



U-MOB LIFE15 GIC/ES/000056



## Foro de MOVILIDAD SOSTENIBLE

Cooperación entre Universidad & Entidades Locales

Isabel Domínguez Perelló. Novotec

U-MOB | European Network for Sustainable Mobility at Universities. LIFE15 GIC/ES/000056



This forum is in the Framework of the European Project about sustainable Mobility: U-MOB LIFE.



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## Qué es U-MOB?

*U-MOB LIFE | European University Network for Sustainable Mobility :*

- ✓ Proyecto cofinanciado por el programa **LIFE** de la Comisión Europea.
- ✓ Dirigido a crear una **red de universidades** que facilite el intercambio de conocimiento sobre buenas prácticas de movilidad sostenible entre las universidades europeas.
- ✓ Como herramienta para la reducción de emisiones de CO<sub>2</sub> debidas a la movilidad de la comunidad universitaria.

### **U-MOB LIFE PROJECT**

nº LIFE15 GIC/ES/000056

[www.u-mob.eu](http://www.u-mob.eu)  
contact: [info@u-mob.eu](mailto:info@u-mob.eu)

**Duration:** 5 years. 01/07/2016 – 30/06/2021

**Budget:** 1.329.427€ - 60% funded by the **LIFE** programme.



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## ¿Por qué un proyecto que impulse la movilidad sostenible en universidades?

1. Las universidades son importantes **polos de atracción**, por tanto son el origen de frecuentes desplazamientos diarios en nuestras ciudades.
2. Juegan un papel clave en **la educación de las generaciones futuras**.
3. Por tanto, son un potente instrumento para **implementar la política europea** ahora y en el futuro.



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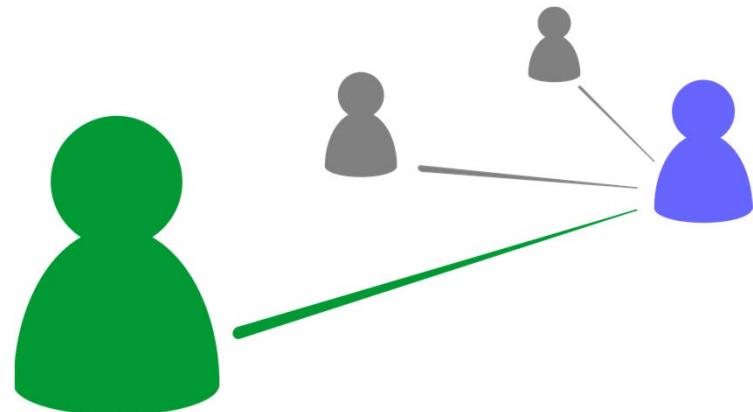
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### ¿Y por qué crear una red europea de universidades?

- ✓ En Europa, hasta ahora, cada Universidad ha hecho su camino por su cuenta
- ✓ O, en algunos casos, con universidades del mismo país o región.

U-MOB LIFE pretende crear un instrumento para que las universidades de toda Europa compartan conocimiento, problemas y preocupaciones, pero también soluciones de éxito.

Este intercambio permitirá avanzar a medio y largo plazo.



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## Qué es U-MOB?

*Uno de los objetivos del proyecto es:*

- ✓ Impulsar **políticas de movilidad** sostenible entre las autoridades públicas y las entidades de transporte a nivel local.

*Una de las tareas del proyecto consiste en:*

- ✓ Desarrollo de una Guía para facilitar la **cooperación entre universidades y actores locales**: dificultades, consejos y casos reales de acciones de éxito.

*En este objetivo y en esta tarea se enmarca esta jornada.*



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## ¿Quién forma el consorcio del Proyecto U-mob?

Cuatro universidades con gran experiencia en el campo de la movilidad:



Una fundación con experiencia en comunicación y formación, aspectos clave en el proyecto:

FUNDACIÓN **equipo humano**

Como coordinador del proyecto, una empresa de consultoría especializada en proyectos ambientales:

**novotec**



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¿Quiénes son los miembros de la red U-moB, en este momento?

