



# ***Free Bus Project***

## ***The project***

The Free Bus Project aims to offer a free nocturnal public transportation service to ease nightclubbing, connecting the main nightspots of a city, with the purpose of encouraging youths to avoid driving during weekends.

A sensible action aimed at making people aware and educating them towards a new mentality, which has as its priorities young people's safety and responsibility. Evening leisure is accompanied by a sustainable and safe means of transport, able to implement networks between clubs and to create connections amongst events.

## ***Objectives***

- Offer a free nocturnal mobility service
- Encourage young people to leave cars at home and move together on free buses
- Create a new trend in nightclubbing, where the Free Bus acts as catalyzer and connection between events, being also a meeting point and a stress-saver against driving and parking
- Offer an extremely comfy nocturnal transportation service
- Contribute concretely to safety on the road
- Encourage energy saving and limit the environmental impact from traffic brought by hundreds of cars

## ***Public***

- People – both young and adult – who go out at night during weekends
- Young people without a driving license or a car who need to move across the city
- Young people who want to go out and have fun together, leaving cars at home

## ***Strategy***

Offer a free transport service which functions throughout the night, offering a safe, functional, and comfortable collective mobility system. The buses cross the city, passing through clubs and venues, train and subway stations, and main car parks.

## ***Communication channels***

- Flyers/pamphlets
- Posters
- Contacts from the Traffic Kills mailing list
- Contacts from the Traffic Kills social networks
- An accurate press agency communication

## ***Possible sponsors***

- Clubs, especially the lead roles of the city nightlife
- Governmental authorities, associations and institutions
- Public and private organizations and firms
- Firms which produce environmentally sustainable vehicles
- University and educational organizations