



2020
CiViTAS
Cleaner and better transport in cities



Mobility management: best learning experience

La dolce vita for schools : how to change mobility of kids & parents?



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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

A- EDUCATION

Awareness of environmental problems.
Widespread education of sustainable mobility

B- COMMUNICATION

Respect for behaviour rules by drivers and road users

C- PROMOTION

Experiences in sustainable mobility 'home – school' good practises

D- SAFETY

Higher safety level into main 'home – school' routes and around the school buildings

E- SERVICES

Collective school transport (schoolbus, car pooling); Promoting not motorized movements

F- PLANNING

Sustainable mobility, safe network for weak users. Attention in the design of new school buildings

Reggio Emilia – The 9 projects

'IN REGGIO EMILIA WE GO TO SCHOOL BY BICIBUS AND PEDIBUS'

1

1.000 children in 3 years

'SAFETY INTO 'HOME-SCHOOL' ROUTES'

2

Yearly planning safe settings of 'home – school' routes

'SCHOOL BUS AND CAR POOLING'

3

We go to school together, by public transports or by car pooling

'HEALTH AND MOVEMENT EVERY DAY'

4

The importance of correct life stiles, since preschool

'SHARING THE RULES TO GO SAFELY'

5

Awareness campaign about road rules

'THE SUSTAINABLE MOBILITY IN THE SCHOOLS'

6

The sustainable mobility education in schools

'COLLECTING GREEN MILES'

7

The 'game – trip' that brings us to KYOTO

'THE SCHOOL MOBILITY MANAGER'

8

Developing mobility projects into schools

'CONCILIATE'

9

The family needs and the city

Reggio Emilia – The School Mobility Manager (1/2)

*The **School Mobility Manager (SMM)**, a figure set up by the Municipality of Reggio Emilia in 2009 as a major element of the "Manifesto".*



Reggio Emilia – The School Mobility Manager (2/2)

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

Awards

Training

**CIVITAS
Forum**



CIVITAS thematic groups

Transport focus in 10 action areas



Mobility
managem-
ent

Safety
and
security

Integrated
planning

Cities have demonstrated 800 measures in 15 years



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