**69 universidades  
de 10 países  
europeos:**

*Alemania  
Reino Unido  
Italia  
España  
Polonia  
Grecia  
Croacia  
Holanda  
Portugal  
Suecia*



**JOIN US!**

All European Universities are invited to join U-Mob LIFE  
European network for sustainable mobility at university.



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Aristotle  
University of  
Thessaloniki  
(AUTH)



Gdansk  
University of  
Technology (PG)



Gdynia  
Maritime  
University



Politecnico di  
Milano (Polimi)



Universidad de  
Las Palmas de  
Gran Canaria  
(ULPGC)



Universidad de  
León (ULe)



Universidad de  
Málaga (UMA)



Universidad de  
Navarra (UNAV)



Politecnico di  
Torino (Polito)



Poznan  
University of  
Technology  
(PUT)



Universidad  
Autónoma de  
Madrid (UAM)



Universidad  
Cardenal Herrera  
(UCH-CEU)



Universidad de  
Salamanca  
(USAL)



Universidad de  
Valladolid (UVa)



Universidad de  
Zaragoza  
(UNIZAR)



Universidad del  
País Vasco /  
Euskal Herriko  
Unibertsitatea  
(UPV/EHU)



Universidad  
Carlos III  
de Madrid  
(UC3M)



Universidad  
de Alcalá (UAH)



Universidad  
de Cádiz (UCA)



Universidad  
de Cantabria (UC)



Universidad  
Francisco de  
Vitoria (UFV)



Universidad Rey  
Juan Carlos  
(URJC)



Universidad San  
Jorge (USJ)



Universidad San  
Pablo CEU (USP-  
CEU)



Universidad de  
Córdoba (UCO)



Universidad de  
Extremadura  
(UEX)



Universidad  
de La Laguna  
(ULL)



Universidad de  
La Rioja (UR)



Universidade da  
Coruña (UDC)



Università degli  
Studi di Brescia  
(UNIBS)



Università degli  
Studi di Milano-  
Bicocca  
(UNIMIB)



Università di  
Camerino  
(UNICAM)



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## ¿Qué aporta Umob a las universidades de la red?

### 1. Acceso a buenas prácticas implementadas en universidades europeas

Ya tenemos más de **90 buenas prácticas!!!!**

Cukrowa Bike  
2015

Best Practices	
+ Awareness and participation	
+ Collaboration University - local stakeholders	
+ Collection of data	
+ Curricular system	
+ Cycling mobility	
+ Intermodal mobility	
+ More efficient car use	
+ Networking among Universities	
+ Pedestrian mobility	
+ Public transport	

[camera] Pictures



Fig.1. One of the covered and monitored bicycle stations located at the University area  
Fig.2. Start of the Bike\_5 urban bicycle station located near the University (Uniwersyteckie rnd.)

New Mobility Policy for Employees  
2012/13

[camera] Pictures



Fig.1. Before the policy  
Fig.2. After the policy



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## ¿Qué aporta Umob a las universidades de la red?

2. *Materiales formativos para los gestores de movilidad de las universidades: curso online con los conocimientos que los gestores de movilidad necesitan, ejemplos, casos prácticos, tests. 12 módulos*

 <p>1. Introduction to Sustainable Mobility Plans Progress: 1 / 1 100%</p>	 <p>2. Stakeholders involvement Progress: 1 / 1 100%</p>	 <p>3. Mobility data collection and analysis Progress: 1 / 1 100%</p>
 <p>4. Planning the implementation of the University Mobility Plan Progress: 1 / 1 100%</p>	 <p>4.1 Bicycle Progress: 1 / 1 100%</p>	 <p>4.2 Public transport Progress: 1 / 1 100%</p>
 <p>4.3 Pedestrian commuting Progress: 1 / 4 25%</p>	 <p>4.4 Rational car use Progress: 0 / 1 0%</p>	 <p>4.5 Intermodal mobility Progress: 1 / 15 7%</p>
 <p>4.6 Other mobility best practices Progress: 0 / 1 0%</p>	 <p>5. University participation and awareness Progress: 0 / 1 0%</p>	 <p>6. University networking for sustainability Progress: 0 / 2 0%</p>



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## ¿Qué aporta Umob a las universidades de la red?

