

# Travel Advice for Commuters

Glasgow Caledonian University



University for the Common Good

## The project

A team of travel advisers deliver advice to commuters on how to **make their commute more sustainable**. The advisers are trained during the summer, and deliver most of their travel advice sessions at the start of the academic year.



## Results

- The initiative appeals to **all commuters** by addressing limitations of interventions focusing exclusively on people that cycle
- The initiative is estimated to have lead to a **reduction** of around **2000 tonnes CO<sub>2</sub>e** – saving an average of **£245** per person, reducing the financial burden of commuting
- Travel advisors speak to about **1500 students and staff** members each year, with 80% of students saying they found it 'useful' or 'very useful' to speak to a travel advisor



## SDGs

By promoting sustainable travel, the initiative helps to reduce emissions caused by students and staff commuting to the University, thereby **reducing per capita environmental impact** of the institution. This contributes to make both **GCU** community and the city of **Glasgow more sustainable**, supporting **SDG11**