

# UAB Guide to Sustainable Transport

2006

 **University**  
Autonomous University of Barcelona - UAB

**Country**  
Spain

**Location**   
Peri-urban

**Size**   
40,000-50,000

**Mobility Organizational Structure**   
*Mobility Planning and Management Unit*

## Summary

Each year, during University enrolment, the UAB Guide to Sustainable Transport is distributed among the different groups of the University community (UAB students and employees, as well as visitors).

## Aims

Inform the University community and visitors about the means of transport available to access the campus and increase awareness of the advantages of sustainable mobility.

## Stakeholders

- Barcelona Metropolitan Transport Authority (ATM).
- UAB bus operator.

## Background

Not available.



## Description

The distribution of the UAB Guide to Sustainable Transport is considered under Strategic Line 10 "Improve the information about mobility and transport" of the Mobility Plan.

The guide is updated each year in collaboration with the Barcelona Metropolitan Transport Authority (ATM) (who finance 50% of the communication campaigns) and the UAB bus operator (who finances a variable amount). Nevertheless, the appropriate modifications for each year, as well as updating the graphics of the campus map and information, are carried out by the Mobility Planning and Management Unit. The design and printing is commissioned to a publicity and communication company.

This guide contains: a map of the campus showing the location of buildings and services, the available transport offer, rates and prices per trip and comparative costs of different means of transport considering internal and external costs and travel time.

The final result is 35,000 printed brochures measuring 44.5 x 26.5 cm when open and 8.8 x 5.6 cm closed.



## Indicators

No directly associated indicators.



## Results

The disclosure of basic information about mobility so that accessing the campus is easier, more sustainable and safe.

## Expense

The total cost of 35,000 guides was 4,156.35 euros.

## Financing

- Barcelona Metropolitan Transport Authority (ATM) – 50%.
- UAB bus operator.

## Findings

Reinforce communication through other channels that complement on-line communication. The objective is to combine on-line and off-line communication strategies to reach the University community in a different way and achieve greater diffusion.

## Pictures

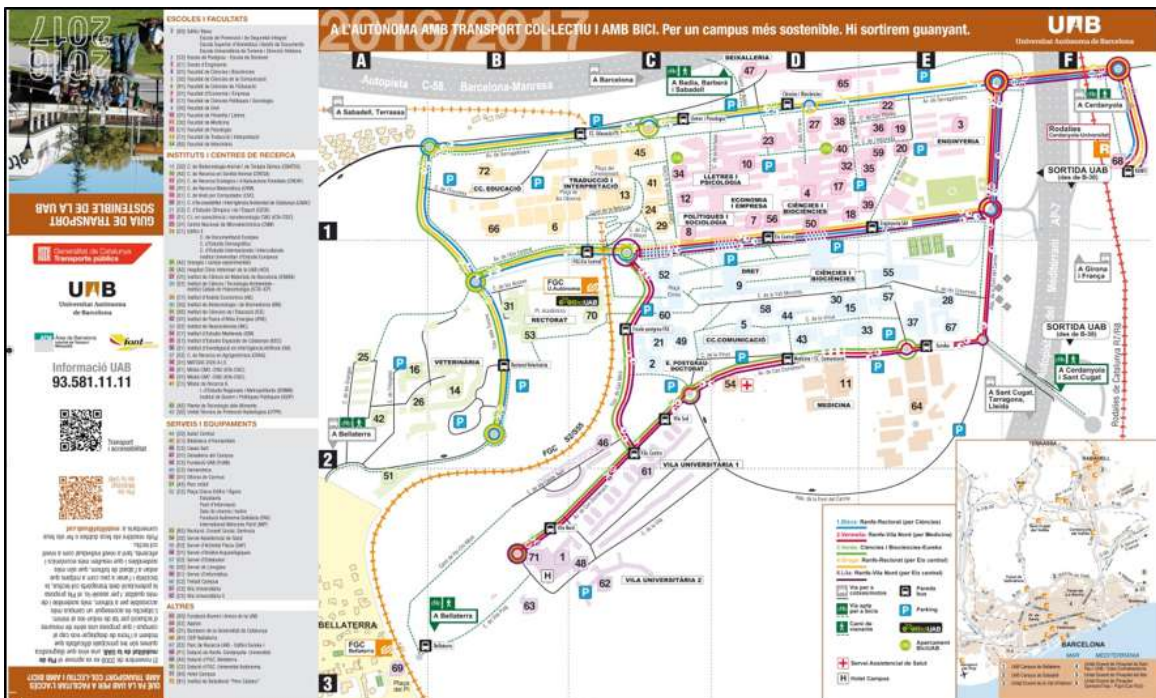


Fig. 1. The inside of the Guide