### 3. Materiales de **sensibilización**

**Campañas para fomentar el desplazamiento a pie, la bici, el transporte público, compartir coche.**

✓ *Same place one car (poster)*



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They all study at the same place



86% of car journeys to University are one driver only

SHARE YOUR CAR



[www.u-mob.eu](http://www.u-mob.eu)



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## ✓ Bike in motion campaign

Folletos + pulseras



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Bike in motion



### Benefits of cycling

1. **Cycling saves time.**  
Cycling to university can reduce the time of your commute: you will not have to wait for rush hour jams or waiting for public transport. You can choose your own schedules!
2. **You'll be fitter.**  
Regular cycling everyday has huge benefits: If you combine the exercise with eating healthy you will be loosing weight.
3. **Cycling improves mental well-being.**  
Cycling combines physical exercise with being outdoors and exploring new views. You can ride solo – giving you time to process worries or concerns, or you can ride with a group which broadens your social circle.
4. **You'll sleep better.**  
An early morning ride might tire you out in the short term, but it'll help you catch some quality shut-eye when you get back to your pillow. The exercise promote the reduction in anxiety and will help you to sleep more deeply.
5. **You'll save money.**  
You will not have to pay gasoline, nor transport payments, you just have to take into account the care of your bike. You will save money!
6. **You'll burn more calories.**  
The efficiency with which it burns calories and fat – is not only raised during a ride, but for several hours afterwards.
7. **Grow your social circle.**  
Joining a cycling club or group is an excellent way to grow your social circle, and if you're new to riding – you'll probably find all the maintenance and training advice you may have been looking for there, too.
8. **Make creative breakthroughs.**  
Outdoor exercise helps resolve mental blocks and make decisions, as well as increase creativity.
9. **Cuts heart disease and cancer risk.**  
Cycling raises your heart rate and gets the blood pumping round your body, and it burns calories, limiting the chance of you being overweight.
10. **Save the planet.**  
Twenty bicycles can be parked in the same space as one car. It takes around five percent of the materials and energy used to make a car to build a bike, and a bike produces zero pollution.



Want to know more?  
[www.u-mob.eu](http://www.u-mob.eu)

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## ✓ *Pedestrian in motion campaign*

*Folletos + impermeables*



### Benefits of walking

1. Your jeans will get a little looser.
2. Your mood will improve.
3. Walking improves digestion.
4. You'll fight cancer.
5. You'll save money.
6. Your brain will function better.
7. It boosts immune function.
8. Save the planet.
9. Increases lung capacity.
10. Delays aging.



Want to know more?  
[www.u-mob.eu](http://www.u-mob.eu)

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## ✓ Public transport in motion campaign

### Folletos + carcasa de móvil



**U-mob**  
Public transport in motion



#### Benefits of using public transport

1. Plan your trips.
2. Riding public transport saves money.
3. Freedom is amplified by Public Transport.
4. By using the public transport, you will reach your destination earlier.
5. You can do other things while travelling.
6. But if you prefer to disconnect...
7. Keep air cleaner.
8. You will be healthier.
9. Is safer than individual vehicles.
10. You contribute to the harmony and silence of your city.



Want to know more?  
[www.u-mob.eu](http://www.u-mob.eu)

**U-mob**

#### Benefits of using public transport

1. **Plan your trips.**  
Obtain timetable and route-maps for your journey to know what to expect in advance. Calculate online the fastest times and best route for your trip.
2. **Riding public transport saves money.**  
Car payments, gas prices and parking can be a major budget drain, but public transport lessens those financial burdens by alleviating the need to purchase and operate individual vehicles.
3. **Freedom is amplified.**  
The availability of public transport opens up personal mobility to everyone. Stay connected to the whole city!
4. **You will reach your destination earlier.**  
In the big cities the traffic jams occur daily and entail the search for parking in swamped areas. Arrive at your destination without complications or stress.
5. **You can do other things while travelling.**  
You will be able to catch up with that project that you are halfway through or give the last review of the exam notes. Saving time is key in our accelerated society.
6. **But if you prefer to disconnect...**  
Listen to music, read a good book, review our social profiles or simply let ourselves be carried away by our thoughts, without having to be aware of the traffic or the bike lane.
7. **Public transport keeps air cleaner.**  
The massive use of the private vehicle jams up cities and makes them dirtier. Public transport it is a small contribution for a more sustainable world.
8. **You will be healthier.**  
No matter how close you are to the bus stop or the subway station, you will always do more exercise than going to your garage, taking the car and driving to your office.
9. **Public transport is safer than individual vehicles.**  
The probability of suffering an accident while traveling by metro or public bus is less than by private transport.
10. **You contribute to the harmony and silence of your city.**  
Cities with more use of public transport are also quieter and more harmonious. The abundance of traffic causes a lot of noise. Contribute to more peaceful and less noisy cities.

