



# Smarter Travel Student Awards

## The Judging Panel



## Fiona Murphy

Administrative Officer at the Department of Transport

Fiona Murphy is an Administrative Officer in the Climate Engagement and Governance Division of the Department of Transport. The Division's objectives are to develop, deliver, and monitor implementation of policy on climate change mitigation in the transport sector in line with national Climate Action Plan targets to decarbonise the transport sector by 50% by the year 2030.

As part of her role, Fiona and her division will be developing and delivering several Public Engagement Pilot Initiatives across a range of sectoral areas such as schools, workplaces and sports clubs throughout 2025. The overarching aim for the pilot initiatives is to deliver, test and evaluate innovative approaches, and to build the evidence-base necessary for future programmes aimed to accelerate the rollout of behavioural interventions, so that they are efficient and effective at achieving population-level changes of sustainable transport modes.



### Category 2 Social Marketing

Poster or digital marketing campaigns, sustainable travel seminars or webinar series, walking or cycling programmes and much more!