

INTRODUCTION AND GOAL

In 2017, the Politecnico latest mobility survey revealed that 75% of both our students and personnel were aware of shared mobility services but less than 20% of were actually using them. This led to the idea of promoting this modality of sustainable mobility as an opportunity to reduce traffic and pollution, in accordance to the framework of the UN Sustainable Development Goals (in particular SDG 11 – Sustainable Cities and Communities).

The aim was to encourage people to leave at home private cars, by showing them the available alternatives while providing economic, environmental and social advantages.

Meanwhile, our main campuses are currently undergoing a renewal process, thanks to the projects by Renzo Piano and VIVI.POLIMI, which will also reduce parking spaces on campus to further discourage the use of private cars.



Figure 1:
The Leonardo
Campus before
(above) and after
(below) the
Vivi.Polimi renewal.

AGREEMENTS AND AWARENESS RAISING CAMPAIGNS

AGREEMENTS FOR 2017 AND 2018

6 companies under agreement:

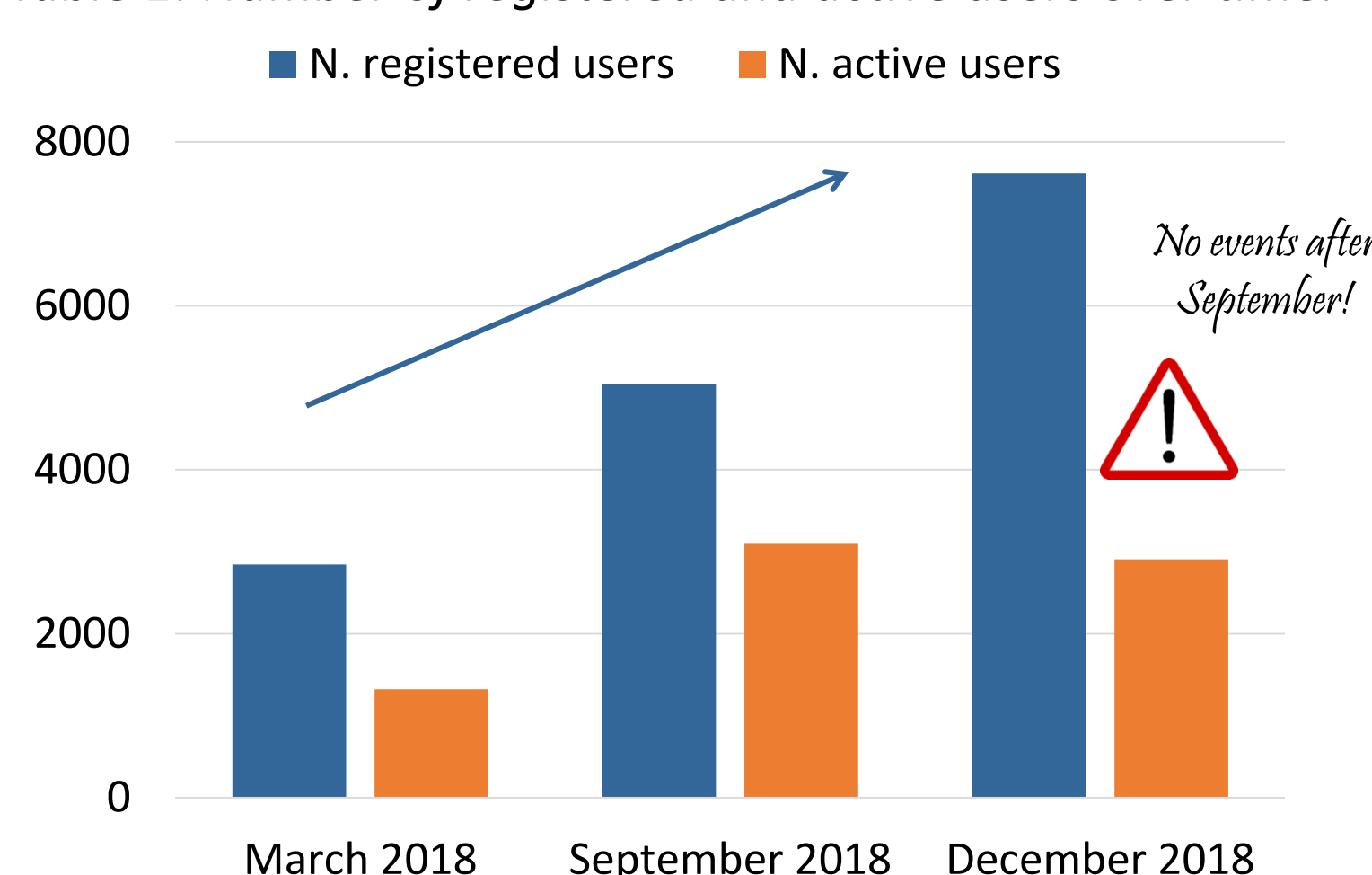
- 5 car sharing
- 1 scooter sharing

AGREEMENTS FOR 2018 TO 2020

16 companies under agreement:

- 6 car sharing
- 1 scooter sharing
- 1 bike sharing
- 5 bus/shuttle services

Table 1: Number of registered and active users over time.



