

TEMPLATE

Output factsheet: Trainings

Version 1

Project index number and acronym	CE25 MOVECIT
Lead partner	Development agency Sinergija
Output number and title	O.T3.3 - Train the trainer workshop and study visits for municipalities involved in the project consortium - Study visit in Modena for municipalities involved in the project consortium
Responsible partner (PP name and number)	PP7 - City of Modena
Project website	www.interreg-central.eu/movecit
Delivery date	March 2018

Summary description of the implemented training measure(s), explaining the specific goal(s) and target groups

The study visit conducted in the Municipality of Modena had as main goal to show the different systems and measures that were implemented in the city of Modena to reduce the use of the car and mainly incentivize the use of the bike, which represent one of the objectives of Modena Municipality since a long time. The bike as primary mean of transport for Modenese citizens, especially in the city centre, is the result of successively and continue initiatives, projects and actions the Municipality implemented in the last years, like the bike sharing system of Modena, the bike parking and shelters throughout the city, the electric car-sharing system, and the mobility plans of different public and private entities which have been worked in cooperation with the same aim along all these years. The training wanted to show best practices that have been implemented as well as the projects which are currently underway.

The 1st day was reserved for study visit through the Modena City and mutual learning. In particularly some of the focal points which represents the best examples of the sustainable mobility in Modena and two public entities which are closely involved in sustainable mobility in Modena were visited:

- The intermodal area located in front of the train station, named “Piazza Dante” (with the bike shelters, the bike sharing station and trolley buses station).
- Local Public General Hospital of Modena, where the representative of the mobility department presents how they organised the mobility management in the city hospital.
- Modena’s Agency of Mobility (aMO)

The group was composed by 30 specialists and all the 10 project partners were represented. Participants included people working on mobility management issues in their mobility departments.

NUTS region(s) where training(s) have been conducted (relevant NUTS level)

Municipality of Modena, Italia, NUTS- ITH54

Day 1: Modena, intermodal area located in front of the train station, named “Piazza Dante” and Local Public General Hospital of Modena

Expected impact and benefits of the trainings for the concerned territories and target groups

The visit of the intermodal area conducted on day 1 was very interesting for all the participants and generated lots of questions and a discussion about the bike sharing system the Municipality of Modena developed and improved along the last 10 years, as well as about the bike shelter management.

Different bike sharing systems were presented, strong and weak points discussed, and participants could appreciate a totally free system which contribute to the shifting of the modal split of the last years, together with other connected incentives which promoted the intermodality in the town for locals as well as for people coming regularly from outside town, suburbs and nearby towns.

The presentation at the Local Public General Hospital of Modena as well as the other projects concerning Modena's Agency of Mobility were particularly inspiring for the participants especially for experimental character of the initiatives which gives the possibility to learn and improve sustainable mobility measures and at the same time support the promotional campaign with scientific results (as for the Bike to Work project). All the projects presented during the study visit share the same aim of behavioral change in daily commutes, workers awareness raise and involvement towards the Municipality's goal of environmental sustainability. These projects show how the synergy between different actors of a city's life (the Municipality, private companies, agencies, associations and other stakeholders) can represent a key factor in obtaining significant results for the implemented actions.

Sustainability of the training(s) and developed training material(s) and their transferability to other territories and stakeholders

During the study visit every project was accompanied by a PPT presentation showing the key point of activities and measures planned. All the presentations were available to the participants as training material that could be sent by mail at the end of the visit.

Even if every project is locally based and the experience are very tailored on the local contest of Modena and based on Modena experience and citizens feedbacks, all the projects are full of ideas that could be transfer and adapted to different contests.

In particular the methodology applied by the Municipality of Modena which is based on the scientific experimentation and validation of every action is a very transferable model which represent a replicable working method for all the other Municipalities and Mobility departments.

Lessons learned from the development and implementation of training measures and added value of transnational cooperation

The lessons learnt in the study visit were:

- The importance of an experimental approach to support promotional campaign with scientific proves (for example concerning health benefits caused by the regular use of the bike) which results in better impacts of change of habits' campaigns.
- Every action should be tailored on the local specific contest, tested, adjusted and then improved and scaled. An example of that is the round way station-based bike sharing and one trip station-based bike sharing which were both implemented and then the first one was proved to be the favourite one (contrary to all the other Italian experiences of bike sharing)

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The output is linked to the deliverable: D.T.3.4.3: Documentation on Study visits in Modena to boost transnational transferability of mobility planning.

The Municipality of Modena published an article about the study visit on its web site.

<https://www.comune.modena.it/salastampa/archivio-comunicati-stampa/2018/2/movecit-focus-in-citta-per-studiare-la-mobilita-sostenibile>