Want to know more?  
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## ¿Qué aporta Umob a las universidades de la red?

### 4. *Herramienta para calcular las emisiones de CO<sub>2</sub>*

Que consiste en una *encuesta de movilidad* para conseguir información sobre los desplazamientos y una *hoja de cálculo* para calcular las emisiones mediante factores de emisión.



HOME PROJECT NETWORK DELIVERABLES TRAINING COURSE PRESS ZONE CONFERENCES

#### CO<sub>2</sub> Emission Tool

Knowing the CO<sub>2</sub> emissions due to the trips to / from your university, allows you to be aware of the contribution of these displacements to climate change, as well as to measure the effectiveness of the actions you implement. For this we offer you a spreadsheet with which you can easily obtain CO<sub>2</sub> emissions from the results of some of the survey questions.

[DOWNLOAD CO<sub>2</sub> Emission Tool](#) [DOWNLOAD Mobility Survey](#)



MOBILITY SURVEY\_English UNIV CAT

QUESTIONS RESPONSES

Section 1 of 29

UNIVERSITY MOBILITY SURVEY

Welcome to your university mobility survey. Your opinion is very important so we can improve our mobility system.

After section 1 Continue to next section

Transport mode	Nº users	Distance	CO <sub>2</sub> Emissions	CO <sub>2</sub> Emissions per km	CO <sub>2</sub> Emissions per user
CAR (car rental)	57	1000	30	0.0011	0.0005
CAR (private)	10	1000	10	0.0011	0.0010
CAR (public)	10	1000	10	0.0011	0.0010
CAR (work related)	10	1000	10	0.0011	0.0010
CAR (other)	10	1000	10	0.0011	0.0010
CAR (long distance)	10	1000	10	0.0011	0.0010
CAR (short distance)	10	1000	10	0.0011	0.0010
Bicycle	8	1000	30	0.0011	0.0037
Motorcycle	1	1000	10	0.0011	0.0010
Bus	10	1000	30	0.0011	0.0030
Train	10	1000	30	0.0011	0.0030
Subway	10	1000	30	0.0011	0.0030
Tram	10	1000	30	0.0011	0.0030
Boat	10	1000	30	0.0011	0.0030
Other	10	1000	30	0.0011	0.0030
Motorcycle (work)	10	1000	10	0.0011	0.0010
Motorcycle (short distance)	10	1000	10	0.0011	0.0010
Motorcycle (long distance)	10	1000	10	0.0011	0.0010
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Motorcycle (long distance)	10	1000	10	0.0011	0.0010
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# Foro de MOVILIDAD SOSTENIBLE

Cooperación entre Universidad & Entidades Locales

## ¿Qué aporta Umob a las universidades de la red?

### 5. Participación en **concursos**

*Concurso de buenas prácticas de movilidad*

*Concurso de videos en España*

*Concurso de videos en Italia*



The conference is in the Framework of the European Project about sustainable Mobility: U-MOB LIFE.



LIFE project number LIFE15 GIC/ES/000056 This Project is funded by the European Union. It reflects only the author's view and the agency is not responsible for any use that may be made of the information it contains.

