





# Towards the PSCL UNIBG. Educate in sustainable behaviours

2014

 **University**  
Università degli Studi di Bergamo  
**Country**  
Italy

**Location**   
City of Bergamo, town of Dalmine  
**Size**   
10,000-20,000  
**Mobility Organizational Structure**   
*Mobility manager*

## Summary

The best practice consists in organizing a program of events aimed to educate in sustainable behaviours.

## Aims

- Change employees' and students' mobility behaviours and increase sustainable mobility.
- Reduce car parking needs at the University campuses.
- Reduce traffic congestion near the University sites.

## Stakeholders

- University of Bergamo.
- University students and employees.
- Municipality of Bergamo.
- Municipality of Dalmine.
- Agenzia per il Trasporto Pubblico Locale del bacino di Bergamo.
- ATB Azienda Trasporti Bergamo.
- Network of Mobility Managers of Italian Universities.

## Background

Not available.



## Description

The organization of a program of events aimed to educate in sustainable behaviours:

The organization of a monthly meeting to discuss sustainable experiences, mainly focussed on sustainable mobility.

The organization of an international conference with speakers from different regions of Europe, at which the answers collected from the first questionnaire on home-university transfer habits were presented.

In order to achieve significant results in the reduction of emissions derived from commuting, it is essential to gain consensus among the actors involved. This consensus can only be achieved with widespread communication work, which must take place through multiple channels in order to reach as many people as possible.

There is a great deal of communication work to carry out concerning people's behaviours and, to pass the message on, we must repeat the importance of choosing sustainable mobility solutions. There are different ways of communication: ranging from meetings and simple discussions to the organization of living labs, moments of play and special events and the distribution of advertising material. Compared to more tangible actions, the dissemination activity may seem less incisive, but it is not. Examples, stories, appropriate words may invite people to reflect and may solicit more sustainable behaviours.



## Indicators

- Modal split.
- Number of students using public transport between home and university out of total students.
- Number of employees using public transport between home and university out of total employees.
- Number of event participants (workshops, happenings etc.).



## Results

Discussion on this topic has allowed students and staff to gain greater awareness on environmental issues; they are all more aware of how they move and how much they pollute.

If just one student, after having attended a meeting, leaves the private car for public transport or for cycling or walking, we can be satisfied.

In any case, the effects of this action will be assessed at the next survey.

 Expense  
3,000 €.

 Financing  
Not available.

 Findings

Don't give up spreading the messages on the importance of sustainable behaviours. Results are not immediate, but eventually they arrive.

 Pictures



Fig. 1. An event on sustainable mobility at the University of Bergamo

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 Pictures



Fig. 2. An event on sustainable mobility at the University of Bergamo: the Assessor for mobility of the city of Bergamo



Fig. 3. An event on sustainable mobility at the University of Bergamo: the Rector of the University of Bergamo

 Links

- <https://www.unibg.it/unibg-e-territorio/eventi-pervenuti>

 Contact person

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