

The Solidary Bicycle: bicycles at reduced prices for the community

2013

 **University**
Rovira i Virgili University (URV), Tarragona

Country
Spain

Location 
Urban

Size 
10,000-20,000

Mobility Organizational Structure 
Environmental Management Unit

Summary

The URV promotes and adheres to a system for the reuse of unused bicycles that enables offering revised bicycles in good condition to the university community.

Aims

- Promote travel by bicycle within the University community by providing fully revised second hand bicycles at very low prices.
- Promote re-use of goods.

Stakeholders

- 'Bicicamp' (Coordinator of organisations and individuals for the promotion of the bicycle in 'Camp de Tarragona').
- The Mn. Frederic Bara i Cortiella Foundation (non-profit foundation whose objective is to assist and aid during childhood, taking in and attending to children who, for different reasons, are faced with economic, social, or special family needs by providing free-time educational activities).

Background

The UAM detected a priority need to control the excessive importance of the private vehicle and the consequences on quality of life and the environment. Two main actions were undertaken to change this situation: the promotion of public transport and the bicycle as a means of transport.

The strategy was as follows:

- Diagnosis of mobility at the university.
- Manage the mobility, this required, among other actions, extending the offer of types of mobility, promoting non-motorised means of transport.
- Promote the use of the private bicycle. This requires providing the user with a reference centre with personalised attention to satisfy their needs regarding their own bicycle.
- Promote environmental educational actions focused on transport by bicycle.
- Promote the concept of sustainable mobility associated with the bicycle as a preferential means of transport in the University, strengthening the internal system for the hire and use of bicycles.
- Involve the university community and society in matters related to sustainable mobility.
- Use a low number of public bicycles by encouraging the use of the private bicycle.

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Description

The URV is involved in 2 of the 3 stages of the project:

- The collection of unused bicycles that owners donate to the project.
- Sale of repaired bicycles to members of the community.

The project is led by Bicicamp (a body promoting use of the bicycle in Camp de Tarragona area) and 'The Mn. Bara de Reus Foundation' whose workshop is used to repair the bicycles as part of a youth training scheme and who acts as the seller of the bicycles (the income contributes to their financing).

The supply of bicycles to URV members is conducted with two well differentiated profiles:

- Students and workers resident in the municipal area who do not have a bicycle or who own an expensive bicycle for leisure activities that do not wish to leave it in the University bicycle racks for security reasons.
- Visiting students and investigators staying no more than 1 year. In these cases, it is recommended that on completion of their stay they donate the bicycle back to the

project.

Campaigns for internal dissemination within the university were carried out by e-mail messages, posters, appearance on the web and informative screens in centres.

The instruments used were the following:

- Part-time dedication by the University Environmental Technician.
- Part-time dedication of Bicicamp members, acting as supervisors in the repair workshop located at the Foundation.
- Cost of spare parts and tools partially met by the University and partially from income from the sale of bicycles.



Indicators

- Number of bicycles collected on the campus.
- Number of bicycles sold to URV members.

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Results

- About 18 bicycles collected per year.
- About 24 bicycles sold per year.

Cost

500€/year (annual contribution to the cost of spare parts and tools).

Financing

Ordinary budget endowment of the URV environment plan.

Findings

The creation of 3 collection points for unused bicycles on the Tarragona and Reus campuses aimed at receiving donations from members of the University and residents from nearby neighbourhoods.

Pictures



Fig 1. Poster for dissemination campaign



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Links

<http://www.urv.cat/ca/vida-campus/universitat-responsable/medi-ambient/>
<http://www.infobicicamp.org/p/bicicleta-solidaria-dona-la-bescanvia.html>
<http://www.fundaciobara.org/la-bicicleta-solidria->



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