

CiViTAS AWARDS 2012

EUROPE'S HIGHEST AWARDS FOR CLEAN URBAN TRANSPORT



APPLICATION FORM – CATEGORY II PUBLIC PARTICIPATION

Evaluation Criteria

As a CIVITAS Forum member city you are eligible to submit one application for this award. However, you may not apply, if you received the CIVITAS Award in 2011. To be rewarded, in your application you should demonstrate how your city administration have consulted and involved citizens and other stakeholders with respect to your sustainable urban transport measure/policy/strategy's:

- 1) Design
- 2) Development and adoption
- 3) Implementation
- 4) Monitoring and evaluation

The implementation phase of the demonstrated measure/policy/strategy should not have started earlier than 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 II" placed within the subject of your message

secretariat@civitas.eu

This call closes on August 27th, 2012

APPLICANT DETAILS

Local authority	Municipality of Reggio Emilia
Country	ITALY
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JUSTIFICATION

Please answer the following questions using no more than 150 words for each answer. The insertion of images is allowed.

How has your city involved citizens and stakeholders within the design and development of sustainable urban mobility measures/policies/strategies? (in your response please describe

“Manifesto” for a safe, sustainable and independent mobility in home-to-school routes

Reggio Emilia’s inhabitants are about 171.688 (year 2011). Among them there are about 8.100 children aged 6-11 (primary school) and about 5.000 ten-agers aged 12-14.

Being well aware that accompanying children to school by private cars has remarkable consequences both on the city rhythm, since it is concentrated in rush hours – and on the psychologic and physical being of children, since it prevents their autonomy and affects their health, the Municipality of Reggio Emilia decided to tackle the school mobility issue using strategies addressed to the whole city, not only to school.

In spring 2009, Reggio Emilia’s Municipality, together with other subjects, promoted a *“Manifesto” for a safe, sustainable and independent mobility in home-to-school routes*.

Supporters of the *“Manifesto”* are : city districts, provincial school board, school managers, Reggio Emilia’s mobility agency, Italian Pediatricians’ Federation, ARPA (regional protection agency for environment), AUSL (local public health utility), Road Safety Observatory and FIAB (Italian bicycle friends’ association).



How did you engage your citizens throughout the implementation of sustainable urban mobility measures/policies/strategies (i.e. what mechanisms were relied on)? (max. 150 words)

The Manifesto was devised as a way to involve all the city primary schools on the mobility issue, and also as a working process shared by all the subjects concerned in this topic.

Thus, 6 courses of action : education, communication, promotion, safety, services and city planning. They were turned into 9 projects, among them the most remarkable are :

- *“In Reggio Emilia, we go to school by BiciBus or PediBus”*: it consists in promoting sustainable mobility actions , according to our long-lasting tradition on these practices.

BICIBUS AND PEDIBUS - SPRING 2008	
PUPILS' INVOLVED (BICIBUS AND PEDIBUS)	528
INVOLVED SCHOOLS	17 (out of 40)
VOLUNTEERS	314
ACTIVE ROUTES	30
NEW ROUTES OF 'PEDIBUS'	1
DAYS OF ACTIVITY	203



SAFETY IN HOME-TO-SCHOOL ROUTES	
SCHOOL MM'S	31
NUMBER OF WORKS OF SAFETY SETTING (SAFE HOME-TO-SCHOOL FROM 2010 TO 2013)	10
EUROS/YEAR (MUNICIPALITY RESORUCES 2010-2013)	107.000

- Fundings for "Safety in home-to-school routes" were gained by Reggio Emilia's Municipality in 2010 thanks to the activities described in the "Manifesto".
- Associations which underwrote "Manifesto" carried out many education activities, such as lectures, meetings, encounters with pediatricians, workshops, school trips, ...
- Every school in the Reggio Emilia province underwrote "Manifesto".
- "Safety in home-to-school routes" : to raise the safety level of existing school routes and/or new planning of the main routes to school, in order to enable children to go by bike or on foot, even by themselves.



- "Health and exercise every day": to encourage the home-to-school route as a chance to make daily exercise.
- "To share rules to move safely" : to co-operate with school on the safety issue, starting from everyone's behaviour, no matter if you are driver, pedestrian or cyclist.
- School Mobility Manager: a newly created role.

Please explain, how your city administration has informed citizens and stakeholders throughout the monitoring and evaluation of sustainable urban transport measures/policies/strategies? (max. 150 words)

Before writing the "*Manifesto*", Reggio Emilia's municipality involved all the schools actors in order to investigate problems, claims, needs and possible solutions. The whole primary school population has been involved by means of the school mobility manager. Each school manager has been asked to pick out inside the school this new character whose task is :

- To recognize, promote and suggest initiatives aiming at a sustainable mobility education;
- To act as the school spokesman/spokeswoman of the school problems about mobility towards the municipal administration and other institutions involved;
- To support safe and sustainable ways of transport (BiciBus and PediBus);
- To join in a coordination committee made up of schools and municipal administration to share goals and projects about sustainable mobility.



Is there a legal basis for your administration involving citizens/stakeholders in your decision-making processes and if yes, please describe it? (max. 150 words)

In Italy, Mobility Manager role was foreseen in a decree of the Ministry of the Environment on March 1998, thus becoming a law obligation for all enterprises with more than 300 people in staff in the same base.

The school Mobility Manager is not compulsory but Reggio Emilia's municipality emphasizes this role and warmly recommends to have it in every primary school.

We take care also of his training. In fact, we organized the first school Mobility Managers' training course, with special regard both to the technical and motivation aspects.

The school Mobility Manager's job is to involve and stimulate students and colleagues in adopting sustainable mobility good practices. He knows very well the school world from the inside, its problems and its capabilities as well; moreover, he is in touch with students' families so he can encourage their awareness about more healthy life-styles.

Reggio Emilia's municipality always considers and supports any mobility issue. The chance to create a web of skills and experiences enables us to indicate solutions and arrangements which could be an example also for other schools.

Please describe the impact the involvement of the public in the decision making process has had for the success of your sustainable urban transport measures/policies/strategies (max. 150 words)

Having created a net gathering all primary schools MMs, supervised and coordinated by Reggio Emilia's Municipality, it is now being acknowledged by the whole city .

Our experience tells us that the more people are aware of such important issue like mobility, the more they act virtuously. In fact, it happens quite often that people, families know very little about mobility, sometimes they have wrong ideas about the impacts of mobility on pollution, for example, on the whole city and on our rhythms of life.

We believe that a person inside the school, pushing energies towards mobility issues, is an essential step to gain a change in behaviours.

In fact, if people have proper culture and instruments to recognize their personal choices and consequences of them (by means of questionnaires, meetings, activities, etc.), usually they become aware of them and find also the courage to try to change their habits.

At the same time, the MMs net enables teachers and municipality to confront each other and exchange good practices, with everybody's benefit.
Our *Manifesto* was important because it brought the mobility issue in all the families of primary schools children. Half of the primary schools inserted the mobility issue in their POF document (educational offer plan) .

Applications will be collected and forwarded to the CIVITAS Award Jury for evaluation and voting. A decision will be reached by 5th September, 2012. You will be informed accordingly, in order to begin preparing for the Award ceremony.

per Alessandro Meggiato

Arch. Massimo Magnani
Direttore Area Pianificazione Strategica