8 promotional events have been organized, each featuring:

- information point by the Sustainability Office, raising awareness on the issues of sustainable mobility and emphasising the importance of not using private cars.
- information desks for each sharing mobility company, presenting their services and fleets, letting people testing vehicles and promoting complementary initiatives.

Figure 2: Initiatives on campus to promote sustainable mobility.

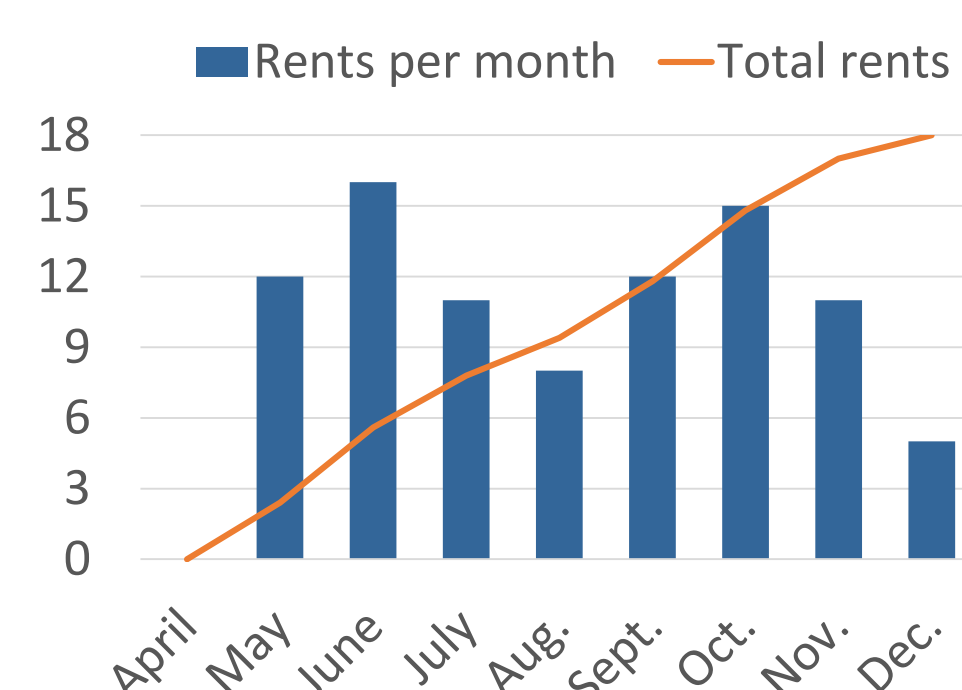


FULL ELECTRIC CAR FOR DUTY TRAVELS

A full electric car was made available for personnel duty travels for a period of 9 months, as the result of an agreement. This avoided the use of traditional combustion vehicles and was a great opportunity for our community to get familiar with the experience of driving an electric car.

- 90 rents, 2.730 km travelled
- 453 kgCO₂ not emitted in the atmosphere

Table 2: Rents per months and total rents of the electric car available for duty travels.



HYBRID BIKE-SHARING TESTING PHASE

A partnership between our University and a Politecnico start-up was implemented for the testing phase of a new hybrid free-floating bike sharing service. Actively taking part in the experimentation helped sensitize people in an effective and engaging way.

- N. of candidate participants: 623
- N. of people actively involved: 147
- N. of bikes deployed: 32
- N. of rents: 425

Figure 3: The hybrid-floating bike sharing service tested on campus.



CONCLUSIONS

The initiative was highly appreciated by all Politecnico users and we expect even more people to take advantage of this opportunity in the future. The impact of this initiative will be assessed in spring after our customary mobility survey, when it will be possible to measure how many people changed their habits in commuting to the University, compared to the past. The best ways to engage our community has proven to be the chance to drive such innovative vehicles and test new ways to travel, getting rid of the “fear of the new” often associated with them. Moreover, communication is really important: awareness needs to be raised in an engaging way while providing effective alternatives for changing people behaviors.