CITTÀ STUDI
CAMPUS SOSTENIBILE

POLITECNICO
MILANO 1863

19 ottobre 2015
Giornate della Sostenibilità

I CAMBIAMENTI CLIMATICI: DAGLI SCENARI GLOBALI ALL'AULA DEL POLITECNICO

I crediti di mobilità per favorire la mobilità sostenibile
Mobility credits approach to support sustainable mobility

Luca Studer

Laboratorio Mobilità e Trasporti – Dip. Design – Politecnico di Milano

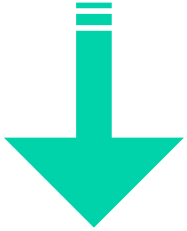
www.trasporti.polimi.it

Mobility credits

Present Situation

Mobility and Traffic management based on prohibition aiming at demand management/reduction.

Users/motorists are unhappy with the continuous rise of new constraints to their freedom.



Result is that Mobility is TOO MUCH oriented towards “unsustainable” transport modes

Mobility credits

Present Situation

Sustainable transport user's behavior are
PENALIZED and DISCOURAGED

- They need more time
- They do their trips in a polluted environment
- Their costs are higher
- Their trips are less comfortable
- A sustainable way of life is generally more costly
- Etc…

NO REAL ADVANTAGE FOR A GOOD BEHAVIOR!!!!!!

Mobility credits

New Scenario

Credit-based Mobility

Through Sustainable Mobility behaviors you gain **CREDITS**!!!!!!

For example:

Sustainable Mobility awards (First Price an electric Bike!!!)

Discount on other Sustainable Transport Modes (Public Transport)

Discounts in affiliated Shops or sales networks

….

….

Reduced Taxation!!!!

Mobility credits

Sustainable Behavior/Transport Modes

- Public Transport
- Rail
- Park & Ride
- Bicycles
- Car sharing
- Car pooling
- Bike sharing
- Purchase or use of low emission vehicles (LPG, Gas, Hybrid, Electric Cars)
- Trips made during off-peak hours
- Road Charging Systems
- ……..
- Purchase or use of Solar panels,
- ……..
- Car free cities or districts

Mobility credits

Technologies

- Removable On Board Unit (OBU) – on different transport modes
- Personal Identification card
- Ev. GPS
- Communication system
- Gantries
- Infrastructure – vehicles communication

Advantages

- Innovative tool for demand management
- Many potential users
- Multi-modal approach
- ….

Disadvantages

- Mobility should be considered as a whole (complexity)
- Need of technological improvement and risk of dishonest behavior

Love to Ride Milano by Campus Sostenibile

LOVE TO RIDE MILANO

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Tutti in bici per Bike Challenge Milano!

Chi metterà in sella più amici e colleghi?

La prima Bike Challenge Milano è una competizione divertente e gratuita tra luoghi di lavoro, grandi e piccoli. Vince l'organizzazione in cui la maggior percentuale di persone sale in sella almeno una volta tra il 16 settembre e il 31 ottobre. Iscrizioni aperte per le aziende fino al 25 ottobre.

Fai aderire la tua organizzazione, registrate le vostre pedalate, coinvolgete amici e colleghi a Milano e dintorni, e vincete fantastici premi! In palio anche un viaggio in Nuova Zelanda!

Bike To Work Milano

SCOPRI DI PIU'

1 TI ISCRIVI. GRATIS

2 VAI IN BICI ALMENO 10 MINUTI

3 COINVOLGI AMICI E COLLEGHI

4 VINCI FANTASTICI PREMI

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POLITECNICO MILANO 1863

PROFILO DELL'AZIENDA/ORGANIZZAZIONE

Politecnico di Milano

Vedi: Risultati generali • Challenge Modifica dati Organizzazione

Luca Studer
CHAMPION
Modificare?

1.9% PARTECIPAZIONE

75 SU 3,901 LAVORATORI PEDALANO

5 NUOVI CICLISTI

3,395 KM PEDALATI

Politecnico di Milano 500+ STAFF	**1.9%** PARTECIPAZIONE	**13th** POSIZIONE	**ancora 5** PERSONE IN SELLA PER SALIRE AL **12TH POSTO!**
Dipartimento di Design 200 - 499 STAFF	**1.5%** PARTECIPAZIONE	**12th** POSIZIONE	**ancora 2** PERSONE IN SELLA PER SALIRE AL **11TH POSTO!**

Più persone in sella e più felici! INVITA ALTRI A PARTECIPARE!

ATTIVITÀ

INVIA MESSAGGIO AL TUO TEAM

BIKE CHALLENGE MILANO

16 Settembre 2015 a 31 Ottobre 2015

15 giorni rimasti!