## ¿Qué aporta Umob a las universidades de la red?

7. Asistencia técnica para definir planes de movilidad

Trabajando con **14 universidades** para:

**Calcular su línea base de CO<sub>2</sub>**

**Realizar un diagnóstico para identificar debilidades y oportunidades de mejora.**

**Definir e implementar planes de movilidad**

**Strategic Line I:** University collaboration - local stakeholders

**Strategic Line II:** University management and governance

**Strategic Line III:** Pedestrian mobility

**Strategic Line IV:** Cycling mobility

**Strategic Line V:** Public transport

**Strategic Line VI:** More efficient car use

**Strategic Line VII:** Intermodal mobility

**Strategic Line VIII:** Curricular system

**Strategic Line IX:** Working time

**Strategic Line X:** Data collection

**Strategic Line XI:** Awareness and participation

**Strategic Line XII:** Networking among universities



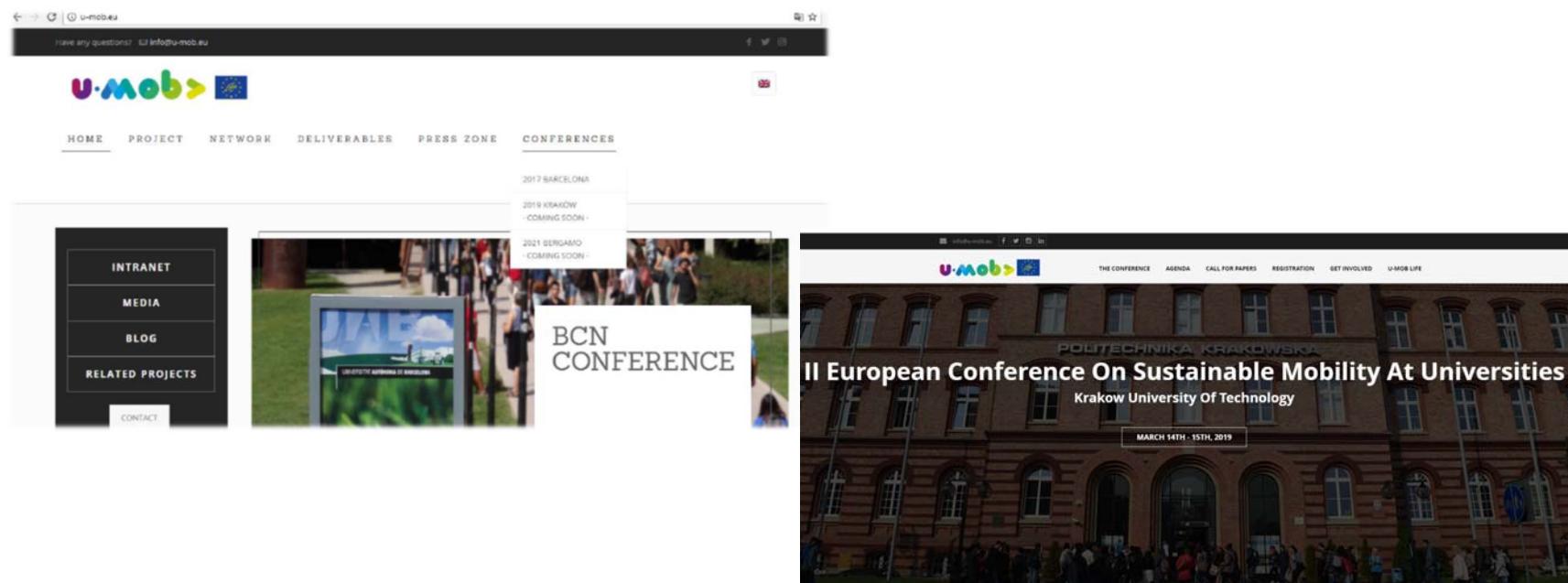
- ✓ Mobility actions for the period 2019-2021
- ✓ Time planning
- ✓ Indicative Budget
- ✓ Personnel involved / stakeholders
- ✓ Indicators

# Foro de MOVILIDAD SOSTENIBLE

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## ¿Cuáles son los principales eventos del proyecto?

Tres conferencias europeas en Barcelona (España), Cracovia (Polonia) y Bergamo (Italia), en 2017, **2019** y 2021 respectivamente, para **compartir experiencias** con universidades y otros actores relacionados con la movilidad.



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## Agradecimientos a

*Universidad de La Rioja*

*Todos los ponentes*

*Todos los asistentes*

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