



**PROVINCIA
DI RIMINI**



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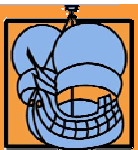


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Interregional Cooperation of the Italian Regions

**POWER Interregional Programme
Sub-project ITACA
KICK-OFF MEETING
Bologna ,18-19th february 2010**



Alberto Rossini
Province of Rimini
Director of Mobility and "Wide Areas projects" Department



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A short Overview of the Province of Rimini



The province of Rimini is the "youngest" of Emilia-Romagna's provinces. It was indeed established in 1995, its administrative centre in the city of Rimini, by aggregating other 19 municipal territories distributed along the coast of the Adriatic sea. The province is located at the convergence of the ancient Roman consular roads Via Emilia and Via Flaminia (today State Road n.9 "Emilia" and State Road n.16 "Adriatic"). The main towns, in addition to the coastal ones, are located in the hilly hinterland and along the valleys of the main rivers (Marecchia and Conca)

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Kick Off Meeting



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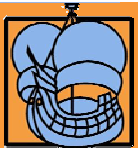


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The province of Rimini is also the most "Southern" between the provinces of Emilia-Romagna. It borders on the South with the territory of the Marche region. By August of 2009, the seven municipalities of the high side of the Marecchia Valley have been separated from the Marche and now they are part of Rimini's province, which currently extends on a surface of 864 Km² and hosts a population of 321.000 inhabitants.

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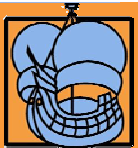
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The number of inhabitants grows during summer, weekends, and conferences or trade fair events.

For example during 2008, around 3,000,000 people arrived with an average stay duration of 5 days (n. presences over 15.000.000)



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the Operational Program Growth and Jobs

The province of Rimini plays the institutional role of collecting and coordinating the local proposals for the achievement of the region's economic objectives, environmental and territorial planning in reference to the mobility issue.

In this context the Province of Rimini has undertaken since 2001 mobility management activities for schools, public authorities and industrial areas, above all in spreading of a new culture of sustainable mobility.

More in detail, and with regard to the project ITACA, the province promotes the development of the APEA, acronym of "Aree Produttive Ecologicamente Attrezzate" (ecologically equipped production areas).

The provincial territorial plan identified the APEA to promote the reordering and re-aggregation of productive activities and also of the functional poles in strategic areas for mobility, with allocations of common services to businesses (logistics, services to support the accessibility of workers, recycling, energy and water saving)

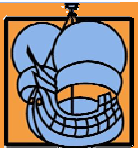
The 3 main APEAs are:

1 Santarcangelo/Rimini

2 Raibano

3 Cattolica-San Giovanni Marignano / San Clemente





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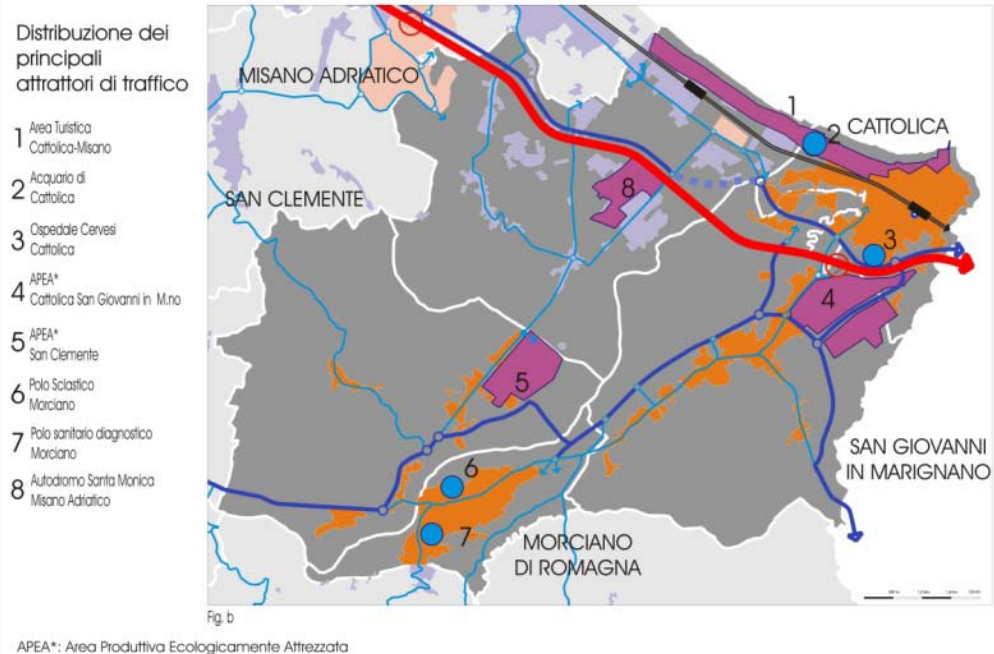


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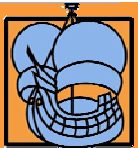


Cattolica - San Giovanni APEA (No. 4 in the picture) is located in the southern part of the province, at an important modal node (A14-SS16-SP17/58).

The area hosts today over 150 companies (3,300 employees mainly working in the textile industry).



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The project concerns the implementation of an **home - work mobility plan for the San Giovanni-Cattolica APEA.**

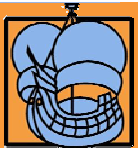
The plan will be drawn up according to the “guidelines for the drafting, implementation and evaluation of plans of trips” (ENEA - Italian National Agency for New Technologies, Energy and Sustainable Economic Development RTI/ERG/SIRE/99/023).

The first step of the analysis will be the evaluation of the mobility demand of employees and the accessibility of the APEA.

The demand for mobility will be evaluated using a questionnaire distributed to all employees and a questionnaire for the management of each company.

Public authorities and representatives of trade unions will be involved in the project also to promote the compilation of the questionnaires.

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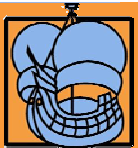
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Instrument of Economic Development

The project aims to identify an optimal management model for freights and people mobility in productive areas qualified as "ecologically equipped", in order to:

reduce individual and private car use for the home - work movements with dedicated measure focusing on car pooling, public transports and cycling mobility support;

rationalize the allocation and use of fleets car business also for PMI using car sharing and van sharing services as well;

improve the reconciliation of free time and work with particular attention to the standing facility services for working and urban areas.



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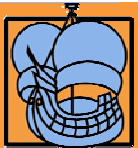


Activities consist of:

- development of analysis and communication instruments;
- involvement of municipalities, companies and local communities;
- definition of flexible measures - towards the most innovative measures that facilitate greater reconciliation between free and working time;

The expected results relate to the definition of a comprehensive methodology (analysis and project reports) and an assessment of the success/failure factors of the implemented measures (monitoring report) in order to:

define "good practice" reusable in similar contexts



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Collaborations with project partners may relate to the stage of development of survey and project instruments and the implementation stages of testing of measures too.

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