



Good practices in Promoting Physical Activity through active mobility; San Donà di Piave, Italy

Transport

San Donà di Piave, Italy

Socio-demographic indicators:

Municipality/City Population: 41.843

Gender ratio: men 48% women 52%

Age distribution: 0-14 (14%), 15-64 (65%), +66 (21%)

GDP per capita: 21.836 euro

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Health and Physical Activity Issues:

- Active aging and aging index
- Urban regeneration and co-design of public spaces
- Sustainable infrastructures system

Why did you start an activity / a project?

The reason fundamentally lies with the environmental and economic costs of inactivity. Its aim is to combine, as a leverage effect, environmental sensitivity of citizens, and promotion of physical activity and health. Health and physical (in)activity issues are tackled, especially those associated with sedentary lifestyles and mental illnesses, such as stress, anxiety and isolation/solitude.

The project targets all citizens, but especially those who have the opportunity of going to school or work by bike or on foot.



How do you do it?

The activities and outputs include:

1) Event “Week of Sustainability”



2) Public Auction of abandoned bicycles collected by the Local Police [ongoing]

3) Adhesion to the FIAB (Italian Federation for Environment and Bicycle) network



The Municipality launched an online questionnaire requesting mobility habits to its citizens to implement innovative policies: 4,000 citizens answered (sandonadipiave.net/app/web/indagine). The Week of Sustainability involved about 800 citizens. FIAB adhesion collects 300 associates.

The budget is 2,000 euro for the organisation of the Week of Sustainability, financed by the Municipality, and other minor public-private sponsorships.

The Week of Sustainability is an event of the European Week of Mobility, supported and recognized as an action of the EU Covenant of Mayors for Climate and Energy. The responsibility ultimately lies with the Municipality and FIAB, with support from the Departments of Culture, Mobility, Police, ULG and Quality of Life. Further support is provided by FIAB, ENI (oil company), University of Siena and Bologna, Italian League for the Defence of Animals and Environment, local cultural associations.

The projects have raised the profile of active citizenship, as well as the participation of citizens in events and initiatives. Challenges included providing public policies for active mobility to meet the demand and the exigencies of citizens. These were dealt with through testing innovative solutions, investing in new facilities and incentives, cooperating with workplaces and schools to promote active mobility, and disseminating benefits of sustainable choices.

What are your expected outcomes?

- increase in the number of events promoting inter-modality, slow mobility, public local transport;
- increase in the level of involvement/participation of citizens in designing activities in target;
- increase in the awareness of the link between using public local transport and quality of life;
- promotion of health and wellbeing at local level through public policies for walking and riding;
- promotion of sustainable choices of moving among citizens.

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