

III European Conference on Sustainable Mobility at Universities

SMART POLICIES FOR UNIVERSITY STUDENTS' SUSTAINABLE MOBILITY

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



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Our mission

Prince is a project funded by the Italian Ministry for Environment, Land and Sea Protection

PRINCE (feb 2018-dec 2022) is an experimental project to encourage students sustainable mobility

The general objective of the project is the definition and implementation of new incentive/loyalty/reward/discount policies linked to the use of sustainable means of transport for urban journeys to university.

The studied solutions should be scalable, in order to be easily adapted to other types of systematic trips with similar characteristics.



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Our partners

Several partners in the decision-making
process: local authorities, research centres,
transport companies and hi-tech firms

The PRINCE project involves 7 different partners:

The University of Genoa;

The Municipality of Genoa – Mobility Department;

AMT S.p.A,

Genova Parcheggi S.p.A,

Genova Car Sharing s.r.l.,

QUAERYON s.r.l,

Softeco Sismat.



The methodological approach

proposed in the research foresees five successive work phases:

- 1- collection and analysis: of different experiences used to promote sustainable mobility by other universities; of students' mobility habits; of the sustainable mobility means available on the territory under study;
- 2- definition of the strategy for the identification and provision of incentives through a co-design process with the main local stakeholders (involvement of third parties, choice of incentives, definition of rules for the assignment of points associated with sustainable travel);
- 3- development of the technological systems for monitoring student trips and assigning points;
- 4- testing phase to assess the effectiveness of the system implemented;
- 5- implementation of the approach: application of the model designed for an entire academic year.



Innovative features

PRINCE foresees to use incentives and rewards to promote sustainable mobility focusing on students and their choices

Changing mobility habits is not a simple process and is usually forced through the introduction of restrictive policies such as traffic bans or charging for access or parking.

A new way of understanding urban mobility is to use incentive policies as a lever for sustainability.

It is likely that an appropriate mix of pricing policies, monetary incentives or in-kind incentives will provide a sufficiently strong incentive for citizens to reduce their direct urban mileage by a significant percentage or to switch to other modes of transport.





Students Travel behaviour

4.380
answers
3.802 students
351 professors
227 office workers

The research team of the University of Genoa launched a survey to analyse students mobility behaviour and map students journey to reach the campus.

Survey launch 31.01.2019

Survey closure 19.03.2019

DOMANDE

RISPOSTE 3.953

QUESTIONARIO SULLE ABITUDINI DI MOBILITÀ DELL'UNIVERSITÀ DEGLI STUDI DI GENOVA

Il progetto PRINCE "PRemialità e INCentivi per il cambiamento modale" - di cui è capofila il Comune di Genova e per il quale UNIGE è partner - promosso dal Ministero dell'Ambiente e della tutela del territorio e del mare, intende incentivare il trasporto sostenibile (mezzi pubblici quali bus, metropolitana, car e bike-sharing, bici, piedi,...) degli studenti, in particolare negli spostamenti Casa-Università.

A tal fine, per mettere in atto delle politiche realmente efficaci, è necessaria una vostra partecipazione. Nel merito vi chiediamo gentilmente di rispondere al breve questionario sotto riportato. Tali dati sono raccolti in forma anonima.

Una volta analizzato il quadro generale, PRINCE intende promuovere incentivi per gli studenti che avranno un comportamento virtuoso in termini di mobilità sostenibile.

1. Seleziona la tua categoria di appartenenza: *

☐ Studente

☐ Docente (professore, ricercatore)/collaboratore (assegnista, borsista)

☐ Personale Tecnico-Amministrativo

2. Qual è la tratta che percorri quotidianamente per raggiungere l'Università? *
Da quale Municipio generalmente parti la mattina?

