



Sustainable tourism and mobility in rural areas: Environmentally- friendly transportation options

**15
18**
October
2025

**EVENT
Podstrana
(CROATIA)**

3

WORKSHOP
Rural Transformation
through sustainable
mobility & low
emission zones in
coastal areas

PARTICIPANTS

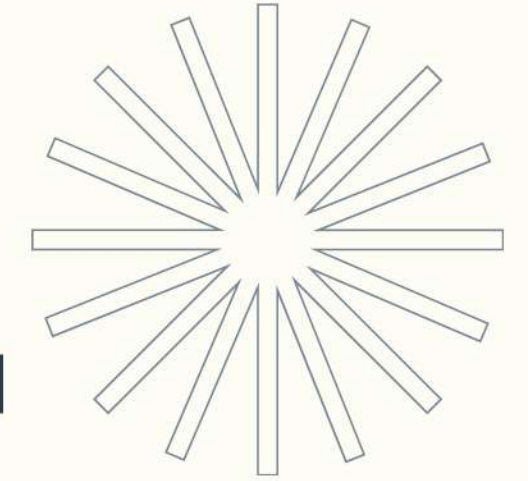
ESTONIA
LATVIA
LITHUANIA
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BULGARIA
PORTUGAL
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ITALY
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START PRESENTATION



What is Sustainable Mobility ?

Sustainable mobility means adopting habits and policies that aim to reduce environmental impact.



Pollution reduction

Energy efficiency

Improve quality of life

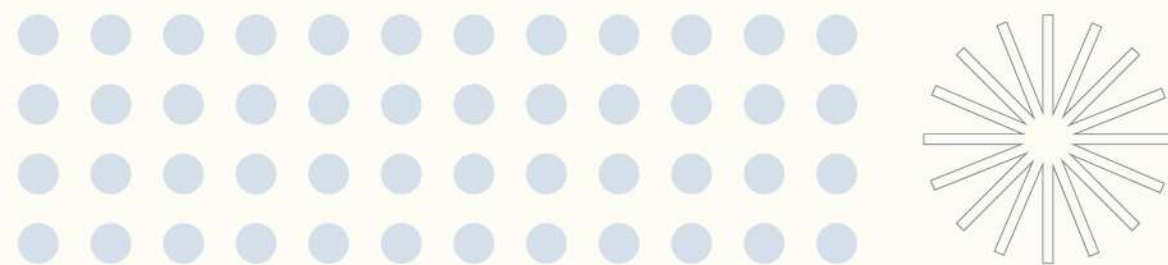
Public health

Economic saving



The goal is to implement a decisive change of pace compared to traditional and more widespread transport, to promote more ecological, efficient and safe travel

