

# MOBILITY MANAGEMENT ACTION PLAN FOR THE AIRPORT COMMUNITY



# The 17 Sustainable Development Goals



## THE GLOBAL GOALS

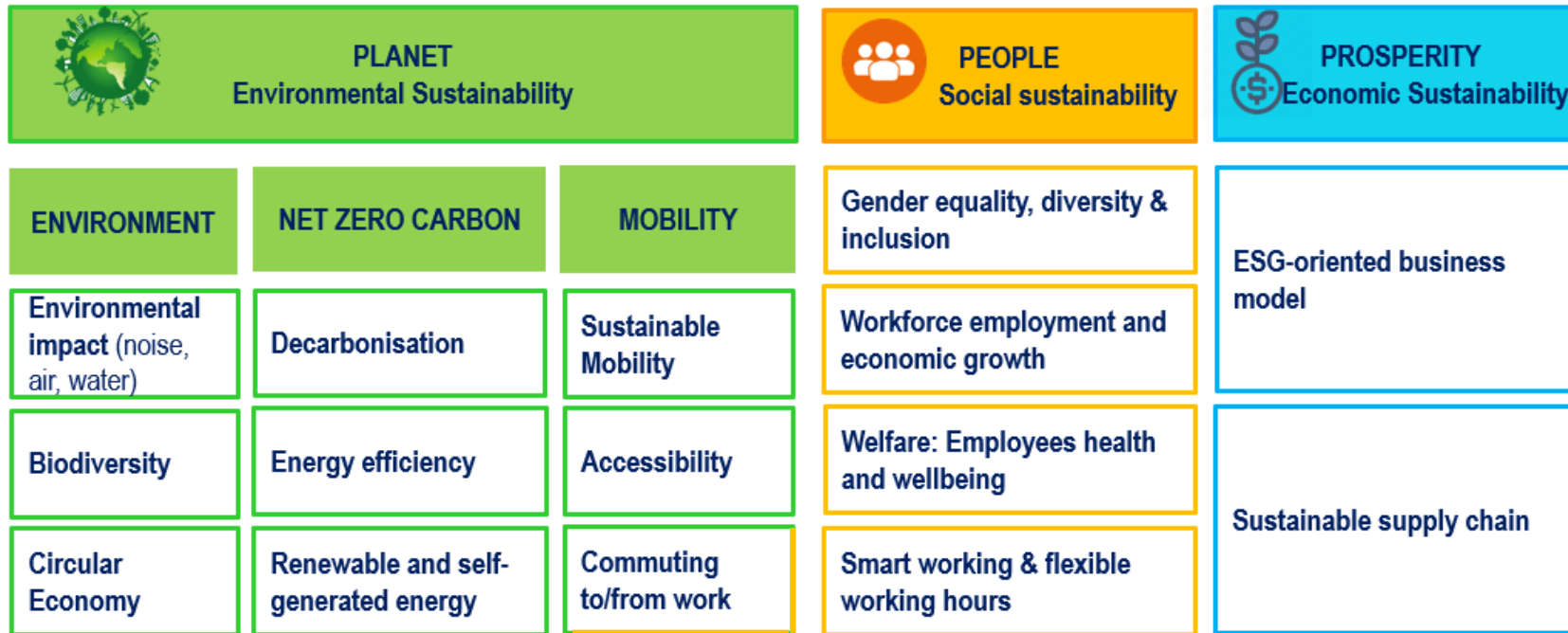


The 17 UN sustainable development goals aim at ceasing poverty while protecting the environment and ensuring peace and prosperity to humanity by 2030.

Bologna Airport has developed its Corporate Sustainability Plan in line with these important international goals.

Bologna Airport has set up an **interdisciplinary sustainability** team with the objective to develop a Corporate **Sustainability Plan**, identifying short, medium and long-term **objectives** and **initiatives** to achieve these objectives.

