



SELF-POWERED GYM EQUIPMENT: ACTIVATING SUSTAINABILITY

OPPORTUNITY

Many hotels and residential buildings have on-site gyms with a variety of cardio equipment installed. Self-powered cardio equipment, which does not require electricity, is a readily available option. Self-powered equipment is more sustainable because the exercise itself powers the equipment's screen and can also power a built-in usb port in certain models. In this way, someone can charge their phone or tablet by exercising, thus saving electricity. In addition to energy savings, self-powered equipment may increase the awareness of the gym users about sustainability, especially if information is provided to explain the environmental advantages.

RESEARCH QUESTIONS

What is the usage pattern of different types of cardio equipment in a hotel gym?

If guests are informed that self-powered equipment is more sustainable, are they more likely to use this equipment?

What is an effective messaging strategy to increase the use of self-powered gym equipment?

EXPERIMENT

The following new cardio equipment was installed at a hotel in Amsterdam by Sport Access

(www.sportaccess.nl):

- 2 treadmills (powered)
- 2 treadmills (self-powered)
- 1 elliptical (self-powered)

The experiment had four phases of intervention with stickers and informational posters to identify the self-powered equipment and its sustainability benefits. Average daily hours of use of each piece of cardio equipment in the gym was monitored and recorded.

IMPLEMENTATION TIPS

- Guests respond positively to self-powered gym equipment as a sustainability initiative.
- Identify or label self-powered gym equipment to increase use and raise awareness.
- Inform guests about the improved sustainability of self-powered gym equipment via messaging both inside and outside of the gym.

RESULTS & IMPACTS

Economic

- Capital costs and maintenance contracts of self-powered equipment are 40-50% less than those of powered equipment

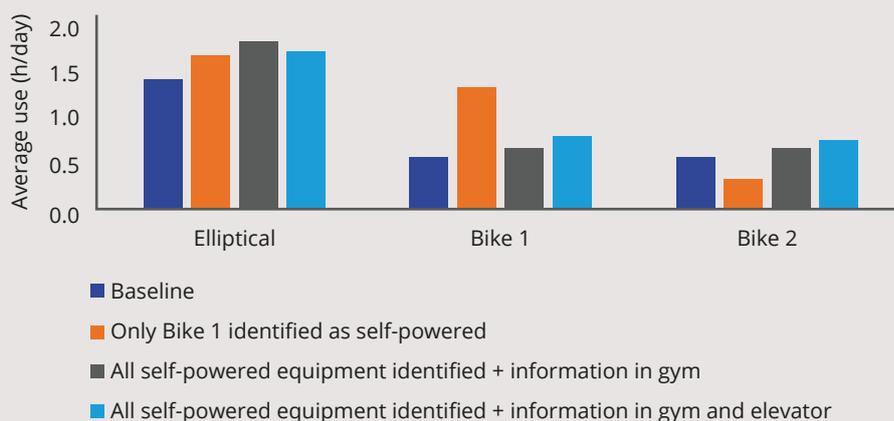
Environmental

- Each self-powered bike at the test gym saves enough energy per year to power a desktop computer for up to 300 hours

Social

- Most to least popular cardio equipment: treadmill, elliptical, bike
- Guests will not switch their preferred cardio machine based on self-powered vs. powered
- For the same type of cardio machine, guests will choose the self-powered option: when one bike was labeled as self-powered, its usage increased significantly (+123%) and usage on non-labeled bike simultaneously decreased (-44%)
- 100% of guests surveyed responded positively to the labeling of the self-powered equipment and thought it was a unique sustainability initiative

USAGE OF SELF-POWERED GYM EQUIPMENT



LIVING LAB PARTNERS

