



**DEMO-EC**  
**Interreg Europe**



European Union  
European Regional  
Development Fund

# Action Plan

## Liguria

## Italy



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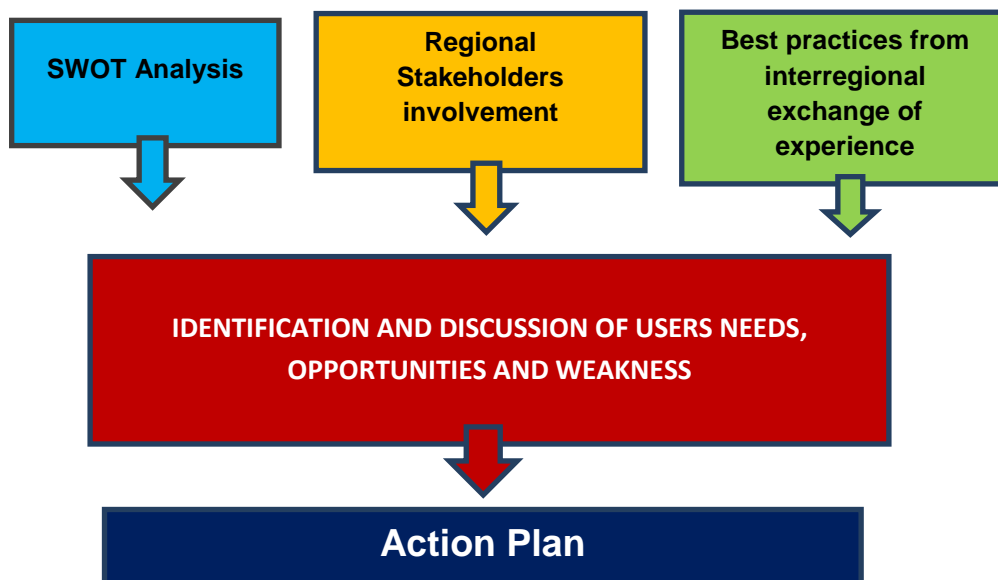
## 0 Introduction: Action Plan by DEMO-EC European project

The main objective of the Action Plan is to incentive and improve the policy instrument identified through actions carried out at local level with the support of Liguria Region.

The process to achieve the Action Plan, as shown in the following scheme, is composed by several steps:

1. **SWOT-ANALYSIS:** Detailed analysis of mobility and transport state in Liguria Region with focus on **S**trengths, **O**pportunities, **W**eaknesses and **T**hreats;
2. **REGIONAL STAKEHOLDERS MEETING:** Involvement of local stakeholders in regional mobility issues
3. **BEST PRACTICES:** Identification of good-practices and sharing of lessons learned from the other partners
4. **IDENTIFICATION AND DISCUSSION OF NEEDS, OPPORTUNITIES AND WEAKNESS** at regional level

### DEMO-EC PROJECT SCHEME





The Action Plan stands as guideline for strategic planning on key-topics of the project , for Liguria Region in particular :

1. E-Mobility
2. Car Reduction





The Plan is drawn up in accordance with national, regional and local mobility and transport plans, already adopted or to adopt in the next future. The overall objective is to support the regional transport planning with sustainable actions addressed to favour low-carbon initiatives in mobility and transport field.

The actions included in the Action Plan are the results of the working process carried out during the project, starting from the analysis of the baseline scenario (SWOT) at regional level, through the identification of good practices, initiatives and lessons learned by DEMO-EC partners with the interregional cooperation.

The project meetings were an important occasion to share good practices among the partners and to draw useful ideas to identify the actions to develop.

A relevant contribution was also given by Ligurian Stakeholders (public transport operators, other companies involved in mobility and traffic in the cities, associations, economic and commercial organizations and other interested groups).

The collaboration among local and private experts and public bodies within the local round tables, organized by Genoa Municipality, was fundamental to establish an interdisciplinary working group. Through "ROUND TABLES" stakeholders identified some objectives to achieve for the mobility system in Liguria:

-  reduction of the number of private vehicles circulating in the cities
-  promotion of electric vehicles
-  strengthening of public transport and intermodality
-  promotion of "soft" mobility

In this way, the Action plan identify sustainable solutions and measures that merge the needs defined by stakeholders at the local level with the lessons learned from interregional cooperation.

In some cases the actions identified don't relate to a specific topic only, but there are aspects and characteristics related to different mobility themes (i.e. incentives to promote modal change and the increase soft mobility).