# Aeroporto di Bologna Sustainability Plan



# MOBILITY

## GOAL

- Promote sustainable transportation solutions for employees and airport community





# Social Sustainability

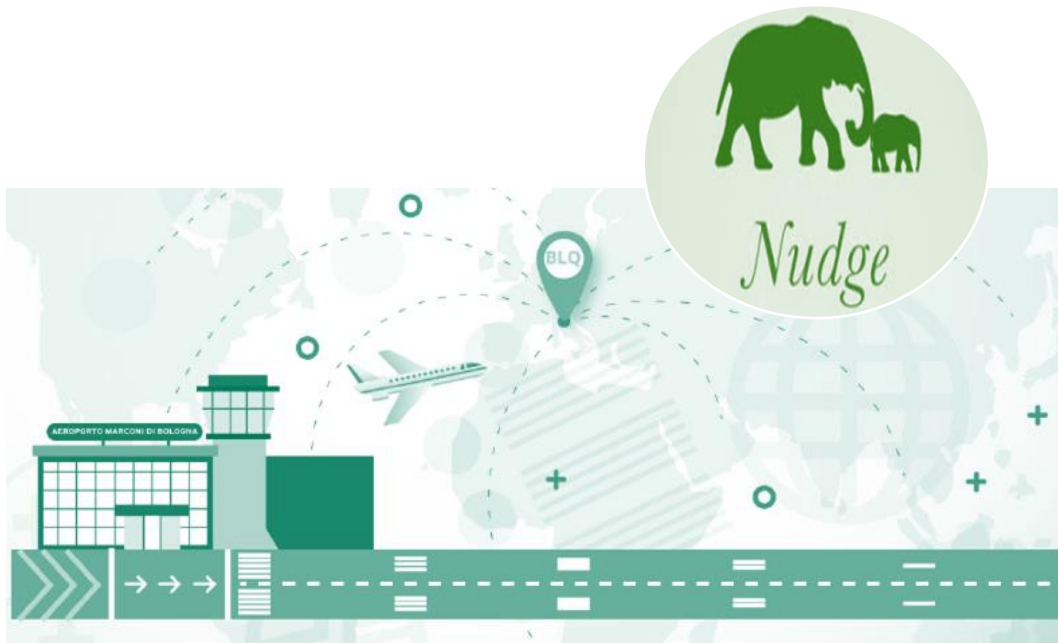
## PEOPLE

### Objectives

- Ensure gender equity and foster diversity and inclusion within the company and across the external network
- Foster sustained, inclusive and sustainable employment opportunities and decent work for all
- Ensure a safe and healthy work environment, improving physical and psychological well-being
- Transition towards new organisational models through technological innovation to favour a better work-life balance in synergy with the local community



# The Airport: a complex reality



The goal of the **MuoviAMOCi** campaign is to

- publicize and encourage new public transport solutions and opportunities through the so-called nudge, the "**gentle push**" (**nudge**).
- Nudge is the capacity of guiding people towards more correct choices without limiting their freedom, towards sustainable mobility solutions that can simultaneously reconciling the home-work relationship **by moving** from a polluting and stressful private vehicle to an economically, environmentally and socially sustainable public vehicle.

**Integrated mobility management actions**, aimed at intercepting even small and medium-sized companies that gravitate to the airport site, through the **experimental figure of the area Mobility Manager** made available by the airport management company



# Creation of a virtuous synergy between

## MaaS : Mobility as a Service

pilot project for employees of the airport community



People Mover, public transportation, trains SFM, regional trains, car sharing, bike sharing

# THE MUOVIAMOCI PROJECT

## INTEGRATING CYCLING INTO MULTIMODAL :

BIKE TO WORK

Incentives per km

REALIZATION OF  
CONNECTION WITH  
METROPOLITAN

BICIPLAN (in progress)

connection with EuroVelo

7 cycle route North

Cape-Malta

NEW BIKE STATION and  
CHANGING ROOMS

from July 22

## MUOVIAMOCI



**INTERMODAL INTEGRATED  
SUBSCRIPTION**  
for the airport community and a gentle  
push for change

**CAR  
POOLING**  
app to connect  
employees  
Gaming concept

**CAR SHARING  
(electric)**  
special rates for  
community employees  
and corporate use

**Up2GO**  
New app to  
reward  
Sustainable  
travel

**SMART WORKING:**  
**2779 km 879 kg CO2**  
average saving per employee  
in 9 month



# MAAS for the Airport Community

## INTEGRATED INTERMODAL SUBSCRIPTION



1) LINEA 944 & TRAINS SFM & TRAINS SFM URBAN

- 2) BUS URBAN & TRAINS SFM AND
- 3) SUBURBAN REGIONAL TRAINS
- 4) CAR SHARING (ELECTRIC)