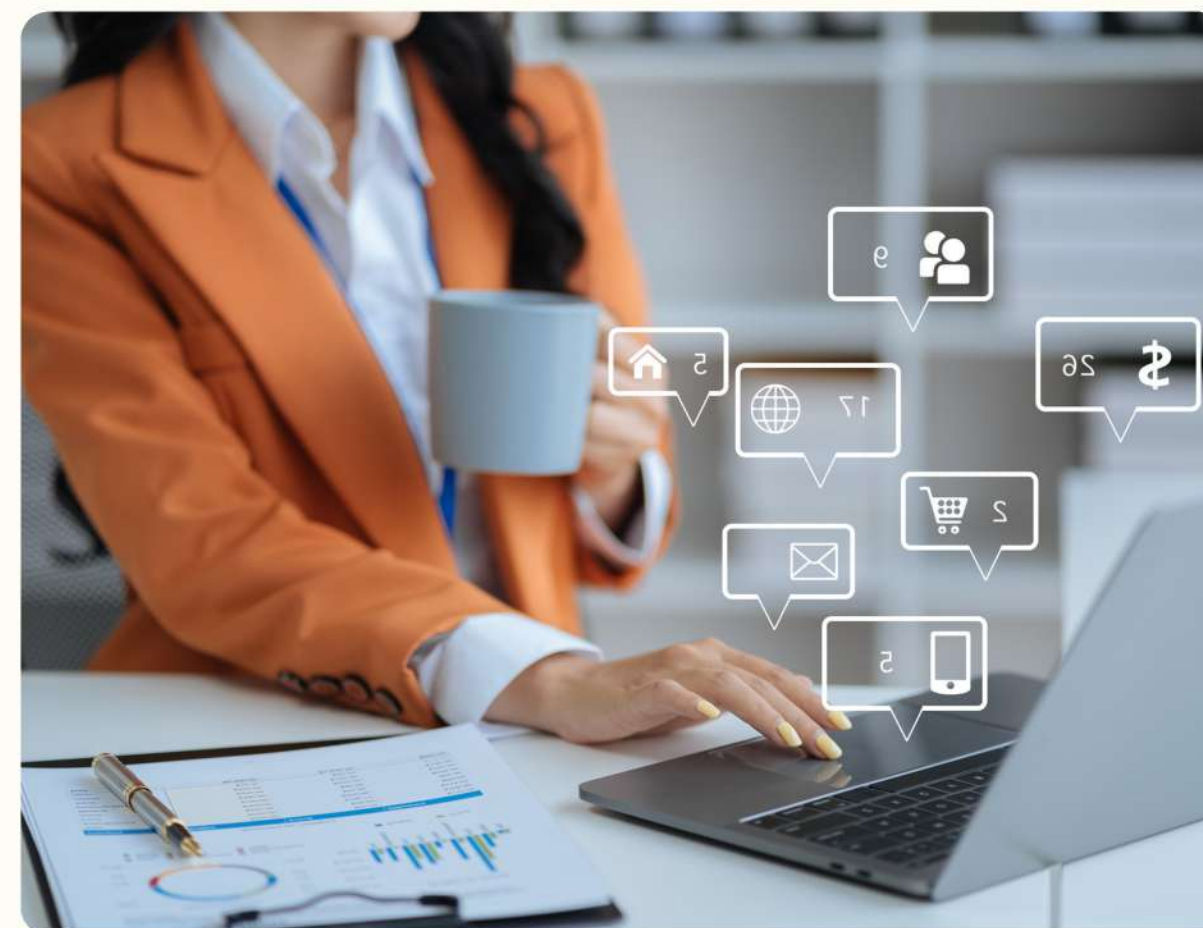




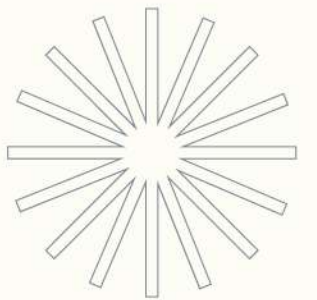
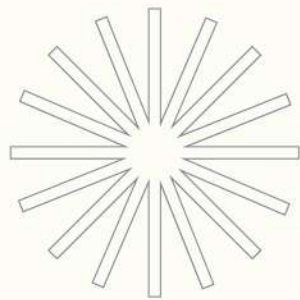
Air pollution and traffic congestion are two major challenges for our cities. To combat these problems, however, we can start adopting virtuous behaviors and supporting initiatives that aim to transform urban livability.

- > **ZTL**
- > **New infrastructures for cycles and pedestrian**
- > **Efficiency for TPL**
- > **Awareness campaigns**
- > **Smart technologies**

Green mobility: the behaviors



The three main mobility challenges are:



Lack of cycling infrastructure e not safe



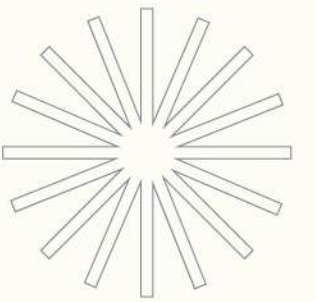
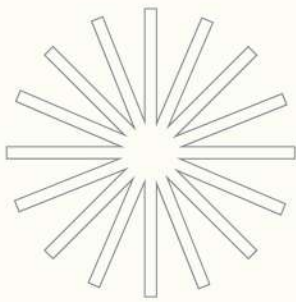
Lack of safety due to high vehicle speeds



encourage use of public transport



The Municipality of Fano pursues a low environmental impact policy through mobility, implementing actions that involve multiple aspects:



**creating new cycle paths
connecting neighborhoods**



make existing cycle paths safer



Safer bus stops.



