


Campaign to Promote Pedestrian Access to the University Campus

2000

 **University**
University of Girona (UdG)
Country
Spain

Location 
Urban and suburban

Size 
10,000-20,000

Mobility Organizational Structure 
Green Office

Summary

The campaign "Walk to the UdG" includes micro-informative campaigns designed to promote the habit of walking based on breaking down barriers and overcoming objections by providing information about its convenience along with its environmental, economic and health benefits and time saving nature etc.

Aims

- Contribute to global and local environmental improvement and the reduction of CO2 emissions.
- Rationalise mobility and every-day commuting and reduce the use of private vehicles.
- Promote the habit of walking to nearby destinations.
- Offer flexibility and comfort to users.
- Contribute to the incorporation of healthy habits and improve the general health of members of the University community.
- Contribute to pacifying cities and discovering the environment.

Stakeholders

- SIGTE (technological support).
- Girona City Council.

Background

Not available.



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Description

The activities carried out were:

- Design and print informative brochures with messages, recommendations and suggested itineraries for accessing the UdG campus on foot.
- Design recommended itineraries between campus and points of interest using the Google maps platform.
- Design of informative web portals and their incorporation in the structure of the University web site.
- Design of healthy itineraries around the University campuses.
- Dissemination actions.
- The tools used were:
- Informative brochures.
- Web portals.
- Technological tools used by the SIGTE (Remote Sensing and Geographic Information Service) of the UdG to design healthy itineraries and the incorporation of information of interest to discover the environment (natural, historical and architectural heritage)



Indicators

- Mobility surveys.
- Obligatory trips on foot made by the university community.



Results

Increase the habit of walking among the university community (8% since 2000).
Reduction of CO2 emissions associated with this change in habits.



Expense

1,000€.



Financing

- In-house resources of the UdG Environmental Awareness Plan.
- Municipal Sustainability Board of Girona City Council.



Findings

The resolution of environmental problems and proposals for environmental improvements should be approached from a wide, cross-sectional perspective and focused on sustainability. The actions (in this case, improvement of mobility habits) should include benefits in various environmental, social and economic areas. For this specific practice, the social aspect has an unwavering support through recommendations made by different international bodies such as the WHO, which stress the need to acquire the habit of walking 30 minutes per day. As a result, it is also included among the activities recommended by the UdG Health Project, an initiative aimed mainly at the age range of the majority of lecturers, investigative, service and administration staff.



ambientalment correcte

recorda que també hi ha ALTRES MANERES D'ARRIBAR als diferents Campus de la UdG: informa't a la web del Pla d'Ambientalització

- en BICICLETA
- en AUTOBÚS
- en TREN
- en COTXE COMPARTIT

Internet: www.inma.udg.es/ambientalitzacio

Amb el suport de:
Pla d'Ambientalització de la UdG / Institut de Medi Ambient / Consell Municipal de la Sostenibilitat

mou-te a peu

Vine a la Universitat caminant

- estalviaràs temps
- faràs salut
- et divertiràs
- ers ajudant a fer una ciutat més amable
- contribuiràs a millorar el medi ambient

anima't a caminar !
CAMINEM PLEGATS CAP A UNA CIUTAT SOSTENIBLE



caminar només té avantatges

- Guanya TEMPS i estalvia DINERS**
és gratis, no hi ha hores punta ni cotxos. No cal aparcar les cotxes.
- Fes SALUT**
sense adonar-te'n fas exercici físic. Capeda a prevenir malalties, el càncer, la diabetis, l'osteoporosis, els efectes de l'excés de colesterol i de la mala alimentació i les funcions intel·lectuals a menys, el pot ajudar a disminuir de fumar. Caminar allarga l'esperança de vida.
- GAUDEX de la ciutat.**
les del teu carrer donen una aventura i molts dels més bonics del teu carrer. descobriràs l'entorn natural com si fossis un nen, les que cada dia veig diferent.
- RELAXAT i SOMRIU**
Caminar és el millor centre d'oci. pots gaudir de la companyia d'un o de molts amics i amigues, pots parlar, a comprar, a fer un cafè o un refresc, a visitar un museu, a conversar, a observar el ritme, paisatges, botigues, pots anar badant, observant, parlant, pensant,...
- Millora el MEDI AMBIENT**
Ajuda a reduir els nivells de contaminació atmosfèrica i de soroll i a aconseguir una ciutat agradable, amable i saludable.
- CAMINA CAP A UNA CIUTAT SOSTENIBLE**

