

URBAN EMPATHY – Working Package 3

RESULT INFORMATION FILE – Phase 1

Description of the result to be capitalized in URBAN EMPATHY

1. Partner's description

(Summary information of the partner presenting the result to be capitalized in URBAN EMPATHY)

Name of the institution presenting the result	Comune di Chiaravalle (Municipality of Chiaravalle)
Type of institution (city, region, agency, tech institute...)	Municipality
Main contact	Name: Silvia Campanella Position: Head of Financial Resources, Human Resources, Management Control, European Projects Telephone: ++39 071 9499282 Mail: silvia.campanella@comune.chiaravalle.an.it

2. Project description

(Summary information of the project corresponding to the result)

Name of the project	CYCLING CITIES - Cycling Cities – Local Opportunities for Sustainable Mobility and Tourism Development
Acronym of the project	CYCLO
Starting date	2/11/2009
Ending date	21/12/2012
Project status (finished, execution...)	FINISHED
Project type (standard, targeted, strategic, ...)	Standard
Lead partner of the project	Municipality of Chiaravalle
Project website	www.cyclingcities.eu
Programme (MED, Interreg...)	MED

Programme Priority	Axe 3: Improvement of mobility and of territorial accessibility
Programme Objective	Objective 3.1: Improvement of maritime accessibility and of transit capacities through multimodality and intermodality
EU 2020 Strategy (choose the most suitable one from the following options)	<input type="checkbox"/> Smart growth <input type="checkbox"/> Inclusive growth <input checked="" type="checkbox"/> Sustainable growth <input type="checkbox"/> Economic governance

Description of the PROJECT. Main topic and objectives. (300 words aprox.) *(Describe in more detail the project's main thematic and objectives, providing relevant information about the contents addressed in it and where does the result to be capitalized come from).*

This project is focused on the realization of experiences of sustainable mobility through the implementation of bike-use in small and medium urban systems in the MED area, contributing to spread a philosophy of sustainable and eco-compatible economic and social progress.

CYCLO promotes an active participation of each territory to the project strategy to turn some cycling cities into accessible systems, through the implementation of pilot actions/awareness events to promote bike-based multimodality.

CYCLO has the aim to contribute to the creation of sustainable mobility in some small and medium towns and cities of the MED area through the realization of experimental actions implying a stronger use of the bicycle.

The project focuses on the idea that sustainable mobility in small and medium urban contexts should involve a strong impulse the use of the bicycle as a mean at low environmental impact, able to develop a new approach to life quality and air quality in our towns and cities. The creation of new services and facilities, as well as the application of innovative, integrated solutions supporting bike use are a premise to enhance citizens and tourists' quality of life and health.

The urban areas involved in CYCLO should be transformed into more accessible systems. Besides, the concept of accessibility has to be meant as deeply interrelated with the concept of welcoming systems. Moreover, the effort made to improve bike use in daily life in the CYCLO context implies the involvement of decision-makers for the creation and implementation of specific policies supporting bike use (for example the subscription of agreements promoting intermodality and multimodality - bike-train, bike-car, bike-bus, etc). Specific actions promoting bike use and an integrated cycling system (European Cycling Route Network) in the MED area will thus be carried out to inform citizens and tourists, decision-makers and economic

operators on the possibilities offered by the growth of a different mobility philosophy, connected with wellness instead of pollution and traffic intensity.

The economic operators working in the field of tourism will be actively involved in the CYCLO strategy; they will be shown the advantages of developing new services for bicycle tourists as a way to qualify and innovate their activities and promote bicycle tourism, thus reinforcing and qualifying the territorial tourism offer to be able to respond to the specific needs of a new segment of tourism demand. So CYCLO will contribute to develop new public-private partnerships, on a double track, to find and share bike-based intermodality solutions and to promote alternative economic opportunities linked to cycle tourism.

Strong emphasis will be given to the active involvement of citizens through continuous awareness raising initiatives in view of constructing cycling citizenship since childhood.

CYCLO GENERAL OBJECTIVE is: Promoting sustainable mobility in MED small and medium urban contexts through the integration of cycling policy into spatial planning.

CYCLO SPECIFIC OBJECTIVE are: - Designing and implementing bike-friendly systems in small and medium cities; - Building local strategies to promote cycling in terms of intermodality and tourism opportunities; - Increasing awareness and knowledge of public and private key-actors on cycling policies; - Enhancing public-private partnerships for local sustainable development; - Constructing a cycling citizenship; - Improving road safety; - Disseminating EU orientations on cycling at local level.

CYCLO MAIN EXPECTED RESULTS are: - Enhanced attractiveness of pilot areas; - Enhanced debate on spatial planning and transport issues; - Improved cooperation between public and private stakeholders; - Improved dialogue between public administration and citizens; - Increased percentage of journey by bicycle; - Lowered number of accidents involving cyclists; - Improved knowledge of EU orientations on cycling.

