

# PEDUCA



## Background

- PEDUCA, short for Plano Estratégico de Desenvolvimento Urbano e de Mobilidade de Aveiro (Strategic Plan for Urban and Mobility Development in Aveiro), is a comprehensive initiative designed to transform Aveiro into a model of sustainable urban living. Launched by the Municipality of Aveiro, this plan was conceived in response to pressing challenges such as urban sprawl, traffic congestion, environmental degradation, and a lack of cohesive public mobility options.
- The strategic vision of PEDUCA aligns with broader European Union policies on sustainable urban development and climate change mitigation. Aveiro's unique geography, often referred to as the "Venice of Portugal," presents both opportunities and challenges for mobility and urban planning. To address these, PEDUCA integrates solutions tailored to the city's waterways, pedestrian areas, and public transport networks.
- The project involved a diverse array of stakeholders, including municipal authorities, urban planners, transportation companies, environmental organisations, and community representatives.

- This collaborative approach ensured that the plan reflected the needs and aspirations of Aveiro's residents while meeting international standards for sustainability.
- A key component of PEDUCA is its emphasis on active mobility. The initiative promotes walking and cycling as primary modes of transport within the city, supported by new bike lanes and pedestrian-friendly streets. Public transportation has also been reimagined, with improvements in bus routes, schedules, and the integration of alternative energy vehicles.
- Additionally, the plan includes green urban spaces to enhance the liveability and ecological balance of the city.
- The project was also motivated by a need to address social inequalities in mobility. By prioritising accessibility and inclusivity, PEDUCA ensures that all residents, including those with disabilities or limited financial resources, have access to safe and efficient transportation. This focus on equity strengthens community ties and enhances the overall quality of life.
- PEDUCA represents a forward-thinking and scalable model for urban planning in mid-sized cities, blending local innovation with global sustainability goals.



## Key Activities

- Development of sustainable mobility infrastructures.
- Creation of accessible and connected urban areas.
- Implementation of awareness campaigns to promote alternatives to car use.

# PEDUCA



## Impact

- Improved urban connectivity for residents and visitors.
- Significant reduction in local carbon emissions.
- Positive feedback from residents regarding the efficiency and accessibility of new systems.

## Challenges & Solutions

- **Challenge:** Initial resistance from the population to changes.
- **Solution:** Awareness campaigns and community involvement in planning.
- **Challenge:** Financial limitations.
- **Solution:** Partnerships with regional and European entities for funding.

## Tips for Similar Projects

- Involve the local community early to ensure buy-in.
- Prioritise actions with immediate, measurable impact.
- Adapt solutions to the specific characteristics of each region.



## Identified Limitations/Weaknesses

- Dependence on external funding for several project phases.
- Partial implementation in specific areas, creating initial inequalities in accessibility.

## Resources/Links

- [PT FLyer PEDUCA](#)
- [Brochure PEDUCA](#)
- [PEDUCA Website](#)



## Partners

