



# I.MO.S.M.I.D. PROJECT – LIFE+ 2009

16<sup>th</sup> of September 2011  
**B O L O G N A**

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- **I.M.O.S.M.I.D. Project**
  - (Integrated MOdel for Sustainable Management of Mobility in Industrial Districts)
  - LIFE+ Programme Environment Policy and Governance





**PROJECT LEADER:**

**PROVINCE OF REGGIO EMILIA**

**ASSOCIATED BENEFICIARIES:**

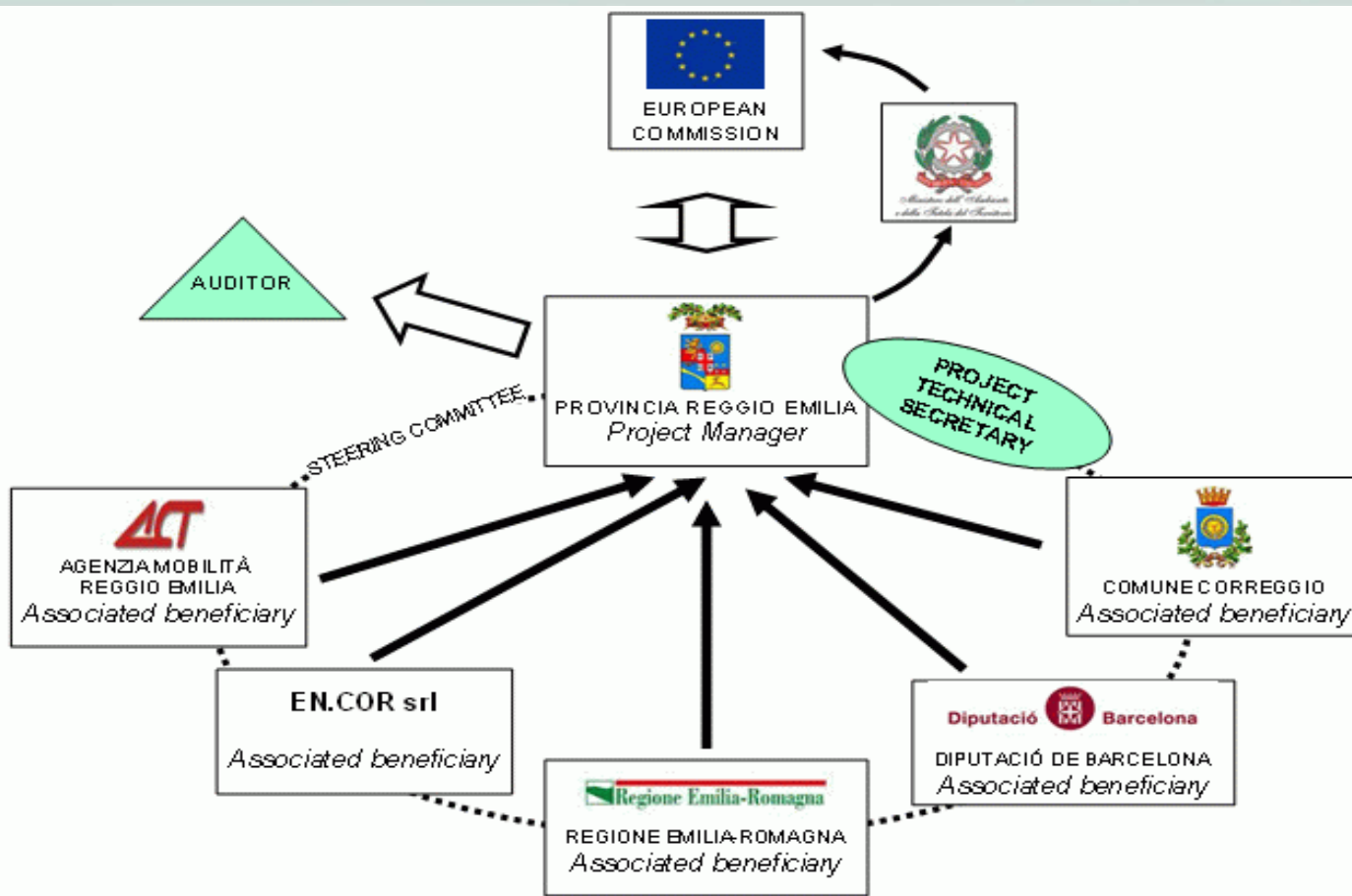
**Emilia-Romagna Region**

**Reggio Emilia's Local Mobility Agency (ACT),**

**Correggio Municipality**

**En.Cor (Correggio Energy Company)**

**Diputació Barcelona**







## The Reggio Emilia Province by numbers:

- 45 Municipalities
- 529.000 Inhabitants
- Surface = 2.300 Sm
  - b = 30 Km
  - h = 80 Km





The Province of Reggio Emilia is a typically industrial province with a widespread and deeply rooted entrepreneurial tradition, especially **small and medium sized enterprises**.

