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## RETHINKING MOBILITY WITHIN UNIVERSITY: THE BASE APPROACH TO SUSTAINABLE BEHAVIOURS.

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### Short Description

BASE (Bicocca Environment Society Economy) is dedicated to foster environmental sustainability within the University of Milano Bicocca. BASE takes a holistic approach to sustainability in different areas, among which stands mobility management. Such an approach is aimed at providing, restricting, persuading and finally innovating the behaviours of university population.

### Main part

The 2030 Agenda for Sustainable Development with its 17 SDGs reaffirm the importance to achieve a better and more sustainable future for the Planet from an environmental, economic and social point of view by the next decade. In particular, we are facing a growing trend of global urbanization which demands steady attention to more sustainable policies at the urban scale. In order to achieve this change, relevant actions must be primarily directed at promoting environmental awareness and at innovating social behaviours. In this sense, urban mobility represents one of the most challenging topic to spread awareness on the environmental impact of our daily behaviours. Many years of academic travel management policies have shown that the universities cannot be considered as mere attractors of mobility anymore, whereas they can offer an interesting scenario where to experiment new social practices and support young citizens' decision-making towards more sustainable mobility attitudes. Since its foundation in 1998, the University of Milano-Bicocca (UNIMIB) has chosen to strive to promote sustainability both by constructing buildings and structures with low environmental impacts and by offering services, programmes and initiatives designed to encourage sustainable behaviours among staff and students alike. In order to support this commitment, BASE was created with the aim of propose, plan and implement the UNIMIB sustainability plan through management and structural actions, with educational and training activities designed to change the users' behaviour. BASE takes a holistic approach to sustainability in a range of different areas: energy, waste, climate change, water, food and mobility.

As regards mobility, a recent survey in UNIMIB highlights a relevant share of daily journeys made by public transport (77%) and a limited quota of private car uses (16%) and of active mobility (7%). Although a good modal-split performance, critical points have been identified and specifically addressed through strategies and policies oriented to provide, restrict, persuade and finally innovate students' behaviours. The BASE Mobility Management provide investments of €130,000/year to offer staff public transport subscriptions; free Ecobus shuttle service for staff and students for moving around the campus; 70 bicycles distributed among the various offices and departments to help employees get around the campus. Moreover, the University's annual contribution to access to local public transport in 2019 was equal to €148,000, split as follows: ATM €90,000, Trenord €58,000.

### What is new?

BASE provide an interesting approach to promote new mobility thinking and behaviour within its university population. This approach is based on 4 specific lines: provide, restrict, persuade and finally innovate mainly students' behaviours. The first line is intended to promote the use of public transport by according significant reduction on subscription costs; the second line is designed to discourage the use of private car of university population; the third line is focused on promoting active mobility; the fourth line is aimed at shape people's daily mobility choices. The 4 lines of action work in parallel.

**What is transferable to other cities and regions?**

The above mentioned approach can be usefully adopted in urban contexts at different scales and different social environments. It represents a framework that can help in managing urban mobility and in defining the most suitable actions to be introduced.

**What are outcomes and conclusions?**

Through the BASE approach on Mobility Management, UNIMIB provide a daily free low-environmental-impact bus service, give discounts for bus and van sharing services, car-pooling, car + scooter travel, and cycle hire. Every year BASE organizes the “Bicocca Mobility Day”, which represents an important event to share knowledge on sustainable mobility by presenting the support services to students and staff as well as to meet regional stakeholders and discuss with them policies for improving sustainable journeys of university people. Universities can and must actively participate in planning urban and metropolitan policies to achieve mobility practices that are ever more environmentally sustainable.

**Who are the main target groups?**

Students, professors and staff of UNIMIB.

**And what now? - what will change? - what is the relevance for the future?**

It is important to tackle the next stages of COVID-19 pandemic and the gradual return to work and campus through a comprehensive plan of sustainable mobility that allows students and staff to reach UNIMIB Campus with public transport or alternative sustainable modes.

In detail, it is necessary to:

- Plan time de-synchronization;
- Schedule school and work activities using a wider time slot, including also Saturdays;
- Promote active mobility within a 10km radius in order to mitigate the use of public transport and traffic congestion;
- Provide economic levers to stimulate commuting with bicycles and electric scooters;
- Strengthen smart working - teaching - learning;
- Improve smart tracking to avoid mass gatherings.

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