



penelope bacchus

Promoting Energy efficiency to Local Organisations
through dissemination Partnerships in Europe
Best Actions for Collaboration in Countries
for a High efficient Use of energy in Structural funds

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Promotion of sustainable mobility - Emilia Romagna - City

of Modena - Italy

(project supported by SAVE)

Integrated series of sustainable mobility measures promoted by Modena Municipality after the 1997-2000 Speed Bike experimentation (see Penelope Good practice "SPEED BIKE").

Target Groups	Sector	Field
- Domestic consumers	- Transport	- Information - Education and training

ANALYSIS

CONTEXT

Private cars in Modena have always been largely used considering its 175.000 inhabitants. Many circulations blocks were foreseen due to acoustic and air pollution. Since 1997, local Administration has been looking for alternative solutions to the traditional mobility systems. The most important one is the three year speed-bike experimentation. To strengthen the good results obtained, the Municipality deemed it necessary put into practice an integrated series of measures.

DESCRIPTION OF THE INTEGRATED MEASURES

The following initiatives have been adopted by the Municipality:

- Economic incentives to buy new electric vehicles
- Permission to electric vehicles to circulate in areas prohibited to other vehicles
- Free parking for electric vehicles
- Promotion of public transportation system
- Widening and qualification of cycling (about 100 km) and pedestrian lanes
- Car sharing

EXPERTISE INVOLVED

- Mobility manager, Modena Municipality
- Directors of urban mobility sector, Modena Municipality
- Communications
- Other experts of partners have been involved in specific interventions
- Results evaluation from social, environmental, economic and managing point of view have been carried out by the experts of Municipality and consultants.

COST AND BENEFITS

The whole Project has a total cost of about 2.500.000 Eur for 2002.

The main financial sources are from Modena Municipality with some minor financing from Emilia Romagna Region and Transportation and Environmental Ministries.

This Project was intended to integrate several initiatives at municipality level, sometimes funded by several sources, with the aim of changing people mobility lifestyles, improving the quality of life, reducing energy consumptions, acoustic and air pollution.

In this perspective the success of this integration Project is proved by the results indicated above in the analysis section.

As some of the initiatives are still in progress, no significant reduction in energy consumptions, acoustic and air pollution has been accounted at the moment.

PARTNERSHIP

National partners:

- Azienda di trasporto pubblico modenese (ATCM SpA)
- Associazione città Car Sharing Italia

Communication before, during and after the various actions has been made directly by Services of Modena municipality and other external organisations.

RECOMMENDATIONS

The main obstacles consisted in the difficulty to modify people lifestyles in the use of private cars in town, in spite of high costs and the difficulty involved in vehicles management. Sustainable mobility strategy requires a medium-long term to prove its efficiency in the reduction of energy consumptions and pollution. The initiatives are changing peoples mobility attitudes with the following results:

- high increase of electric vehicles (about 500)
- increase of local transportation system users (+25%) in the last three years for a total of about 10 million passengers per year
- increase of cycling lane (+ 20%)
- car sharing: in 2002, 300 users have been foreseen and 15 vehicles will be available

Municipality internal services of urban mobility Sector have monitored and assessed the results.

TO KNOW MORE

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USEFUL INFORMATION

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