

LAUNCH OF THE FIRST SUSTAINABLE MOBILITY MANIFESTO BY ITALIAN SCHOOLS

The project, promoted by the Unipolis Foundation and Cittadinanzattiva is fruit of the work of 2,000 students from 57 Italian schools and imagines and sketches out the mobility and communities of the future.

The proposals include apps that can reward people who use eco-friendly means of transport, sustainable, integrated areas in towns where cars and bikes can be recharged, benches with solar panels, smog-eating buses and sensors that can reveal whether drivers have taken alcohol or drugs.

Ten groups representing ten secondary schools from Turin to Palermo presented and delivered the Manifesto to Minister Enrico Giovannini in Rome.

Rome, 16 September 2021

Apps that can reward people who use eco-friendly means of transport, sustainable, integrated areas in towns where cars and bikes can be recharged, benches with solar panels, smog-eating buses and sensors that can reveal whether drivers have taken alcohol or drugs. These are just a few of the proposals contained in the **first sustainable mobility Manifesto by Italian schools** (www.manifestomobilitasostenibile.it), created by **2,000 students in 93 fourth-year classes from 57 secondary schools in 32 municipalities** belonging to the **14 Italian metropolitan cities** as part of the **O.R.A. - Open Road Alliance** project, promoted by the **Unipolis Foundation** and **Cittadinanzattiva**, with the aim of imagining and planning the mobility and communities of the future.

With participation by ten groups of student representatives of the O.R.A. Project, the Manifesto was presented today in Rome at an event addressed by **Enrico Giovannini**, Minister of Sustainable Infrastructures and Mobility, **Tullio Berlinghi**, Expert operating directly with the Ministry of Environmental Transition, **Alessandro Dini**, Deputy Coordinator of the Technical-Scientific Committee for the school regeneration project - Ministry of Education, **Federica Biassoni**, Co-director of the Research Unit in Traffic Psychology - Università Cattolica del Sacro Cuore, **Arianna Fontana**, Olympic and World Champion in short track speed skating, Italy's flag bearer for the Winter Olympics in Pyeongchang and UnipolSai Team Young Italy athlete, **Pierluigi Stefanini**, Chairperson of the

Unipol Group and Unipolis Foundation and **Anna Lisa Mandorino**, General Secretary of Cittadinanzattiva.

Enrico Giovannini, Minister of Sustainable Infrastructures and Mobility, said *“the sustainable mobility Manifesto originating from the schools is a very encouraging sign for us since, with the PNRR (national recovery and resilience plan), it takes us in the direction that young people want regarding sustainable mobility. We have a lot to learn from the messages given to us by the girls and boys from all over the country with their documentation, revolving around innovative mobility, the liveability of towns, respect for the environment and more. It is a call for change that also underlies the request to be asked to take part in the transformation process. The governing parties have the duty to make this hope, fuelled by the Covid 19 pandemic, real. The best way to achieve this goal is to involve young people. We are strongly committed to this.”*

Pierluigi Stefanini, Chairperson of the Unipol Gruppo and Unipolis Foundation, said *“the commitment that we need to prioritise is to create a bridge with young people. Our duty to invest in young people is similar to their right to plan the future, not just a sum of individual paths, but a collective destiny: our communities, our planet. We have to create the conditions to ensure that young people are the driving force behind this change. The results achieved with the O.R.A. project are a positive sign. Not just vague hopes, but real proposals that sketch out a future that is both possible and necessary for everyone.”*

Anna Lisa Mandorino, General Secretary of Cittadinanzattiva said *“right from the beginning of this journey, we focused on the need to encourage the new generations and make them the leaders in the construction of a new sustainable mobility. We reiterate that today in view of the good work done by all of them, and hope that the ideas and requests of the young people are accepted and sustained by the local communities and public institutions in the next territorial stages that will occupy us for the next few months. This is even more important in light of the provisions of the PNRR (national recovery and resilience plan), which projects can take account - we hope - of the proposals contained in the Manifesto.*

More specifically, the **Sustainable Mobility Manifesto by Italian schools comprises four sections: Decisions, Changes, Proposals and Future**. The first part includes definitions of the concept of sustainable mobility formulated by the students. The second shows the desirable changes that should be made in the various towns. The third sets out the actual proposals that will be created and the fourth provides a number of ideas for the future describing tomorrow’s mobility. The ideas of the students show that they are very mindful of environmental issues, sharing transport, safety, and a strong leaning towards multimodality and interoperability in addition to a more sustainable approach to the world of local public services.

The Manifesto also comprises a multimedia section that contains the best creative documentation made by the classes. The works chosen come from different geographic locations and recount sustainable mobility in different ways. Some show maps of the territories and proposals to improve

the mobility status in communities, others report on the strong sense of the lack of road safety experienced by the young people as members of the public, others transmit slogans and messages with different tones and techniques.

The Manifesto is the result of an educational and workshop-based course that began in 2019 and was supposed to take place in person in the various territories but then had to be reformulated due to the pandemic to form part of normal school activities carried out remotely.

The aim of the O.R.A. is to promote a new culture of mobility through innovative sustainable models and active participation by the public, and especially by young people.

In the next few months, the Manifesto will be launched in the 14 metropolitan cities where it will be presented publicly, involving the entire community, starting with the local administrators.

The O.R.A. Project is one of the Mobility Actions for [European Mobility Week 2021](#).

It was created with the support of the Ministry of Sustainable Infrastructures and Mobility, the Ministry of Environmental Transition, ANCI - National Association of Italian Municipalities and ANVU - Professional Association of Local Police of Italy.

The rules and more information on the project can be found at <https://progetto-ora.it/>.

The following email address is also available info@progetto-ora.it.

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Unipol Gruppo S.p.A.

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Fondazione Unipolis

The Unipolis Foundation is the Unipol Group corporate foundation that plays a significant role in the development of social responsibility projects in the context of the overall sustainability strategy. In accordance with this long-term choice, the Foundation pursues - on a non-profit basis - goals involving the cultural, social and civil growth of people and the community, focusing primarily on the development of awareness and training.
fondazioneunipolis.org

Cittadinanzattiva

Cittadinanzattiva is an organisation founded in 1978, which promotes citizen activism for the protection of rights, the care of common goods and support for people in conditions of weakness. Its mission refers to Article 118, final paragraph, of the Italian Constitution, proposed by Cittadinanzattiva itself and incorporated in the 2001 constitutional reform. Article 118 recognises the autonomous initiative of citizens, individuals and associates, for carrying activities in the general interest and, based on the principle of subsidiarity, institutions are



required to favour active citizens. According to the slogan of the association, “being citizens is the best way to be”: the action of citizens who are aware of their powers and responsibilities contributes to the growth of our democracy, protects rights and promotes the everyday care of common goods.