



green in motion

LIFE15 GIC/ES/000056

U·MOB LIFE Project
European Network for Sustainable Mobility at University

.....

Layman's Report

December 2021

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"The U·MOB LIFE Project has
received funding from the LIFE
programme of the European Union"

The origin

Universities as mobility generators and changemaker

Universities are important poles of attraction for frequent travellers: thousands of daily trips are made towards and from European universities. Therefore, the mobility generated by universities should be taken into account in urban mobility planning.

Thus, universities have their own bodies that make decisions regarding the territorial management of campuses, the infrastructures and services within the campuses, the work/study schedules of the university community, and other important issues that affect the mobility of thousands of people.

Moreover, universities have a key role in the education of the citizens and professionals of the future - they are a powerful engine of change. The integration of sustainable mobility practices in the education of students encourages the green transition.

In short, universities are a powerful instrument to implement EU policy now and in the future.



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And then along came... U·MOB LIFE

Transforming mobility in European universities

U·MOB LIFE is a project funded by the European Commission under the LIFE programme.

The project is aimed at the creation of a university network to facilitate the exchange and transfer of knowledge on sustainable mobility best practices among European universities.

The U·MOB network serves as a tool towards the reduction of CO₂ emissions thanks to improved mobility in the university community.

Duration

5 years + 6 month extension
01/07/2016 – 31/12/2021

Budget

1,329,427€
60% funded by the LIFE programme

Partnership

6 partners from 4 European countries: *Spain, the Netherlands, Italy, Poland*
4 universities, 1 consultancy, 1 foundation

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The objectives

Our path outlined by six specific objectives



Reducing CO₂ emissions

Raising awareness about the need of reducing CO₂ emissions from European universities and the important role of universities regarding education of present and future generations.



Creating and consolidating sustainable mobility

Creating and consolidating a "European University Network for Sustainable Mobility" capable of transferring during the project and multiplying after the project lifetime.



Best practices at universities

Attractively communicating and disseminating the sustainable mobility best practices in campuses among EU universities.



Mobility Manager

Promoting and building capacity for the professional figure of "Mobility Manager" at European universities. Defining a qualification profile and developing a course to train Mobility Managers.



Reducing CO₂ emissions after LIFE

Defining and implementing best practices in European campuses in order to reduce CO₂ emissions during and after project completion.



Development of sustainable mobility

Fostering the development of sustainable mobility policies among stakeholders, such as public authorities and transport companies.



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UPT *Grup*
UNIVERSITAT DE VALÈNCIA
PLANT AND TRANSPORT TECHNOLOGIES

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What have we done?

Five years and a half of non-stop work and cooperation at a glance

- Collection of university **best practices** on sustainable mobility.
- Creation and enlargement of the **U·MOB network** - the first European Network of Universities for Sustainable Mobility.
- Creation of the **U·MOB Training Course** on Sustainable Mobility Management at Universities.
- Production of multiple **awareness-raising materials**, including guides, leaflets, videos, posters, communication campaigns on social networks, among others.
- Implementation of sustainable mobility **strategic plans** at ten member universities.
- **Main events:**



Best Practices Awards:
Sustainable Mobility & Green
Procurement



U·MOB Video Contests
in Spanish Universities &
Italian Universities



European Conferences
for Sustainable Mobility at
University Campuses:



**1st U·MOB-MUV
Tournament -**
International Tournament
among Universities on
Sustainable Mobility



**Sustainable Mobility
Forum**
at the University of La Rioja
(Spain)



BARCELONA 2017



KRAKOW 2019



BERGAMO 2021 (ONLINE)



