



Bici unizar

Estrategia Unizar de fomento de la bicicleta para
promover una movilidad saludable y sostenible.



Universidad
Zaragoza

La necesidad de BiciUnizar

La Universidad de Zaragoza ha emprendido el camino de la responsabilidad y sostenibilidad que emana de los Objetivos de Desarrollo Sostenible. En este sentido, **la OMS** ha marcado dos grandes retos para los ciudadanos e instituciones: **la reducción del sedentarismo y el respeto del medio ambiente.**



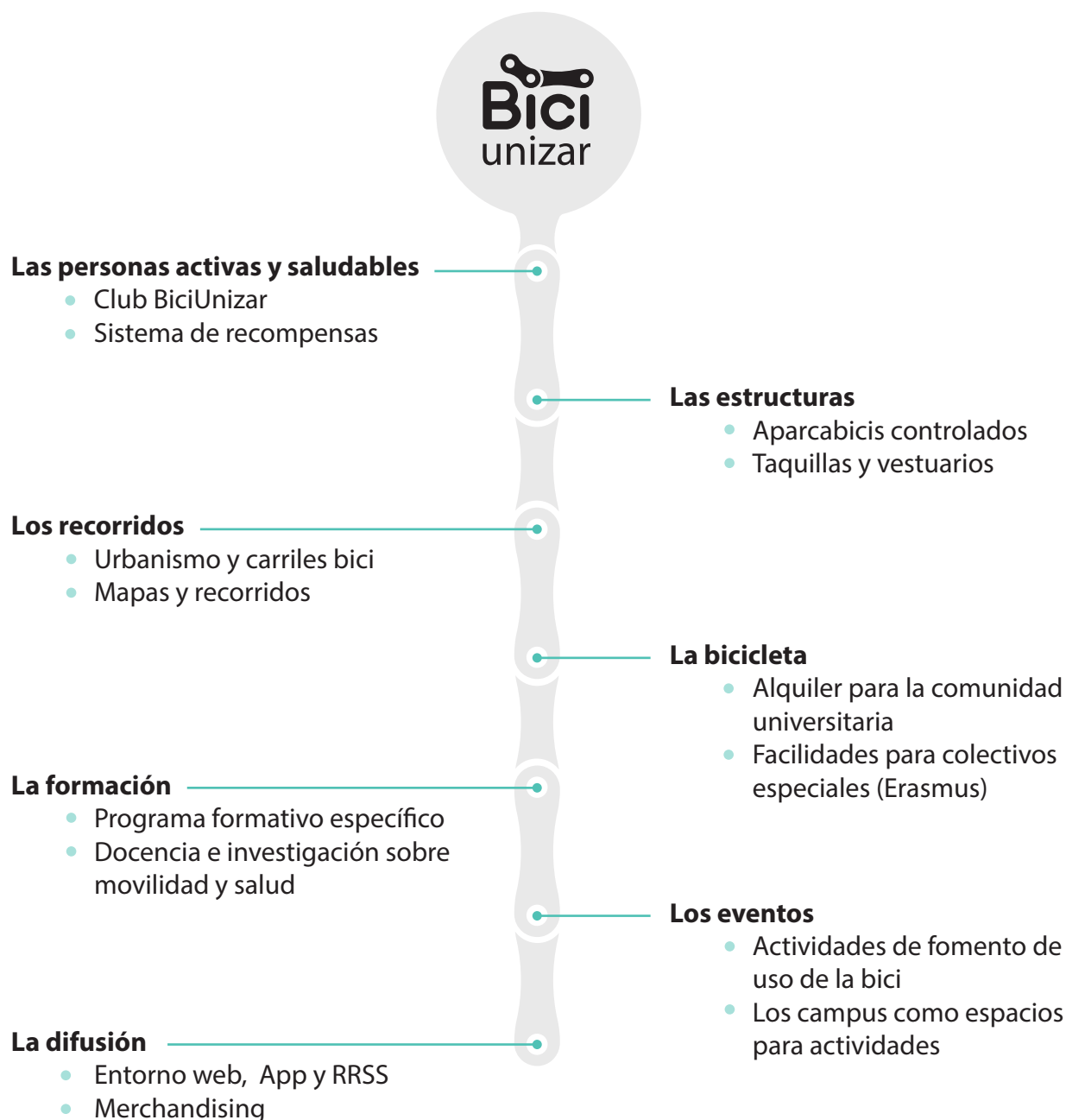
Con este fin, la Universidad de Zaragoza, está apostando por proyectos que fomenten un nuevo modelo de movilidad en los campus universitarios (**Planes de Movilidad Unizar**) y por proyectos de fomento del ejercicio físico (**Proyecto Unizar Move**). En esta línea, surge la necesidad de la **Estrategia BiciUnizar**, para propiciar que las personas accedan a los campus universitarios en el medio de transporte más saludable y sostenible del siglo XXI: **la bicicleta.**



Bici
unizar

Un proyecto integrador y participativo

BiciUnizar integrará diferentes acciones para promover un proyecto integrador, sostenible y saludable. Además, quiere ofrecer una nueva visión para propiciar que los **campus universitarios sean espacios abiertos y promotores de salud**.



