



**e-smartec**  
Interreg Europe

# Action Plan

Rome – Lazio region

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## General information

project

**e-smartec - enhanced sustainable mobility with marketing techniques (PGI06099)**

partner organisation(s) concerned

**Roma Servizi per la Mobilità  
Link Campus University**

country

**ITALY**

NUTS2 region

**LAZIO**

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The Action Plan aims to impact

- Investment for Growth and Jobs programme**
- European Territorial Cooperation programme**
- Other regional development policy instrument**

Name of the policy instrument(s) addressed

**Sustainable Urban Mobility Plan in Rome (SUMP) (new PI)**

## 1. Introduction

Many European urban areas face a series of environmental challenges linked to mobility – congestion linked to air pollution. Based on the experience, sustainable urban mobility planning cannot be achieved without the commitment of key stakeholders and travellers. Users' engagement in mobility planning is often a big challenge for authorities since it requires deep knowledge of marketing and sociological aspects.

E-smartec aims at reinforcing existing policies and programmes by enhancing each step of mobility planning with the deployment of targeted marketing techniques for linking bottom-up and top-down decision making. The overall goal is to develop Action Plans that provide tailored guidelines on citizens' and stakeholders engagement marketing techniques. Eventually e-smartec is expected to contribute to the urban dimension of regional and local mobility policy-making by enhancing sustainable measures acceptance level, thus contributing to the implementation of the EU goal on the transition to a low carbon economy.

The 6 e-smartec 'test-bed' areas of the Action Plans include: Bratislava Self Governing Region (represented by University of Zilina), Region of Central Macedonia (represented by Regional Development Fund of the Region of Central Macedonia on behalf of the Region of Central Macedonia), Lazio Region (represented by Rome Mobility Agency), North Limburg (represented by Municipality of Venlo), West Midlands (represented by Coventry University Enterprises Ltd) and State of Hessen (represented by Hessen Trade & Invest GmbH/ Centre of Competence for Sustainable Urban Mobility). With the lead partner CERTH (Centre for Research and Technology Hellas), the communication leader POLIS (Promotion of Operational Links with Integrated Services) and the technical support partner LCU (Link Campus University), the e-smartec consortium brings together 9 partner from 7 countries, engaged to further enhance the inclusiveness of sustainable mobility planning and the awareness of sustainable mobility interventions.

Funded under the Interreg Europe Programme and the thematic area of Low Carbon Economy, the e-smartec project initiated at the beginning of August 2019 and unfolds into two phases of a total duration of three and a half years: phase 1 (two and a half years duration), where an exchange of experience process takes place, resulting in the regional Action Plans formulation and phase 2 (one year duration), where the Action Plans are implemented.

## 2. Background

Rome is the capital city of Italy, of the homonymous metropolitan city, and of the Lazio region. With 2,9 million residents, it is also the country's largest and most populated municipality and the fourth most populous city in the European Union by population within city limits. The municipality of Rome is composed of 15 boroughs, each of them with more than 100 thousand inhabitants, while its metropolitan area is composed of 120 municipalities, and counts 4,4 million of inhabitants.



In Rome the road network is typically radio-centric with a structure that still recalls the classic radial pattern that dates to the times of ancient Rome.

The modal split in Rome is mainly based on private vehicles (tendency increased after the Covid 19 emergency) 63% private car/scooter with traditional engines, 30% collective transport, the remaining 7,3% includes cycling, sharing and walking. This scenario heavily affects the air pollution at the metropolitan area level.

The city of Rome is characterized by a high urban sprawl, a high motorization rate, average trips of more than 12 km and high levels of vehicular congestion: given these characteristics, the cycling promotion have to tackle strong resistance from users who, clearly, are faced with a "hostile" urban environment that is unsuitable for the bicycles safe use.