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CAR SHARING

BIKE SHARING

SUB. BIKE ON TRAIN



PEOPLE MOVER



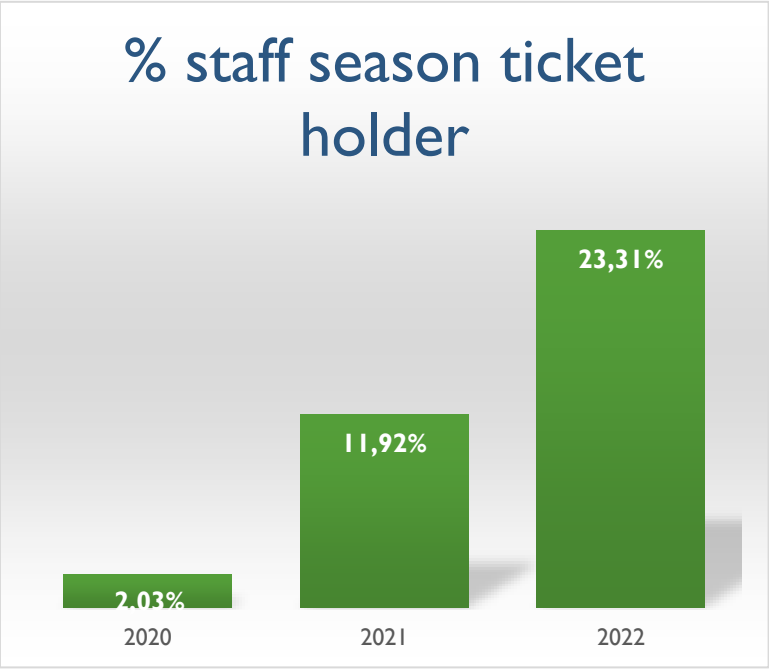
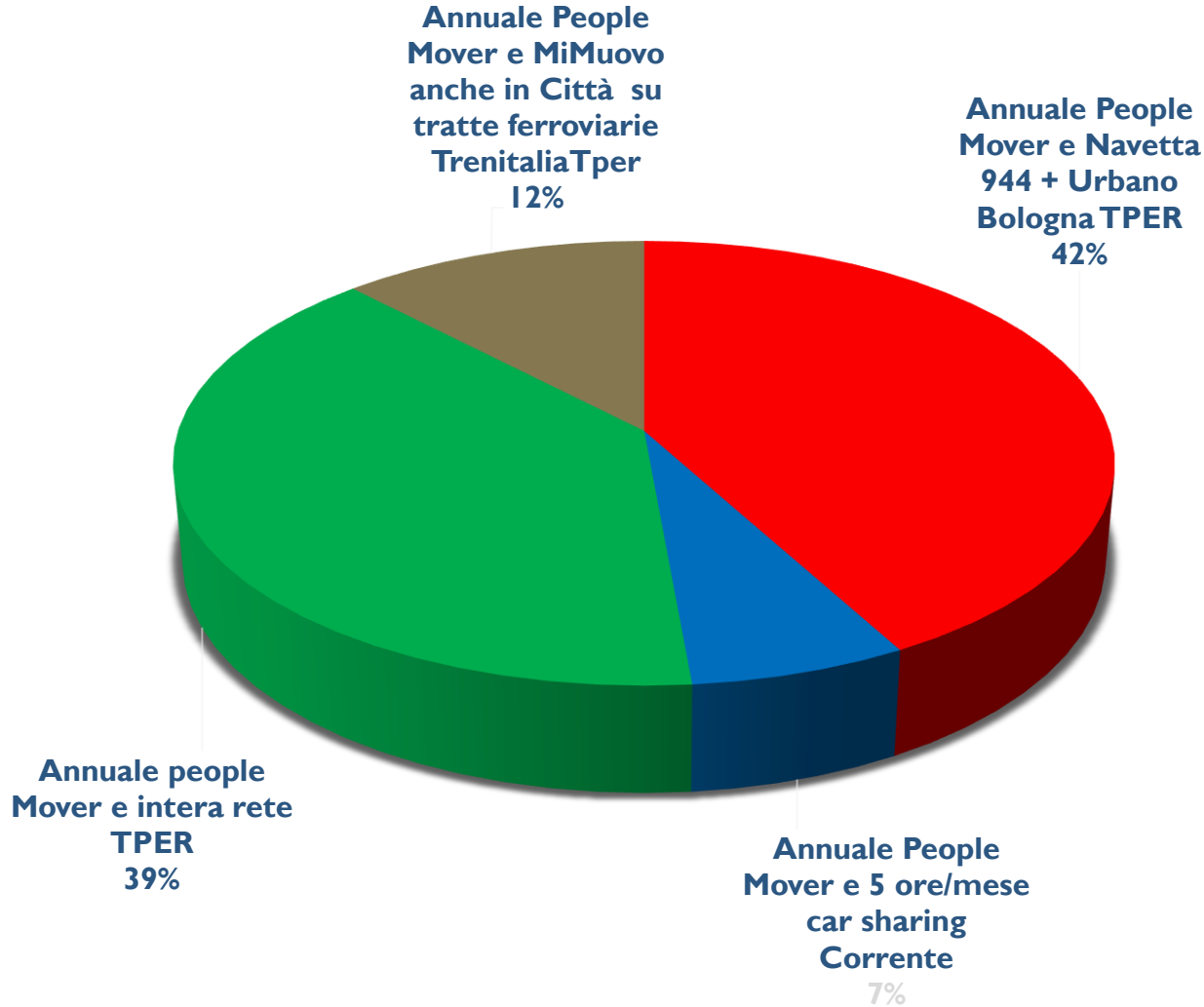
# Mobility Day



