

REPORT ON IT CAMPAIGN ACTIONS FOR AWARENESS RISING ON MOBILITY PLANNING AMONG TARGET GROUPS

D.T3.4.11

Version 1

05 2019





Title Report on IT campaign actions for awareness rising on mobility planning among target groups

Deliverable D.T3.4.11

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Status final

Reviewed by

Submission



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1. Summary

The City of Modena has initialised organising a campaign action for civil servants' awareness raising regarding sustainable mobility lifestyles. Firstly, a meeting with civil servants has taken place, in order to inform them on the City of Modena Workplace mobility plan. In the frame of the campaign action the MOVECIT backpacks have been produced and distributed to the participants to the pilot actions; in addition, posters to be put in the most important City of Modena office districts have been elaborated and prepared. Those posters consist in maps indicating which main city spots are reachable by bicycle in 5, 10 and 15 minutes from the City of Modena headquarters. In January 2019, all employees have been invited by the City of Modena Mobility Manager to take part in the pilot action and have been provided by all relevant information and instructions. In particular, a specific meeting has been organised with the aim of presenting the web platform that is the "core" of the Modena pilot action. This MObility, the web platform proposing sustainable mobility solutions for home to work trips.

2. Date and place

- Bike to Work day (Modena, 16th September 2016)
- Event "Domenica Ecologica XXL 2017" (Modena, 24th September 2017)
- Event "Domenica Ecologica XXL 2018" (Modena, 23rd September 2018)
- MobyDixit (National conference) (Modena, 11-12 October 2018)
- Launch among employees of MObility, the interactive mobility management platform which will help Mobility Managers in Modena with their activities (Modena, 26th March 2019). The platform has been developed in the framework of the MOVECIT Project - as one of the actions of the Workplace Mobility Plan - and will be free to use for companies and local authorities in the Municipality of Modena. It will, in fact, include the possibility to carpool between employees of different companies, and will be operated under the general supervision of the Mobility Manager of the Municipality of Modena.

3. Number and types of participants/target groups

- For the two events "Domenica Ecologica XXL" ("Eco-Sunday"), the target was the whole citizenship.
- As for the leaflets, Bike to work day, the cycling maps and the tutorial meeting for the launch of the mobility management platform, the target were Municipality's employees, who work in different seats.
- For the national conference held in October 2018, the target audience were stakeholders, technicians and practitioners from Modena and from the whole Country.

4. Implemented actions and links to deliverables, outputs

- Leaflets (D.C.2.1): targeting the Municipality employees, MOVECIT project leaflets has been distributed in the main seats;
- Roll-up: Movecit roll-up has been shown in every meeting related to sustainable mobility by municipal offices;



- Realization of posters for the main seats of the Municipality. These posters consist in maps with bicycle service areas for 5' - 10' - 15' rides; each map is centered in a different Municipality seat, with main services/landmarks indicated. This measure is meant to communicate how easy and quick it is to reach the whole city by bicycle.
- Realization of gadget (backpacks, bags, pens, USB pen drives) with Movecit Logo (D.C. 3.1-2-3-D.C.3.4.3.). These gadgets were distributed among employees during meetings and training days
- Press releases (D.C.5.1) (throughout the project duration, mainly connected to events, i.e. start of the project, project meeting in Modena, National Conference...):
 - <https://www.comune.modena.it/europa/progetti-finanziati/movecit-coinvolgere-i-dipendenti-degli-enti-pubblici-nella-promozione-della-mobilita-sostenibile-e-nella-pianificazione-della-mobilita>
 - <https://www.comune.modena.it/salastampa/archivio-comunicati-stampa/2018/2/movecit-focus-in-citta-per-studiare-la-mobilita-sostenibile>
 - <https://www.comune.modena.it/eventi/eventi-2018/mobydixit>
 - <https://www.comune.modena.it/salastampa/archivio-comunicati-stampa/2019/5/mobilita-sostenibile-in-ufficio-a-piedi-o-in-bicicletta>
- Events “Domenica Ecologica XXL 2017-2018” (D.C.6.4). On the occasion of the European Sustainable Mobility Week, in 2017 and 2018 two “Eco-Sundays” have been organized: vast programs of events, meeting and activities were set up. In each one of the events, a seminar was dedicated to what the municipality of Modena has been doing regarding sustainable mobility.
- Bike to Work Day: for the Municipality’s employees, a prize has been given to those employees reaching the different seats by bike that day. Movecit leaflets were distributed.
- Mobydixit National Conference (D.C.6.1 - D.C.6.2): During the conference, a wide variety of topics was presented and discussed: services and products for sustainable mobility and mobility management, best practices of mobility management and a roundtable on two themes: school mobility and incentives for mobility. The additional session during the second day opened with a confrontation on what had been shown during the conference, followed by a brief presentation of the MOVECIT project, during which the Municipality described the actions taken from the start of the project and what was to come in the next steps. Lastly, the presentation of “MObility”, the interactive mobility management platform which will help Mobility Managers in Modena with their activities, was held to the stakeholders. (D.T3.3.8 - D.T3.3.14)
- implementation of new sensor to collect number of bicycles and number of vehicles moving through a virtual line (pilot action); the data has been recorded since November and the sensor will be active for 12 months.
- Launch of the Mobility management platform for employees (D.T.3.3.5): a specific campaign has been prepared, targeting the Municipality employees, with an informative e-mail from the General Director, a news on the intranet and a tutorial meeting for training in the use of the platform. The meeting was held on 26th March 2019. To the employees who participated to the training meeting the MOVECIT backpack has been given as a gadget.

