



CASE STUDY

Without car day

Summary: The project implemented by A.L.E.S.A. at local level involved a pilot school in the Province of Chieti with a view to encouraging the students to use sustainable modes of transport because in that way they will contribute to safe their health, reduce traffic problems and CO2 emissions. The project carried out an educational path structured in 6 different phases: submission of an initial questionnaire to all students and their teachers in order to know their travel habits; organization of frontal lessons about the sustainable mobility; announcement of a competition addressed to all students in order to produce a "Without car day" logo; realization of the "**Without car day**" in which the students and their teachers of the pilot school have been invited to try alternative means of transport in their movings in the course of that day; submission of a second questionnaire in order to quantify the participation to the event and to sound the students out about the changes of behaviours and, finally, a third questionnaire in order to know the impact of the local project after 4 months and to compare the declared intention to adopt sustainable means of transport and the actual shift.

Tick the relevant boxes.

Target Audience				Actions			
	Children		Transport companies		Clean and Energy Efficient Vehicles		Traffic Management
	Teenagers		Car sales people		Cycling		Car Pooling
X	Students		Private companies		Transport Demand Management		Transport for People with reduced mobility
X	Adults		Other		Flexible mobility services		Eco Driving
	Old Age Pensioners				Travel Awareness Event(s)		Walking
	Decision makers				Mobility management	X	Other
	Local and regional authorities				Public Passenger Transport		

Implementation Process

Fill out this step by step process of implementation for your project:

1. Selection of the pilot school, the Training School for Industry and Craft "G. Marconi" located in Ortona in the Province of Chieti.
2. Submission of an initial questionnaire to all students and their teachers which enabled us to know the travel habits in the home-school-home- trips and in the free time trips and to know some information of particular interest as: the means of transport used, the travel distances ect..
3. Organization of frontal lessons with the students in the course of which the staff of A.L.E.S.A. explained the notion of mobility and its negative effect as pollution, smog, the health hazards, the notion of sustainable mobility, the notion of mobility management, the Italian current laws and the incentives thought by the Italian Government to encourage the sustainable mobility, the mobility services (car sharing, car pooling, bike sharing, park and ride), the biofuels and some Italian best practice.
4. Announcement in the month of April of the competition "**Draw the logo and think the slogan**" addressed to all students of the "Marconi" school and lasted for two weeks. The A.L.E.S.A.'s staff asked the students to draw a logo and to think a slogan using the colours of the MOVE concerning the sustainable mobility to employ in the occasion of the "Without car day" for printing T-shirt and stickers. The set prize for two students was the participation at the final meeting of the Move project in Bilbao.
5. Realization of the "**Without car day**" in the month of May 2008 in which the students and their teachers have been invited to use alternative means of transport in their house-school travel and in the free-time trip encouraging changes of behaviours toward conscious choices of sustainable transport modes. The A.L.E.S.A. staff's during the morning met all the students and their teaching staff, invited the local media to participate at the event, distributed the T-shirts, made know the results of the first questionnaire and awarded the winner of the competition.
6. Submission of the second questionnaire in order to know the degree of satisfaction of the participants of the "Without car day" project, the number of people trying in that day the alternative means of transport, kilometres by car avoided and CO² emissions avoided.
7. Submission of a final questionnaire in the month of October in order to know if the MOVE campaign permanently influenced the mobility choices of the target groups

Barriers, Pitfalls or Unexpected Successes

An initial sceptical and inattentive approach from the students towards the local project due to their superficial knowledge of the sustainable mobility and that induced them to underestimate the importance of the measures aiming to reduce the damages caused by the CO₂ emissions.

Another barrier was that in our everyday life the use of polluting means of transport, for example car, are ingrained habits, so it is difficult to persuade the students, but also the teachers, to renounce at the comfort, at the practicalness and the easiness coming from the use of the car and motorbike in order to change this kind of habit and to try and permanently to adopt sustainable means of transport .

But thanks to our informative and disseminate actions and especially to a direct contact with the target groups we succeeded to involve the students and arouse lively interest towards these issues and we also succeeded, at least in one day, to convince a portion of them to renounce to use the car and motorbike .

Impact of the Results of the Project

List clearly the results of your project in terms of the results achieved versus the initial targets

- 1 Hours of frontal lesson in the pilot school: initial target: 20 hours - result achieved: 20 hours
- 2 Informative material distributed to the students initial target: 90% - result achieved: 90%
- 3 Survey forms returned (first questionnaire): initial target: 75% - result achieved: 100%
- 4 Participation at the event "Without car day": initial target: 50% of people involved- result achieved: 82% of people involved
- 5 People who try alternative transport modes in that day: initial target : 75% - result achieved: 76%
- 6 People satisfied: initial target: 60% - result achieved: 93%
- 7 People who declared the intention to change permanently their travel behaviour: initial target: 2% - result achieved: 70%
- 8 Survey forms returned (second questionnaire): initial target: 85% - result achieved: 100%