

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	LP - Development agency Sinergija
Output number and title	O.T3.1: 13 mobility plans developed for 13 central Europe municipality's units to fostering CO2 reduction
Responsible partner (PP name and number)	PP7 - City of Modena
Project website	http://www.interreg-central.eu/movecit
Delivery date	May 2018

Summary description of the strategy/action plan (developed and/or implemented)

The Workplace Mobility Plan for the employees of the Municipality of Modena has been elaborated within the framework of the MOVECIT Project, whose general objective is the promotion of a change in the mobility habits towards sustainable mobility. The city of Modena is also working at its SUMP - Sustainable Urban Mobility Plan - and recently approved the Cycling Mobility Plan.

A dedicated working group has been created, a mobility team responsible for the WMP which includes people belonging to the Municipality and external technicians supporting the elaboration of the WMP.

Stakeholder involvement was very important: some were internal to the municipal offices and others external, and they started a phase of consultation about the choices to be made. This strategy allowed the Municipality to raise the awareness concerning the WMP and about the whole concept of sustainable mobility, enriching the work thanks to the experience of the subjects involved; moreover, involving other bodies increases the opportunity to spread the gained knowledge outside the municipal offices.

The proposed measures will benefit not only the Municipality employees who live within the Modenese area, but all those who live in the functional urban area of Modena, defined as the urban continuity of Modena plus the territory falling within the fractions of the Municipality itself and in the neighboring municipalities that gravitate on Modena. However, the chosen measures do not implicate the need to interface with entities such as other municipalities or suburban public transport managers, as the measures do not intervene on aspects belonging to extra-municipality competences.

All the measures contribute to the achievement of the set targets: the reduction of emissions and kilometers travelled by car as single occupants. They are monitored through indicators such as the increase in the modal split of public transport, carpooling and bicycle, calculated on all employees and therefore representative of the entire functional urban area.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

Municipality of Modena, Italia, NUTS- ITH54

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The main objective of the Municipality strategy and action plan is to promote change in the mobility habits of its employees, by encouraging forms of sustainable mobility, through the adoption of a specific Mobility Plan, with reference to the main Municipality's seats. The measures proposed in the Plan can contribute to the reduction of CO2 and other negative effects linked to a mobility mainly oriented to the use of the private vehicle.

Particularly, the Municipality expects that through the raise of awareness among public employees about the impact of their mobility behavior for work trips and through adoption of WMPs in the municipalities, more and more public employees, belonging to Modena Municipality and to other partner towns, will be motivated to change their mobility habits shifting to more sustainable means of transport.

This strategy expects to give as a result a total reduction of CO2 emissions of the employees involved in the project thanks to their change in mobility behavior and mentality habits as well as a consistent health benefits that will result from the adoption of healthy habits like walking or cycling to work.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

The process of developing the WMP for the employees of the Municipality of Modena is strictly connected to a moment of renewal of the city planning tools and documents: The Sustainable Urban Mobility plan (SUMP) is being developed in parallel, as well as the new Urban Plan. In 2016, a specific document on cycling, the Cycling Mobility Plan has been adopted by the Administration. Part of the objectives, the planned strategies and measures do overlap within these documents and the WMP, which represent a further demonstration of the Administration's commitment.

Nearby towns will take the WMP as an example because of the similarities they will find between Modena mobility issues and their mobility urban conditions, problems, employees' cultural resistance to the change and modal split. So, other Municipalities as well as other institutions and private companies, partners and stakeholders of the project will take into consideration the WMP to promote or replicate part of its measures, in order to achieve the common objective to make their employees' work trips more sustainable.

Throughout the project, the Municipality, as well as other stakeholders, will also search for other national and/or EU funds to invest in sustainable mobility initiatives and actions, that could support the carry on of the activities after the end of the project.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The first lesson learnt concerns the importance of the stakeholders' inclusion in the planning process, thanks to their contribution in giving concrete ideas, reporting risks and possible difficulties.

The second lesson learnt is that every measure needs to be included in a larger vision in order to be coherent with the strategy of the city in a harmonious ensemble that gives high positive impact and practical visible effects; that means that concrete measures, such as maintenance of cycling and pedestrian infrastructures, must be accompanied by immaterial actions, such as communication, training courses and events, in order to reach the expected goals.

The priceless added value of transnational cooperation mainly consists in the materials provided by the project that were essential to guide the mobility team in the elaboration of the strategy as well as the European best practices shared during the project which could improve the number of positive examples to follow and to pick ideas from.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

- × Transnational benchmarking and evaluation report on mobility plan's development (D.T3.2.22 - D.T3.2.23)
- × Transnational report on seven regional trainings for municipalities on tools for mobility plans (D.T2.3.2)
- × Joint strategy and action plan on development of mobility plan for municipalities (D.T1.6.1)
- × Qualitative reports describing the stakeholder involvement in mobility planning and pilot activities (D.T1.5.2)
- × Signed Letter of Commitment from Town Councilor (D.T3.2.24)
- × The Workplace mobility plan for Modena (D.T3.2.14)

