

# Project Title: Active Travel to City Centre

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## Overview

We aim to create an attitudinal campaign to change Trinity student's attitude not being capable of becoming an active travel orientated city, starting from the very heart of it at Trinity College campus. Social norms have heavily contributed to the misconceptions of Dublin's potential to become an ecosystem of active travel. We aim to highlight how together, we can make Dublin a safe place to cycle and encourage the uptake of active travel by the college community.

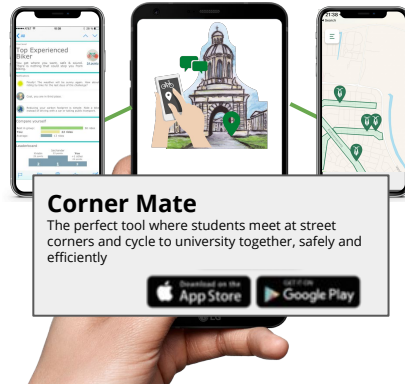
## Project



Image: Promotion campaign poster with educational aim



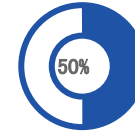
Images: campus activation educational campaign



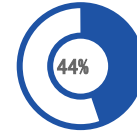
Images: community app and gamification methods

## Audience

Survey Participants:  
47 Trinity Students Aged  
18-28



Cycling Route and  
Community Platform



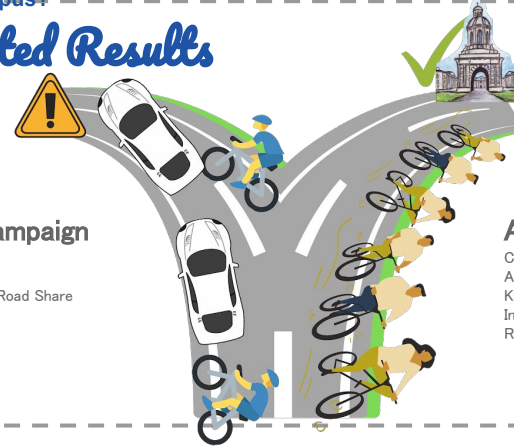
My Safety Concerns  
Addressed



My Carbon Footprint  
Information

What would best motivate  
you to take part in active  
travel-to-campus?

## Projected Results



### Before Campaign

Car Congestion  
Reduced Safety  
Disproportionate Road Share  
Time Delay  
Individual Cycling  
Unknown Routes

### After Campaign

Community Cycling  
App Access & Support  
Known Routes  
Increased Safety  
Reduced Congestion

## Conclusion

With our micro level approach, we have highlighted the benefits of cycling together for safety, cycling to reduce costs and cycling to save time. Through the 'irresistible' attitude of our campaign, we have educated students on how to arrive safely to campus whilst encouraging active travel to positively impact the macro environment.