



APPLICATION FORM – CATEGORY III THE CIVITAS CITY OF THE YEAR

Evaluation Criteria

As a CIVITAS Forum member city you are eligible to apply for this award. However, you may **not** apply, if you received the CIVITAS Award in 2009. To be rewarded, your application should evidence:

- Continuing implementation of ambitious transport policies;
- Active involvement of local stakeholders throughout implementation;
- An ability to address key challenges and obstacles as they arose during policy implementation;
- Active representation of the CIVITAS Initiative during the year of 2009;

Selection Process

The category I award winner will be selected by the CIVITAS Award Jury, based on the merit of its application.

Please send your entry via e-mail to the CIVITAS Secretariat at the following address, with “CIVITAS Award Category III” placed within the subject of your message

secretariat@civitas.eu

This call closes on September 1st, 2010

APPLICANT DETAILS

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JUSTIFICATION

Please describe those sustainable urban transport policies your city successfully implemented, and indicate why you consider them to be ambitious.

Genova, coordinating CARAVEL, developed a bold package of integrated measures, covering all the CIVITAS policy fields with an unitary plan; in particular:

- a strong focus has been put on the public transport sector, where more than 100 new clean vehicles have been purchased and 17 km of high mobility corridors have been implemented.
- a park pricing scheme has been widely applied in the city (and further extensions are ongoing); in the historical centre an integrated access control system has been implemented and a pricing scheme based on the mobility credits concept for goods distribution (first test-case ever worldwide), has been tested;
- the car sharing scheme permits a yearly saving of about 500.000 fuel litres and more than 1.000 CO₂ tons.

All the interventions, characterised by a high degree of innovation, had the ambitious target of influencing and changing mobility habits of the citizens; the wide success of the car sharing scheme is an example of achievement of this goal.

Please explain how your city has actively involved local stakeholders throughout the process of policy implementation.

CARAVEL represented a turning point for what concerns stakeholders involvement and participation (both citizens and associations) in the decision-making process, as we had occasion of following different approaches that, related to the mobility credits scheme for goods distribution, led to a sort “shared-design” together with the involved stakeholders.

It was decided, once the main element of the technical approach were defined, to involve the commercial associations (shopkeepers, craftsmen, professional carriers and couriers) since the very beginning. Approximately 30 plenary meetings were held discussing all the aspects of the project: regulations and operative procedures, but also communication and public information. All the decisions taken by the Municipality considered the different points of view and were, at the end, substantially agreed by the stakeholders.

During 2009, Genova also set up a wide “debat public” in order to discuss with citizens new transport infrastructures to be realised in the next 10 years.

Please indicate how your city addressed or responded to key challenges and obstacles as they arose during policy implementation.

Not all the measures as they were originally planned experienced an implementation process with no problems. In few cases the actions foreseen, although the general objectives did not change, had to be reshaped, due to both technical and political reasons.

Generally speaking, the strategy to overcome barriers included:

- the analysis of problems at different levels, identifying the most suitable solutions;
- the discussion of potential alternatives with a wider audience; selected stakeholders are a key-issue in this sense;
- a frank discussion with the European Commission, explaining in a open way the reason that made not possible the full implementation and proposing valid alternatives;
- to learn from previous mistakes or experiences made in other realities through the active participation in the CIVITAS forum and the other CIVITAS related events.

Apart targeted recovery actions, all the projects are developed by the Genova Municipality characterised by a close monitoring of the different processes, which helps to identify in

advance potential problems bringing to delays or failures.

Please explain why your city should be considered the CIVITAS City of the year.

The process that made Genova being a forerunner city in the field of innovation projects applied to urban mobility, for what concerns both the application of technologies and the development and test of new transport concepts and schemes, is going on intensively even after the termination of CIVITAS II.

The follow-up and consolidation of many measures developed within CARAVEL has been launched as well as some new actions, not implemented up to now, such as, for instance, the bike sharing scheme.

Moreover, the involvement of our city in the CIVITAS community is constantly high, as demonstrated by the participation in both the CATALIST and CIVINET projects, with the objective of making available to new cities aiming to join the CIVITAS family all the stock of lessons learnt, experiences made, ways to success and failures encountered, in order to pave the way for their successful development of sustainable mobility actions.

Applications will be collected and forwarded to the CIVITAS Award Jury for evaluation and voting. A decision will be reached by 20th September, 2010. You will be informed accordingly, in order to begin preparing for the Award ceremony.