

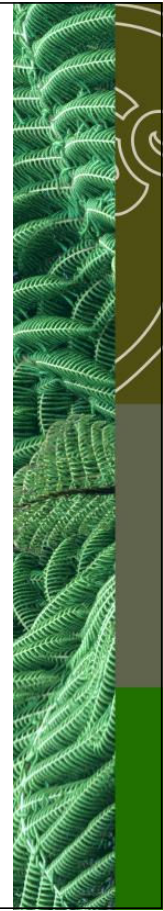


Landcare Research  
Manaaki Whenua

# Beyond the Bike Wise Business Battle

Helen Fitt

12 November 2009



## Overview

- Landcare Research
- Landcare's past engagement with the Bike Battle
- A bit of theory
- Landcare's future engagement with active transport



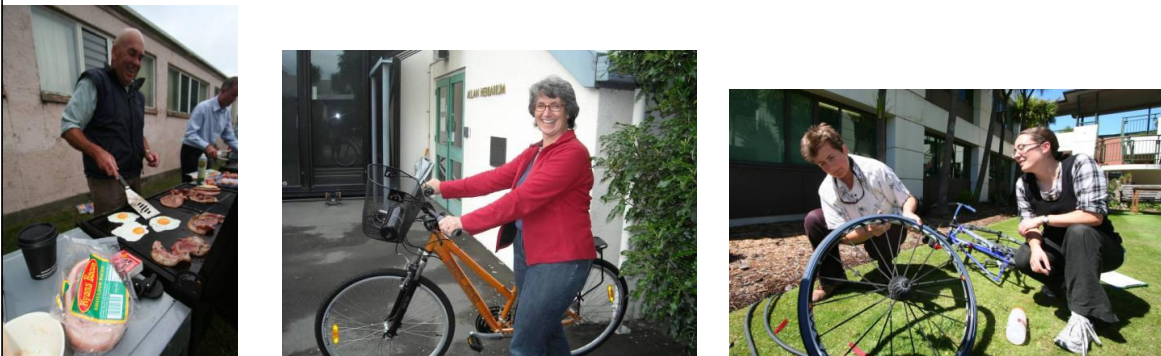
# Landcare Research

- Crown Research Institute (CRI)
- Sustainable development focus
- Up to 530 staff at 10 locations



# Landcare and the Bike Battle

- 40 people in 2003
- 310 people in 2009
- National prize in 2009
- Driven by enthusiasm and trial and error!



# Moving to a more strategic approach

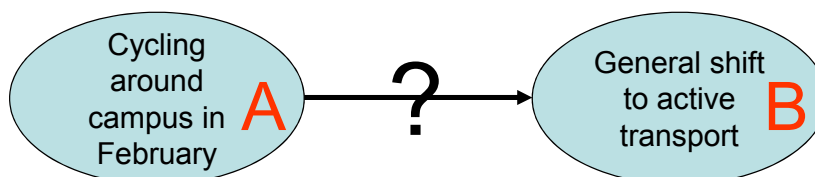
- Why?
  - Returns on effort are slowing
  - A subtle approach to resistance
  - There's more to be done

The Bike Battle has been brilliant!  
But now we want to go further...

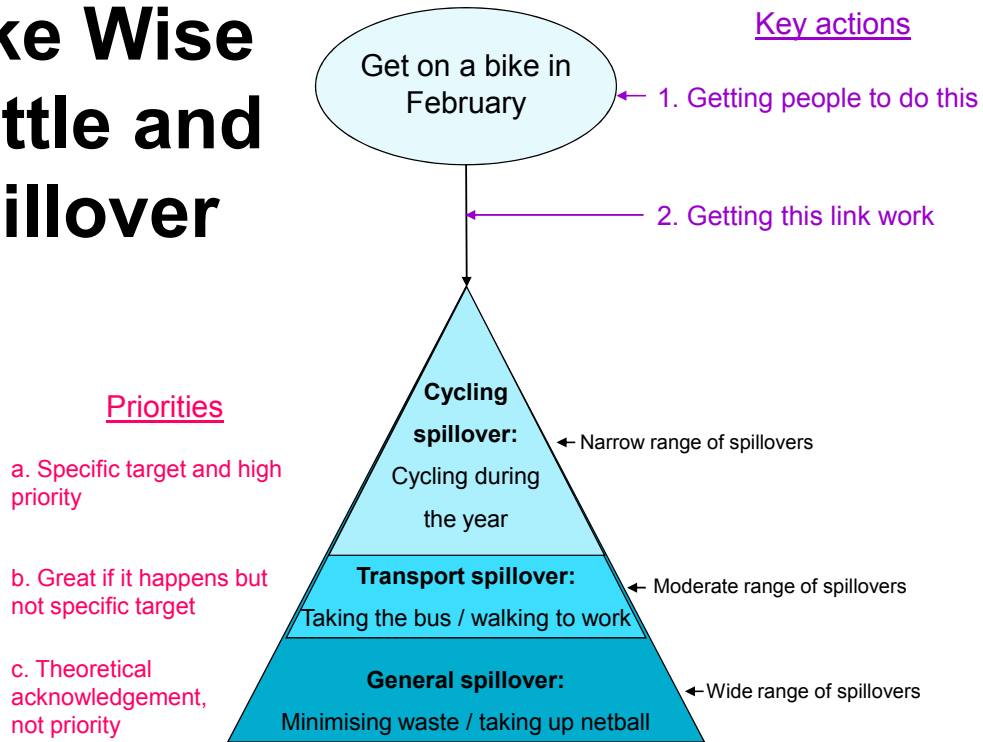


# Spillover

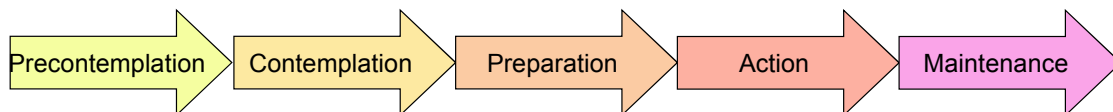
- Term used in several different ways
- Small changes → progressively larger changes
- Without explicit paths to targets may not work.



# Bike Wise Battle and Spillover



## Stages of behaviour change



Adapted from Prochaska & DiClemente, 1982; and Australian National Ride to Work Day evaluations.

# Where to from here?

- Work in progress
- Discussions and brainstorming
- Likely company-wide strategy
- Based on theory
- With series of targeted initiatives
- ...and integrated monitoring