FEDARENE Webinar: Sustainability work related to mobility & transport

www.u-mob.eu

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

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

- European project funded by the LIFE programme of the European Commission
- aimed at the creation of a university network to facilitate the exchange and transfer of knowledge about sustainable mobility best practices among European universities
- as a tool for the reduction of CO₂ emissions due to the university community mobility

**U-MOB LIFE PROJECT**

nº LIFE15 GIC/ES/000056

www.u-mob.eu

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

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

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.
Why a project to encourage sustainable mobility at universities?

1. Universities are important **poles of attraction** for frequent travels generating thousands of daily trips in our cities.

2. Universities play a key role regarding **future generation’s education**

3. Universities are a powerful instrument to **implement EU policy** now and in the future.

The EU strategy on urban environment poses to change the balance among different transport systems, favouring public over private and reducing the impact of car traffic.
And why to create a European network of universities working together for sustainable mobility?

- In Europe, until now, each university has made its way to sustainable mobility separately.
- Or, in some cases, with other universities in their country or region.

U-MOB LIFE aims to create an instrument for sharing the European universities’ knowledge, their problems and their concerns, but also successful solutions.

The exchange of experiences among universities will lead to significant progress in the medium and long term.
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Who are U-mob partners?

Four universities experienced in mobility field, wishing to share knowledge and aware of the need of building a network to walk together:

A foundation experienced in EU Project management, communication and training, key fields to develop U-mob project:

As project coordinator, a consultancy firm specialised in environmental projects:

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Who are the Umob members, at the moment?

76 universities
From 11 European countries:

Germany
United Kingdom
Italy
Spain
Poland
Greece
Croatia
Netherlands
Portugal
Swedish
Romania

JOIN US!

All European Universities are invited to join U-Mob LIFE
European network for sustainable mobility at university.
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What commitments do the universities agree?

- To participate providing information on mobility best practices and debating within the network on mobility problems and solutions (commitment level 1)

- To work to reduce CO2 emissions implementing mobility best practices aimed at fostering public transport, bicycle and walking and reducing the car use (commitment levels 2 and 3)
What benefits do the universities have?

1. Access to best practices implemented in universities

Currently more than **100 best practices!!!!**
What benefits do the universities have?

2. Training course and materials for university mobility managers: online course with the knowledge mobility managers need to know, examples, case studies, tests. **12 modules**
What benefits do the universities have?

2. Training course and materials for university mobility managers: online course with the knowledge mobility managers need to know, examples, case studies, tests. 12 modules

- U-MOB online course: Sustainable Mobility Management for Universities is just for the European Universities that belong to the U-MOB Network: Mainly University Mobility Managers but is going to be open to students also.

- It was launched 8 months ago. Currently we have more than 200 registered participants of the online training course

- We have received many applications from Universities all over the world

- We have received many applications from different kind of stakeholder

- Therefore in May 2020 extra-European universities and stakeholder will be able to join U-MOB network and access to the U-MOB online course: Sustainable Mobility Management for Universities and all the Sustainable Mobility tools and guides.
What benefits do the universities have?

3. *Materials for raising awareness*

- 17,540 leaflets
- 10,149 bracelets
- 6,702 silicon card holders
- 689 raincoats
- 400 posters A0
- 500 posters A1

✓ *Same place one car (poster)*

86% of car journeys to University are one driver only

SHARE YOUR CAR

www.u-mob.eu

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✓ **Bike in motion campaign**

*Leaflets + bracelets*

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✓ **Pedestrian in motion campaign**

**Leaflets + raincoats**

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**Benefits of walking**

1. **Your jeans will get a little looser.** That’s because regular walking can help improve your body’s response to insulin, which can help reduce belly fat.
2. **Your mood will improve.** Whether you’re feeling stuck at work or you’ve been searching for a solution to a tricky problem, it’s a good idea to get moving. Going for a walk can spark creativity!
3. **Walking improves digestion.** If you currently praise coffee for keeping your digestive system going strong, get ready to start thanking your morning walk instead. That’s because a regular walking can greatly improve your digestive system.
4. **You’ll fight cancer.** A sedentary lifestyle is one of the causes of cancer. Scientists have found that walking can help reducing the risk of cancer.
5. **You’ll save money.** You will not have to pay gasoline, nor transport. All you’ll need are your legs and a small dose of motivation!
6. **Your brain will function better.** Walking helps supplying the brain with the required amounts of oxygen and glucose, which helps the brain functioning better.
7. **It boosts immune function.** Walking at least 30 minutes a day can help bolstering the activities of the immune cells, namely the B-cells, T-cells, and the natural killer cells.
8. **Save the planet.** Active transportation does not require fuel and does not cause air pollution. It also frees up more space on the roads, making your neighbourhoods more pleasant.
9. **Increases lung capacity.** When you walk, you breathe in more oxygen as compared to when you are stationary. This exchange of oxygen and carbon dioxide at a larger volume can help increase your lung capacity.
10. **Delays aging.** Researchers found that people who exercise regularly at a moderate to high intensity actually have longer telomeres in their DNA. They provide a vital function to the body by protecting the chromosome from deteriorating.