The barriers preventing the wider adoption of these policies are:

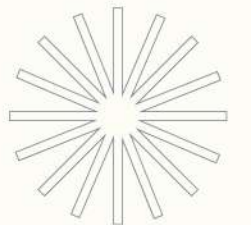
Financial barriers



Cultural problems



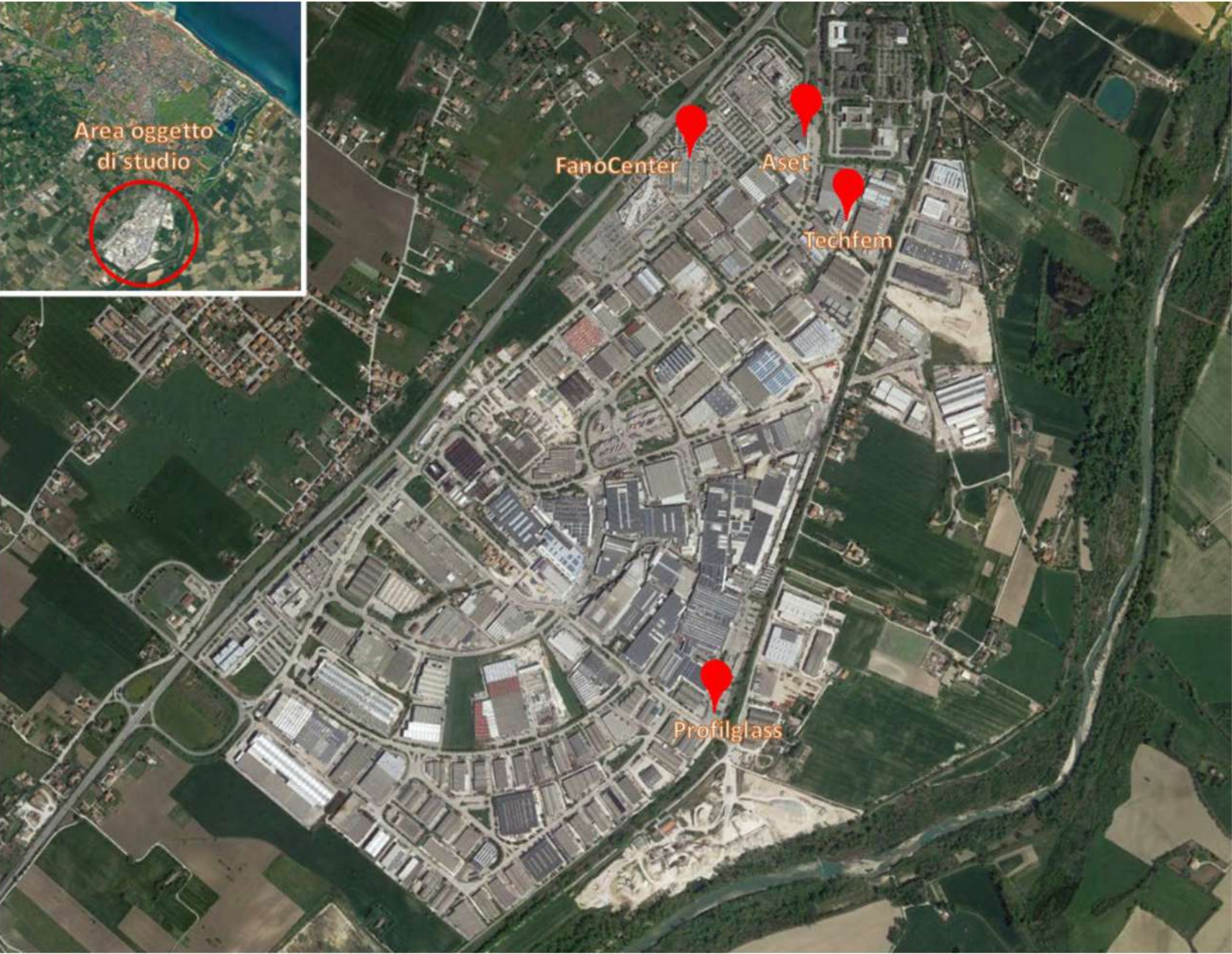
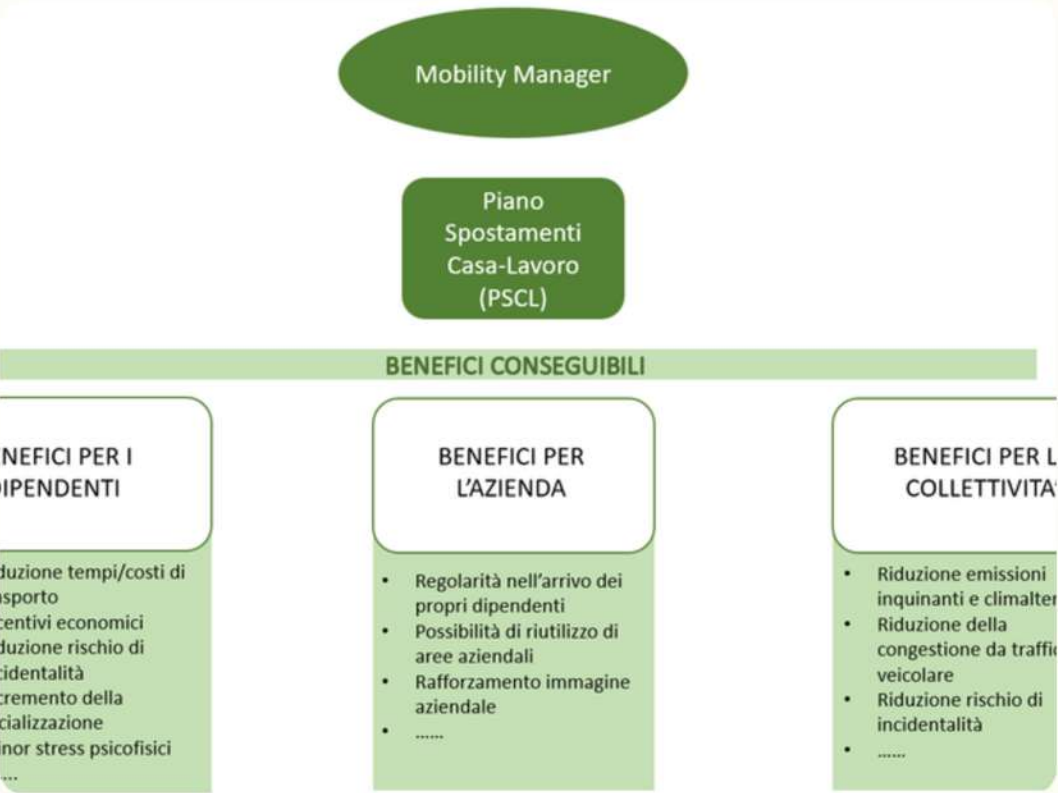
Logistical problems