☐ Municipio I Centro Est

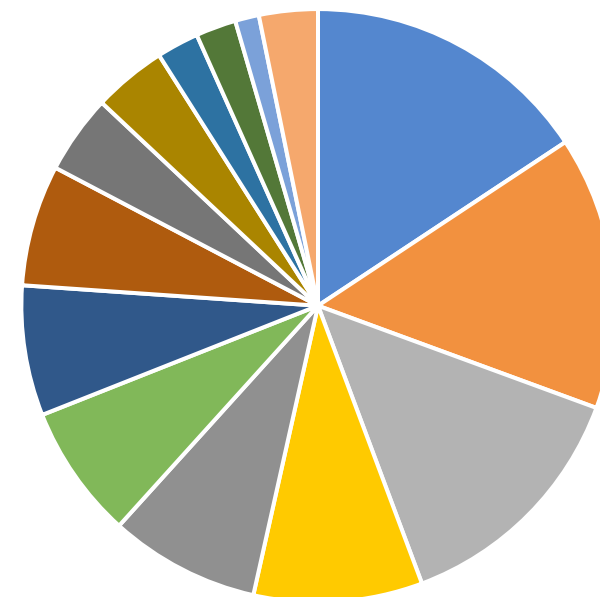
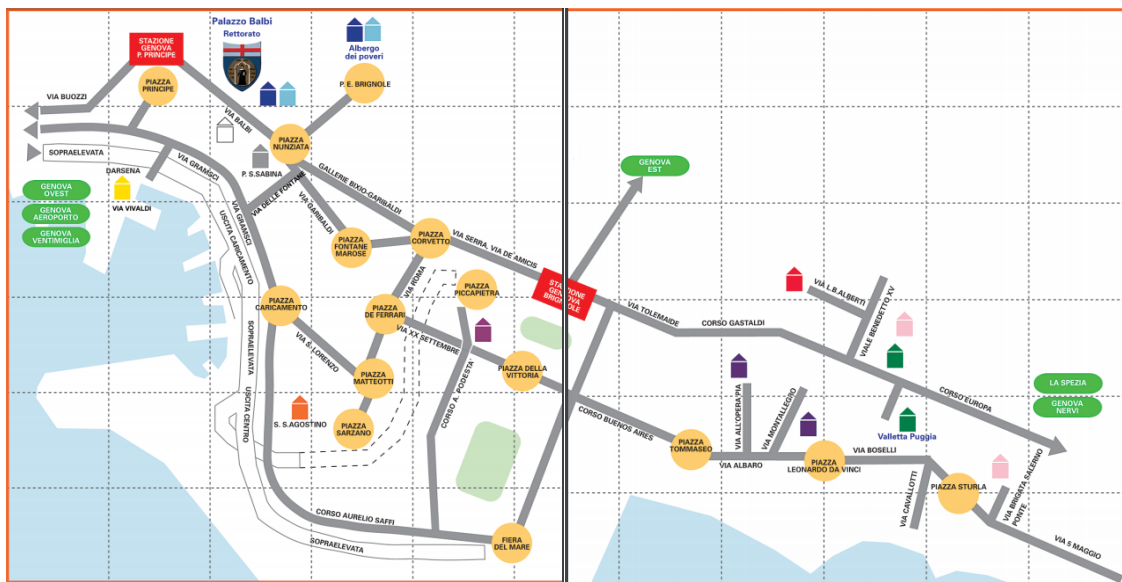
☐ Municipio II Centro Ovest

☐ Municipio III Bassa Val Bisagno

☐ Municipio IV Media Valbisagno

☐ Municipio V Valpolcevera

Which campus do you go to?

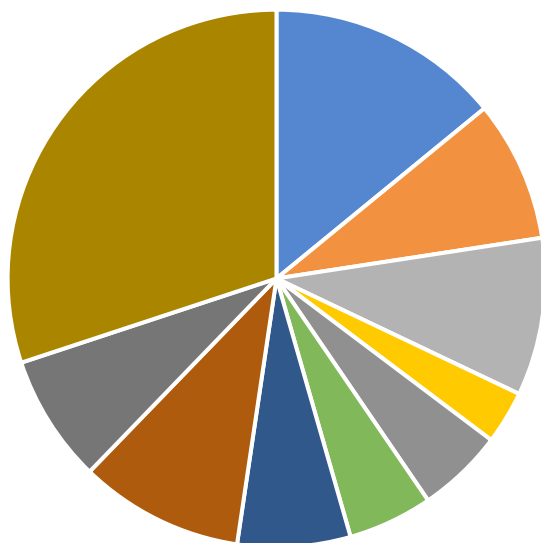


■ engineering ■ maths/physics ■ medicine ■ economics ■ education
■ law ■ literature ■ languages ■ architecture ■ politics
■ pharmacy ■ Savona ■ La Spezia ■ others



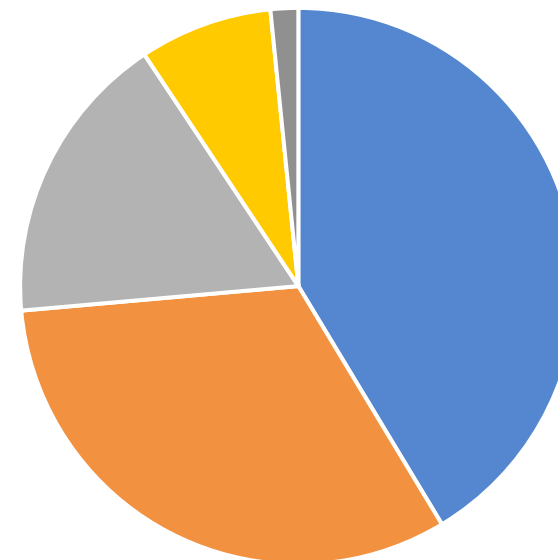
Students travel behaviour 2/4

In which neighborhood do you live?