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✓ Public transport in motion campaign

Leaflet + silicon card holders

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. Public transport keeps air cleaner.
8. You will be healthier.
9. It is safer than individual vehicles.
10. You contribute to the harmony and silence of your city.

Want to know more? www.u-mob.eu
What benefits do the universities have?

4. A tool for calculating CO₂ emissions due to university commuting

A Mobility Plan template for Universities.

Consisting of a mobility survey to get information on the trips and a spreadsheet to calculate the emissions by means of emission factors.

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What benefits do the universities have?

5. Participation in awards to the most noteworthy best practices

The first contest was launched in November, 2018.

Results:

11 best practices of very high quality

11 participating universities from Italy, Poland, Netherlands and Spain

Winner: University of Catania who presented its best practice in the 2 UMOB International Conference (Kracow).

Award: graphic design and production of the materials for an awareness campaign, custom designed considering the winner’s aims for 2019: Audiovisual Sustainable Mobility Awareness Campaign. Promotion of public transport.

Visibility: all best practices will be disseminated as much as possible by Umob project.
And the most important thing: these best practices will help other universities to improve

THANKS TO

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What benefits do the universities have?

6. Participation in awareness activities launched by partners in different countries

For instance:

**Universitat Autònoma de Barcelona’s Video contest** addressed to university students and staff of Spanish universities. 23 Participant Universities.

**Università degli studi di Bergamo’s Video contest** addressed to university students and staff of Italian universities: 11 Participant Universities.
What benefits do the universities have?

7. Technical assistance for the definition and implementation of a mobility plan

Umob partners are providing technical assistance to 14 universities who agreed the highest commitment (level 3) to:

- Calculate their baseline regarding CO2 emissions.
- Conduct a diagnosis to identify weaknesses and opportunities for improvement.
- Define and implement Sustainable mobility plans.

**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

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What are the most important project events?

Three European conferences in Barcelona (Spain) 2017, Cracow (Poland) 2019 and Bergamo (Italy) May 2021,, to share experiences with universities and their stakeholders.

More than 50 international speakers and 325 attendants, mainly Mobility Managers from European Universities.
What are the most important project events?

There have been implemented different actions, workshops, journeys and meetings between meeting and Stakeholder throughout the life of the project.

One of the main was the Sustainable Mobility Discussion Forum La Rioja

**Sustainable Mobility Discussion Forum La Rioja**

*Cooperation between Universities and local, regional and national Stakeholders.*

- More than 50 stakeholders; Universities, Local, Regional and National Public Bodies and associations of civil society.
- New approaches for partnerships between Universities and Public Bodies.
New Deliverables:

- Cooperation between Universities and local Stakeholders Guide
  - New approaches for partnerships between Universities and Public Bodies.
  - How to establish an efficient and effective communication channel between Universities and local and regional public bodies.
  - Cooperation methodologies between Universities and Local and Regional Public Bodies.
  - Currently it is been assessing by European Stakeholders that have been collaborating with the project: External Validation.

- Green Procurement Guide
  - How a University should implement a green procurement policy regarding sustainable mobility.
New Awareness and Data Collection Campaign:

UMOB-MUV Tournament: Collaboration between U-MOB (LIFE) and MUV (H2020)

Previously the Sustainable City Cup (MUV project H2020) was held with sixteen European cities all very different from each other and specifically interesting for mobility trends and systems. It had an impact on the reduction of CO₂ as well as it was reduced by 32% in general and 62% in the university community.
New Awareness and Data Collection Campaign: UMOB-MUV Tournament:

- 1st Competition between European universities for sustainable mobility
- It helps reduce CO2 emissions caused by travel to university
- Participating universities will promote sustainable mobility among their university community thanks to gamification
- Universities will receive the data panel where they can view the information of the mobility of their university community. Vital information to make decisions for more sustainable mobility.
- The winning University and its 3 best players will win a prize.
New Actions because of COVID-19 Situation Impact:

• Online Discussion forum between European University Mobility Managers regarding the new measures taken to support Sustainable Mobility after COVID-19 Impact
  ▪ We have already noted some new ideas and proposals:
    □ Changes in class schedules avoiding rush hours.
    □ 20% remote class
    □ New communication and awareness strategy reinforcing the use of public transport and carpooling: incorporating COVID-19 perspective.
But the most important project outputs will be...

*Implementation of mobility best practices*

*Reduction of car use*

*Increase of sustainable transport means*

*CO₂ emissions reduction*

*Set up U-MOB | European Network for Sustainable Mobility at Universities*

Greater policy-making influence effort
UNIVERSITIES HAVE A KEY ROLE IN THE EDUCATION OF THE CITIZENS AND PROFESSIONALS OF THE FUTURE

THEY ARE A POWERFUL ENGINE OF CHANGE

JOIN US!
https://u-mob.eu/

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THANK YOU FOR YOUR ATTENTION

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