



Genoa: Mobility and ...Sustainability

Municipality of Genoa

The city of Genoa is one of the biggest cities in Italy with a population of about 600.000 inhabitants that grows up to about 859.000 considering the metropolitan area of neighborhoods.

The territory of the Municipality covers an area of 243 square kilometres between the Ligurian Sea and the Apennine Mountains. The city stretches along the coast for about 30 kilometres from the neighbourhood of Voltri to Nervi, and for 10 kilometres from the coast to the northern valleys Polcevera and Bisagno. Clearly the transport system is strongly influenced both by the complexity of its topography, and by an overcrowded and congested structure due to the historical presence of an heavy industrial area. An extended historical medieval centre (considered to be the widest in Europe) practically separates the town into two parts and it is another constraint to be considered. It is one of the first Italian port in terms of overall cargo handling and transport and also for passengers transit as tourist attraction pole.





Plans and Projects on Mobility

The Mayor political guidelines presented during the City Council on September 2012, indicate that one of the most important objectives of the Municipality is the spread of a new culture on mobility.

In this new vision of the city, sustainable development of urban areas could be reached balancing economic development and accessibility, in order to increase the quality of life of residents and achieve the protection of their environment.

In this framework a new culture oriented on environmental sustainability and protection of vulnerabilities configure a different organizational context more balanced and liveable to our local community.

In order to achieve these objectives it is necessary for the Administration to strengthen the coordination between urban mobility policies and territorial policies and to adopt short-term operational tools able to translate policy area planning and strategic plans into concrete projects of urban mobility.

Another keypoint of discussion for the future development consists in creating a new model of integrated and sustainable mobility, where all the choices are taken into consideration and lessons are learnt and shared with private companies and citizens in a participatory process able to enhance the change of behaviours from now to the future.

The main fields of action in the medium and long term, with regard to mobility policies of the City of Genoa, are:

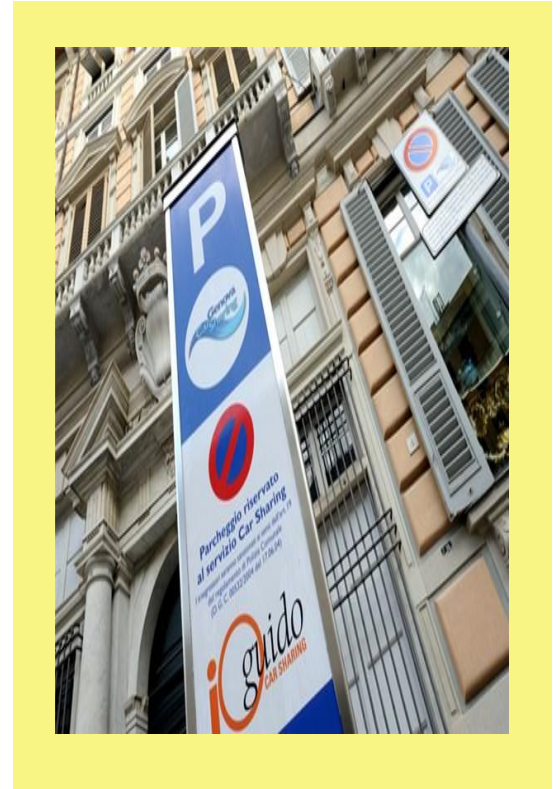
- Encouraging the use of public transport
- Improve the smoothness of urban traffic
- Promote "sweet and alternative" mobility to car
- Reorganize the freight logistics
- Ensure safety transportation
- Stimulating the use of transport with lower environmental impact





On these topic issue the Ele.C.TRA project has some important common characteristics with the new urban Mobility vision more focused on a Smart City model, as it is strongly linked to:

- local economy, because it incentives employment through services and energy supply points located in strategic urban areas in support of the electric vehicles users;
- environment, because it reduces air and acoustic pollution due to old two-wheeled vehicles and it is integrated with innovative and renewable energy initiatives;
- people, because it promotes a better use of daily travel time, that today is wasted to arrive own destination by car or search parking;
- living, to improve health conditions, social cohesion and touristic appeal, promoting an innovative mobility model that seems a new and friendly transport mean;
- governance, mainly in terms of territorial and political strategies and perspectives
- behavioural changes for the future





In Genoa there are many others projects linked to Sustainable Mobility and Traffic issues. Some of them are listed below:

CIVITAS – CARAVEL

The project covered many activities, the main measures implemented in Genoa are the following:

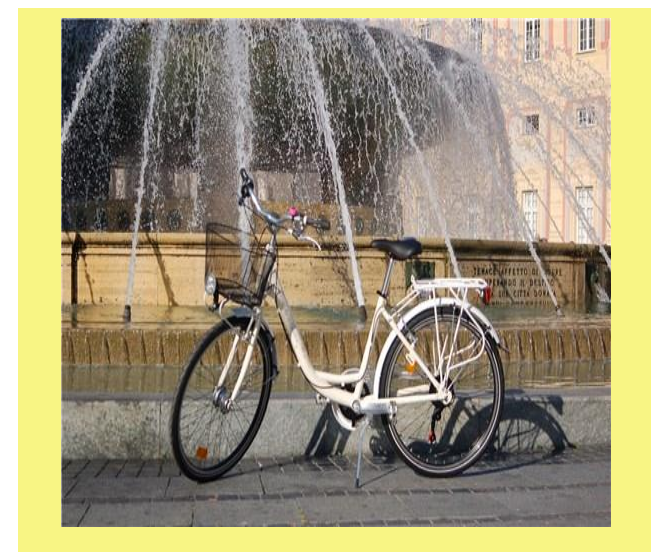
- 1) Car Sharing
- 2) Integrated access control strategy and road charging scheme
- 3) Enlarged Goods Distribution Scheme
- 4) Infomobility platform
- 5) Transition towards clean vehicle fleets

CIVITAS - CATALIST

Aim of project was to promote the transfer of knowledge and the full valorisation of the CIVITAS results and good practices through different means, paying attention to the key technical aspects, the enabling processes and framework conditions.

CIVITAS - CIVINET

Purpose of the project is to develop a network to disseminate good practices of sustainable mobility in European countries, but for many cities language barriers and lack of local structures of reference make this appear too hard. The project overcomes these barriers through the creation of national networks: every local authority or other organization interested in sustainable mobility can join and communicate in their own language.



The expectations for all these projects are:

- Reduction of Private Traffic Flow
- Increase in the use of Vehicles with Low Environmental Impact
- Best Use of Energy Resources
- Implementation of Intermodal Transport
- Improvement of Environmental Awareness among Citizens



3i Plus - INFOMOBILITY INTERMODAL INTERREGIONAL

The project promoted the territorial accessibility of the affected areas through: mobile information services for intermodal interregional transport, the management of mobility information in real-time and value-added services based on geographical location.



MOVEUS - ICT Cloud-based Platform and Mobility Services: Available, Universal and Safe for all Users

The project aims to radically change the European users' mobility habits by offering intelligent and personalized travel information services, helping people to decide the best transport choice and providing meaningful feedback on the energy efficiency savings obtained as a result.



LOSE - Logistics and Security in freight transport

The project is linked to the control and management of dangerous freight flow from/to the Genoa Harbor with the aim to reduce the risk in urban area.