3. Result description

(Summary information of the result to be capitalized in URBAN EMPATHY)

Name of the result to be capitalized in URBAN EMPATHY	Piano della mobilità sostenibile – Sustainable mobility plan – Masterplan
Type of result (operational tool, recommendations, good practices, guideline, ...)	Plan
Current status of the result (under development, completed, not started...)	Completed
Type of deliverable (document, website, database, ...)	Document
Specific URL link	====
Publication date	===
Language	Italian

Description of the chosen **RESULT** to be capitalized in URBAN EMPATHY. Result objectives. Utility and purpose. (200 words aprox.) *(Brief description of the result's most relevant characteristics, pointing out the main objectives and purpose.)*

The Cycling Sustainable Mobility Plan made by Chiaravalle (LP) and the Master plans cycling mobility created by other partners in CYCLO respond to the objective of transforming a town's mobility into a more sustainable system. The plans promote cycling and the integration of cycling mobility in the road network in urban centres, that can guarantee a high quality of life and a healthier lifestyle to all citizens.

Cycling mobility can have a specific network of cycle tracks and cycle lanes in the context of a town's mobility system, with specific road signs and specific indications for cyclers. Nonetheless, cycling mobility can integrate with "traditional" mobility on the normal road network by sharing spaces with car drivers, bus drivers, truck drivers, etc. Cycling integration is essential to change mobility in an urban centre. Bike use can represent a different way of covering short distances in everyday life. For tourists cycling can be a mean to explore cultural, tourist and natural resources of a territory.

All these aspects are highlighted in the documents created in CYCLO as they are focused on how a re-organization of the whole town's mobility can be done, while introducing cases and examples, maps and tables, data and figures.

List of keywords related to the result (10 words max.) *(Please provide a short list of keywords related to the result to be capitalized in Urban Empathy, e.g.: urban planning, sustainable growth, mobility, energy efficiency, renewable energies, governance...)*

Bicycle mobility
Urban planning
Sustainable growth
Energy efficiency
Low carbon economy
Soft mobility
Healthier lifestyle
Higher quality of life
Sustainable tourism

Describe the potential benefits or improvements that the result may generate through the capitalization process (200 words approx.) *(Describe improvements either in your result or those that it may generate due to the capitalization process)*

The Cycling Mobility Plan represents a model for other municipalities and territories that want to adopt this planning tool in their own cities.

The Masterplan supports the idea that mobility has to become more sustainable and low carbon economy must be improved and empowered. The main stakeholders (citizens, students, shop owners, SMEs, etc.) are addressed in the plan so that its formulation and adoption can be shared and discussed by all interested people and stakeholders. Bottom-up approach and social dialogue are essential to make a plan work in urban contexts, where people must share the idea of changing their behaviours and adopt different solutions in their everyday life.

The creation and implementation of a plan is a process on which a public administration must employ energies, competences and time. All social and economic stakeholders will have to understand its objectives and measures.

Besides the plan, the process itself is also a know-how that can be transferred to other interested public administration in Europe.

4. Result evaluation

According to your own criteria, which are the main strong points of your result?
Which are the weak ones? (300 words approx.) *(Describe the strengths and weaknesses of the result to be capitalized in Urban Empathy)*

Strong points:

- The Cycling Mobility Plan model and the masterplans are the result of shared ideas and discussions among administrators and experts, following consultations with citizens and all relevant stakeholders.
- The process leading to the adoption of a Cycling Mobility Plan has been codified. Phases, difficulties and mistakes to be avoided can be focused following the experience done. The experience made in the CYCLO context can be a reference for other public administrations interested in gradually changing their mobility system in urban centres.
- Availability of documents issued during the experience, availability of studies made by experts, availability of tools for an analysis of how mobility works in an urban centre and how cycling mobility is organized (state of the art).
- Possibility to discuss cases, availability of testimonials and lessons learnt.

Weak points:

- Legislation promotes alternative mobility but legislation should support more those administrations which are taking challenging decisions on mobility planning and management.
- Adoption of a plan does not automatically means implementation of measures and actions foreseen. A change in culture and daily behaviours is required and it takes time, promotion and training to be enforced.

How do you think your result can affect the main aspects to be considered in a sustainable urban model?

(300 words approx.) (Describe the capacity of the result to fulfil the sustainable urban model main principles)

Cross - cutting aspects

- Territorial management and urban design
- Social and Economic cohesion

Sectorial aspects

- Sustainable mobility
- Energy efficiency

The main influence of this result is on **sustainable mobility**: cycling mobility in urban centres is able to strongly reduce the traffic volume and its speed inside the city, reduce pollution and enhance the quality of life and air.

But cycling promotion in small and medium cities has, on the whole, many other influences on other sustainability aspects:

Energy efficiency: increasing cycling mobility in urban centres (considering the fact that the majority of European people live in urban centres) would really reduce the use of fuels deriving from oil.

