

Mobility Management: from European Projects to Emilia-Romagna Region Local Actions

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 The partnership in European Mobility Projects represents a very important opportunity for Emilia-Romagna Region to exchange experiences, get to know best practices to be implemented all over the regional territory

 In this perspective the ITACA project has focussed on Mobility Management policies dealing with “soft” measures which do not foresee the realization of new infrastructures but put forward awareness raising initiatives, integrate LTP services and help to manage the mobility demand

 Mobility management planning in Italy is ruled by the Ronchi Decree **"Sustainable mobility in urban areas" (27 March 1998)**

 This Decree has made it mandatory for companies from 300 employees onwards in a single site or totally 800 employees to nominate a company Mobility Manager who is responsible for the employees' home-work trip planning

 Emilia-Romagna Region is convinced that Mobility Management obligation should not be limited with reference to the employees number but be extended to companies as much as possible

 All the regional MM measures implemented till now (from European Projects such as ITACA and MIMOSA to the “Fair District” mobility management plan, suggested by the porpouse to facilitate the coordinated action of the several companies) share this viewpoint and aim at enforcing the national law to the regional territory, on involving small companies located in important areas

 The implementation of the actions foreseen in the European Projects is accompanied by the introduction of several regional innovative policies such as:

- Discounted LTP season ticket
- innovative company parking areas management
- car sharing
- car pooling



 Information activities are crucial for the dissemination and the promotion of urban sustainable alternative modes and LPT services

 More attention must be paid to innovative mobility solution such as car sharing for the home-work trips or as an alternative to the private car use

 The European project IMOSMID, which involves the Province of Reggio Emilia, represents a good example of an innovative approach on aiming at introducing the electric mobility for the home-work trips



Thanks for your attention

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