From several years, sustainable mobility is a high priority issue for the Municipality of Reggio Emilia. On one hand, our administration has developed a plan called PUM (Mobility Urban Plan) which is complemented with land planning tools. On the other hand, we are involved in several mobility management actions, promoting every opportunity which could be alternative to the private car. In fact, Reggio Emilia is the first city in Europe for number and use of electric cars, having about 300 electric vehicles circulating daily in the municipal territory. Since 2000, the Municipality of Reggio Emilia decided to invest on electromobility by replacing the whole municipal fleet of petrol-fueled cars with 76 EVs (Porter) and providing easy terms and incentives for those companies who choose EVs.

Among its best projects, with 17 schools participating, Reggio Emilia can also boasts the “BICIBUS/PEDIBUS” project. It involves more than 550 pupils who go to school and come back home, every day, by bike or on foot, attended by some volunteers. The BICIBUS can count on 40 home-school routes, appropriately indicated and safe. Based on this experience, since 2009, Reggio Emilia’s municipality promoted a “Manifesto” for a safe, sustainable and independent mobility in home-to-school routes. This Manifesto was the result of a joint planning job between mobility policies dept. and educational policies dept. It involved a number of subjects who, on different grounds, deal with mobility. Their aim was to develop common lines of action, projects and commitments about mobility.

**MMOVE** aims to improve the effectiveness of sustainable mobility policies implemented by local authorities in small and medium sized cities in Europe and to improve awareness amongst regional level policy makers of the importance of supporting these policies within regional development frameworks.

Coordinator: arch. Alessandro Meggiato
mobility.manager@municipio.re.it
www.mmove.eu

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MMOVE (Mobility Management Over Europe: changing mobility patterns) is an EU project co-financed by the INTERREG IVC Programme, which aims at improving the effectiveness of sustainable mobility policies in European medium sized cities (50–250,000 inhabitants) and to increase the awareness amongst policy makers of the importance of supporting these policies within regional development frameworks.

With 11 partners and a budget of € 1.9 million, the project started in November 2008 and will end in January 2012. The 11 partners, from 8 Member States of the European Union, are local authorities representing medium sized cities, including 2 cities from new Member States and one Regional Body.

In this project, sustainable mobility is articulated according to three themes:

- communication and awareness raising
- traffic management and control
- public and collective transport

Starting from these themes, MMOVE wants to identify and exchange best practices on sustainable mobility policies and provide to the local and regional authorities a shared methodology for their management. Moreover, the project intends to increase the awareness on mobility management innovative methods, in particular the ones which require low investments and have a strong impact in terms of change of citizens mobility patterns.

Following the analysis of best practices and their deepening through the implementation of study visits and feasibility studies on the practices of major interest, MMOVE will provide to European cities information on policies and strategies on sustainable mobility. At the end of the project, policy recommendations targeted to regional policy makers will be formulated. Moreover, it will be possible to consult the contents and the results of the research activity undertaken through the project thanks to the Policy Toolbox, an on-line tool which will be accessible to policy makers and mobility manager all over Europe.

1. Identification collection and analysis of best practices on mobility management. A total of thirty-nine best practices, of which 29 from the partners Towns and 10 from other European Union cities and/or similar projects, have been identified and analyzed.

2. Selection of Best Practices and study visits. Partners choose the best practices of major interest and carried out study visits in order to better analyze and observe, in greater detail, directly on the site, the selected practice. Thanks to these visits, each partner can have more concrete elements to decide which best practice could be suitable to be transferred into its own country.

3. Feasibility Studies and Policy Recommendations. The potential transferability of the selected practices in partners own countries is analyzed in detail, thanks to the elaboration of feasibility studies. This phase represents the basis to negotiate at political level the development and future implementation of sustainable mobility strategies and policies, thanks to the elaboration of policy recommendations.

MMOVE Policy on-line Toolbox. The Toolbox will collect the results of the project and will be available not only for partners, but for all the EU cities interested to find new strategies and solutions on sustainable mobility management.

November 15th and 16th
Final event in Reggio Emilia
More infos at www.mmove.eu