Territorial management and urban design: cycling mobility requires changes in the normal organization of urban mobility, with specific structures and facilities for cyclers and bicycles, specific road signs and dedicated spaces on normal roads as well as dedicated cycle lanes or cycle tracks. Places for rest and comfortable stops are also required. Urban design adapts to a city that has a high use of bicycles.

Social and economic cohesion: the adoption of sustainable mobility plans and master plans on cycling mobility requires discussions and meetings with all social and economic stakeholders. They need to agree on the plan objectives, measures and actions. They are expected to propose actions and measures to organize a different mobility in urban centres as this also means a great change in the local economy. Also a city with a high rate of bike trips has a more inclusive mobility model: bike mobility is available regardless of age and income level as it is one of the cheapest mean of transport.

What influence do you consider that your project result could have on environmental governance and what could be its impact on urban policies? At which level? (Local, regional, national, MED or European level...) (300 words approx.) *(Describe the level of influence of the result and its applicability on EU policies)*

Sustainable mobility and, more specifically, the integration of cycling mobility in the road network and the empowerment of intermodality (train-bike, bike-bus, bike-coach, etc.) is a great engine of change on governance patterns. Planning sustainable mobility is an issue that can be faced at all levels: transnational (MED and European), national, regional and local, each level having different competences and roles in the capacity to enforce policies, adopt plans and promote measures for environmental safeguard in urban centres. It involves different stakeholders: public administrations, technicians, transport operators, bicycle associations, etc. The interactions among them during the planning, negotiation and implementation of a bike mobility plan, promotes innovation on environmental governance.

What is the main target group the result is addressing to? (public administration, public sector, private sector, research groups, ...) How does it enhance public participation? (200 words approx.) *(Describe the target audience that could use the result and if citizen participation processes have been considered)*

Local and regional public administrations governing territories and communities of people living mainly in urban centres that must become more sustainable systems, able to guarantee more services and a higher life quality.

The Cycling Mobility Plan and the Masterplan are reference models for other public administrations. The process leading to its construction is also a practice and know-how developed in CYCLO. Other regional and local administrations in Europe can understand the way in which the process can be built.

Entrepreneurs (mainly micro enterprises and SMEs) working in the field of tourism, production of typical products and high-quality products, sectors connected with cycling and the activation of a more sustainable economic development model (energy efficiency, low-carbon economy) are also relevant target groups.

Bottom-up approach and social dialogue are essential to make a plan work in urban contexts, where people must share the idea of changing their behaviours and adopt different solutions in their everyday life. All social and economic stakeholders will have to understand its objectives and measures.

Is the result currently in use in the Europe/MED area? (150 words approx.) *(Please provide further information on the usability of the result, pointing out if it has already been implemented or in use)*

Yes, partially. Parts of the Sustainable Mobility Plan have been implemented in Chiaravalle. For example, some measures foreseen in the plan have been finalized (reorganization of the cycling mobility, specific signs for cyclers, specific paths to discover natural, cultural, tourist resources of the territory).

According to your own criteria, what are the main innovative aspects of the result? (150 words approx.) *(Please provide further information on the level of innovation achieved by the result to be capitalized in URBAN EMPATHY: new methodologies, etc...)*

The creation of a model of Cycling Mobility Plan and of some Masterplans (on cycling mobility) as a practice to be transferred to other public administrations. The process of construction of an Urban Cycling Plan is also an experience that can be offered to all interested subjects.

The Lead Partner – Municipality of Chiaravalle – developed a Sustainable Mobility Plan taking into account the integration of cycling mobility with the “traditional” urban mobility mainly constituted by cars.

How do you think your result could be implemented? Through which means? Do you think it is easily transferable? Estimated costs, resources, time needed for implementation, key actors involved... Please include any other relevant criteria you may consider important (300 words aprox.) *(Please provide further information on implementation and transferability requirements of the result)*

A Cycling Mobility Plan model and some Masterplans are offered by the CYCLO project to all interested administrations. All public administrations interested in understanding and/or adopting the model created in the project have an important reference to start their work.

The cycling mobility plan must be studied on the specific needs and features of the territories on which they focus. Nonetheless, a reference model elaborated within CYCLO, a European project which involved energies, competences and expertise at a transnational level, represents an important support for further work and adaptation to specific contexts.

The process of creation of a cycling mobility plan includes some important steps that must not be neglected. It is fundamental to involve all the main stakeholders in the process for consultation on needs, objectives, measures, limits, conditionalities, etc. In order to be adopted and implemented a plan must be shared with all interested social and economic stakeholders. This will facilitate its future implementation and stakeholders' understanding of the plan objectives and aims.

Please send this form duly filled to Mercedes Vidal mercedesvidal@bcnecologia.net