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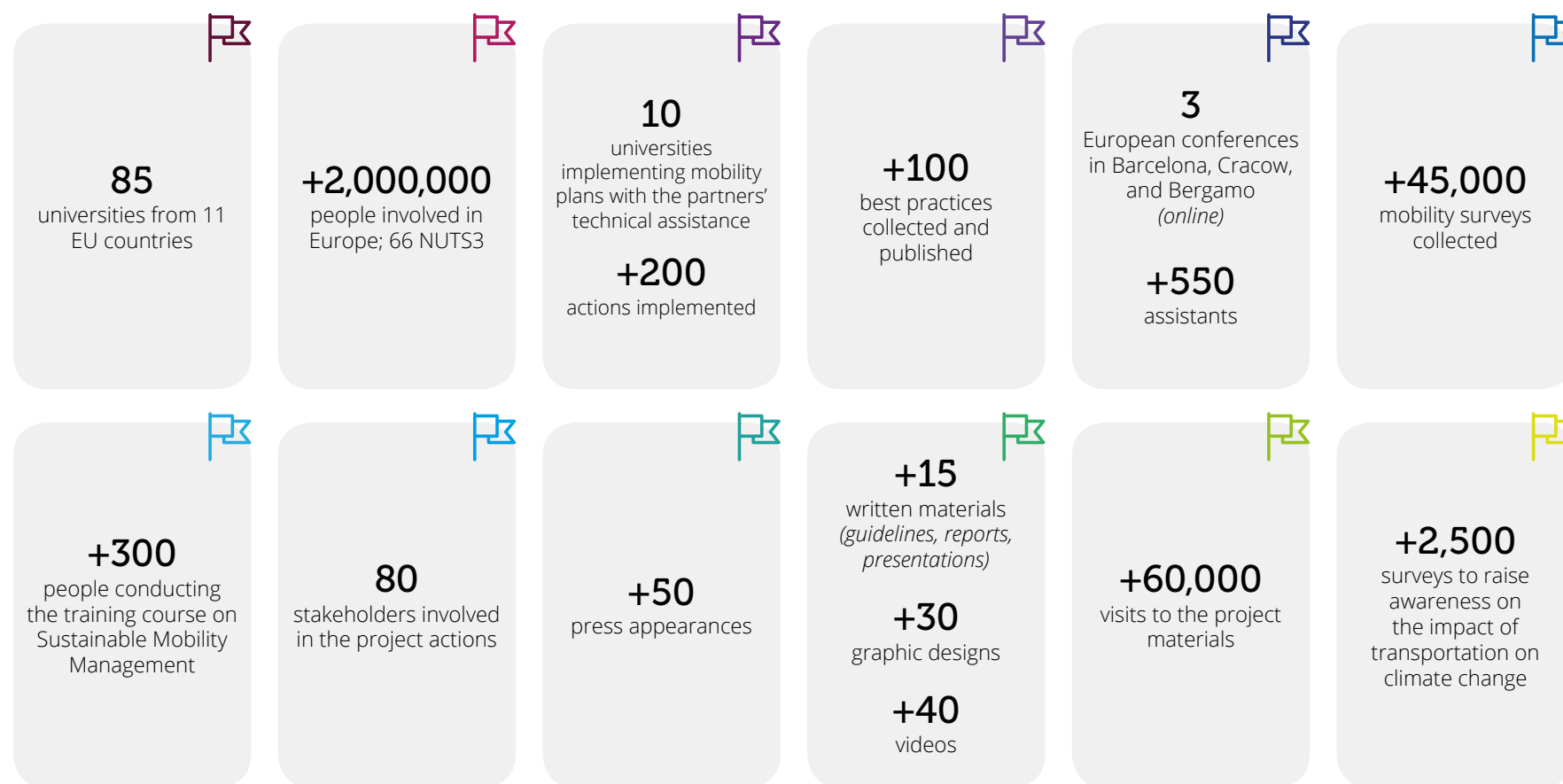
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What have we achieved?

All (well-done) work pays off



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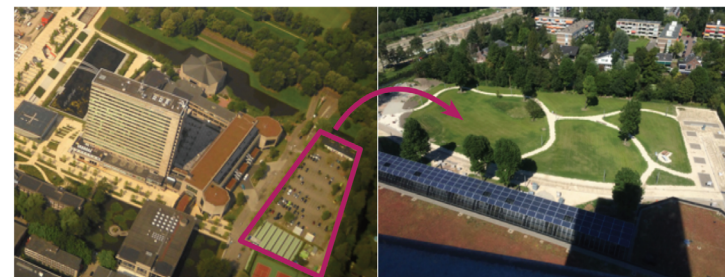
The main project outputs...

- **DEFINITION** of mobility strategies and plans with concrete actions planned with deadlines, responsible parties and resources. All with the support of the university governing bodies.
- **APPOINTMENT AND TRAINING** of mobility managers, as key personnel to develop sustainable mobility policies.
- **KNOWLEDGE EXCHANGE** on mobility practices among European universities.
- **COLLABORATION** with authorities, transport agencies, representatives of civil society, companies...
- **RAISING** awareness of environmental care and promoting sustainable mobility.
- **INVOLVEMENT AND AWARENESS** of students and university staff to promote sustainable mobility at universities and in our cities.



Have resulted in...

- **REDUCTION** of the use of cars run on fossil fuels.
- **INCREASE** in the use of sustainable transport means.
- **REDUCTION** of the CO₂ emissions linked to university commuting.



Mobility best practices at universities: "New Mobility Policy for Employees" (Erasmus University Rotterdam)



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What next?

The U·MOB LIFE Project has an end. Our network does not.

U·MOB LIFE officially ended on 31 December 2021. But this does not mean that the project remains in a drawer and is remembered as a phase of our past.

Today's challenges and trends are **calling us to action**: sustainable mobility is here to stay and will continue to grow in the years to come.

- Partners worked on how to **ensure the continuity** of the network.
- A **survey** was sent to member universities to know their opinion.
- The network's continuity is guaranteed thanks to the signing of a **MoU (Memorandum of Understanding)**, initially by **more than 30 universities**, which defines its mode of operation.



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What does U-MOB LIFE mean to you?

We do care what others say

U-MOB LIFE has managed to gather an amazing quantity and quality of research and information about mobility at colleges, and tools to measure behaviours and to stimulate sharing commuting.

Bringing together so many stakeholders concerning the topic is the most remarkable result to exchange and learn from each other experience.

What I would highlight the most is the experience interchange with other universities in the sense of knowing that we all have similar problems.

It is encouraging to see how enthusiastic and dedicated people are to promote sustainable transport solutions.

U-MOB offers numerous alternatives, very creative ones, to improve sustainable mobility; and these alternatives can also be transferred to other communities than universities.

Universities in Europe are active in a field of sustainable mobility. These are good news!

I found it very interesting to learn about the work that has been carried out in other universities, with real cases and situations.

Thanks to the U-MOB project, more and more universities are making a strong commitment to sustainable mobility and combating climate change.

The project has allowed us to share experiences on mobility manager issues and useful suggestions for actions to be undertaken within the mobility plans.



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More information at:

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