**MUOVIAMOCI**  
**MOBILITY DAY**  
YAD YTIITJ DAY

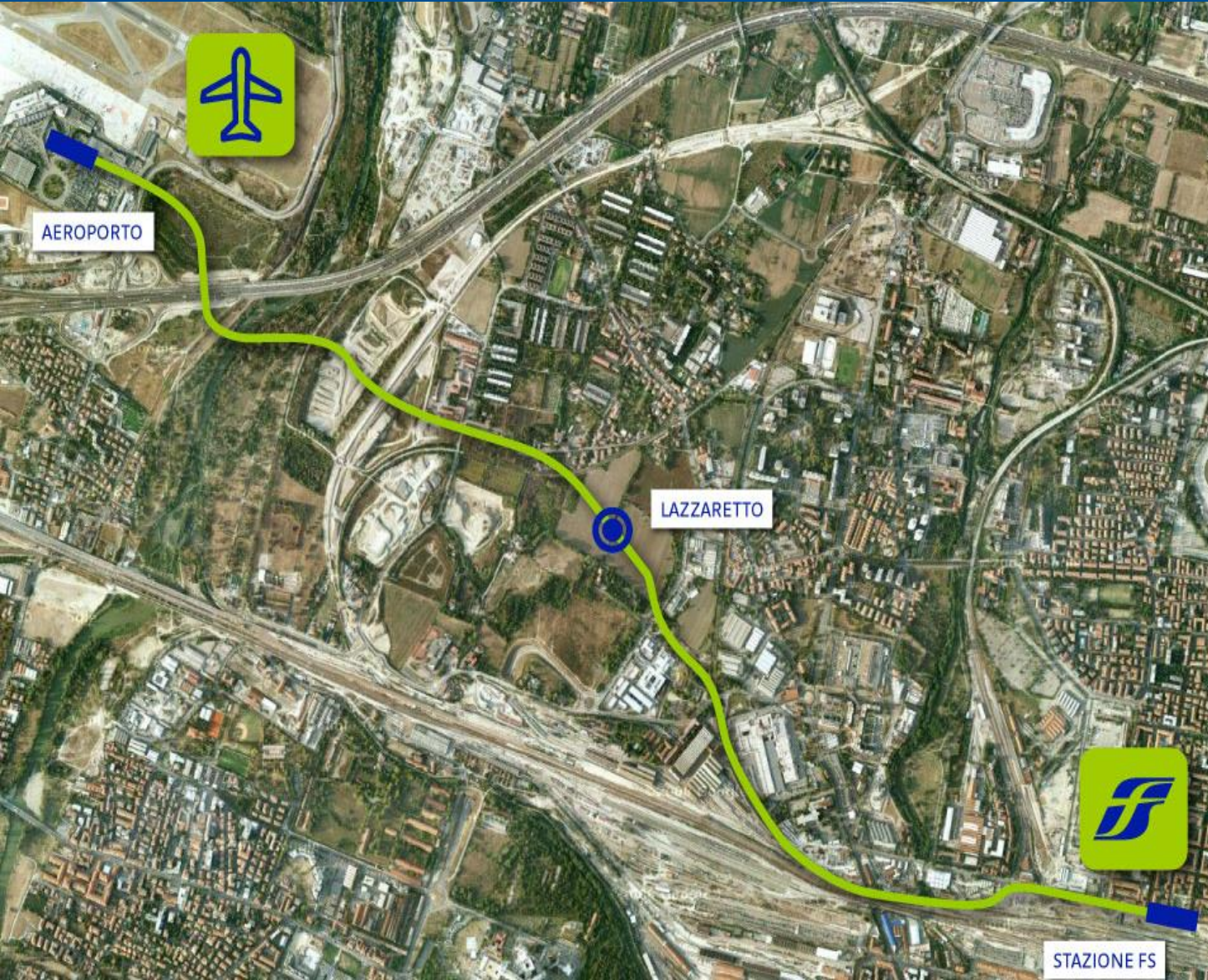


# Integrated intermodal subscription





# People Mover



**STATION-AIRPORT  
CONNECTION**

**7 MIN**

**RETHINKING ONE'S  
MOBILITY HABITS  
IN MORE ETHICAL TERMS**

# ”Insieme per una città circolare”

Urban bus and trains provide further access to the city and its surrounding areas, allowing employees to easily travel to their desired destinations. The subscription also includes access to regional trains, allowing to travel between different metropolitan area of the region

- Synergies for decarbonization

also valorize food waste produced at the airport to transform it into biomethane to be used for urban mobility on the buses of the Tper methane.



Trasporto Passeggeri Emilia-Romagna





In addition to the **car-sharing** program, the project has also introduced a **carpooling** app that connects employees and encourages them to share rides. The app is designed to make the experience more enjoyable for users by using a gaming concept to incentivize participation



Another important component of the Muoviamoci Project is the car-sharing program that promotes the use of electric vehicles and reduces the carbon footprint of transportation. The program offers special rates for community employees and corporate use, making it easier and more affordable to use electric cars.



# Drive back

## And when there are too many cars at the airport?

A Drive-back code available to employees of the airport community gives the possibility to use the Corrente cars parked at the airport up to any point of the perimeter allowed by car sharing with a 99% discount



# App to grow sustainable movement



“

Andare in ufficio in bici, condividere l'auto con i colleghi, restare a casa a lavorare in smart working. Ed essere premiati per questi comportamenti green. È l'idea dell'app Up2Go.

WIRED



As part of the sustainable mobility project, the Airport has decided to activate the UP2GO smartphone app that allows you to report the sustainable impact in terms of CO2 of your home-work trips.

## WHAT IS IT? HOW DOES IT WORK?

UP2GO is a digital platform that allows collaborators of the same company to share their car with each other for the home-work-home journey, as well as to report the impact of sustainable journeys such as those on foot, by bicycle, with the electric scooter, with local public transport.

