

III European Conference on Sustainable Mobility at Universities

Lessons learnt from 10 months of mobility management
at the University of Stuttgart

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

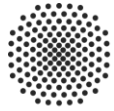


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Mobility management at the University of Stuttgart

→ Part of



University of Stuttgart
MobiLab

→ Part of the



1

WHAT IT'S ALL ABOUT

Efficiency through clarity

- Clear definition of areas of responsibility
- Identifying main interfaces between mobility management, administration and building authorities

2

LISTEN TO THE PEOPLE

What students and employees care about

- Real needs before prestige
- Feasible small to medium-sized projects with high visibility
- Identify main topics

3

BUILDING BRIDGES

Importance of networking within and beyond the university

- Get people involved
- Ask for support and acknowledge expertise
- Start joint projects

4

COPY AND PASTE

Building on existing knowledge

- Connect with mobility managers from other universities facing similar challenges
- Take already existing solutions and well-developed concepts and adapt them to your university

5

ONLY THE YOUNG

Collaborating with students

- High level of commitment
- Actively support students in realizing their projects
- Inspire even more students to take action
- Acquire funding to hire students

6

READY TO MAKE A CHANGE

Employees are already in the starting blocks

- High willingness to make a change
- Genuine support among employees
- Cross-departmental collaboration
- See potential in offers for help

7

THE STREETS ARE PAVED WITH GOLD

Applying for funds

- Large variety of new funding programs
- Choose wisely considering the cost-benefit ratio
- Stay up to date by subscribing to newsletters and asking people to forward you new funding opportunities

8

IT'S ALL ABOUT LEVELS

Distinguishing short-, medium- and long-term goals and measures

- Be aware of different time frames
- Pursue different goals simultaneously
- Implement smaller projects while preparing long-term measures

9

TAKE YOUR TIME

Prioritize content-related work on projects

- Consciously allotting time to planning and attending events, networking, public relations, being a communicator and contact person and working on projects
- Creating your own routines
- Block days (or at least several hours) to dive deep

10

RUN THE FIRST STEPS

Just start!

- Usually there's a list of issues that don't need detailed analyzation and discussion
- Just pick a project and implement it
- Stop *whataboutism* – every reduction counts!

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WHAT IT'S ALL ABOUT

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READY TO MAKE A CHANGE

LISTEN TO THE PEOPLE

IMPERFECT ACTION BEATS PERFECT INACTION



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