A good community project

The PSCL can be defined as a strategic document that aims to promote forms of sustainable mobility by reducing private vehicle traffic and identifying measures to guide employees' home-work commutes toward forms of sustainable mobility alternatives to the individual use of private motor vehicles. All this is based on an analysis of employees' home-work commutes, their mobility needs, and the transportation options available in the affected area. It begins with an analysis of the current situation and mobility habits of the people in a given environment. This is a necessary preliminary phase for developing effective solutions that take into account the employees' declared propensity for change

home-work commuting plan



In the Fano Industrial Zone, some companies have developed a home-work commuting plan (each company has administered questionnaires to its employees to evaluate their commuting plans). This plan aims to identify strategies to make these journeys more efficient, by subsequently requesting the Municipality to provide dedicated shuttles for specific areas or by organizing company carpooling.

BENEFITS

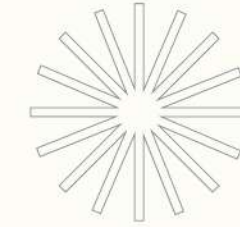
BENEFITS FOR EMPLOYEES: reduced transport costs, financial incentives, reduced accident risk, increase in socialization

BENEFITS FOR THE COMPANY: regular employee arrivals, possibility of reusing company areas, strengthening the company's image

BENEFITS FOR THE COMMUNITY: reduction of polluting emissions, reduction of traffic congestion, reduction of accident risk



creation of new safer road infrastructures (cycle paths, new sidewalks, new pedestrian squares instead of parking lots)



