

The "Al futur s'hi arriba en transport públic" campaign, now explained in six testimonials with six different stories

- **ATM launches the second part of the campaign that began in September to encourage people to use public transport**
- **Six people tell their six stories with a common focus, the use of public transport in their everyday lives**
- **Authorities and operators share the message of aiming at more sustainable mobility for the future**

The "Al futur s'hi arriba en transport públic" campaign, started in September by the Autoritat del Transport Metropolità (Metropolitan Transport Authority - ATM), the Generalitat de Catalunya (Catalan Government), the Barcelona City Council, the Area Metropolitana de Barcelona (Barcelona Metropolitan Area - AMB) and the Associació de Municipis per a la Mobilitat i el Transport Urbà (Association of Municipalities for Mobility and Urban Transport - AMTU), together with the different rail and bus operators, now continues with a second part which includes the launch of six videos featuring six accounts by people who travel on public transport every day to get to work.

Six people, six stories and a daily journey in common: by public transport

With the aim of reminding us of the importance of public transport in resuming jobs and the economy, ATM sets out to bring the stories of six people who use this service every day to tell us just how essential it is for them. This part of the campaign consists of six videos of daily journeys by these six people, from when they leave home to when they arrive at work, around Barcelona and its metropolitan area.

This second phase of the " Al futur s'hi arriba en transport públic" campaign will last three weeks and can be seen on social networks, as well as the website <https://www.atm.cat/ca/w/al-futur-s-hi-arriba-amb-transport-public>.

With this measure ATM wants to appeal to the collective awareness that mobility needs to be more and more sustainable and healthy, and highlights both the network available (fleet, routes, inter-modality) and the safety of the service, as well as the need to cut the air pollution caused by combustion vehicle emissions.

Main image of the campaign:



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