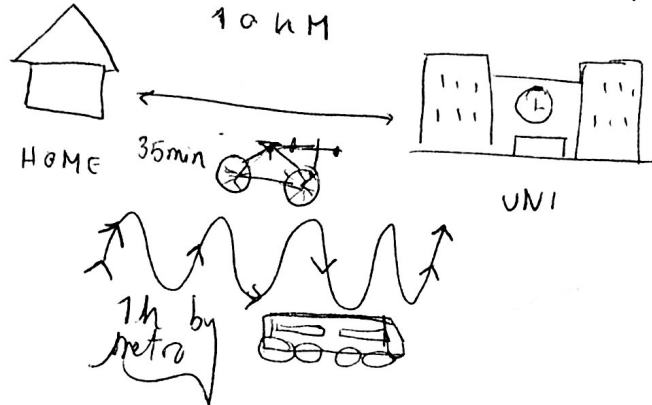


SUSTAINABILITY AND TRANSPORT

Madrid is a huge city, so transport plays a big role in every day life

PROBLEM:



• Cars + pollution + angry people during the morning



! A lot of hills!
Not realistic having the will to travel there and bike.

SOLUTION: Real electric-bikes rental for ~~everyone~~ students

• Electric failures

Promotes an eco-friendly transport, young and active for everyday life

Is realistic to use a lot the bike if it is powered so it adapts to the terrain and of fitness level of everyone (no discrimination)

Promotes health and movement, and saves up time \Rightarrow students are more productive \leftarrow job studies

more bikes = less cars = less traffic jams

\Rightarrow so it is also good for "adults" who are less likely to change their habits and stop using the cars

STRENGTHS

- Pollution, eco-friendly
- Time-saver: productivity for society
- Happiness!
- There are already facilities on campus not being used (bike parking always empty)

WEAKNESSES

- INTERNAL**
- University / state budget
 - Not enough support
 - Discrimination towards people living outside Madrid
 - ~~Change of use?~~
 - "Luxury" service, already metro for 20€

OPPORTUNITIES

- EXTERNAL**
- Less traffic jams.
 - External business interests
 - New jobs (maintenance + initial costs production)

THREATS

- Need for regulation
- Annual costs.. who pays for the mechanical problems?

Alternatives: no discrimination for stud. with mobility problems

SPECIFIC	MEASURABLE	ACHIEVABLE	REALISTIC	TIME-BASED
• Targets a <u>real problem</u> at our community	Results can be reflected easily: * Air quality * Daily traffic jams evaluation	• Technology is <u>available</u> for the change • <u>would be payed raising a bit through taxes</u>	• If you don't want one, maybe exchange for a ticket worth free public transport → 20€ × 12 months = 240€ <<< real cost bike motor (good for the government)	• It has a clear starting <u>they wish</u> is achievable because doesn't involve building new facilities

Provide students an electric-bike adapter for the beginning of the next course / public transport taken in exchange

There are two bus lines around the campus: calculate their total costs of making them and save that up for the motors → less pollution

Reduce frequency / eliminate (?) (intended for students) → maybe not justified if you

"cars" → less jobs, but it may be worth it