5. Expected effects and the response

The main goal of the events and of the national conference was to disseminate a wide variety of topics, including best practices and mobility services, to local authorities and stakeholders, in order to broaden their knowledge and put them in the position to choose and put in place selected measures in the fields of sustainable mobility and mobility management. The disseminated topics were very well received and



discussed between the participants, who asked for details and clarifications related to the applicability in their specific situations.

From the campaign action which targeted the stakeholders and other local authorities also emerged that there is the necessity of a stronger link between the Municipality of Modena and its stakeholders and local authorities, in order to improve networking possibilities and the quality of the applied measures.

From the campaign actions which targeted the Municipality employees, the feedback was very positive. The employees who participated were very active, asking many information regarding the use of the mobility management platform and giving many specific inputs on what the Mobility Manager of the Municipality should do in order to make sustainable trips more convenient.

6. Annexes

Documentation of the actions;

6.1. Invitation and Agenda

- The Agenda of the **Conference** is available at: <http://www.mobydixit.it/wp-content/uploads/2018/10/PROGRAMMAMOBYDIXIT.pdf>
- The agenda of the event “**Domenica Ecologica XXL 2017**” is available at: <https://www.comune.modena.it/eventi/eventi-2017/domenica-ecologica-xxl>
- The agenda of the event “**Domenica Ecologica XXL 2018**” is available at: <https://www.comune.modena.it/liberiamolaria-modena/domenica-ecologica-xxl-il-23-settembre-2018>
- The invitation for the tutorial meeting on how to use the **MObility platform** has been sent by email form the mobility manager account to all the Municipality employees.

6.2. List of participants

Annex files.

6.3. Pictures





BIKE TO WORK

16 SETTEMBRE 2016

MODENA

SU invito di FIAB ONLUS
e Rete Città Sane OMS
anche **#Modena** partecipa al
Bike to work il 16 settembre!



