I.M.O.S.M.I.D. - “Integrated MOdel for Sustainable management of Mobility in Industrial Districts”
(Modello Integrato di Mobilità Sostenibile nei Distretti Industriali)

Key Achievements

A pilot action, with 5 electric cars and a small team of employees of the FUA of Correggio, started the 2nd of December 2011 and will have a 3 months duration, to test and improve the functionalities of the Mobility Management Office. The M.M. Office, recently created by the beneficiary "Agenzia della Mobilità", is devoted to manage the IMOSMID integrated mobility system in the FUA of Correggio and namely the car pooling service with electric cars. The main goals, after the the pilot action phase and until the end of the project, are:
- to involve a wider number of employees and companies belonging to the FUA of Correggio, in the use of the car pooling service;
- to activate the additional sustainable mobility measures agreed in the participatory process;
- to activate the Mobility Ticket Service to propel the rest of employees and citizens to do car pooling with their own cars.

Context and rationale

Industrial settlements located outside metropolitan contexts, in particular in National and Local Functional Urban Areas¹ (FUAs), represent remarkable centres generating and attracting systematic journeys. The aim of this project is to define an innovative integrated governance model of transport in industrial districts, inspired by criteria for sustainable mobility, and able to satisfy the growing demand of supplementary Local Public Transport (LPT) services and the reduction of the use of private vehicles. Another featuring element is to use energy produced through renewable sources inside an experimental district. The model will be applied in the Industrial District of Correggio, where a plant will be built, producing energy from renewable destined to vehicles. A District Mobility Management Office will be in charge of improving sustainable mobility. The expected results of the experimentation are: reduction of the number of vehicles circulating on the district road network: 100-150 circulating cars less compared to the initial situation, i.e. at least 600.000 driven km less per year ; a generalized reduction of emissions, including a reduction of 30 tons CO₂ per year ; a general reduction of traffic congestion and road accidents ; a reinvestment of the energy produced using territory resources for transportation of persons (the objective is to feed at least 25 motor vehicles used for car-pooling with renewable energy).

On a strategic level the main result will be the innovative Mobility Management model within the FUA, edited by all partners contributing. Another result will be the dissemination that will be activated on a local level towards the other Provinces in Emilia-Romagna Region territory, as well as on a national and international level. The experiment will make it possible to activate the “Protocol of Intent for Air Quality” signed between Local government agencies and business associations in the Province, to face environmental pollution.

¹ FUA, as defined by the European Commission within the framework of the European program ESPON
The objective is to offer alternative transport options to employees of companies in the industrial district of Correggio and cars powered by RES. The presence in Correggio of EN-COR Company, which manages a plant producing energy from RES, has provided greater thrust on the project.

**Description**

The project has three innovative elements:

1. Individuating a mobility management model for FUAs, with the aim to intervene both on demand and supply. The main achievements made today in the industrial districts are oriented towards governance actions, without having a structured supply. In I.S.MO.M.I.D., the idea is to foster the diffusion of the initiative and make free loan available to the workers in the district subscribing to the initiative and organizing in car-pooling crews.

2. Integrating environmental and energetic aspects by the use of electric cars for short distances and hybrid cars for medium distances. In this way it will be possible to combine the positive effects of the reduction of circulating vehicles with those who derive from reducing the polluting emissions.

3. Implementing a systemic approach that aims at valorising the territorial resources, through plants producing energy from local renewable sources and the use of electric vehicles where there are plants generating electric power from biomass or solar, or vehicles using biofuel. This mix of mobility and energy is the most innovative element of the project, especially in house-work mobility.

The project is divided into 4 parts and 20 actions (beneficiary in brackets)

**PREPARATORY ACTIONS**

1 – Analysis of demand and actual house-work mobility system (Province of Emilia-Romagna - PER)

2 – Analysis of European best practices (Diputaciò de Barcelona)

3 – Planning of innovative services (Local Agency for Mobility)

4 – Planning of District Mobility Management Office (Local Agency for Mobility)

5 – Definition of technical requirements for the production of renewable energy by auto-tr(En.Cor)

6 – Arrangement with and involvement of the stakeholders (Municipality of Correggio)

**ACTIVATION ACTIONS**

7 – Activation of District Mobility Management Office, organization and management of services (Local Agency for Mobility)

8 – Promotional Services Plan (PER)

9 – Creation of a suppliers’ network for the sustainable mobility ticket (PER)

10 – Realization of a plant for RE production and related infrastructures (En.Cor)

11 – Activation of energy production plant and energy supply (En.Cor)

**ACCOMPANYING ACTIONS**

12 – Project Management (PER)

13 – Monitoring (in progress and ex-post) and evaluation of efficiency (PER)

14 – External Audit (PER)

**COMMUNICATION AND DIFFUSION ACTIONS**

15 – Dissemination actions at local-regional level (PER)

16 – Dissemination actions at national – European level (Emilia-Romagna Region)

17 – Website (PER)

18 – Information Panels (Emilia-Romagna Region)

19 – Final Guidelines (PER)

20 - After LIFE Communication Plan (PER)

**Main results**

The project has not yet been evaluated. Guidelines and lessons from this new management model will be made available to Local and Central Administrations and professional associations (Assoindustria, Confindustria), contributing to the diffusion of the project and to the revision of regional law pertaining to mobility in industrial areas in the Region.

To communicate, the following were carried out: 15 dissemination actions at local/regional level, 16 at national-European level, 17 websites, 18 information panels, 19 guideline documents and 20 after LIFE communication plan.

The project is highly innovative since it combines two modes of sustainable mobility (car-pooling and car sharing) with the use of low environmental impact transport (electric) powered by renewable sources of locally produced energy.

**Implementation**

**Implementing structure and partners – governance**

The project will be implemented by the Agency for Mobility Reggio Emilia and the newly created Office of Mobility Management District.

The design phase of the project involved public bodies (Province of Reggio Emilia, City of Correggio, Region of Emilia-Romagna, Agency for the mobility of Reggio Emilia, Diputaciò Barcelona) and public corporations (EN-COR). During the operation phase, civil society will be involved in evaluating the project. During submission to the European Commission, the project was supported by external consultants and a dedicated working group.

**Financing and Costs**

Total cost is approx. 2.2 M€. It is financed by public bodies, with co-funding by the European Commission (approx. 820 k€). During the planning phase, a business plan will be set to guarantee that the initiative remains sustainable. To achieve this, the following activities will
be implemented: the Mobility Management office will be organized to be managed/manageable by internal personnel already working with our partners; the local public partners (the Municipality of Correggio, the Province of Reggio Emilia, the Local Mobility Agency) will cover the costs of the environmental supervision, as well as the activities of communication and promotion; sponsors will be involved to maintain the different kinds of incentives and maintenance of the infrastructures will be covered by national incentives to produce energy from renewable sources, compatible with European funding.

Human Resources: around 3,000 persons x days.

**Time frame**

January 2012 - August 2013

**Contact & links**

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