



Ele.C.Tra in Genoa. Events in 2014

Municipality of Genoa

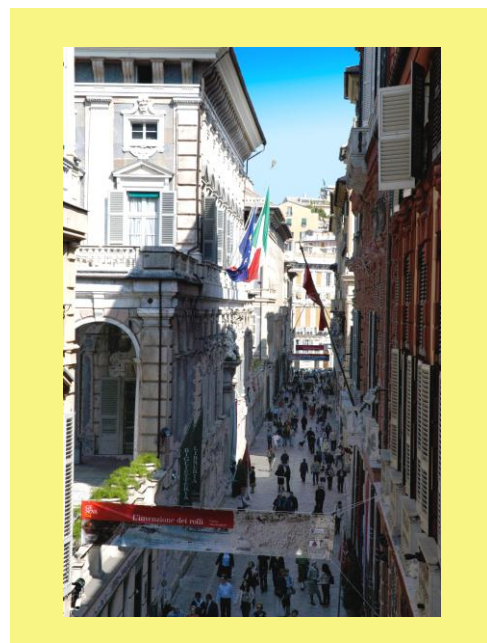
Sustainable transport is a crucial keypoint theme for Municipalities that aim to achieve a cultural and behavioural change able to build the smart city of the future.

The awareness on sustainable mobility in general, and electric mobility in particular, contribute to the environmental, social and economic growth, as a part of a long term qualifying process in which all the ecosystems, both anthropic and not anthropic, are strictly involved and related one to each other.

The city of Genoa aims to make aware its inhabitants, stakeholders and SME of the importance of sustainable mobility through local actions and synergies with projects at national and international level. The IEE Ele.C.TRA project, for instance, with its focus on electric scooters, is one of the correct ways to develop a self-sustained model of green transport in a urban context.

Ele.C.TRA project is one excellence in this field both for its methodological approach focused on the electric scooter marketplace, and for the actions carried on to sustain the implementation of its model.

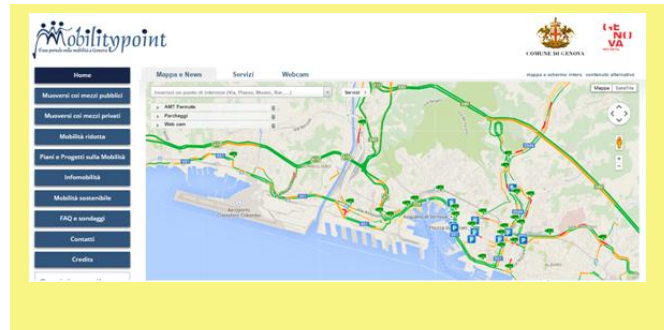
The Municipality of Genoa held some Events able to spread the knowledge about this issue and to engage people in an active way.





INTERVIEW ON RADIO BABBOLEO 16 DECEMBER 2014

The Genoa Alderman for Mobility and Transports, Anna Maria Dagnino, has been interviewed on Radio Babboleo, the main radio in Liguria Region, about Ele.C.Tra project and, in particular, about the possibility to sign the Agreements (*) with the aim to promote the e-vehicles diffusion. The agreements schemes are visible on www.mobilitypoint.it, the new Genoa portal on mobility where a specific section focused on electric mobility and Ele.C.Tra project has been created.



EUROPEAN MOBILITY WEEK 16-22 SEPTEMBER

The City of Genoa, as every year, joined the 2014 **European Mobility Week** (EMW) taking place from 16 to 22 of September.

During this week Genoa promoted a lot of events and thematic initiatives in order to increase the citizens awareness on sustainable mobility around the city.

In this context thanks to Ele.C.Tra project, the Municipality organized also several activities for the promotion of the use of electric scooters.

During the EMW (European Mobility Week) on 16 of September 2014 the **“OPEN DIALOGUE ON ELECTRIC MOBILITY”** took place at Palazzo Tursi. This was an open session on Electric Mobility with the presentation of the Ele.C.Tra model and actions to the mobility managers belonging to the major SMEs present in the territory.

(*) **Agreement** The Administration and four category of stakeholders (Economic operators, Infrastructure operators, Potential demand, Promoters and others) are the subjects that, signing the agreement, can translate in direct impact the foreseen activities of the project in order to promote more favorable conditions for economic growth of the e-scooter market through facilitation and the qualified use of electric scooters in cities

Foto EMW

Settimana Europea della Mobilità Sostenibile 2014





SMARTWEEK 16 -20 JUNE

An entire week of interesting initiatives related to the concept of Smart City focused through specific thematic session and analysed from different points of view: institutions, research community, business and civil society participated in a constructive dialogue on practical and achievable proposals for a better quality of life in cities. During those days a Transformation Agenda for a city willing to become a smart city was presented together with all the ongoing EU projects developed by the Municipality specific contribution to it.

During the sustainable mobility session a lot of manufacturers, dealers, charging infrastructures owners, had the opportunity to meet one to each other, exchange information on this theme and support the dialogue with concrete actions.

On 17/06/2014 a Meeting with the Mobility Managers of the major companies and local entities was organized, in order to start a dialogue on Sustainable mobility matters and on the Ele.C.TRA impact on the territory. Many of them really appreciated this opportunity to learn about the project, its message and the pilot actions carried out by the city of Genoa. Being large Companies or SMEs, they represent fundamental actors to start re-thinking their mobility policies and make them more sustainable, as well as effective for their specific needs. Visitors took advantages from this open dialogue on the Ele.C.TRA project and other projects in synergy with it:

During the same day it was organized a free trial test able to directly show citizens and tourists the effectiveness of the electric scooters, in Porta Siberia (Old Port Area), where the members of the NSG come and show their product and ideas.






LAUNCHING EVENT - 13 DECEMBER 2013

The Municipality of Genoa organized a great initiative: the Launching Event of the Ele.C.Tra project during which the importance of the “sustainable mobility” was highlighted.

Politicians, Public Authorities, decision makers and representatives of local and national SMEs, and some EU partners met in the Berio Library meeting room.

This event was held in conjunction with the Regione Liguria workshop on 3i plus a EU project on mobile information services for intermodal interregional transport financed by the Italy - France "Maritime" 2007-2013 programme

The plenary session was followed by an open session in which the attendees could express their opinions, questions, suggestions and actively participate to the debate.

Then, a collaborative and operative living lab session was dedicated to some questions as: “Chaotic cities, pollution, expensive fuels insurance, maintenance cost: why did market not developed?” or “Why is it that electric scooter market, alike from China, did not developed in Italy or Spain?”

Genoa Municipality aimed to promote the Ele.C.Tra idea letting participate the public and the users on the importance of sustainable mobility matters giving their active contribution with suggestions, ideas and opportunity for collaboration.