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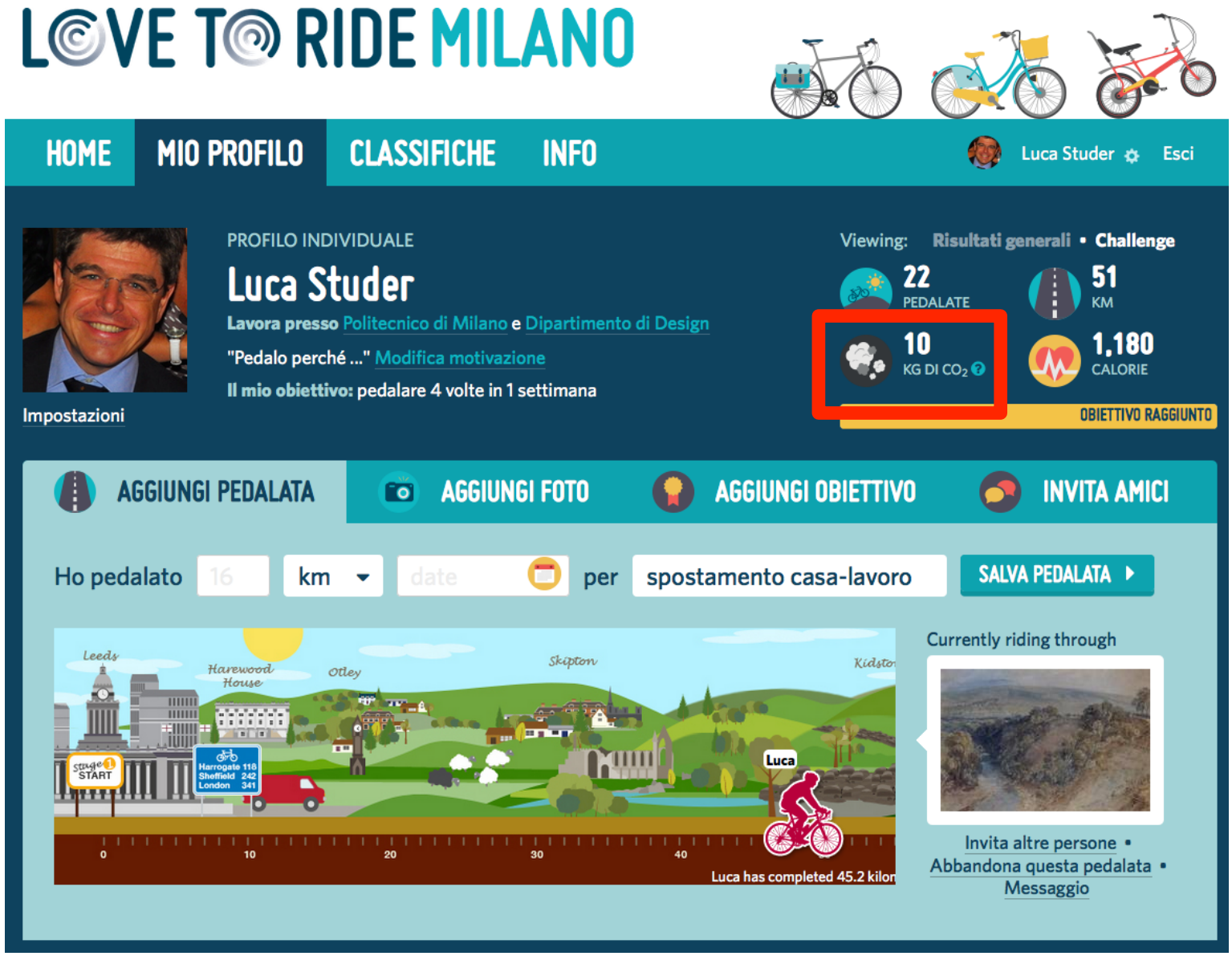

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Calculations

CO_2

The statistic for the amount of CO_2 saved by cycling on this website relates to cycle trips that have been logged for transport purposes only. The statistic relates to the total amount of CO_2 released by an average car, illustrating an estimation of the amount of CO_2 saved by cycling instead of driving. It is calculated as follows:

Total units travelled x kg CO_2 per unit = total kg CO_2

This calculation is the total distance of trips logged for transport purposes times the amount of CO_2 released by an average car, which equals the total kilograms of CO_2 per mile.

Defra's carbon conversion factor for an average car (fuel unknown) was used. This is 0.32641kg CO_2 per mile as provided in 'Guidelines to Defra's Greenhouse Gas Conversion Factors for Company Reporting', June 2008.

LOVE TO RIDE

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THANK YOU FOR YOUR ATTENTION!!

Questions to luca.studer@polimi.it