



Project I.MO.S.M.I.D.

Integrated MOdel for Sustainable Management of Mobility in Industrial Districts



air pollution

integrated mobility

sustainable mobility

PROJECT DESCRIPTION

Industrial areas are located in extra-urban contexts where it is generally more difficult to create transport infrastructures adequate to the workers' demand of services, consequently it has an environmental impact on the territory in terms of poor air quality and increase of CO₂ emissions. The **I.MO.S.M.I.D.** project has responded to these problems by creating an innovative model for **sustainable local mobility governance**, focusing in particular on commuting **between home and work**.



OBJECTIVES

The main project objectives were:

- **to develop** a governance model based on sustainable mobility criteria;
- **to identify**, for industrial districts, a new **mobility management** approach;
- **to promote** alternative modes of transport, shifting from the use of private vehicles to public transport, in particular to those with zero emissions in order to save energy and reduce CO₂ emissions;
- **to integrate transport and energy** by recovering the renewable energy produced within the industrial districts to power the electric means of local transport.

I.MO.S.M.I.D. was implemented on the basis of an innovative and integrated approach that, taking into account all the elements of mobility management and launching a process of awareness raising and participation, met the growing demand of integrated and supplementary services of the Local Public Transport (LPT) promoting the lower use of private vehicle, improving home-work mobility and ensuring greater environmental sustainability.

PROJECT PHASES

I.MO.S.M.I.D. was implemented in the pilot area of the industrial district of the Municipality of Correggio, in the province of Reggio Emilia, a territory that presents all the problems related to commuting between home and work, on which the project was mainly focusing. The initiative was structured in 20 actions. The most important actions, on which the whole project was organized and which then defined the I.MO.S.M.I.D. model, were:



- **creation** of a mobility management office in the industrial district ("Mobidi"), responsible for the organization, planning, scheduling and promotion of collective mobility services;
- **planning and launch of car pooling services** for the home-work commuting involving both private vehicles and public ones such as electric cars powered by locally produced renewable energy;
- **activation of innovative services** to support the management model of the home-work commuting, such as the mobidi.it website and the sustainable mobility tickets. Such tickets, of the value of 10 euros, constituted a reward allocated to who shared his/ her car to reach the workplace every day and his passengers (a minimum three people-crew) for every 300 km traveled. The tickets had also the aim to further encourage the dissemination of the service. They could be spent for the purchase of goods and services related to sustainable mobility in affiliated shops operating in the sale/ rent/ repair of bicycles, installation of LPG or methane facilities on vehicles, local public transport and car sharing or pooling services.
- **strengthening** of LPT (Local Public Transport) services with a view to an integrated sustainable mobility system;
- **installation of recharging stations** for electric cars and a photovoltaic system, at the EVA plant (owned by the project partner EN.COR s.r.l), able to feed the electric cars from different power points.

The initiative has placed great emphasis on listening to and coordinating with local users and actors in order to promote a bottom up approach for building a participatory and conscious decision-making process and a shared vision on the choices to be made in the immediate future in the field of mobility.

PROJECT RESULTS

Positive effects of I.MO.S.M.I.D. have continued even after the conclusion of the project which resulted a widely replicable model at both national and European level. The main achievements were:

- **drawing up** of the [catalog of the best international practices](#) relating to mobility issues in industrial areas;
- **opening** of the [District's Mobility Management office – Mobidi](#), at the premises of the Municipality of Correggio. The office, which is still operating, plans and manages the car pooling service and the "Quirino" LPT service; monitors all services; manages any critical issue; supports communication, information and promotion of sustainable mobility services;
- **launch of the car pooling service** including the following steps: design of the service [management software](#); hiring of **25 vehicles** of low environmental impact; training of **4 crew personnel with his/ her own car**; and participation of **140 workers** in the home-work travel;
- **260.000 km traveled in car pooling** that avoided the emission of over **50 tons of CO₂** into the atmosphere, equal to the amount absorbed in a year by 2.400 trees in urban areas;
- **allocation of mobility tickets** to each traveler for every 300 km traveled by shared car;
- **construction of a photovoltaic plant of 80.64 kWp** for the production of renewable energy for powering electric cars and **16 recharging stations** at the plant;
- **economic savings of approximately 770 euros** (calculated by summing fuel costs, vehicle wear, tires and general maintenance) for each worker participating in the project;
- **development of the "Guidelines for the implementation of environmental policies in favor of sustainable mobility in industrial and municipal areas"** containing the conceptual scheme of the I.MO.S.M.I.D model as well as technical and

The I.MO.S.M.I.D project, already during its implementation, has revealed itself a good practice not only for the territory of the project area, but also for the neighboring territories which, on its example, have carried out actions to promote electric vehicles and car parks equipped with free recharging stations and free parking.

The experience of I.MO.S.M.I.D. contributed also to the signing of the [2012-2015 Framework Agreement "For the management of air quality and progressive alignment with the values set up by the EU as per Legislative Decree No. 155 of 13 August 2010"](#) between the Emilia-Romagna Region, provinces of the Region, as well as its main towns and municipalities with a population of over 50.000 inhabitants. This agreement has committed them to the implementation of policies and integrated services for the rehabilitation of air quality and reduction of the PM₁₀ and NO₂ concentrations.



Acronym

I.MO.S.M.I.D.

Number of reference

LIFE 09 ENV IT 000063

Reference Programme

[LIFE](#)

Beneficiary Coordinator

Provincia di Reggio Emilia

Contacts

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EU contribution

820.783,00

Call Year

2009

Start Year

2010

End Year

2013

Beneficiary headquarters

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Region

Emilia-Romagna

Description

Provincia di Reggio Emilia- Comune di Correggio