

## 05\_BEST PRACTICE UNIVERSITY OF CATANIA



### 'Pro.bici' service

The mobility management office of the University of Catania (MOMACT), since April 2010 provides the service named 'Pro.bici' to employees, researchers and professors. They can borrow a *pedelec* from MOMACT and use it for work-based trips, thus avoiding to use University cars or their own vehicles.



MOMACT has bought three pedelecs with own funds and maintenance is carried out by a dealer closed to Momact office. The service runs from Mondays to Fridays from 8:30 am till 1:00 pm. To get the *pedelec*, it's enough to book the bicycle by phone or e-mail and fill a simple form.

The main objective of the service is to promote the culture of sustainable mobility among the personnel and to show how can be easy and amusing to travel by bike instead than by car in the urban centre. Since its beginning the service has been used by some teachers and many employees. At the present day many of them consider it essential and get disappointed if they find that all bikes have been already booked.

MOMACT promoted the use of pedelec by means of many activities and events:

- In October 2010 an internal dissemination meeting was organised, named "MOMACT: avvertenze e modalità d'uso". Employees were invited to a small cocktail and while talking about sustainable mobility, had the opportunity to have a look and try pedelecs;



- In November 2010 MOMACT organised an event within the framework of the ESD (Education for Sustainable Development) Decade promoted by UNESCO, in 2010 dedicated to sustainable mobility. Among other activities (conferences, technical tables, personal travel plans) MOMACT placed its e-bikes at citizens' disposal in one of the most beautiful square of the historical centre of Catania (Piazza Università), inviting them to ride along a special path closed to traffic, involving more than 200 people.



MOMACT still keeps on promoting the use of pedelecs. Some internal statistics show that during the last months the rate of pedelec booking is increased, thus transforming an experimental initiative into a real service.