### 3. Policy Context

#### 3.1 From the ROP to the SUMP

When the e-smartec proposal was submitted in 2018 the Reference Policy Instrument addressed was: **ERDF ROP 2014-2020 Axis 4 "Sustainable energy and mobility of Lazio Region"**, that expects several actions to promote Sustainable Mobility and improve air quality in the region.

The ROP is actually managed by Lazio Region and the city of Rome contributes and support its policies in different ways. In addition, in 2020 the Lazio Region has adopted the Regional Mobility, Transport and Logistics Plan (Piano Regionale Mobilità, Trasporti e Logistica), which is a regulatory tool for the planning and organisation of mobility in suburban areas. In this context the Region aims to increase the use of bicycles to satisfy both the systematic and leisure journeys in urbanized areas. This regional Plan identifies as cross-regional references the European project EuroVelo and the Italian one Bicitalia.

However, the main regional organization represented in e-smartec is RSM, an agency of the Municipality of Rome which, together with the City Mobility Department, is responsible for pursuing sustainable mobility policies in the Capital (Rome and its Metropolitan Area host about 4.4 million inhabitants out of a total of 5,865,000 inhabitants in the Lazio Region).

RSM has engaged an intense dialogue with the main local stakeholders (Mobility Managers of private and public companies, academia, research institutions etc.), which was a way to suggest that another Policy Instrument would have better fit the e-smartec objectives and would have been more efficient in promoting mobility habits changes.

In 2019, the Municipal Assembly of Rome adopted the Sustainable Urban Mobility Plan. It is based on the EC Guidelines, adopted by Italian Ministry of Transport (MIT) in 2017.

The **SUMP participatory process** was carried out in 2018 and 2019, and allowed the city administration to start "listening" to the territory (citizenship, stakeholders, LA etc.), finding ways to involve, motivate and activate proactive participation in mobility planning, with a "bottom-up" approach.



The awareness gained by RSM on the marketing techniques and the engagement methods thanks to the e-smartec project, combined with the experience done with the SUMP participatory process, suggested to shift to a new "Policy Instrument", the **Rome SUMP**.

The SUMP supports and contributes to the general objectives of improving air quality and liveability in the Lazio Region, through a more efficient management of mobility.

Nonetheless, the **post-pandemic impact** has brought to an impressive growth of the private vehicle usage. This unexpected trend needs to be rebalanced with an innovative set of complementary measures to avoid an uncontrolled increase in traffic and pollution.

Thanks to the involvement of local stakeholder in the discussion, it raised that one of the measures to relieve the impact of traffic is cycling and micro mobility. An important measure in summer 2020 was the quick implementation of 150 km of the so called "temporary cycling lanes" by the Municipality. This increased the offer of routes for micro mobility riders.

This measure accompanied the cycling projects already in the pipeline, funded National and European initiatives.



*A "temporary cycling lane" implemented in 2020 in Rome*

### 3.2 Story behind the action plan

The definition of the Action Plan arised, not only from the participatory processes described above, but also from the dialogue that emerged from the meetings on sustainable mobility organized by RSM:



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- **1st plenary stakeholders meeting**, held in two separate meetings in May 2020, with representatives of both the public and private sector, to investigate the priorities for mobility in Rome after the lockdown.
- The **Expert panel** activities, delivered through a series of smaller-group meetings during September 2020, each focusing on a different topic (cycling, smart working, sharing mobility) aimed at reducing the impact of private mobility in the post pandemic scenario.
- The **regional training event** (May 5<sup>th</sup>, 2021) in which RSM and LCU involved a group of local stakeholders in an immersive session on participatory planning, during which there was also the opportunity to confront and discuss on the city mobility projects.
- The **citizens' ideation process** (online questionnaire survey, taking place during June-July 2021), allowed for a better understanding of how people use their bicycle and identify barriers and drivers to increase citizens' willingness to cycle for systematic journeys.
- The **2nd Stakeholders meeting** in Rome took place on December 22<sup>nd</sup>, involving a group of stakeholders (Mobility Managers of some of the largest companies in Rome) with a specific interest around the subject of the AP. Each of them reported on how they would be willing to support and take advantage of the Action Plan (Roma corre in bici app), and they were involved in defining a common planning of the activities for Year 2022.