BiciUnizar va a dar su primera pedaleada en septiembre de 2021 con la inauguración del primer aparcabicis controlado y la presentación del Manual de Identidad Corporativa.

BiciUnizar pretende ser un proyecto ambicioso para situar a la Universidad de Zaragoza como un entorno universitario de **referencia a nivel nacional e internacional** en el fomento del uso de la bicicleta. Entre todos podemos conseguir que los campus y las ciudades aragonesas se posicionen como grandes espacios de sostenibilidad y salud.

COLUMBIA UNIVERSITY OF THE CITY OF NEW YORK
COLUMBIA TRANSPORTATION
 Columbia Studies • Connect & Share Options • Parking • Charter & Car Services • Resources • About Us

Did You Know?
 How the City is committed to the development of a green campus is worth knowing. With over 1000 acres of city blocks, The NYC Department of Transportation is committed to providing the greatest benefits for the city's residents.

Bike & Campus
 Bike commuting at Columbia University has increased since 2010, growing to more than 1000 bike commuters. The University promotes the many benefits of bicycling to work or school, and offers a variety of services to support bike commuters. (Clicking a link provides more information and contact information.)

AVAILABLE BIKE-RELATED SERVICES

- Bicycle Interest Group**
 Join our Bicycle Interest Group to get the latest news and updates on Columbia.
- Bike Lacks**
 Discover how you can get a loan from Public Safety. (Clicking a link will take you to the page where you can request a bike.)
- Bike Maintenance and Repairs**
 Free bicycle tune-up events are held periodically at Columbia. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Bike Registration**
 Register your bike to be able to use the Public Safety and Bike Share services. (Clicking a link will take you to the registration page.)
- Bike Share**
 Use the City's Bike Share program to get a bike for your commute. (Clicking a link will take you to the page where you can learn more about the program.)
- Bike Skills Education**
 Learn how to ride safely with the City's Bike Share program. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Bike Storage for Students Living in Residence Halls**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Commuter Bicycle Parking Enclosures**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Outdoor Bike Rides**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Purchase a Used Bike**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Showers and Change Rooms**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)

BIKE TOPICS

- Hudson River Greenway Bike Trail**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- George Washington Bridge by Bike**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Bikes on Transit and Columbia Streets**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Bike Maps and Navigation**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Bike Lanes**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Bike Events**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Abandoned & Illegally Parked Bicycles**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Bicycle Groups**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)
- Travel Tips by Bike**
 Discover how you can get a bike rack for your room. (Clicking a link will take you to the page where you can find the location and time of the next event.)

Kingston University Cycle Hire Scheme

REGISTER | LOGIN

How it works?

REGISTER | RIDE | RETURN

How it works?

Choose a plan

Find Bikes and Stations

Get the KU Bikes app!

Ride Safe

connected
 FREE BICYCLE SERVICING FOR DERBYSHIRE-BASED KEY WORKERS

How members benefit to work

"I can't believe how much better I feel for cycling each day - I've lost nearly 2 stone in weight and reduced my cholesterol levels, not to mention the time and money savings I make each day!"
 Just Cycles to Work

LATEST PROJECTS

Featured:
 Explore cycle improvement schemes getting underway

NEWS & EVENTS

connected

Ejemplos de casos de éxito de proyectos internacionales de movilidad en bici

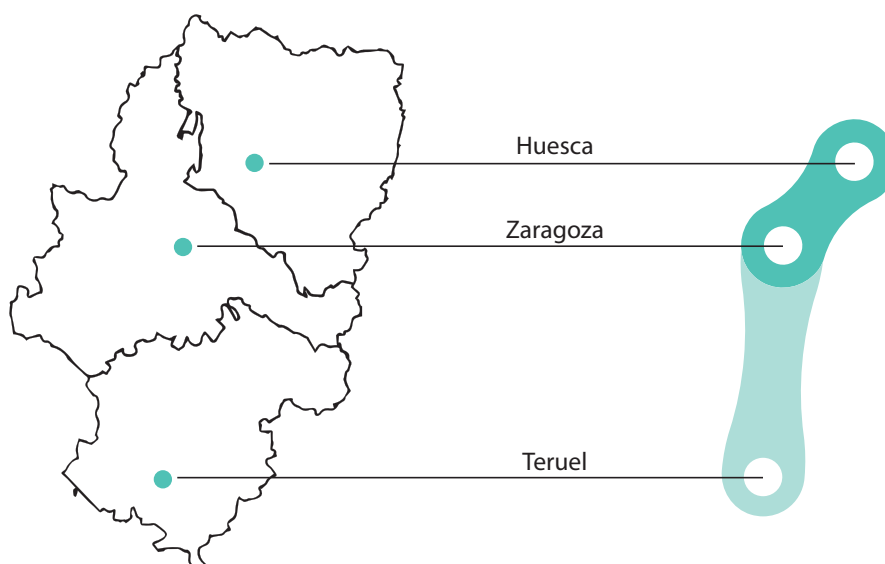
Identidad corporativa

A continuación se muestra un breve resumen del **manual de identidad corporativa** de la estrategia BiciUnizar con el fin de explicar de dónde surge su imagen gráfica, así como mostrar un ejemplo de diversas aplicaciones de lo que podría llegar a ser en el futuro.

