

THRIVING STREETS

Mobility for safe and liveable public spaces

The project will address the bottlenecks that still exist in the mobility systems of most urban centres. The project will focus on the economic and social benefits of sustainable mobility, rather than on the widely demonstrated environmental gains.

“Streets are a public stage where life unfold”.¹

Policy challenge

Many strategies, initiatives and projects have been designed and implemented at local, national and European level for sustainable mobility, both to reduce the traffic congestion, and for environmental aims.

Improvements have indeed been reached in the EU in terms of sustainable mobility, however air and noise pollution, congestion, traffic-related health problems, dependence on fossil fuels are still high in many cities, which justify more interventions.

The focus of sustainable mobility has rarely been placed on directing these efforts at enhancing the resilience and the quality of life² of cities. Security in public spaces, thriving trade, accessibility of elderly, children, families and disabled people, affordable housing, social inclusion, social relationships, wellbeing are needs that are not usually taken into consideration but are indeed linked to sustainable mobility.

Urban mobility planning and interventions are usually focused on infrastructure (roads, public transport, bike lanes etc.), rather than on the development of new mobility patterns and services linked to the needs and expectations of citizens. A good (i.e. safe, well designed and integrated) urban network of infrastructure is a necessary requirement, but alone it is not enough to make walking, cycling, public transport and multimodality feasible and attractive alternatives to private car mobility.

The **environmental** benefits of sustainable mobility are generally acknowledged, analysed, monitored and evaluated by policy makers, practitioners and the research community in Europe, even if with different degrees of development in EU cities. Concerns for air quality, health, noise are however not enough to motivate people to change their mobility habits.

The **economic** and esp. the **social benefits** of sustainable mobility is an area that has attracted less attention. It is accepted that sustainable mobility is linked to wellbeing and quality of life, but it is a relationship that needs further understanding and action.

The project argues that these benefits could unlock the hidden demand for soft mobility in cities and contribute to address the bottlenecks to sustainable mobility and act as enablers of behaviour

¹ <https://www.pps.org/>

² WHO defines Quality of Life as individuals' perception of their position in life in the context of the culture and value systems in which they live and in relation to their goals, expectations, standards and concerns. It is a broad ranging concept affected in a complex way by the person's physical health, psychological state, level of independence, social relationships, personal beliefs and their relationship to salient features of their environment (WHO, 1997).

change. They could also make unpopular choices of city councils more accepted by the city by creating cooperation and win-win situations.

Quality of life should be taken into consideration in policies for sustainable mobility; quality of life is a complex topic, the element that are most relevant to mobility are: health, safety in mobility, accessible public spaces, (real and perceived) security in public spaces, support to commerce, inclusive neighbourhoods, participation in city life for all groups of citizens.

Mobility is at the crossroad of different policy challenges, the project wants to address this crossroad to provide solutions to different needs.

These are the main questions that the project will address:

How does walking contribute to the vivacity of commerce?

Can soft mobility, making public spaces more populated, contribute to the prevention of crime and increase real and perceived security?

Can a well-integrated mobility system increase the accessibility to public spaces by vulnerable citizens (elderly, disables, families, children)?

Can streets that are designed for soft mobility improve the liveability of a city?

Are mobility and public spaces gender-sensitive?

Can sustainable and soft mobility contribute to foster a sense of community identity in neglected/deprived areas?

Aim of the project

The project will develop tailored policies for sustainable mobility in urban areas, at neighbourhood level, using the Urbact Action Planning methodologies to proactively support the liveability of different cities in Europe.

Sustainable mobility is particularly interesting from an Urbact perspective due its interdisciplinarity, the variety of relevant stakeholder groups and the different and often contrasting needs and expectations of those who live, work and move in the cities; this calls for the intervention of the local governments not only for the management of the city and for infrastructure investing, but also for mediating and negotiating the different needs of the users of the city.

By working with a participatory and integrated approach, the project should build a case for sustainable mobility and unlock suppressed demand for sustainable mobility, while at the same time enhance quality of life.

We envisage to focus on three main topics (*the final topics will however depend on the needs of the partnership*):

- . Security in public spaces
- . Commerce and retail
- . Civic engagement for sustainable and liveable neighbourhood

The project will *not* develop new innovative mobility solutions, but it intends to *capitalize* on the existing wealth of knowledge and experience on mobility in Europe.

We do not want to reinvent the wheel. CIVITAS, Horizon 2020, ERDF projects, POLIS, ELTIS and other initiatives are well known and easily accessible: best practices, reports, case studies are available to any city.

These resources will integrate the expertise and knowledge of the city professionals of the project and those that will be engaged in the Urbact Local Group.

The *added value* of the project will be the integration of sustainable mobility with economic and social factors and the strong *participatory* approach (the project will work with the users of mobility solutions; citizen assemblies, arbitrator /animator, co-design days etc.).

There is no fits-all receipt for sustainable mobility.