During the definition of the e-smartec Action Plan, RSM was supported by the partner Link Campus University (LCU) in the stakeholder's engagement, keeping relations with the Lazio Region concerned representatives.



## 4. Details of the actions envisaged

### 4.1 ACTION 1: Supporting the take up of cycling in Rome with “Roma corre in bici” app

#### RELEVANCE TO THE PROJECT

This Action Plan is built around one of the priorities of the SUMP in Rome: increasing the share of people cycling while increasing the multi-modality favouring PT usage.

The ideation process raised during the e-smartec project thanks to 3 different “think tanks”:

1. In summer 2020 RSM, within the e-smartec actions, performed an “Expert panel” group meeting and several “Stakeholders meetings”. The outcome of these discussions was a list of priorities for the Action Plan. Among these **cycling** was identified as one of the more interesting issues.
2. LCU supported RSM in identifying and selecting the more pertinent Good Practices, included in the GP Library of e-smartec:
  - Good Practice n° 3 – MOTIVATE (Region of Central Macedonia) - is a cloud-based tool that collects data and provides first level overview of daily trips and travellers' opinions
  - Good Practice n°. 7 - Cycling against Diabetes Melitus (Region of Central Macedonia), increase awareness regarding the benefits deriving from shifting to sustainable or green modes of transport
  - Good practice n° 25 - BA.cycloportal (Region of Central Macedonia) - The practice offers an interactive experience to bike the community, either to recreational or professional cyclists, by exploiting the online portal providing important information about bike lanes.
  - Good Practice n°. 27 - Promoting the implementation of a new sustainable mode of transport in city of Bratislava (Bratislava Self-Governing Region): the practice involves the creation of a marketing strategy, implementing a massive marketing campaign (including a wide media and social media coverage, contests, promo videos and an app), for the promotion of a new sustainable mobility product (bike sharing)
  - Good Practice n°. 40 - Reporting platform for cycle traffic (State of Hessen) gives cyclists the opportunity to report defects and opportunities for improvement directly to the public authorities. The main goal is to achieve the exchanging information with citizens and stakeholders, including the Administration.
3. As a project activity to engage with citizens, due to COVID restrictions the “**Open Street event**” was shifted to an on-line



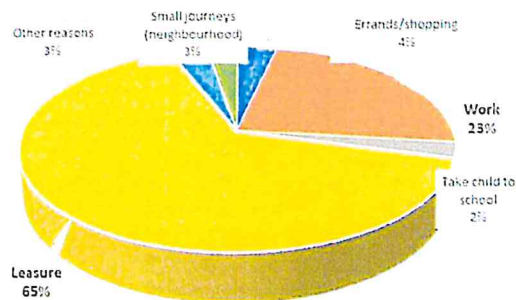
activity "**citizens' ideation process**". In July 2021 RSM carried out an **on-line survey focused on cycling** involving a large audience.

The **survey** (758 respondents) addressed citizens and stakeholders with a threefold aim:

- a. Investigating the present cycling habits and identifying factors to increase the citizens' willingness to cycle
- b. Increasing the awareness on sustainable mobility and cycling
- c. Understanding the level of awareness on the infrastructural projects on cycling promoted in Rome by the City and the Government.

What emerged from the survey is that **people mainly ride for leisure**, they would ride more in town if there were more dedicated spaces for riders: lanes, secure parking, space for bikes on trains, facilities in the working places. In addition, it emerged that people have limited knowledge about the actions engaged by the Administrations on cycling.

What is the purpose of your journey when cycling?