cycle bridge



cycle paths



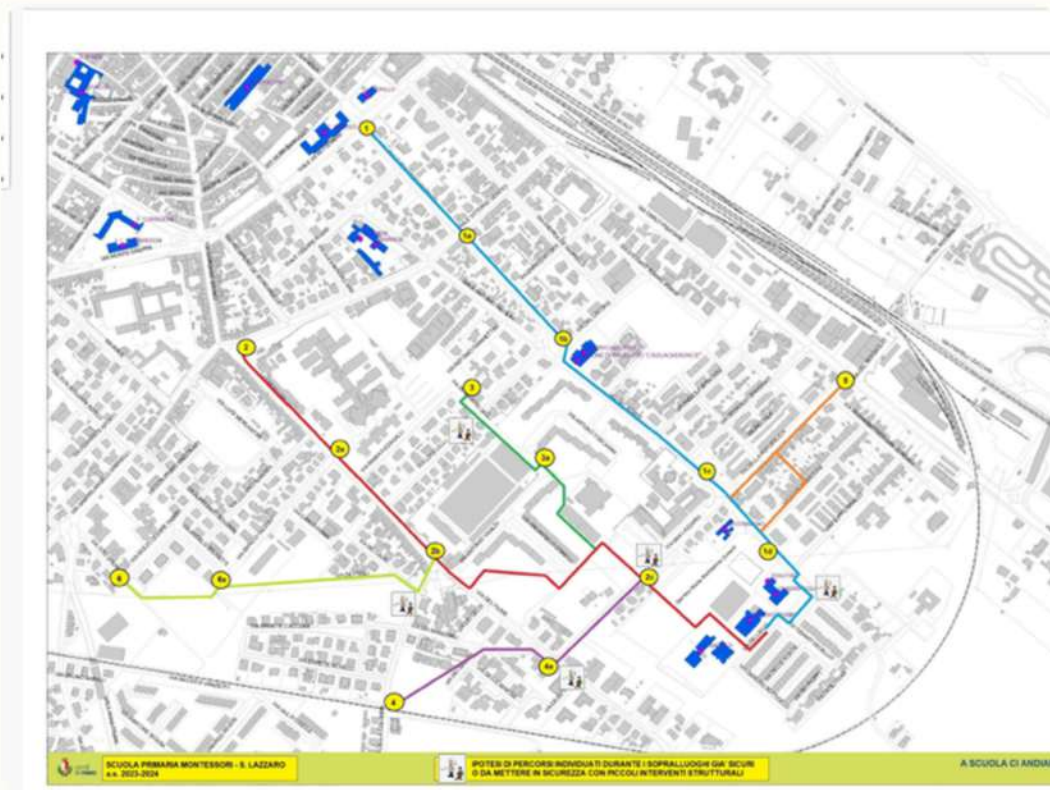
new pedestrian squares



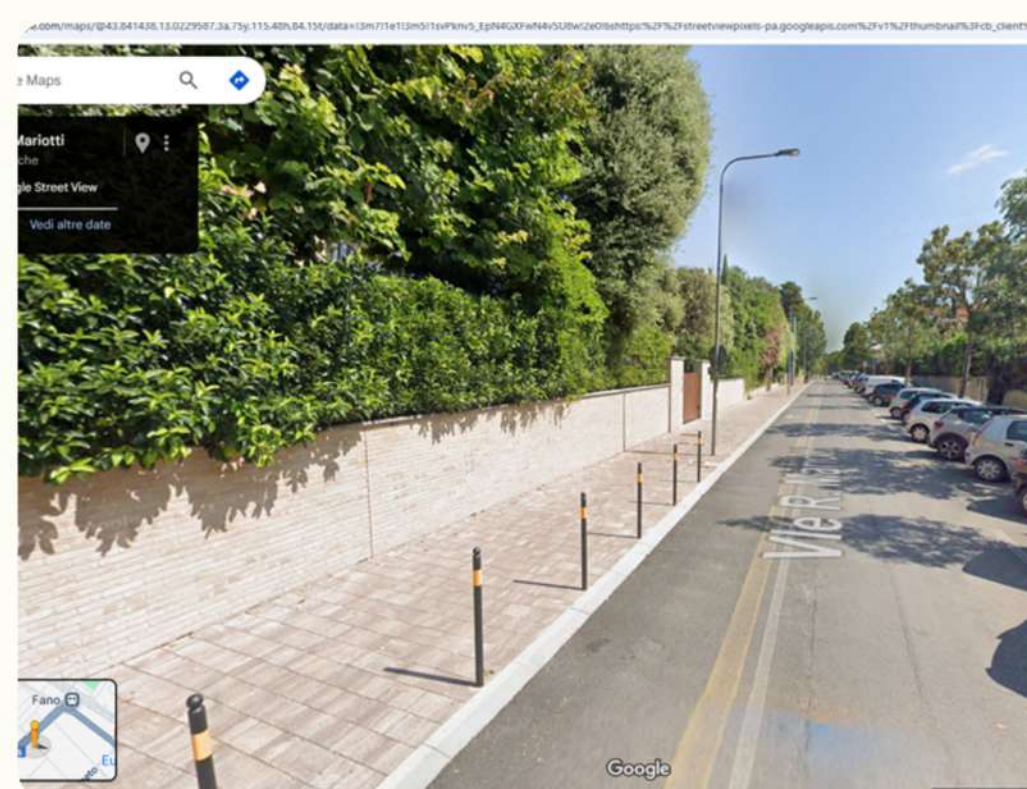
safe routes for pedestrian

Safe routes have been created after having designed them with the schools, creating safe and protected routes

S. Lazzaro quarter - the project



S. Lazzaro quarter- realization



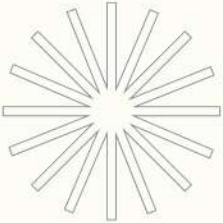
Scholastic streets



Creation of specific awareness campaigns about sustainable mobility and initiatives and events with a specific focus on mobility

Comuni ciclabili

comune	valutazione	anno	tendenza
Pesaro		VII	😊 ↑
Fano		VII	😊 ↑
Altidona		III	😊 ↑
Corinaldo		VI	😐 ↔
Grottammare		VII	↓ 😞
Ascoli Piceno		I	😊 ↑
Jesi		IV	😊 ↑
Porto Recanati		IV	😊 ↑
Porto Sant'Elpidio		IV	😊 ↑
San Benedetto del Tr.		III	😐 ↔
Cupra Marittima		IV	😐 ↔
Urbania		VI	😐 ↔
Mondolfo		VI	😐 ↔
Porto San Giorgio		III	↓ 😞
Civitanova Marche		IV	↓ 😞
Fermo		I	😊 ↑
Sassoferrato		IV	😊 ↑
Ancona		IV	↓ 😞
...altri comuni marchigiani	N.P.		😞