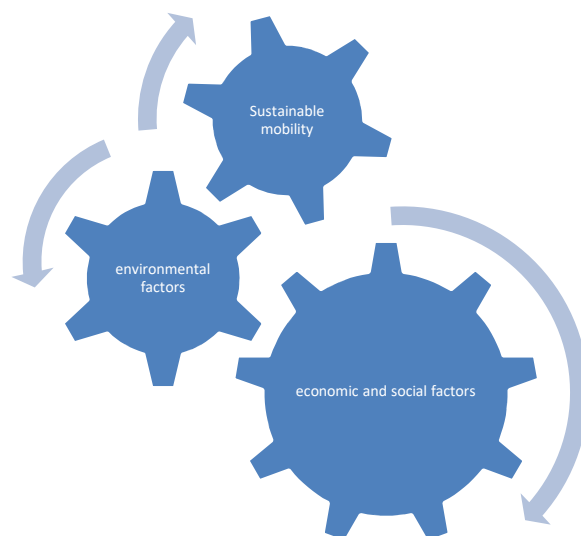
Mobility, esp. soft mobility programmes needs to be designed with a full understanding of people’s habits, fears, preconceptions, desires. Moreover, citizens are not a generic and homogeneous entity, but a composite conglomeration of different age, cultural and socio-economic groups with diversified ambitions and necessities. Only the in-depth knowledge of such varying people-centred parameters affords the likelihood of success.

The participatory method of Urbact is therefore the approach that can favour a successful intervention.

Urban transport can only be improved if we address the issue from different angles and perspectives, and if we ensure that solutions are adapted to local needs. In this way we can build an effective plan for the our cities and citizens.

Thematic Objective (TO) of the EU Cohesion Policy: TO7 - Promoting sustainable transport and removing bottlenecks in key network infrastructures.

The proposal will be relevant also to TO9 Promoting social inclusion and combating poverty and TO3 Enhancing the competitiveness of SMEs.



Partners search

Parma would like to work with cities that:

- . have already developed a sustainable mobility planning or are working on it
- . are committed to a *participatory* and *integrated* approach to sustainable mobility
- . have various levels of initiatives in sustainable mobility, so as to bring into the projects different experiences
- . **have not previously participated in URBACT projects (or have limited participation) but have experience in EU funded projects**
- . 4 cities from developed regions + 4 from less-developed regions.

The partnership for Phase 1 of an Action Planning Network must include a minimum of 7 and a maximum of 10 partners from eligible Member and Partner States.

<https://ec.europa.eu/eurostat/documents/3217155/4387547/EU28-eligibility-1420.pdf>

Timescales

Application deadline: 17th April 2019

Decision deadline: 26th June 2019

Phase 1 – Development Phase: 2nd Sept 2019 – 2nd March 2020

Phase 2 – Implementation Phase: 1st May 2020 – 31st May 2022

Contacts

If you would like to know more about this project please contact by **25 March** at the latest:

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Budget

€750,000 over Phase 1 + 2:

- €150,000 for Phase 1 max
- €600,000 for Phase 2 (+ any underspend from Phase 1) max

Each cities' total budget will be approximately €70,000 over Phase 1 + 2. Cities from developed regions will receive 70% from URBACT, 30% local match. Cities from less-developed regions will receive 85% from URBACT, 15% local match.

Eligible expenses: staff, travel and accommodation, external expertise.

Phase 1 will focus on consolidating the network partnership, producing a Baseline Study (city baseline), designing a methodology for exchange and learning in Phase 2 (transnational level and local implementation) along with submission of phase 2 application.

Phase 2 will focus on implementation of exchange and learning at a local level including the development of a 'Local Action Plan' for each city.

Further Information

URBACT Action Planning Networks Call

<https://urbact.eu/urbact-last-call-action-planning-networks-now-open>

The city of Parma

Situated in the Po valley halfway between Milan and Bologna, Parma is a city of 196,000 inhabitants with a glorious past, a city where art, music, literature, history, traditions and good life come together. In December 2015, Parma was included in the UNESCO Creative Cities network as City for Gastronomy, the first Italian city which was awarded this label. In June 2018 Parma was named the Coordinator of the Cities of the Gastronomy Network Unesco. In 2017 Parma celebrated 2200 years since its foundation. In 2020 it will be the Italian Capital of Culture. Parma's economic development thrives historically on the agri-food industry, covering the whole food chain: typical products and their producer associations, restaurants, renowned and award-winning chefs, academics of Italian cuisine, food museums, research and safety, agri-food industries, cultural and educational international, national and local food fairs and exhibitions.

Parma signed the Covenant of Mayors (2013) and the Mayors Adapt Initiative (2014). The SEAP was adopted in 2014, in 2015 it was ranked the best Italian SEAP (A+COM, Italian Climate Alliance), the SUMP in 2016. The SUMP is in place since 2016.

The City has a zero waste strategy and in 2015 the new energy regulation of the city has been issued to increase energy efficiency and the use of RES. The new policy and plan for urban planning and regeneration protects and promote the city's environmental integrity and cultural identity, and finally, the City participates to EU funded projects to increase its knowledge and expertise on innovation.

Parma is also working on the harmonization of the SEAP and SUMP.

Parma has an office dedicated to EU Affairs, with a team of four. The city is currently working on nine projects cofinanced by Horizon 2020, Erasmus+, Interreg, Europe for Citizens, IUC, Urbact.