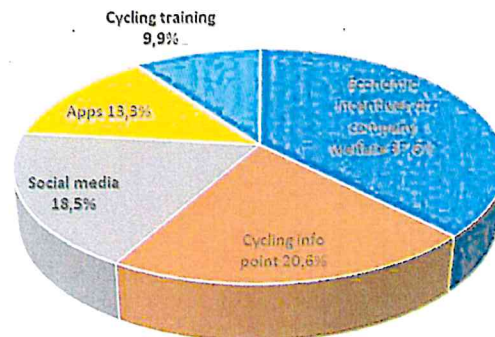


Survey outcomes – 1

In line with the objectives of the e-smartec project it was decided to focus this Action Plan on:

- The promotion of cycling to increase the awareness on active travel in general
- Increase the share of people cycling in systematic way (eg. from leisure to work purpose)
- Develop a tool to support all the above – the app "Roma corre in bici" that promotes and incentives cycling taking advantage of different engagement methods and marketing techniques

### How would you promote bicycle use?



Survey outcomes - 2

The Action Plan will support the Policy Instrument objectives by combining the indications gained in the survey, in the participation process, and the knowledge acquired through the regional learning and exchange process.

#### NATURE OF THE ACTION

Through the “**Roma corre in bici**” app it was decided to combine technology, social media, communication, health, and environmental consciousness to engage with different target groups (citizens, companies, and shopkeepers) in taking up with cycling. The app is designed to certify and accumulate credits according to the distance travelled with “active modes”.

This Action will implement through 4 tasks as follows:

- **Task 1 – Involve Citizens and employees** – They will be persuaded to join the app with the objective of promoting systematic cycling journeys.  
They key persuasion methods will focus on offering a set of self-monitoring tools and an “award”: best routing calculation for the trip, monitoring of the journey parameters such as length, average speed, calories consumed, and CO2 emissions saved; the user will collect credits to get “awards”. (different engagement methods and marketing techniques apply, such as: gamification, raising awareness, word of mouth, etc.).
- **Task 2 – Involve Shopkeepers** – those ones registered through the app as “bike friendly” will have visibility on the future campaigns launched by RSM, if possible in future this will allow them to offer special discounts to the app subscribers.  
(Different engagement methods and marketing techniques apply such as: gamification, word of mouth, etc.).
- **Task 3 – Involve Companies** – Through the network of the Mobility Managers (309 companies in Rome) RSM will encourage



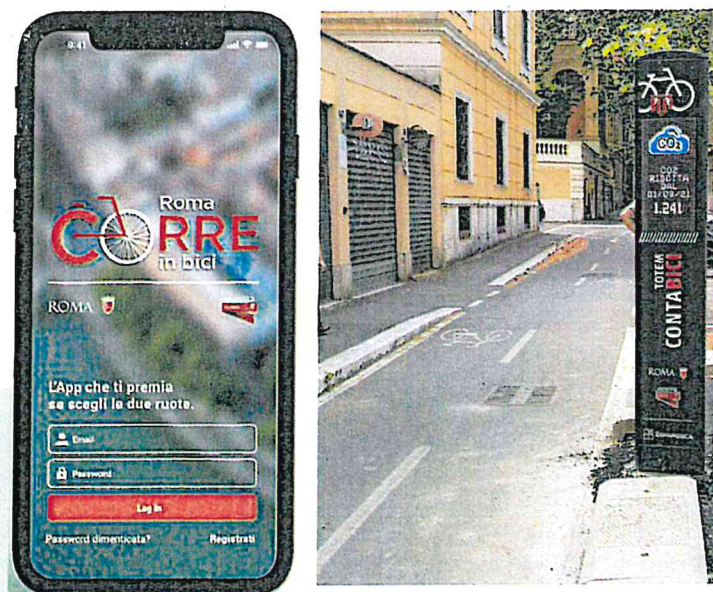
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companies and employees to join the app. The Mobility Managers in the respective companies can decide what kind of incentives to promote with employees who travel to work in a sustainable way (different engagement methods and marketing techniques apply, such as: gamification, raising awareness, word of mouth, etc.).