I II III IV V VI VII VIII IX other

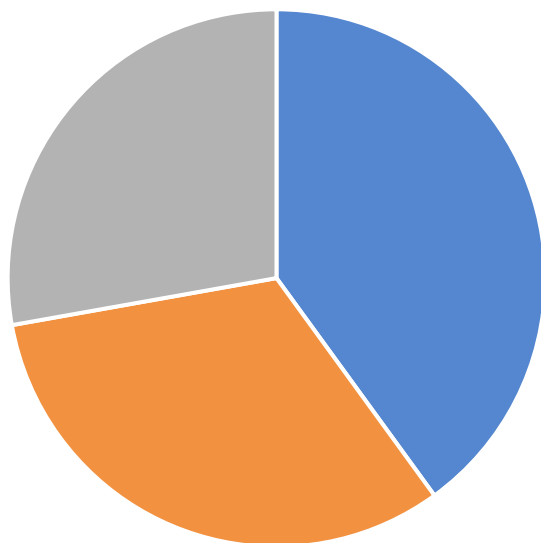
if you do not live in Genoa, what is your municipality?



Genoa Savona Asti/Alessandria La Spezia Imperia

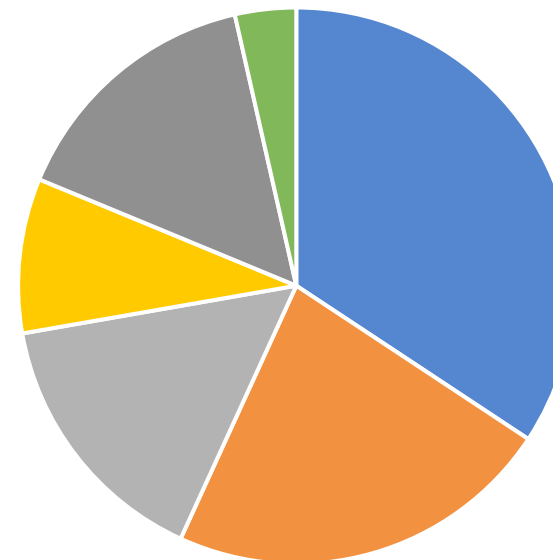
Students travel behaviour 3/4

How much time do you need to reach your campus?



■ <30 minutes ■ 30/60 minutes ■ >60 minutes

How many miles do you travel to reach your campus?