Similarly to the rest of the Emilia-Romagna region, the industrial sector is organized in so called “**industrial districts**”

Province is a **Local Authority** and it has the mandate to preserve interests and needs of the population.

The Province plays its administrative functions also in the following fields:

- a) land safeguard, **protection** and enhancement of the **environment**, calamity prevention;
- b) **protection and management of energy and water resources**;
- c) **transport and roads**;
- d) **emissions and noise monitoring and control**;
- e) **promotion and co-ordination, in cooperation with the Municipalities and based on specific programmes**, of activities concerning economy, trade, tourism, society, culture and sports.



# IMOSMID PROJECT

- Co-financed by the **European Programme LIFE + 2009 - Action Environmental Policy and Governance (3<sup>rd</sup> in ranking)**
- **Duration:** started the 1<sup>st</sup> of September 2010 and ends on **31<sup>st</sup> of August 2013**, lasting for a period of **three years**
- **Co-financing:** European funding is € **820.783,00**, which covers nearly the 46% of total value of planned actions, amounting to € **2.166.566,00**



# IMOSMID PROJECT

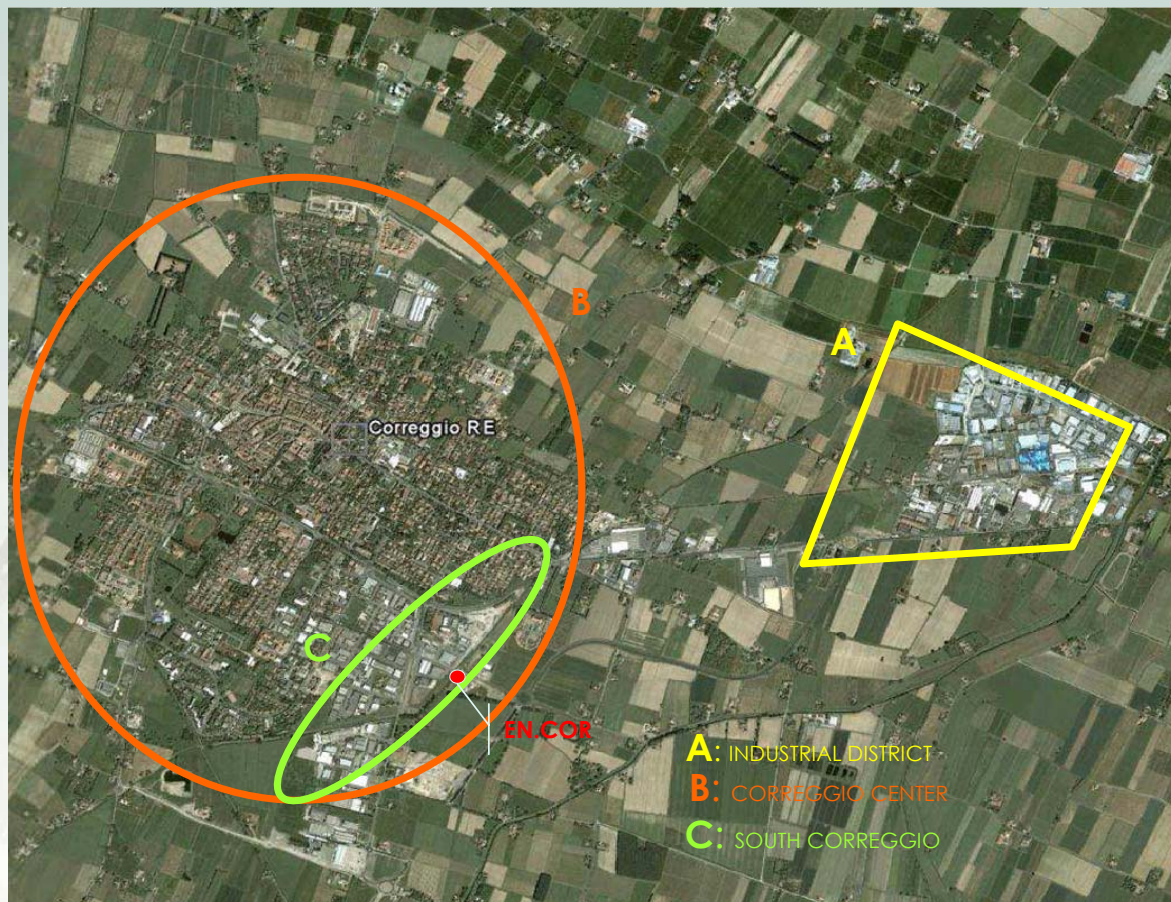
## Objectives

### Project aims

- 1) To identify and define a governance model based on sustainability criteria
- 2) To develop an innovative and integrated approach for the Mobility Management of industrial districts.
- 3) To promote MODE shifting, to face the growing demand for transports, from private to local public transports, and notably to zero emissions vehicles: in order to save energy and reduce at the same time local CO2 emissions.
- 4) To **integrate transport and energy** in a system capable of taking advantage from **renewable energy produced** within the industrial districts of the Municipality of Correggio, to support the local transport policy of sustainability.



# Industrial districts of Correggio



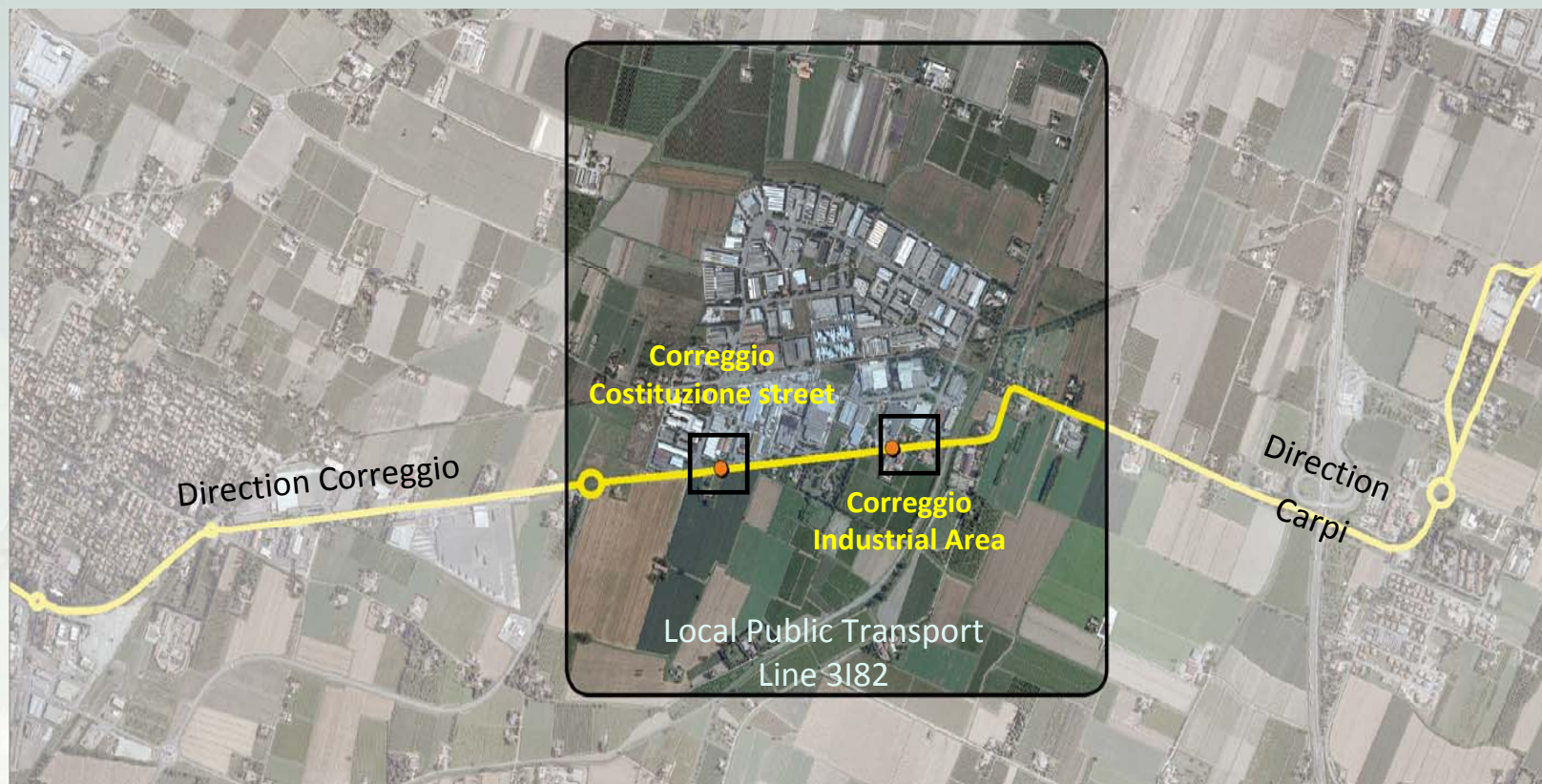
**Correggio** has various productive sectors, with many excellences, especially in three main areas:

- Mechanical engineering
- Plastics
- Textiles



# IMOSMID PROJECT :

## Location of the industrial districts in Correggio







# I.MO.S.M.I.D Project: Objectives

## Expected results are:

- reduction of the number of vehicles that circulate within the district road network: minus 100-150 circulating cars compared with the initial situation, corresponding to 600.000 driven kilometers saved per year;
- a substantial reduction of pollutant emissions in the atmosphere; for example when it comes to carbon dioxide, the objective is to achieve a reduction of 30 tons per year;
- a general reduction of traffic congestion and of road accidents number with advantage for motorists' and pedestrians' safety;
- a smart use of renewable energy locally produced to support commuters (the objective is to feed with renewable energy: at least 25 electric vehicles to be used for car pooling, up to a total of 50 electric vehicles for different uses).





# I.MO.S.M.I.D Project: Actions

The integrated model of sustainable mobility management in the industrial districts will be developed through:

- 1) the establishment of a coordination structure

**(Office of District Mobility Management)**

- 2) the activation of **car pooling services**

- 3) the activation of **innovative services** (i.e. on demand transports through the use of hybrid buses - electric power and natural gas / diesel clean).



# Actions

## PREPARATORY ACTIONS

**Action 1** – Analysis of demand and actual house–work mobility system (Province)

**Action 2** – Analysis of European best practices (Barcelona)

**Action 3** – Planning of innovative services (ACT)

**Action 4** – Planning of District Mobility Management Office (ACT)

**Action 5** – Definition of technical requirements for the production of renewable energy by autotraction (En.Cor)

**Action 6** – Arrangement with and involvement of the stakeholders (Correggio)

## ACTIVATION ACTIONS

**Action 7** – Activation of District Mobility Management Office, organization and management of services (ACT)

**Action 8** – Promotional Services Plan (Province)

**Action 9** – Creation of a suppliers' network for the sustainable mobility ticket (Province)

**Action 10** – Realization of a plan for renewable energy production and related infrastructures (En.Cor)

**Action 11** – Activation of energy production plan and energy supply (En.Cor)



# Actions

## ACCOMPANYING ACTIONS (Province)

**Action 12** – Project Management

**Action 13** – Monitoring (in progress and ex-post) and evaluation of efficiency

**Action 14** – External Audit

## COMMUNICATION AND DIFFUSION ACTIONS

**Action 15** - Dissemination actions at local-regional level (Emilia-Romagna Region)

**Action 16** - Dissemination actions at national – European level (Emilia-Romagna)

**Action 17** - Website (Province of Reggio Emilia)

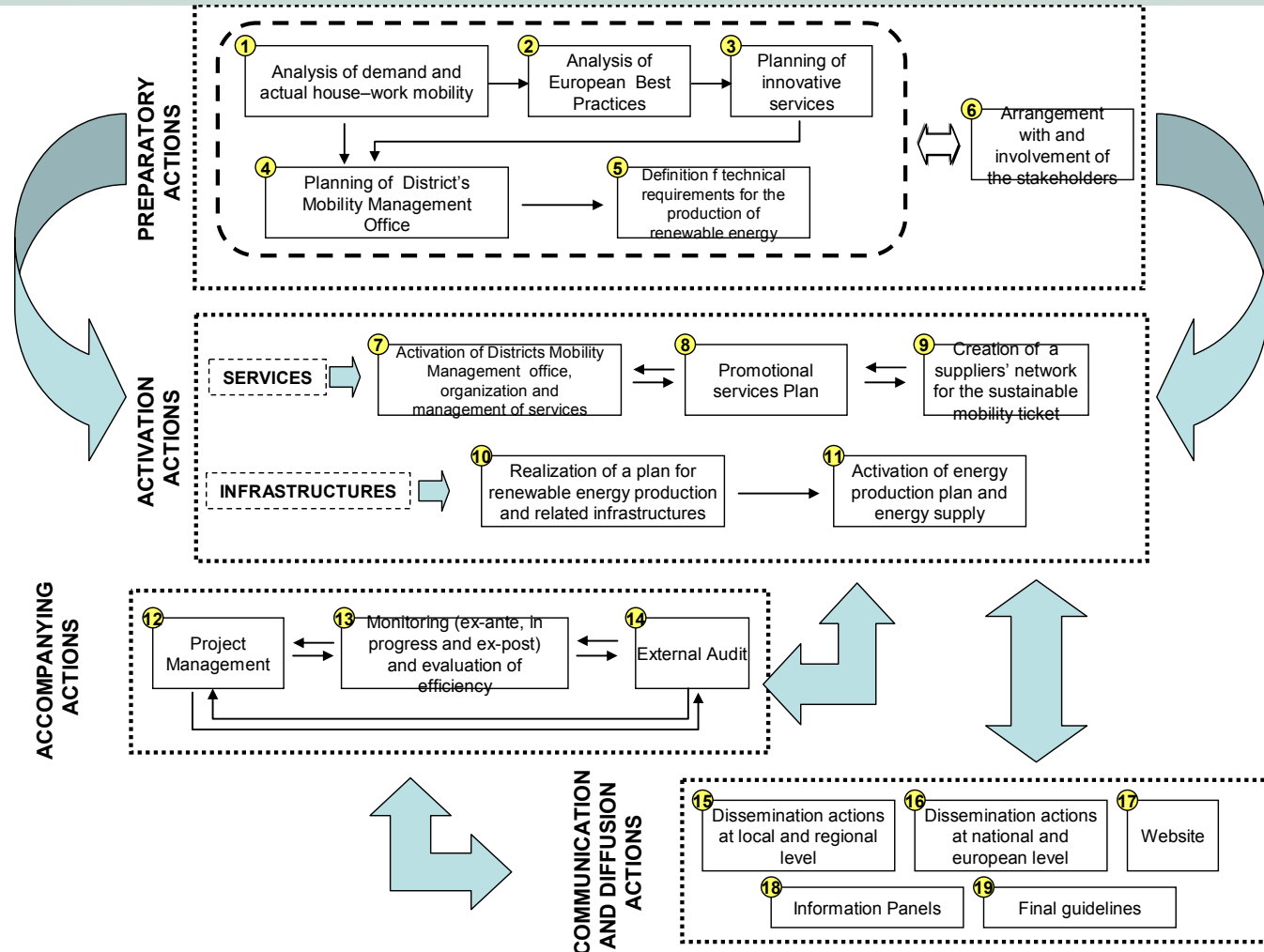