 Comune di Modena

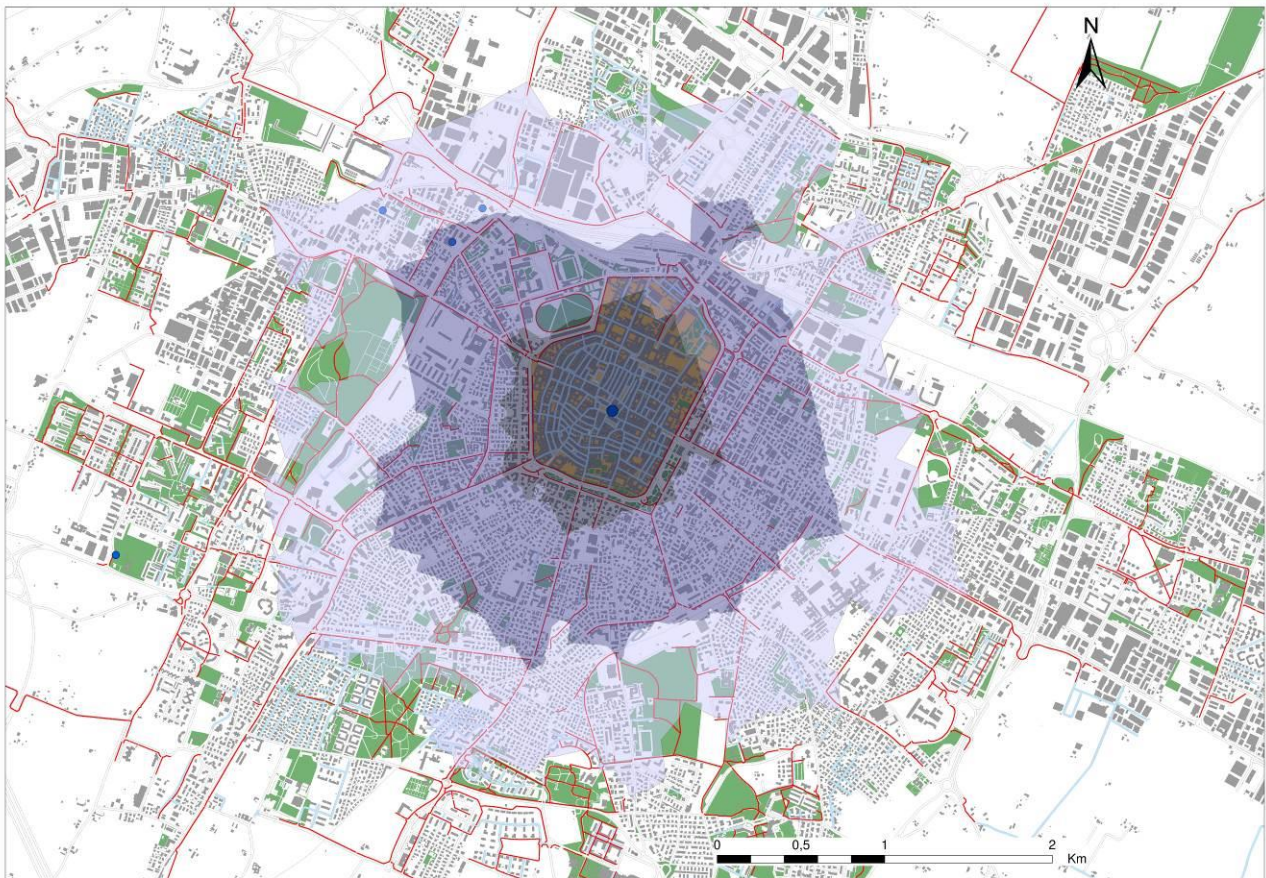
 **cittasane**
rete italiane OMS

 **FIAB**
Federazione Italiana Amatori Biciclisti

Sponsor:
 **DECATHLON**









6.4. Media coverage

Not applicable

6.5. Web-links

- <https://www.comune.modena.it/salastampa/archivio-comunicati-stampa/2016/9/al-lavoro-in-bici-anche-a-modena-il-201cbike-to-work201d>
- <https://www.comune.modena.it/eventi/eventi-2017/domenica-ecologica-xxl>
- <https://www.comune.modena.it/salastampa/archivio-comunicati-stampa/2018/9/il-23-settembre-torna-la-domenica-ecologica-201cxxl201d>
- <https://www.comune.modena.it/eventi/eventi-2018/mobydixit>
- <http://www.aou.mo.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/2510>
- <https://www.ferpress.it/modena-movecit-progetto-cofinanziato-dalla-ue-incentivare-forme-mobilita-sostenibile/>
- <https://www.greenplanner.it/2017/12/19/movecit-modena-bicicletta/>
- <https://www.comune.modena.it/europa/news/conferenza-mobydixit-2018>
- <http://www.modenatoday.it/eventi/mobydixit-convegno-modena-11-12-ottobre-2018.html>
- <https://www.mossamodena.it/2018/10/02/mobydixit-modena/>
- http://www.ansa.it/canale_ambiente/notizie/mobilita/2018/10/12/parma-al-top-per-mobilita-sostenibile-poi-milano-e-veneziana_b636bf95-1372-442d-8bbe-eb0945757ccf.html
- <http://www.osservatoriopums.it/news>
- <http://www.ttsitalia.it/rapporto-mobilita-sostenibile-in-italia-indagine-sulle-principali-50-citta-e-pama-la-migliore/>
- <http://www.trc.tv/news/ambiente/2018/10/12/le-citta-eco-mobili-ma-ancora-tanto-da-fare/>
- <https://www.comune.modena.it/salastampa/archivio-comunicati-stampa/2019/5/mobilita-sostenibile-in-ufficio-a-piedi-o-in-bicicletta>