

# Awareness and communication in mobility

2012

 **University**  
University of Valladolid (UVa)  
**Country**  
Spain

**Location**   
Urban

**Size**   
20,000-30,000

**Mobility Organizational Structure**   
*Office for Environmental Quality and Sustainability*

## Summary

Various activities were carried out to publicise the UVa Mobility Report and the Plan for Sustainable mobility.

## Aims

Increase awareness and communication regarding sustainable mobility among the University community.

## Stakeholders

Not available.

## Background

Not available.



## Description

To publicise the UvA Mobility Report and Plan for Sustainable Mobility, the following actions were carried out:

- Workshops.
- Conferences.
- Guided bicycle tours.
- Tests of electric bicycles.
- Bicycle riding training courses.
- Courses on cinema and the bicycles.

For these activities, graphic resources such as printing and posters were developed. The information could also be found on the University website and by e-mail. The team from the Office for Environmental Quality and Sustainability was responsible for promoting the actions.



## Indicators

Number of participants in the activities.



## Results

The activities in sustainable mobility have been well accepted, especially the most participative ones such as bicycle routes and vehicle tests.



## Expense

1,500 euros.



## Financing

In-house University financing.

## Findings

The activities in sustainable mobility have been well accepted, especially the most participative ones such as bicycle routes and vehicle tests.

## Pictures

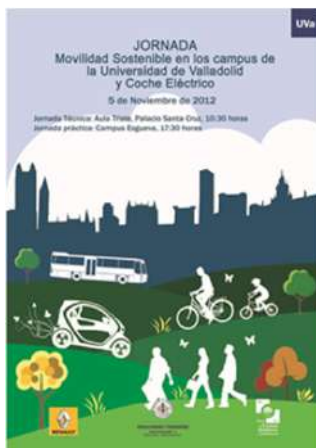


Fig. 1-2. Poster of the Mobility Conferences



Fig. 2. Bike tour

## Links

- <http://www.uva.es/export/sites/uva/7.comunidaduniversitaria/7.09.oficinacalidadambiental/index.html>

## Contact person

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