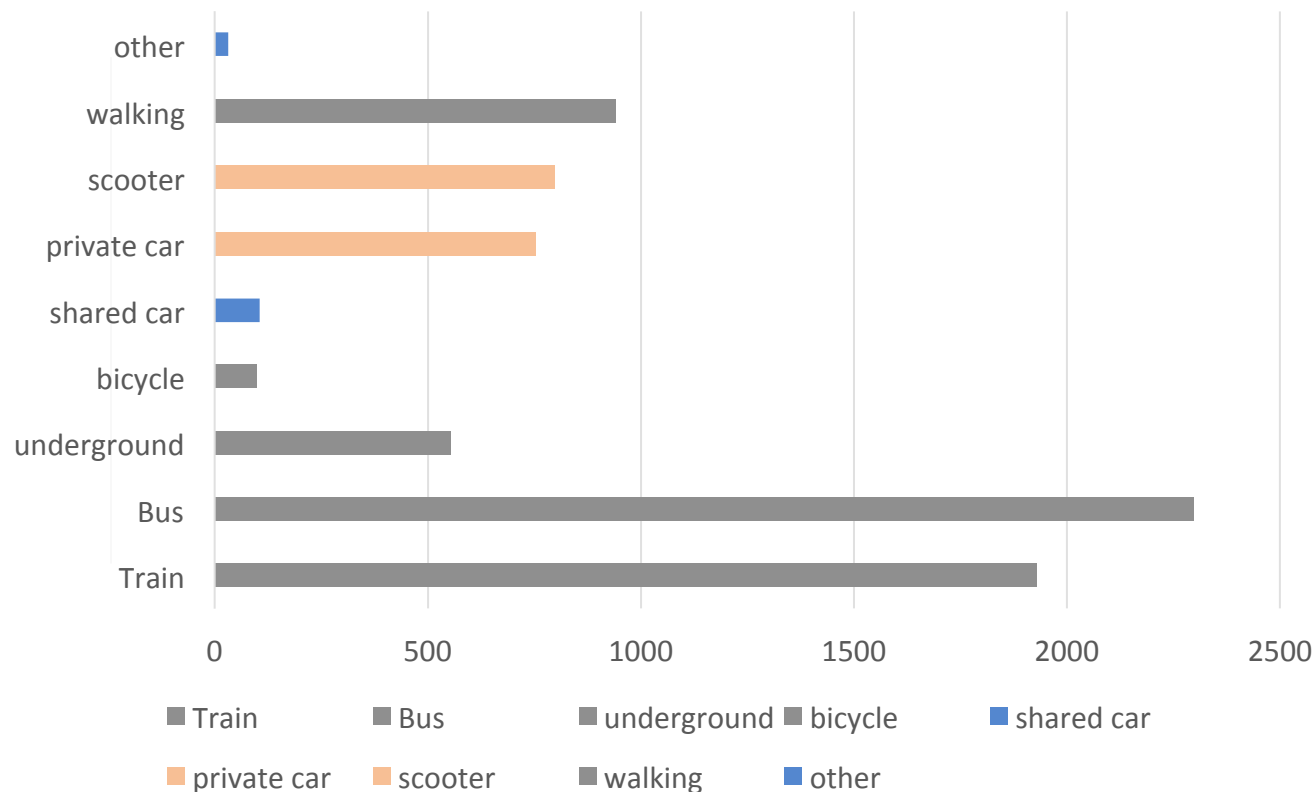
■ < 5km ■ 5-10 km ■ 10-20 km ■ 20-30 km ■ 30-50 km ■ > 50 km

Students travel behaviour 4/4

How do you go to the university?

77,6% of the
students already use
sustainable means of
transport

The reminder need our
help!





Innovative ICT solutions

ICT solutions to support sustainable mobility

objective

Designing, implementing, testing, evaluating, disseminating and exploiting new ICT tools for "smart" mobility, created specifically for the needs of students in order to promote changes in their everyday travel habits to reach university

How?

local buses, shared bikes and cars will be equipped with beacons: small devices that enable an accurate location of data. All the university students are invited to download an app, designed by PRINCE partners, which transfers their travel information to the beacons connected to a web platform. Thanks to this technology, it will be possible to map student's travel from home to school and vice versa.



< Genoa journey planner

— Scrivi origine e destinazione...

📍 Q Piazza Caricamento, Genoa, Metro ✕

📍 Q Aeroporto Di Genova Cristoforo Cc ✕

🚗 🚙 🚲 🚶

Scegli un'ora

search

— ...o scegli un viaggio abituale

Posizione gps: (44.4083272,8.9003608) - Genova Piaz... ➔

Plan your journey

< Dettagli viaggio

Incentivi disponibili

Puoi ottenere 7.9 Punti bici e a piedi (Genova)

Con questo viaggio partecipi al seguente programma incentivi: viaggio a piedi o in bici. Premio simulato: 0,25 Euro per Km

Puoi ottenere 2.47 Green Points (Genova)

contribution to energy saving

Energy label

- ☁ 0 g CO₂
- 🔥 221 kcal
- 🍴 0g (Equivalente in cibo)
- 🏆 2.47 (Green Points che si possono guadagnare)
- 🌳 0 (Alberi abbattuti)
- 🍃 4 (Green leafs)
- € 0 (Euro che si possono guadagnare)
- 🔌 0kWhs (kWhs utilizzati)

Choose the mean of transport

< Monitora viaggio

Monitora il tuo viaggio e e invia i dati alla piattaforma MoveUs per partecipare al programma sugli incentivi



▶ Inizia a tracciare un viaggio

Monitor your journey

< Il mio saldo incentivi

12/05/2016 11:31	To exchange	1.00
Totale punti: 15.00		

Punti bici e a piedi (Genova)

La valuta scade il 01/11/2016

(dd/mm/yyyy hh:mm)	Incentive Type	Incentive Amount
14/05/2016 09:11	To exchange	2.13
Totale punti: 2.13		

Punti Bus ore di punta (Genova)

