social biking Challenge.
- E) 16 September 2018: First day of stage 1 (bikers kilometres will start counting) of Social biking challenges.
- F) 23 September 2018: First day of stage 2 of Social biking challenges.
- G) 30 September 2018: First day of stage 3 of Social biking challenges.
- H) 06 October 2018: End of the Social biking challenges.

4) How many cities can participate from each country? Is there any constraint related to the size of the city?

At the same time we can run the Madrid S-b Challenge, Granada S-b Challenge, etc. The size of the city in principal is not a problem but the local coordinator should assure us that there will be a minimum participation of bikers (e.g. ≥ 100). There is no any restriction regarding the number of the cities per country but we need to know a) the exact number of participating cities and b) have a good estimation of S-bikers per challenge by the mid-July in order to prepare our operating system and make some technical adjustments.

5) What are the final instructions to the user participating in the study?

If you like to have an idea of the complete instructions of the game for the S-bikers you can check our S-b web site or download the BikePrints app and check the instruction tab. These are the instructions used in the 2017 Berlin Challenge and we expect to make some minor adjustments (and also to adjust the prizes lists for each city). You can also use the BikePrints app (select 2018 Challenge) in order to get a first feeling of how the app works. The general idea is: *"the more we bike from the same path the more points we get and the higher the probability to win one of the items. If we go from the same path at the same time (side by side), we triple points and if we go from the same path but at different time, we double points"*.

6) Are the S-b website and BikePrints app available and functioning right now?

You can already access the S-b website (<https://socialbiking.jrc.ec.europa.eu>) and download and use the BikePrints app (select 2018 Challenge) in order to get a first feeling of how the app works. Our technical team is now working on the improvement of the BikePrints app based on the feedback we have received from Berlin Challenge. The BikePrints app will be ready in the end of July, after having received local organizers' information (on participation, prizes lists, etc.).

7) How I can apply for enrolling the EMW cities in the S-b project?

At this stage LCO's or the national coordinators on behalf of their LCO can directly register through eu-socialbiking@ec.europa.eu by providing JRC with the list of local prizes (with the corresponded photos and estimated prizes) and a description of the advertising plan.

8) Can two (or more cities) apply for a common S-b challenge?

In principal yes, but this means that it will be a common prize-list, lottery, results/ feedback and winners list. You can have S-b Challenge Madrid-Valencia but then there should be only one list of winners and the local organizers should find a way to distribute the small prizes to the winners (one cannot know in advance who will be the winners and how many from each city in order to distribute the prizes). For this reason we would suggest that cities which decide to participate together are relatively close, so that winners can easily pick up their prizes. It is very important that the distribution of the prizes should be local.

7) Are there any geographical restrictions for the bikers (where to move and collect points)?

S-bikers can bike everywhere in the world and collect points. However, the distribution of the prizes is local!! This means that bikers should register to their local challenge in order to be able to pick their prizes.