

STARS Zaragoza

Background

STARS Zaragoza is a local implementation of the European STARS project (Sustainable Travel Accreditation and Recognition for Schools), which promotes sustainable and active travel to school. In Zaragoza, the initiative responded to growing concerns around pollution, traffic congestion, and sedentary lifestyles among children. The project was introduced to engage schools, families, and local authorities in encouraging non-polluting transport, especially cycling.

The project is coordinated by the Zaragoza City Council, with the involvement of schools, teachers, students, and families, as well as mobility and urban planning departments. It aims to improve the health and wellbeing of students while contributing to the city's climate goals and raising awareness about sustainable transport habits from an early age.



Key Activities

- Designing personalised school routes for students.
- Forming student groups that travel together by bicycle.
- Delivering educational sessions on safe and sustainable mobility.
- Involving families and teachers in awareness campaigns and school mobility audits.
- Cooperating with local authorities to ensure safe cycling infrastructure.

Impact

- Increased number of students using bicycles for school transport.
- Positive feedback from schools and families on safety and engagement.
- Contributed to reduced local traffic congestion during school hours.
- Enhanced sense of autonomy and responsibility among students.
- Supported Zaragoza's wider goals around sustainable urban mobility.

Challenges & Solutions

- **Challenge:** Resistance from families concerned about safety.
- **Solution:** Improved infrastructure, clear safety protocols, and involving families in the planning process.
- **Challenge:** Limited participation from schools at first.
- **Solution:** Incentives, training for teachers, and showcasing early success stories.

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Tips for Similar Projects

- Start with a pilot school to build momentum.
- Collaborate closely with city planners to ensure safety and infrastructure needs.
- Involve families early to build trust.
- Use data and visual storytelling (maps, photos) to share progress.
- Offer rewards or recognition to participating schools and students.

Resources

- [STARS Zaragoza on URBACT](#)
- [STARS Project: sustainable, active and independent mobility on BIDCE](#)

Partners



Identified Limitations/Weaknesses

- Scalability can be limited by city infrastructure.
- Requires ongoing coordination and community engagement to maintain impact.
- Not all students may live close enough to benefit directly from cycling routes.