- **Task 4 – RSM Mobility Agency promote and monitor** – RSM will promote the App through its communication Channels (internet, social media, newspaper, Metro tv). The "Roma corre in bici" app will allow RSM to collect information on the mobility habits and users' patterns. RSM will take advantage of aggregated data (journey travelled, length, average speed, calories, and CO2 emissions saved) to improve planning and the quality of the services offered.

RSM has launched the trial of the App in July 2021, 400 users subscribed during the first week. At the same time, the first requests for participation have arrived from Mobility Managers of public and private companies, who, through the App, will study reward mechanisms for employees that travel to work by bike and also cycle for leisure. As reported below, the App is operational since January 2022 and currently the subscribers are 2,840. RSM will collect data, feedback from the users of the app, and report on a three monthly basis, supported in this activity by LCU.



*On-road bike counter system and the App "Roma corre in bici" app beta version*



**STAKEHOLDERS INVOLVED**

- City of Rome – Mobility Department
- Metropolitan Area of Rome
- Cyclists associations
- Mobility Managers in Rome (RSM coordinates the city network made up of 309 Mobility Managers)
- Lazio Region

**TIMEFRAME**

- January 2022 the “Roma corre in bici” app is fully operational
- Promotional campaign through the social media of RSM launched by February 2022
- Launch and promotion of the App at the end of February/beginning of March 2022 to employees and follow up monitoring of subscribers and users, supported by Mobility Managers
- RSM will repropose the survey on cycling to compare the changes in the habits in soft mobility in the sample analyzed in July 2021 – July 2022

**COSTS**

- Costs will be supported by RSM, according to the following items:
- 30.000€ - cost to develop the app is which includes development and maintenance
  - 40.000€ - personnel costs (management of data and communication activities)

**FUNDING SOURCES**

The funding source for the Action Plan implementation are covered by public funds (Municipal 60% and National 40%)

**MONITORING MEASURES**

- Roma Servizi per la Mobilità (RSM) thanks to the “Roma corre in bici” App will monitor the following information:
- total number of single subscribers
  - number of companies involved through the Mobility Managers
  - number of shopkeepers subscribers
  - vehicle typology (bike or kick-scooter)
  - journey data: latitude and longitude, speed (km/h) and journey times
  - route covered and displayed on the map (see the map below)
  - ranking of kilometers travelled by borough
  - users’ reports on the bike lanes maintenance and the app performance
  - CO2 emissions saved
  - the variations of number of subscribers
  - typology of incentives offered by the companies to the employees



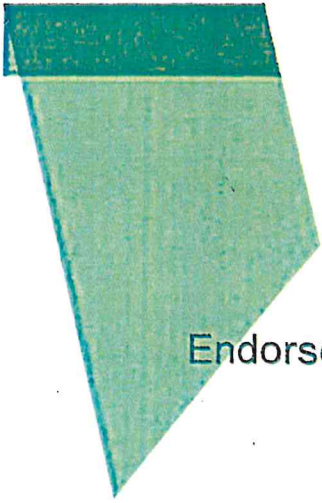
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This set of variables represents the Plan's KPIs and will be continuously monitored and analysed in time series to assess the effectiveness of the App.



Example of route covered by user on the map (App beta version)



Endorsement



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DATE: 08/02/2022

SIGNATURE:

FUNCTION:

Responsible of Strategic Planning Mobility Unit

ORGANISATION: Roma Servizi per la mobilità

STAMP OF THE ORGANISATION:

Roma Servizi per la Mobilità srl

DATE:

14/02/2022

SIGNATURE:

FUNCTION:

CEO and Chairman

ORGANISATION: Roma Servizi per la mobilità

STAMP OF THE ORGANISATION:

Roma Servizi per la Mobilità Srl

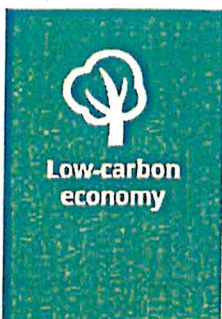
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# Partners



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