**Action 18** - Information Panels (Emilia-Romagna Region)

**Action 19** - Final Guidelines (Province of Reggio Emilia)

**Action 20** - After LIFE Communication Plan (Province of Reggio Emilia)



# Interaction among Actions





# I.M.O.S.M.I.D Project: participation with stakeholders

The participation activities consist of three steps:

- 1) INTERVIEWS WITH WITNESSES OF EXCELLENCE** (DONE)
- 2) FORUM PLENARY PRESENTATION OF THE PROJECT** (DONE)
- 3) THEMATIC FORUMS WITH KEY STAKEHOLDERS** (WORKING PROGRESS)

**INTERVIEWS WITH WITNESSES OF EXCELLENCE** allowed:

*may – june, 2011*

- ❖ to provide detailed information on the project;
- ❖ to analyze in depth what are the strengths and the perceived criticality;
- ❖ to engage with privileged witnesses in the path of formal consultation with the participation in the forums (plenary and thematic).



# Interviews with witnesses of excellence: proposals

- ❖ To encourage who agrees to leave the car at home or to share with others;
- ❖ To illustrate and update the project on the city newspaper “CORREGGIO PARLIAMONE”;
- ❖ To encourage employers: transforming burdens for firms in initiatives and commitment to the environment and energy alternatives; helping entrepreneurs to build a fleet of company to outsource employees;
- ❖ To make car-pooling with their cars: free methane installation on car, incentives and controls;
- ❖ To propose a range of solutions and coordinate them together is not enough for the development of the car pooling if you do not find solutions for the return of children at home or go shopping



# Forum

**Forum plenary presentation of the project allowed:**

**June 16, 2011**

- ❖ the official launch of the initiative;
- ❖ to engage the participants;
- ❖ to define the problems and specific issues to be addressed during the **Thematic Forum** and in others moments of social partnership.

**Thematic forums with key stakeholders** have as specific objective to study issues raised in the plenary forum. During the first forum theme, emerged the following strategies for sustainable mobility:

**July 26, 2011**

- ❖ car pooling;
- ❖ bike sharing;
- ❖ Local Public Transport for to the urban industrial village;
- ❖ modifications of the Local Public Transport inter-urban to the urban industrial village.





# Contacts

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Web Site of the Project: [www.imosmid.it](http://www.imosmid.it)

Web Site of Life+ Programme

<http://ec.europa.eu/environment/life>

**Thanks for your attention!**