recomanacions

- Camina amb una bona postura.
- Cap i pit ben rectes, abdominals i col·les fermes, espatlles relaxades i braços que es giren a costat i costat del cos.
- No camina amb els braços penjats ni amb les mans al damunt.
- Porta roba còmoda, caminaràs millor.
- Utilitza sabates còmodes, flexibles i de bona qualitat.
- Si portes diferents capes de roba podràs anar-te traient peces si tens calor.
- A l'hora és aconsellable dur goma i ulleres de sol.

advertència

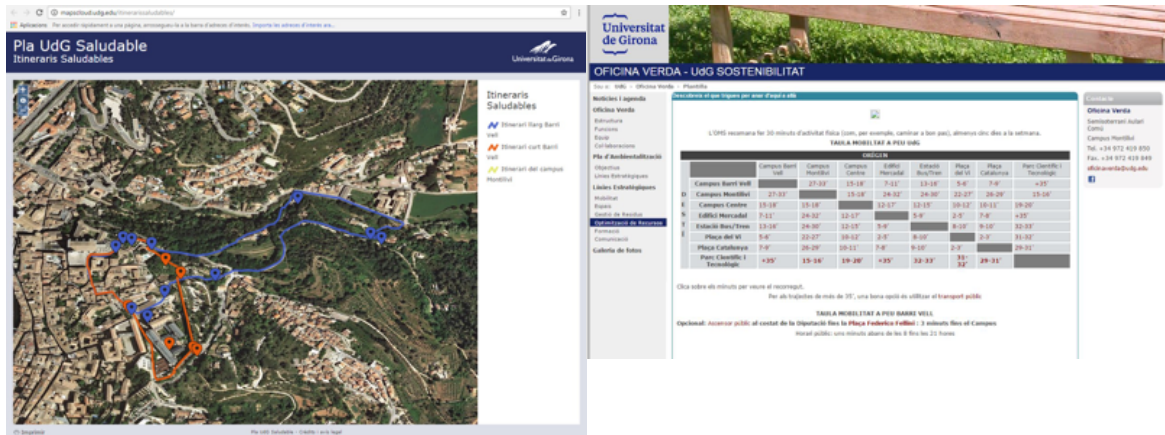
CAMINAR PROVOCA ADDICCIÓ

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Pictures



The screenshot displays a website titled "Pla UdG Saludable Itineraris Saludables" and "OFICINA VERDA - UdG SOSTENIBILITAT". It features a map of the university campus with several itineraries marked in blue and orange. To the right, there is a table titled "TABEL·LA MOBILITAT A PIED BARRE VELL" showing travel times between various locations.

	Campus Barri Vell	Campus Montblat	Campus Centre	Edifici Històric	Edifici de Ciències	Plaça del Mè	Plaça Catalunya	Plaça Claret
Campus Barri Vell	00:00	07:33	15:18	7:11	13:18	5:4	7:8	+25
Campus Montblat	27:33	00:00	15:18	28:32	22:27	28:29	15:54	
Campus Centre	15:18	15:18	00:00	13:27	18:17	18:12	19:26	
Edifici Històric	7:11	28:32	13:27	00:00	5:9	2:9	1:37	
Edifici de Ciències	13:18	22:27	18:17	5:9	00:00	9:10	10:33	
Plaça del Mè	5:4	28:29	18:12	2:9	9:10	00:00	11:30	
Plaça Catalunya	7:8	28:29	18:12	1:8	9:10	0:1	00:00	
Plaça Claret	+25	15:54	19:26	+35	10:33	11:30	29:31	00:00

Fig 1. Promotional material for the campaign

Fig 2. Itineraries and travel times

Fig 3. Promotional material for the campaign

Fig 4. Healthy Itineraries

Fig 5. Travel times between campus and centres of interest



Links

<http://www.udg.edu/ov/>
<http://mapscloud.udg.edu/itinerarissaludables/>
<http://www.udg.edu/tabid/20846/activitat=24>



Contact person

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