Significado

La imagen corporativa de BiciUnizar se crea a partir de intentar representar la **unión** de las tres **provincias** en las que tiene presencia la Universidad de Zaragoza a través de un elemento representativo de la bicicleta.

Es así como se llega a los **eslabones de la cadena** que, gracias a su unión, son los que permiten el **movimiento**.

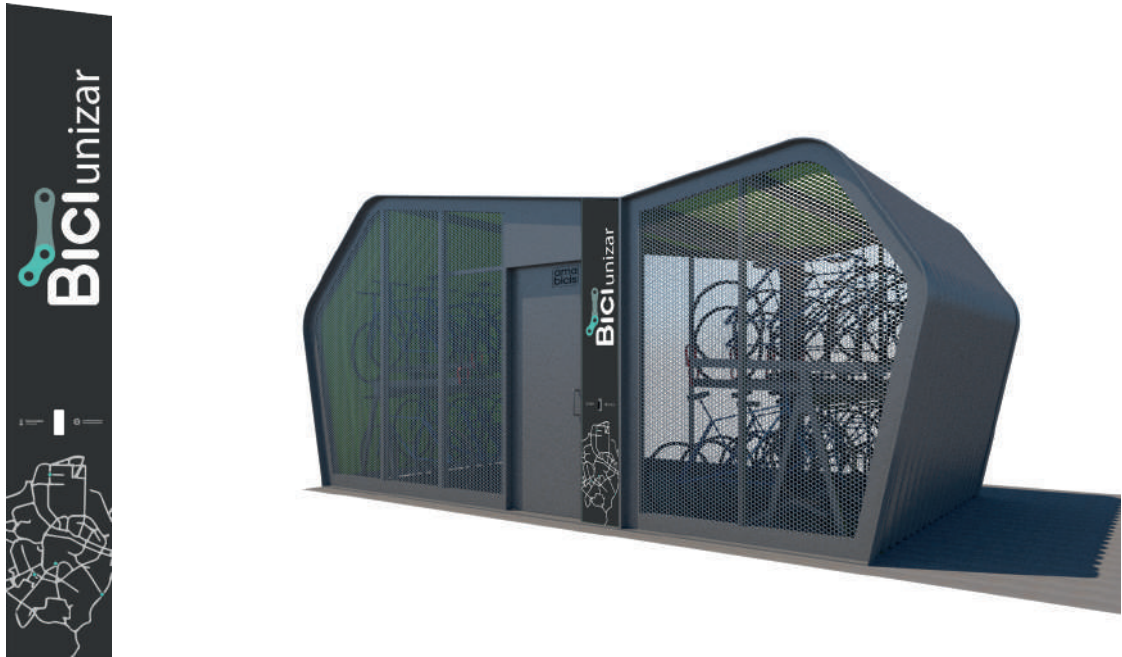


Logotipo

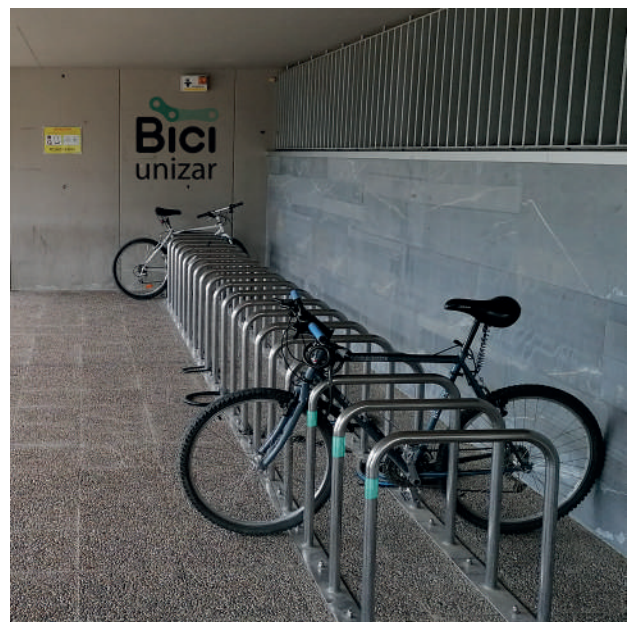


Aplicaciones gráficas

Aparcabicis cerrado



Aparcabicis al aire libre





Gracias