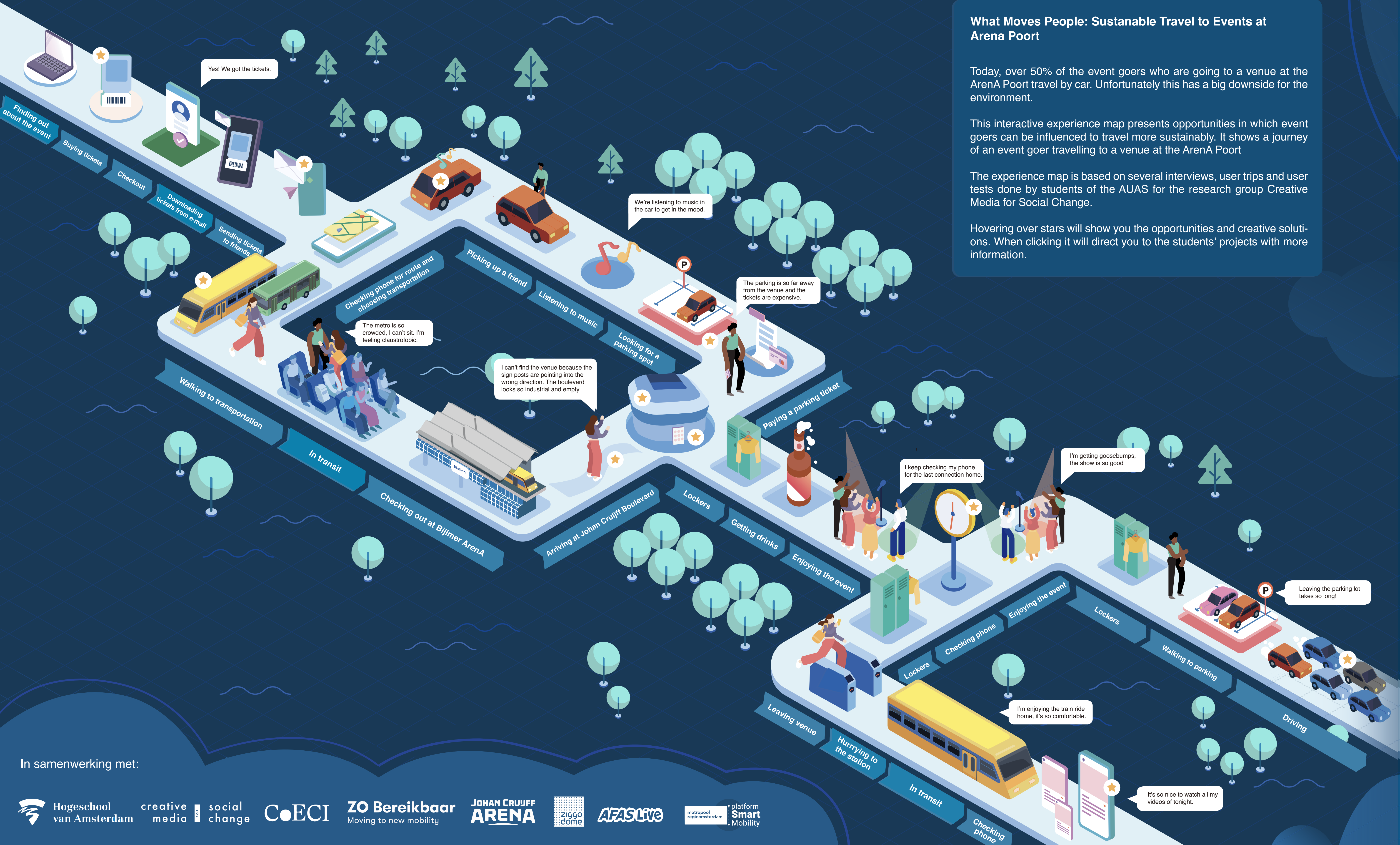


WHAT MOVES PEOPLE

# EXPERIENCE MAP

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What Moves People: Sustainable Travel to Events at Arena Poort

Today, over 50% of the event goers who are going to a venue at the ArenA Poort travel by car. Unfortunately this has a big downside for the environment.

This interactive experience map presents opportunities in which event goers can be influenced to travel more sustainably. It shows a journey of an event goer travelling to a venue at the ArenA Poort

The experience map is based on several interviews, user trips and user tests done by students of the AUAS for the research group Creative Media for Social Change.

Hovering over stars will show you the opportunities and creative solutions. When clicking it will direct you to the students' projects with more information.

In samenwerking met: