Reggio Emilia and the path towards safer, more sustainable and autonomous mobility behaviours among children

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ECOMM 2018 – Uppsala – Session A:3 Tailor-made mobility solutions for happy regions
• THE POLICY FRAMEWORK: THE MANIFESTO
• THE ROLE OF THE SCHOOL MOBILITY MANAGER
• SCHOOL MOBILITY INITIATIVES
The city of Reggio Emilia, starting from the Urban Mobility Plan – PUM 2008 – has decided to invest time, resources and energy in promoting policies for safe, sustainable and autonomous home-school journeys through an interdisciplinary approach.

The city promoted a **city-led action** for school mobility management with a **comprehensive** and **multidisciplinary** set of measures tackling in a balanced way the issues of road safety, environmental sustainability, the health and autonomy of children, safety around schools, pollution and traffic.
The “Manifesto for safe, sustainable and autonomous mobility in home-school journeys”, a strategic agreement to involve different persons and entities in a shared planning project and to develop together actions plans, projects and shared commitments, is central in this approach.

The “Manifesto" was launched in 2009 to involve various entities in Reggio Emilia in a joint plan and to develop together shared lines of action, projects and undertakings on the theme of home-school mobility. Every signatory committed to implementing, directly or contributing to implementing, the projects contained in the Manifesto and, more generally, to promote home-school journeys which are more autonomous, sustainable and safe.
The Manifesto was therefore drawn up to ensure that going to school without the car and with friends becomes a consolidated habit and an opportunity to improve

- health,
- safety,
- environment,
- autonomy,
- social interaction,
- schools and the local area.

A Policy that acts to modify home-school journey habits must adopt an interdisciplinary approach.
A PARTNERSHIP

A METHOD:
all involved ‘city components’ are committed to find a solution

a new and shared working method

for a “safe, sustainable and autonomous mobility in paths from home to school”

A TOOL:
- to **involve** all schools in the Mobility topic
- to **emphasize and valorise** the activities of schools and families
- to **share** the existing experiences and the future projects
The Manifesto

Challenges

- Reduce **road accidents and traffic** near schools
- Double the number of children going to school with **sustainable modes of transport**
- Take action with a **comprehensive approach** in sustainable home-to-school mobility
- TO HAVE A **MOBILITY MANAGER** IN EVERY SCHOOL

OVERCOME THE OBSTACLES
### The 6 lines of action

| A- EDUCATION | Correct life styles and raise the awareness of environmental problems;  
A widespread education of sustainable mobility starting by the school age |
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<td>B- COMMUNICATION</td>
<td>Respect for behaviour rules by drivers and road users</td>
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| C- PROMOTION | Experiences in sustainable mobility ‘home – school’ good practices  
Adhesion to sustainable mobility projects |
| D- SAFETY | More safety into main ‘home – school’ routes and around the school buildings |
| E- SERVICES | Collective school transport (schoolbus, car pooling)  
A widespread use of not motorized modes of transport |
| F- PLANNING | Sustainable mobility, safe network for weak users.  
Attention in the design of new school buildings |
The 9 projects

1. ‘IN REGGIO EMILIA WE GO TO SCHOOL BY BICIBUS AND PEDIBUS’  
   Reach 1,000 children in 3 years

2. ‘SAFETY INTO ‘HOME – SCHOOL’ ROUTES’  
   Yearly planning safe settings of ‘home – school’ routes

3. ‘SCHOOL BUS AND CAR POOLING’  
   We go to school together, by public transports or by car pooling

4. ‘HEALTH AND MOVEMENT EVERY DAY’  
   The importance of correct life stiles, since preschool

5. ‘SHARING THE RULES TO GO SAFELY’  
   Awareness campaign about road rules

6. ‘THE SUSTAINABLE MOBILITY IN THE SCHOOLS’  
   The sustainable mobility education in schools

7. ‘COLLECTING GREEN MILES’  
   The ‘game – trip’ that brings us to KYOTO

8. ‘THE SCHOOL MOBILITY MANAGER’  
   Developing mobility projects into schools

9. ‘CONCILIARE’  
   The family needs and the city
The School Mobility Manager (SMM) is a role set up by the Municipality of Reggio Emilia in 2009 as a major element of the “Manifesto”

WHO IS THE SMM?????? The greatest actor of the change
The SMM is a referent teacher of mobility for the school and is able to:

- act as a spokesperson for the demands and problems;
- receive and propose initiatives aimed at sustainable mobility education;
- encourage safe and sustainable forms of transport;
- foster coordination between schools and the Municipality.
The creation of a specific figure inside each school represented an efficient way to have:

- a direct contact and
- create a permanent network with all the schools of the city.

Every School has its own peculiarities and it is therefore essential that there are people working there who are able to speak with colleagues and families and transfer Mobility experiences and concepts using a language appropriate for each situation.
MOBILITY INITIATIVES

1. BiciBus & PediBus

2. Laboratories for Primary and 1st level Secondary schools

3. First Steps _ Mobility experience for day nurseries and Nursery schools

4. Didactic outings with sustainable means of transport

5. Games & Competitions

6. Communication, awareness & information Campaigns
   Didactic material

7. Shared use of public spaces
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BICIBUS and PEDIBUS

[BikeBus and WalkingBus]
The **BiciBus** is a group of students that goes to and comes back from school accompanied by volunteers (parents, grandparents, teachers...) along pre-established routes which are safe, marked with signs on the ground which are easily visible to children and motorists.

**BICIBUS** and **PEDIBUS**

**PediBus** works in the same way, but the group moves **ON FOOT**.
FIRST STEPS
MOBILITY EXPERIENCES FOR
DAY NURSERIES AND NURSERY
SCHOOLS
WHO IT IS FOR.

Children in Day Nurseries and Nursery Schools (2-6 years), families and teachers.

The Mobility Department has provided municipal Day Nurseries and Nursery Schools in Reggio Emilia with a number of bicycles without pedals (Balance bikes).

These bicycles teach the child to learn how to balance in an independent way; the children learn this ability on their own. The result is that children arrive at Primary School already knowing how to ride a bicycle.
GAMES AND COMPETITIONS
WALKING AND CYCLING COMPETITION

years 2011 - 2014, 4 editions;
primary schools (6-11 years) and 1st level secondary schools (11-14 years)
TRAFFIC SNAKE GAME
years 2015 – 2017, 2 editions
primary schools (6-11 years)
- VIDEO
https://www.youtube.com/watch?v=20fOQssCzPo
A series of actions aimed at promoting the use of spaces near schools in a shared and safe way. 3 main lines of direction:

1. Traffic calming and infrastructural improvement of the areas surrounding the schools
SHARED USE OF PUBLIC SPACES

2. temporary car free zones – closing the street to car traffic at the beginning and end of the lessons (Strada Scolastica/School Road)
3. and clearly marking the presence of a school structure outside the school yards and on the roads that serve the Schools (Urban Tatoo)
THANKS FOR YOUR ATTENTION!

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