Mobility management: best learning experience

La dolce vita for schools: how to change mobility of kids & parents?
Reggio Emilia – The Manifesto

Private car + pollution, congestion and accidents - opportunities for physical exercise, socialising and autonomy of children.

Reggio Emilia : city-led action for school mobility management with a comprehensive and multidisciplinary set of measures.

“Manifesto for a safe, sustainable and autonomous mobility in home-school journeys” is central in this approach.
## Reggio Emilia – the 6 lines of action

<table>
<thead>
<tr>
<th>A- EDUCATION</th>
<th>Awareness of environmental problems. Widespread education of sustainable mobility</th>
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<tbody>
<tr>
<td>B- COMMUNICATION</td>
<td>Respect for behaviour rules by drivers and road users</td>
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<td>C- PROMOTION</td>
<td>Experiences in sustainable mobility ‘home – school’ good practises</td>
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<td>D- SAFETY</td>
<td>Higher safety level into main ‘home – school’ routes and around the school buildings</td>
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<td>E- SERVICES</td>
<td>Collective school transport (schoolbus, car pooling); Promoting not motorized movements</td>
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<td>F- PLANNING</td>
<td>Sustainable mobility, safe network for weak users. Attention in the design of new school buildings</td>
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# Reggio Emilia – The 9 projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Description</th>
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<tr>
<td>‘IN REGGIO EMILIA WE GO TO SCHOOL BY BICIBUS AND PEDIBUS’</td>
<td>1.000 children in 3 years</td>
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<tr>
<td>‘SAFETY INTO ‘HOME–SCHOOL’ ROUTES’</td>
<td>Yearly planning safe settings of ‘home – school’ routes</td>
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<td>‘SCHOOL BUS AND CAR POOLING’</td>
<td>We go to school together, by public transports or by car pooling</td>
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<td>‘HEALTH AND MOVEMENT EVERY DAY’</td>
<td>The importance of correct life stiles, since preschool</td>
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<td>‘SHARING THE RULES TO GO SAFELY’</td>
<td>Awareness campaign about road rules</td>
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<td>‘THE SUSTAINABLE MOBILITY IN THE SCHOOLS’</td>
<td>The sustainable mobility education in schools</td>
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<td>‘COLLECTING GREEN MILES’</td>
<td>The ‘game – trip’ that brings us to KYOTO</td>
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<tr>
<td>‘THE SCHOOL MOBILITY MANAGER’</td>
<td>Developing mobility projects into schools</td>
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<tr>
<td>‘CONCILIATE’</td>
<td>The family needs and the city</td>
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The **School Mobility Manager (SMM)**, a figure set up by the Municipality of Reggio Emilia in 2009 as a major element of the “Manifesto”.
The SMM is a reference teacher for the theme of mobility for their 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.
Reggio Emilia – First steps project

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

The Mobility Department provided municipal in Reggio Emilia with bicycles without pedals (Balance bikes).
Reggio Emilia: learning experience within CIVITAS

Krusevac (Serbia) & Leon (Spain)
• visited Reggio Emilia
• replicated the concept of “mobility managers” & made this compulsory for all schools by end of 2017 (Krusevac)
• replicated the programme on balance bikes (Leon)
⇒ A success story!
CIVITAS peer-to-peer programme

- Each year: 4-5 visits
- Topics defined based on offer/demand
- Up to 10 cities from EU countries at each visit
- Programme based on needs of visitors
- Focus on hands-on experience
- Objective: transferability and take-up
What’s in it for you?
CIVITAS activities

- Study visits & work placements
- Learning
- CIVITAS Forum
- Awards
- Training
CIVITAS thematic groups
Transport focus in 10 action areas

- Mobility management
- Safety and security
- Integrated planning

Cities have demonstrated 800 measures in 15 years
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