

managEnergy

Sustainable Transport
Good Practice at local & regional level

Brussels 13 June 2002

The Mobility Manager

□ **Basic need for defining a **common methodology** for the legislative and regulatory assesement of Mobility Mangement (MM) across Europe**

The Italian context

Decree of Environmental Ministry (1998)

.." commuting plans for firms and public institutions of more than **300** employees and firms with a total of **800** employees.."

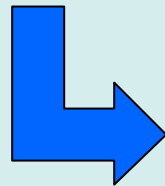
80% of Italian firms are SMEs or Micro Enterprises

CASE STUDY AREA
Territorial context

VOLUNTARY ADHESION CONCEPT

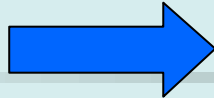
□ Decree of Environmental Ministry (1998)

Funding for Mobility Managers



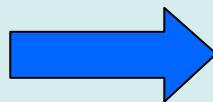
(named **1.200** - officially started **378**)

Main tasks



coordinate HOME-WORK TRIPS
(PSCL)

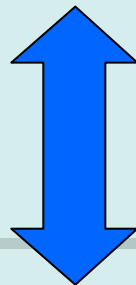
Best examples



Roma Genova Mantova Torino
Milano Rimini Firenze Vercelli

□ **Additional Decree of Environmental Ministry (December 2002)**

Extension of the territorial area



Inclusion of new sites “ **generator ” of mobility demand (schools, hospitals, leisures centres, etc)**

□ Open issues on Mobility Managers

more funding required

need to be officially legitimated

**need to offer real innovative tools
(for sustainable mobility measures)**

□ **Mobility Plans in ROME**

S.T.A. S.p.A. (acting on behalf of the Municipality of Rome as City Mobility Manager) co-ordinates, advises and supports MM activities for companies targeted by the Decree.

The **Mobility Manager** is responsible for co-ordinating the efforts of employees in reducing systematic home-work trips by the development of a site-specific Mobility Plan.

Actually a total of **304** companies are involved and **273** had appointed a Mobility Manager for a total number of **350,000** employees.

□ **Mobility Plans in ROME**

Actually a total of **10 Mobility Plans** have been submitted and approved by the Ministry of Environment.

Identification of innovative solutions for transport
(modification of bus lines, company bus-service, creation of a network of 30 bus lines for a total length of 410 km and a total of 16,500 employees involved)

Financial contribution of **4.6 million Euro**.

❑ **COMPARING**

Netherlands	Accession Countries
longest record in MM decentralisation collaboration involvement of PRIVATE sector	centralised administration lack of MM knowledge scarse collaboration towards EU Economic Area

ITALY

Defined framework, but scarce acceptance

M	o b i l i t y
a	Concertation policy Supporting tools Greed of data needed Innovative climate for Europe
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