

# MatchMyRoute:

Connecting students through active travel

## How MatchMyRoute Works

- 1 Match students in your surrounding area
- 2 Meet up & Walk/ Cycle/Jog to college
- 3 Track your activity with the app
- 4 Earn points for your activity
- 5 Compete with others

## Why it works

- Social Motivation - Fun and competitive
- Goal setting - Points and rewards
- Based on The Social Comparison Theory & Self-Determination Theory (Festinger, 1954; Deci & Ryan, 2000)

## Impact

- Get Physically Active
- Make Friends
- Travel Green
- Boost Wellbeing

## Monthly Travel Challenge

- Track your distance
- Compete against other active travellers
- Climb the Leaderboard
- Win Campus londs/Nubar/Coffee truck/pharmacy voucher
- References: Patel et al., 2016; Sardi et al., 2017; Saunders et al., 2013

**Smarter Travel**  
Student Awards