## 1 General information

Project: DEvelopment of sustainable MObility management in European Cities (DEMO-EC)

Partner organisation: Municipality of Genova

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## 2 Policy context

The Action Plan aims to impact:

Investment for Growth and Jobs programme

European Territorial Cooperation programme

☒ Other regional development policy instrument

Name of the policy instrument addressed:

Operational Programme FESR 2014-2020 Liguria Region

SUMP of Metropolitan area of Genoa



### 3 Details of the actions envisaged

#### 3.1 E-mobility action

##### Action - Planning and extension of e-charging stations network

#### 1 Background

About e-mobility in the last years there was a considerable diffusion of e-vehicles in urban areas. In the field of Interreg Cooperation **DEMO-EC partners** exchange relevant experiences for e-mobility planning, in particular **in Milanowek, at the partner meeting on 13.09.2018**, were shown some very interesting issues:

- ✚ **“MOVEA plan” (Zaragoza – Spain)** to encourage purchase of e-vehicles powered by alternative energy, in order to decrease CO<sub>2</sub> and other pollutants emissions
- ✚ **“City of intelligent mobility (Leipzig – Germany)**, a specific plan to increase e-mobility in the urban areas which includes economically feasible measures, incentive-providing measures with a support external financing (without any underlying municipal funding).

With analysis of successful actions and initiatives with interregional exchange of experience, can be done a better planning in own city to include in the plan a lot of initiatives and actions in order to increase the purchase of e-vehicles by private citizens.

This concept is ideal also in Liguria Region, as emerged from the discussions with the stakeholders. In particular stakeholders suggested to extend the e-charging network in the cities in order to allow a higher capillarity of the service.

The engaged stakeholders highlighted also the need of quick and specifically fast e-charging stations, for all kind of vehicles, not only e-cars but also e-scooters and e-bikes, beside the introduction of electric vehicles in Local Public Transport.

For all these reasons it is important to plan effective and appropriate locations for e-charging stations in the territory, including the installation in interchange sites.

Moreover, in the main cities of Liguria Region e-vehicles have a free parking pass in pay parking areas and free access in Limited Traffic Zone for freight e-vehicles. In general, several actions in Italy have been developed to improve the use of e-vehicles, as the introduction of a free car tax for hybrid and electric vehicles for 5 years after the purchase. This is a good idea to approach citizens and stakeholders to e-mobility however, taking into account high prices of e-vehicles and the possible distrust of habits change.



In the recent years in Liguria Region have been implemented several initiatives to increase the electric mobility. The Italian Ministry of Infrastructures and Transports with Italian National Law n.134/2012 through **the Infrastructure National Plan for charging of Electric Vehicles** (“PNIRE Programme”) introduced regional incentives for electric mobility. In 2017 Liguria Regional Government, thanks to PNIRE funds, approved a specific **Programme for e-charging stations** with the provision of financial resources for installation, design of recharging location, purchase and installation of the “normal power” and “high power” charging stations and communication actions.

## **2 Action**

Liguria Region approved a Memorandum of Understanding to develop a charging network for electric mobility in Genoa.

In this way, Genoa Municipality improves an advanced model of electric mobility through actions aimed to create infrastructures on urban territory to increase use of e-vehicles.

The Municipality promotes the realization of **e-charging stations’ network in the urban area**. Recently, a partnership between Duferco Energia (energy operator) and Coop Liguria (supermarkets chain) is aimed to create, in the next future, some new e-charging stations next to different Coop’s stores in the regional area, available for all citizens, Coop’s employees and tourists.





This action provides useful resources for the improvement of the policy instrument, favoring the transition to the use of non-polluting way of transport for climate protection and the prevention of risks related to climate change.

The action could be implemented also with other public and private operators interested to the development and realization of further new e-charging stations in the city, to promote a sustainable urban electric mobility.

Genoa Municipality could also sign other agreements with interested public and private stakeholders to define suitable areas in the city for new installations of the e-charging stations that will guarantee a large free use in public spaces aimed to **develop a capillary e-charging network on the territory**. The objective is to put in operation 100 e-charging stations for e-cars and e-scooters with the support of parking areas reserved for electric vehicles (car, scooters and bikes).



In the network different types of charge infrastructures (normal and high power) could be implemented:

-  Public charging infrastructure
-  Private charging infrastructures accessible to all citizens (garages, car parks, stores, etc)
-  Private charging infrastructures with incentives for installation in private sites (private buildings)
-  Private charging reserved to car sharing service

In Genoa and in other cities of the Liguria Region, due to the complex orography of the territory, motorcycles and scooters are very used. To favour the use of two-wheeled e-vehicles will be launched **incentive campaigns for the purchase of electric vehicles** through specific bonus available for those who scrap polluting vehicles and buy a new electric vehicle (electric bikes, motorcycles and scooters). Furthermore, communication and dissemination actions for the diffusion of electric vehicles could be an added value through specific communication campaigns.

### 3 Players involved

Municipality of Genoa, public and/or private energy operators, stores, citizens

### 4 Timeframe



2018-2021

### 5 Costs

Realization and installation of e-charging infrastructures (about € 15.000 for each charging station with 2 recharging points -normal power) and scrapping incentives funds (€ 400 for single incentive funded by Genova Municipality)

### 6 Funding sources

Private (Energy companies) and public resources (Municipality of Genova and Liguria Region resources)

-  Realization and installation of e-charging infrastructures (about € 232.000,00 for all Liguria cities from PNIRE programme of Italian Trasport Ministry – MIT funds and € 870.000,00 from Liguria Region funds)
-  Scrapping incentives funds (about € 500.000,00 – € 380.000 from Genoa Municipality and € 120.000 from Liguria Region)





## 3.2 Car reduction actions

### Action – “Bycicle office”

#### 1 Background

The importance of planning is fundamental also for cycling. A good planning of soft mobility measures allows the best integration with all transport systems for an overall improvement of sustainable mobility.

The idea of a city center without cars and carbon fuel free is a concept to be pursued in the modern cities. This concept must be supported by a correct planning and by the introduction of policies, services and infrastructures to guarantee a good interchange trasport system model to the citizens.

The car reduction measures presented within DEMO-EC exchange of experience were an important opportunity to learn about the actions developed in other regions of Europe. **In Leipzig project meeting held on 14.03.2019** were shown some very interesting issues about car reduction:

- + **Sinergija partner:** paths dedicated to cycling and pedestrian
- + **Zaragoza:** bike sharing system with dedicated mobile app “BIZI Zaragoza”
- + **Milanowek:** pilot bike sharing system
- + **Leipzig:** measures for the access in pedestrian and cycling zones of the city center and “Implementation of the Sustainability-Scenario” - exemple of bottom-up initiatives to take account of users needs.

In particular the “Implementation of the Sustainability-Scenario” was a useful experience from which draw the idea, in accordance with local needs, to identify a “communication point” at local level for citizens, associations and companies interested to soft mobility.

The local stakeholders involved in DEMO-EC project highlighted the topic of incentives, services and infrastructures to improve and increase the use of bikes in Liguria, where possibile (i.e. in flat cities and see coast) and asked the institution of a public point of contact with public administration to solve and communicate problems, issues and proposals about cycling.

According the provisions of the European Directive 2008/50/EC about quality of air in Europe and the national laws n.155/2010 and n. 2/2018, Liguria Region provided guidelines for car reduction policies aimed to reduct private car use. Therefore, each Province of Liguria could issue, in line with these regulations, specific policies at local level in order to promote a soft mobility model.



The municipalities could provide urban cycle plans, called "**BICIPLANS**", as specific plans in addition to urban sustainable mobility plans (SUMP). These plans define objectives, strategies and actions necessary to promote and improve the daily and touristic use of bikes, but also to improve the safety of cyclists on the road.

In the last few years there were several initiatives to share "home to work" or "to school" trips by bike with the help of innovative apps for the organization of daily travels. The "Italian Bicycle Friends Federation" (FIAB), for example, has joined the initiative "**Bike2Work**" (about 6,800 participants/per year for 338,000 km), the first event took place in March 2019.







## 2 Action

In order to improve the "**BICIPLANS**" concept, local bodies could define a set of measures to encourage cycling in the region. Genoa Municipality, thanks to the Italian Ministry of Environment financial resources, started to increase soft mobility and in particular cycling, with different initiatives.

The main measures to be included in "**BICIPLANS**" concern a global network of routes and cycle paths, a wider diffusion of "racks" for parking of bicycles, rules on speed limits for bicycles in pedestrian areas (maximum 10 km/h), the development of charging stations network for e-bikes, information points for cyclists, free recharge for e-bikes on trains, incentives to purchase bikes, organization of new "**BICIBUS**" (accompaniment service by bicycle home to school). In particular, "**BICIBUS**" service is developed taking exemple from the already existing "**PEDIBUS**" (on foot accompaniment service home to school). "**BICIBUS**" is actually managed with own bikes and is managed by associations and schools for children up to 13 years old, to allow and facilitate children who travel together by bike for daily trips.

In order to promote the development of a cycling policy in urban areas, Genoa Municipality will set up an office dedicated to soft mobility (pedestrian and bicycle) named "**Bike Office**".

The Office will be dedicated to:

-  support the development of the cycling infrastructure in the territory through the creation of tracks cycle and cycle paths;
-  take account of suggestions and needs of citizens about cycling;
-  develop of soft mobility measures joining the "bike mode" as concept to follow for the integration of bike use in sustainable mobility actions;
-  promote agreements with the different Local Public Transport operators;
-  realize communication and promotion campaigns also involving schools, universities, public and private companies;
-  monitoring the use of the bicycles on the territory at local level to favor its increase.



The data collected could be useful to increase the policy instrument at the regional level and promote the knowledge and diffusion of soft mobility, decrease pollution improving quality of life of citizens.

### **3 Players involved**

Genoa Municipality, citizens, bike associations, private sustainable mobility companies

### **4 Timeframe**

2019- 2021

### **5 Costs**

Estimate of the costs: about € 35.000,00 (personnel costs, road signs, infrastructures and communication activities).

### **6 Funding sources**

Public resources: own resources of the Municipality of Genoa, about € 35.000,00 for each year of opening of the office



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