Third Level Students Use Multimedia to Promote Cycling
Smarter Travel Workplaces & Campus Programme

- Working with large employers and third level institutions to implement workplace travel plans

- Workplace Travel Plans are a package of measures to encourage people to walk, cycle, use public transport, carpool or reduce trips though ‘smarter working’
Programme overview

Benefits of Workplace Travel Plans

- Reduced parking pressure
- Staff and student wellbeing
- Supports sustainability agenda
Encourage and facilitate staff and students to:

- Swap the car for another mode
- Change their habits/behaviour
- Change their patterns of travel
Smarter Travel Campus

Working with third level campuses around the country
Examples of Best Practice

[Images of various best practice examples including bicycle parking, clothing provision, showers, commuting challenges, and bike repair stations.]
Programme Features and Resources

- Staff & student travel survey and report
- Accessibility maps
- Action plan
- Challenges
- **Campus Awards – students & teaching staff**
- Partner Seminars and networking
- Cycle Training
- Promotional materials
Smarter Travel Campus Awards

**Aim:** To engage staff and students through their field of interest to consider smarter transport options
Objectives

• Identify lecturers with the potential to include the projects as part of graded coursework
• Gain buy in from teaching staff
• Engage with and reward students
• Recognise staff, students and their campuses
• Following awards - work with campuses so that entries are shared locally & gain positive PR
Smarter Travel Campus Awards

Working with lecturers

• Third level students develop projects to facilitate, enable and promote walking, cycling, public transport & carpooling

Courses

• Multimedia, Sport, Health, Engineering, Marketing, Event Management, Communications, Innovation & Technology
Smarter Travel Campus Awards 2019

Engineering & Innovation – Technology Finalist: Aimee Shanley Brookes, Andrew Brohan & Aimee Shanley Brookes, Dublin City University
Winners: Engineering & Innovation – Design Category:
Smarter Travel Campus Awards 2019

Engineering & Innovation – Design Finalist: Peter McKeown, Danny Deery, Arnie Sasnauskas, Niall Halloran & Conall O’Kelly, Trinity College Dublin
Smarter Travel Campus Awards 2019

Health & Event Management Category Winners:
Luke O’Driscoll, William Horan, Christopher Asmus & Kate McMahon, University of Limerick
Benefits for staff & students

• Prizes & national recognition for staff and students
• Judged by industry experts
• Finalists invited to National Award Ceremony
• Good experience for portfolio or CV
Outcomes

- Student engagement over an academic term or longer
- Staff engagement
- Sustainability – brought into graded coursework
- Ownership/buy into the Smarter Travel agenda
- Pride & positive PR for campus, lecturer & students – win win!
- Planting seeds – behaviour change
2019 Awards Ceremony
Light House Cinema Dublin
Thank you

Further information:
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