

Firenze: a “certified” smart city

The ability to integrate crucial and vital processes in order to promote social welfare makes of Florence a "smart city", label conquered thanks to the special Alphabet prize received during the conference **Green Pride** of Business Mobility won with the Ele.C.Tra Project.

The Mobility Councillor Stefano Giorgetti explains what are the interventions that have permitted to Florence to earn this recognition. Florence for years has been working on electric mobility.



We have been a pioneer city for the installation of charging stations and over the years, thanks to regional funds, we have repeatedly made donations to encourage the replacement of the most polluting vehicles in favour of zero impact ones: bicycles, scooters, private cars and taxis and electric and/or hybrid transport for freight. Participation in projects Ele.C.Tra and Dorothy fit into a process started long time ago.

In the first project we are partner with the function of pilot cities of the trial with Barcelona and Genoa.

Developable activities cover all possible measures to promote electric mobility of motorcycles to reduce smog and improve quality of life.

Objective: to replace by 2020 10% of traditional scooters with electric mopeds, reducing CO2 emissions by more than 90 tons per year in the three pilot cities.

Florence is a stimulus for stakeholders that may be electricity suppliers/charging stations suppliers (eg. to increase and modernize the network of electric charging stations), manufacturers and retailers (eg. to offer electric scooters to private people or companies at discount prices), long/short term renters (eg. development of daily traditional rental or electric scooter sharing services) and several memoranda of understanding have already been signed.

Municipality does its work: either by purchasing electric vehicles to replace the traditional ones (it has already introduced new vehicles - 53 quadricycles and 32 operating vehicles) and also realizing 91 charging points within the municipal offices (almost completed). Works for installation of 147 columns in

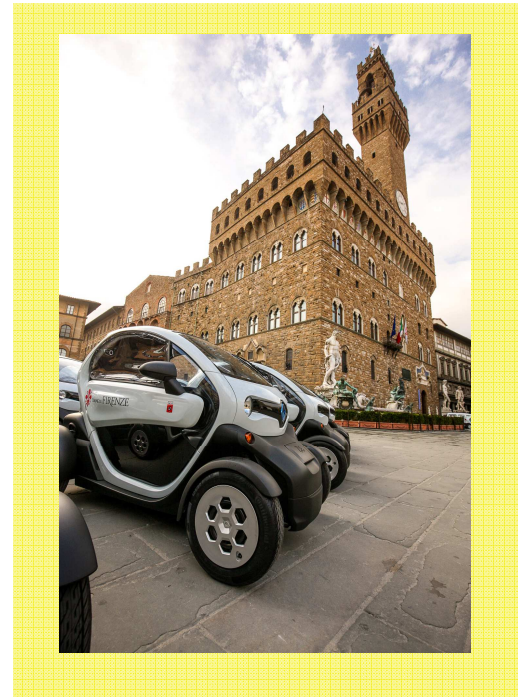
88 sites on the territory are going on, for a total of 294 charging sockets. Finally, on March 31 in Piazza della Signoria the new electric vehicles purchased by the Administration to replace traditional vehicles have been shown.



In the interventions conducted have you recorded an optimization in city logistics?

On urban logistics were made some interventions to optimize freight. We stimulated the use of electric vehicles especially in the city centre where there are numerous pedestrian areas also discouraging the transit of the most polluting vehicles.

The Dorothy project, of which the Municipality is a partner, is inserted in this field: it provides the study and the possible application/testing of action plans on urban logistics. In particular, we focused on the service of cargo bikes already offered in the center by private operators, and which consists of a delivery service in the pedestrian area with ecological means equivalent to cycles (in some cases with assisted pedal) and allowed to circulate in the most valuable areas all day long. The project is still ongoing and it is too early to establish budgets, but we have already seen the interest of workers and citizens.





These interventions can be easily replicated by other Italian cities?

Aspects related to the replacement of the fleet of the institution and the installation of a network of charging stations as well as incentives for the purchase of electric vehicles can be replicated in other cities. Obviously every town has its own characteristics and hence a possible model has to be adapted to specific situations.

In the absence of state support, how to find the funds for these actions?

The essential line of credit is the one of European funds. The European Union has long devoted special attention, and therefore resources, to the issue of pollution and to all

the actions that contribute to the achievement of the reduction of smog, including those relating to the replacement of the vehicle fleet in city. Recently, the Region has contributed significantly to the development of alternative mobility projects, for example with funds for incentives for the purchase of vehicles with zero impact.

