



MuoviAMOCi project

Bologna Airport defined a Home-Work Travel Plan which involved the whole airport community. This plan was made to improve the accessibility to the workplace, and by setting challenging objectives such as satisfying mobility needs, improving road congestion and reducing energy consumption.

By taking integrated mobility management actions, we aimed at intercepting even small and medium-sized companies that gravitate to the airport site.

The employees of all the companies operating on site benefited from the opportunity to access an innovative offer of public transport and other forms of facilitation, through the experimental figure of the Airport Mobility Manager.

The first step was to launch the communication campaign called “muoviAMOCi” in order to create awareness in the airport community on the project's sustainability objectives. Once the most influencing factors were identified, the period of dialogue with the various stakeholders began, creating, a multimodal and integrated subscription in cooperation with the competent governmental bodies and local transport service operators.

The concept of the subscription is based on the principles of MaaS - Mobility as a Service, i.e. a "bundle" made up of various means of transport and services that can be used alternatively or in combination by subscribers.

The MaaS experimentation implemented by Bologna airport applies a highly innovative model for the offer of multimodal and integrated transport services, currently present only in some experimental research projects.

All the stakeholders were involved in the process, starting from Tper (main operator of the local public transport and car-sharing service), to Marconi Express (operator of the people mover), the local authorities, the municipality and the metropolitan city, Emilia Romagna Region and the mobility agency SRM. The action connected to the MaaS also involved the companies that managed the bike sharing and taxi service to progressively offer an ever wider range of services over time and satisfy the different mobility needs

As common with "as a service", the system provides for an annual flat-rate subscription which guarantees the use of a personalized "bundle" of public and private transport that can be used unlimitedly with a single subscription (all in one).

The package originally included:

- all the local public road transport service, both urban and extra-urban, in the province of Bologna;

- trains of the metropolitan railway service between the stations of Vignola (MO), Portomaggiore (FE), Casalecchio di Reno (BO), San Lazzaro di Savena (BO), Corticella (BO) and Rastignano (BO);
- the People Mover monorail service which connects the railway station directly to the airport in just 7 minutes;
- the possibility of using the free floating electric car-sharing "Corrente" (included in the integrated MaaS subscription), to respond specifically to the needs of shift workers, who start or end their shift when public transport is not operational;

The agreements for 2022 have been further extended to meet the needs of workers in the airport community, allowing for the use of four different options in addition to the People Mover:

- Special line 944 and urban network (buses and trains of the metropolitan railway service in the urban area);
- urban, suburban, extra-urban buses and trains of the metropolitan railway service of the tper network;
- regional trains with the option "Mi muovo anche in città" (I move also in the city), which also includes the bus network of the city of arrival and departure
- 5 hours a month of free floating car sharing.

In particular, the inclusion of trains at a regional level has also allowed commuters who live further away to change their travel methods towards a more sustainable solution.

New agreements were expanded and/or created with local transport services, such as bike sharing and bike transport by train to favor the integration of the so-called "last mile", with the possibility of using a taxi bonus through the RogER regional app.

Regarding the electric car sharing Corrente, the "drive back" initiative was also launched. The initiative is activated in the event of excess cars at the airport and allows, through a voucher sent via email to subscribers of the airport community, to bring the cars to the city with a 99% discount, thus benefiting the rebalancing of the fleet and savings on the part of users.

Additional resources for mobility management actions were available thanks to #Conciliamo" program, promoted by the Government's family policy department, which was created to help companies to promote work-life balance projects (where Bologna Airport ranked twenty-fourth out of over 600 participants).

The cost of season tickets for the employees was further incentivized (thanks to the funding obtained), thus making sustainable mobility habits and virtuous behaviors more affordable: the €10/month price allowed many employees to explore new commuting possibilities.

The relatively short distance of 6km from the airport to the city center allows us to enlighten the potential of bicycle connections with the urban area by employees.

The number of employees available to use mainly the bicycle has further increased thanks to the renewal of the incentives made by Mobility Management agreement (signed with the Municipality of Bologna).

As a result of the agreement, home-work trips made by bicycle were rewarded with a reimbursement of €0.2 per kilometer, up to a maximum of €50 per month for each employee. From June to October 2022, employees traveled 10,8840 km by bike to get to work, which corresponds to 4,062 kg of CO2 not emitted, like the average absorption of 199 adult trees in a year. The number of employees who joined the initiative doubled in comparison with year 2021, representing around 8% of employees.

As part of the sustainable mobility project, Bologna Airport has also decided to activate a smartphone application that allows you to report the sustainable impact in terms of CO2 of commuting trips, increasing awareness of the actual economic and environmental benefits

The app, UP2GO, is a digital platform that allows employees of the same company to share their car with each other for the home-work-home journey, and also to report the impact of sustainable journeys such as those on foot, by bicycle, electric scooter, local public transport. The app will automatically calculate the positive impact generated by the sessions worked remotely by automatically relying on the company's HR management systems.

This initiative encourages the reduction of CO2 produced on the commuting journey, thus enabling the adoption of environmental-friendly behaviours. Since June to December 2022, sustainable journeys have been recorded for approximately 250,000km: over 81 tonnes of CO2 saving.

Overall, all these initiatives led to an important reduction of about 30% in the use of private vehicles to reach the airport compared with 2019, taking into account the accesses of the whole airport community.