

How to reach the event location

#### By ROAD

Arriving from Firenze, Milano e Ancona:  
"Bologna Fiera" exit on the Highway A14  
Along the Expressway: "8 Bis" exit

#### By RAIL

From Bologna Central Railway Station: take the bus line 35 - 38.

#### By AIR

After touching down at Marconi Airport take the BLQ Bus to Bologna Central Railway Station.



Direzione Generale Reti Infrastrutturali, Logistica e Sistemi di Mobilità

The complex issue of improving the mobility, to be achieved while limiting congestion, accidents and pollution, is a common challenge for all major European cities and regions.

The main focus of the Conference "Mobility Management: from the European Projects to regional actions" will be the most innovative European programs and projects in terms of mobility management, together with the solutions pursued through the implementation of inter-level actions, regional and local levels, to ensure the replication of successful projects in different contexts and geographical areas.

In particular, will be presented the final Handbook "Realizing Sustainable Mobility" of ITACA Project (Innovative Approach Transport in Cities and Metropolitan Areas), funded by the European Union under the POWER Interregional Programme - INTERREG IVC on the issues of sustainable transport aiming at low-emissions carbon in urban areas.

ITACA aims to reduce carbon emissions in metropolitan areas by identification, assessment and exchange of innovative technologies and management plans for public and private transport, developing Mobility Management's measures, reducing the use of private transport to travel to major traffic attractors while at the same time encouraging the use of group transport and other means of transport associated with a low-level environmental impact.

You are required to confirm your attendance by fax or e-mail to the Organizing Secretariat no later than September 13, 2011

#### Organizing Secretariat:

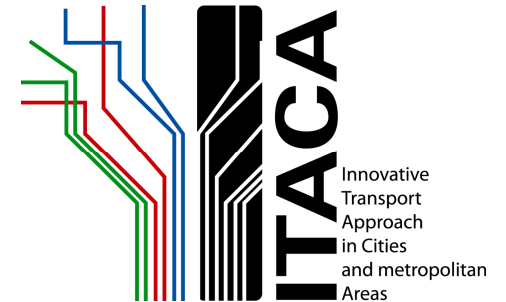
Servizio Mobilità Urbana e Trasporto Locale  
Via Aldo Moro, 30 – 40127 Bologna

Tel. 051/5273855 – Fax 051/5273833

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D.G. Infrastructural Networks  
Logistics and Mobility Systems



## MOBILITY MANAGEMENT: FROM THE EUROPEAN PROJECTS TO REGIONAL ACTIONS

**Bologna, 16 September 2011**

**Emilia-Romagna Region**

**Room A – Meetings III<sup>rd</sup> Tower  
Via della Fiera, 8**



**POWER**  
Low Carbon Economies



**European Union**  
European Regional Development Fund



**INTERREG IV**  
INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS

## PROGRAMME

9.15 a.m. **Welcome to partners and guests and opening workshop**

*Paolo Ferrecchi*

D.G. Infrastructural Networks, Logistics and Mobility Systems

9.30 a.m. **The POWER Programme and the related issues**

*Paolo Cagnoli* – ARPA

9.45 a.m. **The ITACA Project (Innovative Approach Transport in Cities and Metropolitan Areas): an innovative approach to transport in different European regions**

*Luca Buzzoni*

Urban Mobility and Transport Local Department, Emilia-Romagna Region

10.00 a.m. **ITACA's Database: an instrument of knowledge and decision support**

*Eduardo Lopez* - Instituto Nacional de Técnica Aeroespacial, INTA (Spagna)

10.15 a.m. **Mobility Management and transport technologies for carbon reduction: what conclusions can we draw?**

*Joerg Schweizer*, DICAM - Transportation Engineering Group, University of Bologna

10.30 a.m. **Lessons Learned from ITACA Project and practical applications of research results and the Handbook in the Province of Rimini's APEA**

*Vincenzo Mirra* – Assessor for Land Planning and Mobility of the Province of Rimini

10.45 a.m. **The results of the studies on the Manufacturing Area of San Giovanni in Marignano and strategies of Mobility management in the province of Rimini**

*Alberto Rossini* – Director Mobility, Transport and Energy of the Province of Rimini

11.00 a.m. **From an european study to a more sustainable local mobility vision for people and goods: the case of San Giovanni in Marignano**

*Domenico Bianchi* – Mayor of the Municipality of San Giovanni in Marignano

11.15 a.m. **Action Plan to define the necessary actions and strategies to ensure an effective connection of the hospital center of Cona with the municipalities of Ferrara's territory**

*Aldo Modonesi* – Assessor for Mobility of the Municipality of Ferrara

11.30 a.m. **Status of implementation of European projects on sustainable mobility and mobility management actions in the Bologna Fair District.**

*Fabio Formentin*

Urban Mobility and Transport Local Department – Emilia-Romagna Region

11.45 a.m. **IMOSMID Project: an innovative and integrated Mobility Management approach in the industrial districts**

*Roberta Filippi*, Province of Reggio-Emilia

12.00 a.m. **The project ISEMOA - Improving the accessibility of urban spaces and public transport to ensure efficient mobility to everyone, particularly to persons with reduced mobility (PRM)**

*Simone Antinucci* - Ecuba Srl

12.15 a.m. **The state of the art of Mobility Management in Italy and the developments of the European Network EPOMM**

*Lorenzo Bertuccio* – Euromobility

**Closing Remarks and Farewell Buffet Lunch**