

Sustainable and Safe Mobility Week

2005

 **University**
Autonomous University of Barcelona - UAB

Country
Spain

Location 
Peri-urban

Size 
40,000-50,000

Mobility Organizational Structure 
Mobility Planning and Management Unit (Unidad de Planificación y Gestión de la Movilidad - UPGM)

Summary

Every year the Autonomous University of Barcelona holds the Sustainable and Safe Mobility Week. A celebration that forms part of the European Commission agenda and which is a key element in Strategic Line 7 of the Mobility Plan for "Increased awareness of the university community".

Aims

The basic objective of Mobility Week is to increase the awareness of the University community about the advantages of using means of transport other than private vehicles and the values of sustainable mobility.

Stakeholders

Not available.

Background

Not available.



Description

The Sustainable and Safe Mobility Week is held every year by the UAB. 'Bike Day' deserves a special mention, a day dedicated to this non-motorised means of transport, with promotional activities, including free roadworthiness tests for bicycles and technical advisory services, exhibition and test drives of electric vehicles (cars, motorcycles, bicycles, among others) and expositions about the need for a change in the mobility model. A series of activities that are organised in collaboration with local organisations and companies promoting sustainable mobility.

The objective of this activity is to provide detailed and personalised information about the advantages of the bicycle as a means of transport, present collaborating organisations and inform people about general aspects of mobility related to the University campus, as well as present the Mobility Planning and Management Unit and the work it is doing.

The 2016 edition included the following activities:

- Theory and practical workshops on motorcycle safety offered by the Catalan Traffic Department to improve the road safety skills of motorcycle riders.
- Exhibition "The UAB Mobility Plan. 6 years of improvements on the Campus" exhibited in different spaces around the Campus and whose objective is to disseminate the UAB Mobility Plan and show a summary of the main objectives achieved to date. This exhibition allowed the University community to participate in the proposal of measures for improvements to be included in the renewed Plan.
- Photography competition on sustainable and safe mobility on the UAB Campus, open to the entire University community. Participants could compete in three ways. The first, by computer, via a Web Application; the second, by cell phone, through an adaptation of the Web Application for mobile devices; and the third and most conventional

way by sending an E-mail to the UPGM institutional mail address. Once finalised the participation period, there was a public on-line voting period when all members of the University community could use the same Web Application to vote for the winning photograph.

- VAOpoint pilot test. A car-sharing application developed by Aslogic, a technology-based company (TBC) of the UAB. Activity forming part of the sixth strategic line of the UAB Mobility Plan 2008-2014 related to rationalisation of the use of private vehicles.
- Expo-test of electric vehicles, including bicycles, cars and other alternative electric vehicles.
- Station for repair and self-repair of bicycles and technical advisory services.

The material resources used are mainly those distributed during the campaign promoting the Week:

- Posters installed at campus access points to increase awareness of car drivers.
- Posters announcing the activities of Bike Day distributed to all faculties and university buildings, as well as bicycle parking racks.
- Table cloths used by Campus bars and restaurants providing information about different means of transport and the web for more information about the Week.

Information is also available on the Mobility and Transport web, as well as other web sections; the Virtual Campus for students; the Intranet for employees; social networks; mass mailing; electronic information screens located in the faculties; QR codes at bus stops and UAB radio.

The human resources benefit from the important collaboration and participation of organisations and companies, as well as management by the UAB Mobility Planning and Management Unit as the main organiser of the event.



Indicators

Indicators of the participation in different activities, affluence of people to information marquees, participation in different surveys and raffles.

Results

The Sustainable and Safe Mobility Week is very positively valued depending on the objectives set. It enables the University community to think about the problems of mobility and communicate their needs and concerns. The campaign is an opportunity to explain the work done by the UAB in mobility management, especially that of the Mobility Planning and Management Unit.

The distribution of advertising material enables many people to have access to educational information. The marquees for Bike Day provide the opportunity to learn about associations or companies promoting means of transport other than cars.

Expense

The average cost is 3,500.00 euros.

Financing

UAB budget.

Findings

In spite of mobility forming part of everyday life of the University community, there is a generalised lack of interest in this subject and it is difficult to get the message across using traditional mechanisms (banners, posters, brochures, etc.) This highlights the need to adapt to new technologies and social networks as a more effective means of communication and implication apart from encouraging participation through raffles or gifts.

Pictures



Fig. 1. Bicycle repair and self-repair station and technical advisory services



Fig. 2. Exhibition "The UAB Mobility Plan. 6 years of improvements on the Campus"

 Pictures



Fig. 3. Expo-test for electric vehicles



Fig. 4. Expo-test for electric vehicles



Fig. 5-6. Theory and practical workshops on motorcycle safety

 Links

- <http://www.uab.cat/accessibilitat-transport/>

 Contact person

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