The app will also automatically calculate the positive impact generated by the sessions worked remotely by relying on the HR management company. The initiative encourages the reduction of CO2 produced on the journey home-work-home, thus allowing the adoption of behaviors in greater harmony with the environment.



**BIKE**



**ELECTRIC SCOOTER**



**BUS**



**PEOPLE MOVER**



**TRAIN**



**CAR POOLING**

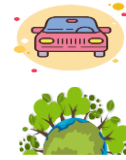
**CAR SHARING**

# Smartworking & Flexibility

The app is also used to measure smart working, with a platform capable of measuring the positive impact it generates on the environment together with the quantification of the economic savings and time savings obtained thanks to the reduction of home-work trips.



SW contributes to a profound transformation of the world of work and to the sustainable development of the city, aiming at expanding knowledge on "new ways of working", monitoring the impacts on people, organizations and territories.



average km saved per employee 2,800  
average kg of CO2 saved 900



Flexibility of  
entry times  
from 8 to 10

Non-shift workers were also granted the flexibility of entry hours from 8 to 10 to allow for a better work-life balance and to have less impact on traffic during peak hours.



# Aeroporto di Bologna Ciclying Strategy



📍 Close to the city centre

✓ Opportunity for the multi-modal transport

✈ Well connected airport, even without a car





# Bike to work... not only that

Thanks to the Mobility Management agreement signed by AdB with the Municipality of Bologna, home-work trips made by employees of the AdB Group and certified through the app have given the right to a refund of € 0.20 per kilometer and the possibility of further discounts on the integrated subscription.

From March to September, employees traveled 6,840 kilometers by bike to get to work, which corresponds to 877 kg of CO<sub>2</sub> not emitted, like that absorbed on average by 43 adult trees in a year.



From July 2022 an area is available for the safe parking of bicycles and scooters, as well as the possibility for employees to use showers, changing rooms and lockers

The cycle path that will connect the airport with EUROVELO 7 corridor "SUN ROUTE" (cycle route between the North Cape and Malta) is under construction.





**THANKS  
FOR THE  
ATTENTION**

