1. Challenge

How can we obtain information on the behaviour of the Ekoetxea network of environmental centres' customers both during their visits (physical environment) and via online channels (digital environment)?

2. Subsidiary challenges

- How can we find out how customers behave when they visit the Ekoetxea network of environmental centres?
- How can we find out about the online behaviour of customers and how they interact with the Ekoetxea network of environmental centres' digital channels (website and booking management tool)?
- How can we measure the impacts and behavioural changes generated in customers as a result of visiting Ekoetxea environmental centres?
- How can we consolidate and homogenise the data from the 4 environmental centres and use them to develop new activities and services?

3. Possible solutions that can be applied

- Counting visitors and automatically capturing of anonymised data.
- Monitoring traffic flows and pathways (heat maps, sensors, etc.).
- Data capture and behavioural analysis in both physical and digital environments.
- Smart data applied to decision-making in terms of the Ekoetxea network of environmental centres' products and services.
- Analysing the level of implementation of new habits through the logic of challenges (gamification).

4. Context

As a public environmental management company, IHOBE's current strategic plan is aimed at encouraging people to adopt sustainable changes in their behaviour, and the EKOETXEA environmental education centres are key elements in helping IHOBE to get more closely involved with the general public.

IHOBE is firmly committed to strengthening the Ekoetxea network of environmental centres, and has identified the need to find out more about the profiles of the visitors to and "customers" of these centres, with the ultimate aim of being able to adapt a strategy to provide an attractive range of services capable of having a real impact on the habits of visitors.

Currently, the 4 centres that make up the Ekoetxea network (Urdaibai, Meatzaldea, Txingudi and Azpeitia) are managed separately by subcontractors, with each centre being responsible for carrying out the activities scheduled at each of them. As far as collecting information is concerned, at present, the entities that operate each centre manually record information about customers, which is subsequently reported to IHOBE, although the data is not used with a strategic focus on improving their value proposition.

In this context, IHOBE has the ambitious challenge of designing a common, coordinated procedure for collecting data throughout the entire experience of visiting its centres, a procedure that will have to be deployed at each centre. Implementing this procedure involves gathering information from visitors and customers, both in the digital environment (behaviour on the website) and the physical environment (behaviour during visits to the centre), and monitoring the possible impact of visits in terms of behavioural change and acquiring new habits.

5. Objectives

- To gather information about customer behaviour in relation to the Ekoetxea network of environmental centres both in the physical and digital environment.
- To find out about and characterise the profile of customers, their reasons for visiting the centre and the repercussions of their visit on their lifestyle.
- To structure the information gathered by each Ekoetxea environmental centre in a coordinated way in order to extract valuable information.
- To design a personalised service offer for each customer segment based on their needs and preferences.
- To obtain quantifiable evidence of the positive impact of the activity provided by the Ekoetxea network of environmental centres on citizens.