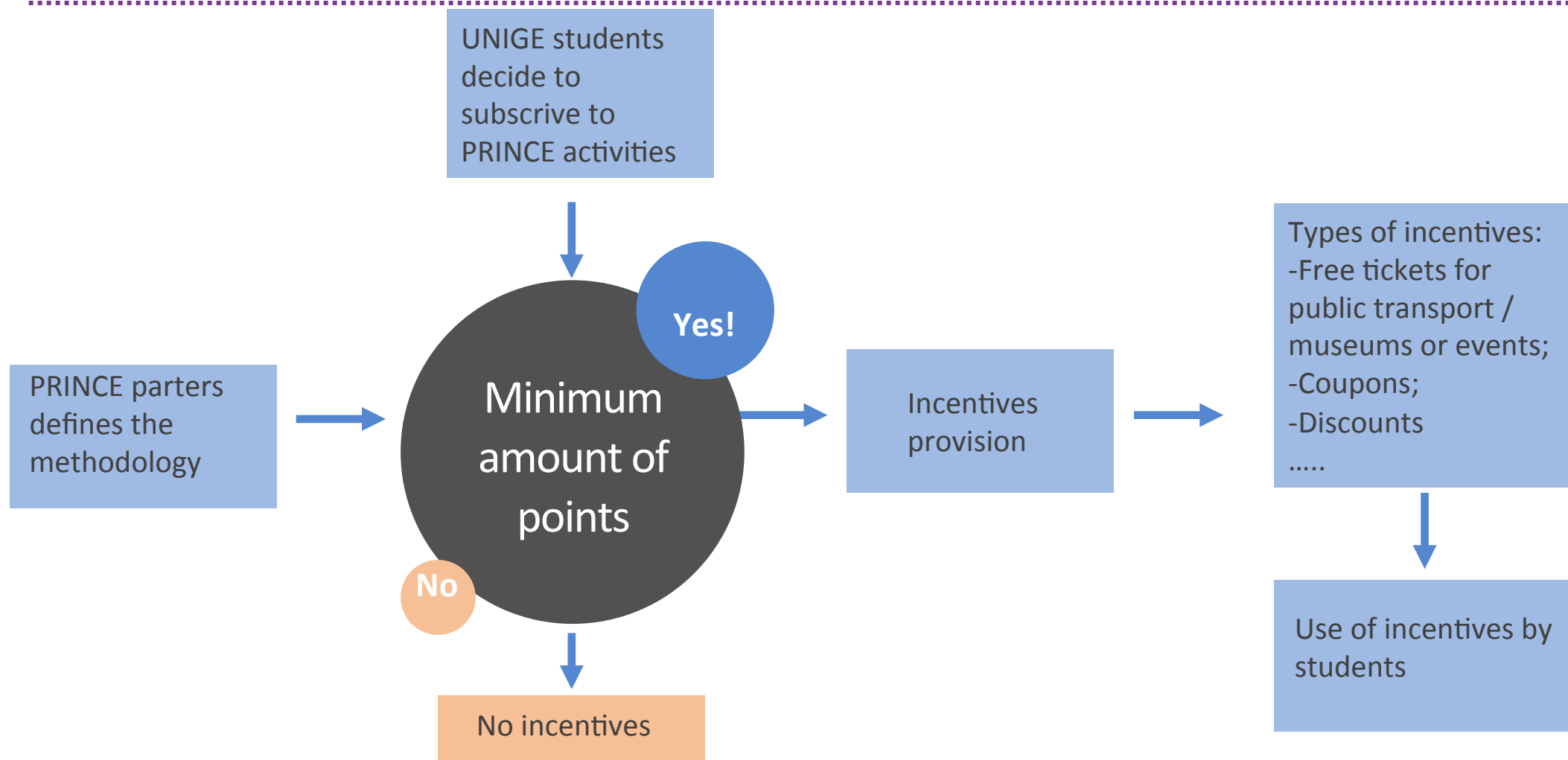
La valuta scade il 01/11/2016

(dd/mm/yyyy hh:mm)	Incentive Type	Incentive Amount
17/05/2016 17:53	To exchange	1.00
Totale punti: 1.00		

Receive your rewards



Fidelity program and rewards



CONCLUSION

Currently, the project is in phase 4. The pandemic interrupted the testing phase as students began to attend lessons from home, eliminating their travel. This is why the project was extended until December 2022. However, we can report a positive acceptance and participation of students in the first testing phase.

University campuses are a major attraction; a point of departure, arrival and transit for a large number of people. Universities are also the ideal place to educate present and future generations.

This is why sustainable mobility must be part of our universities habits.



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THANK YOU!



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