European Mobility Week



Cities to Play



Monitoring

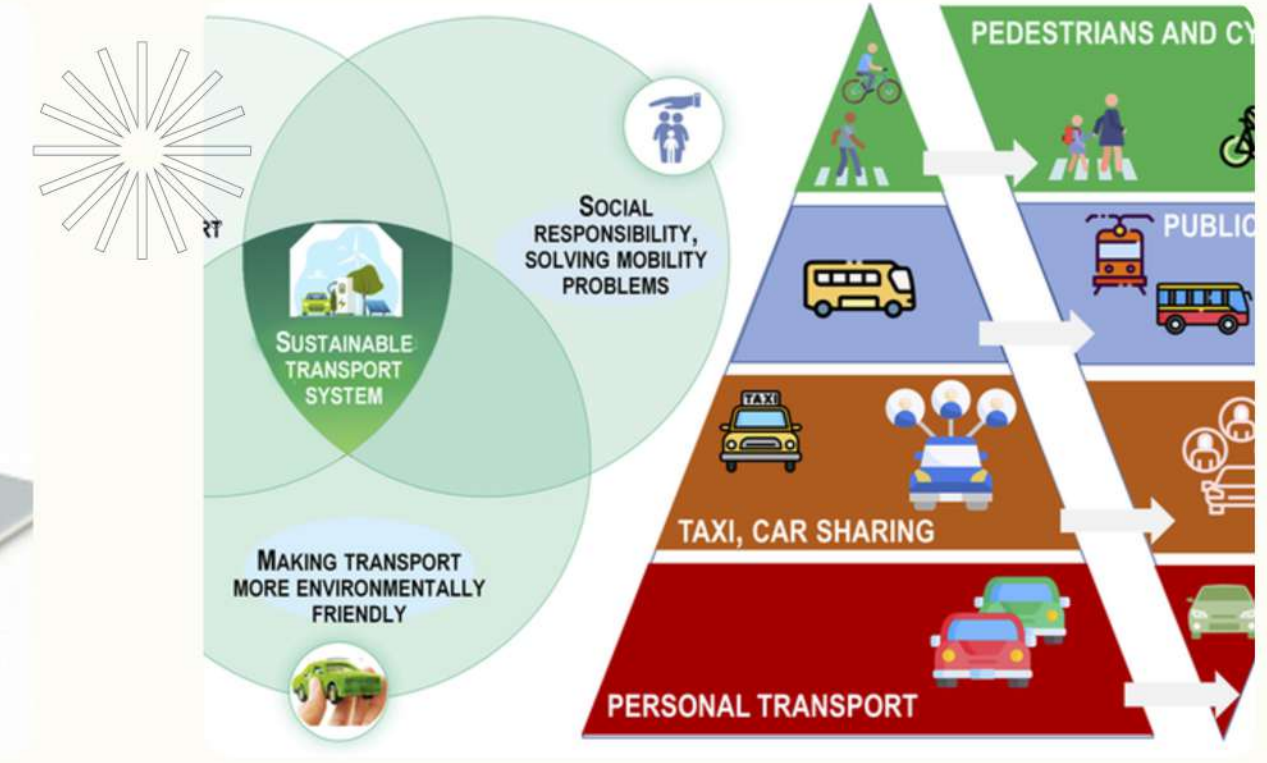
environmental monitoring



Social assessment

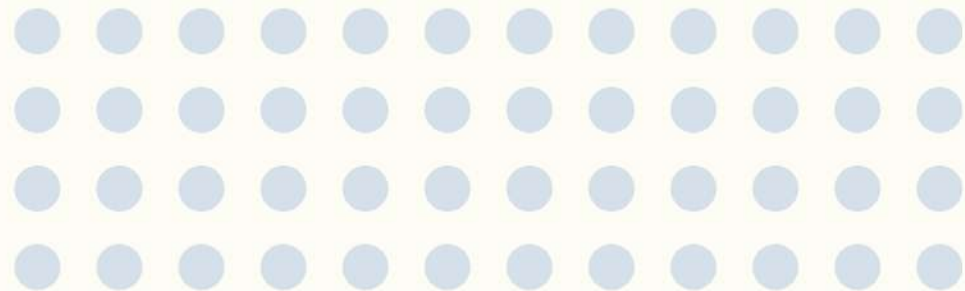
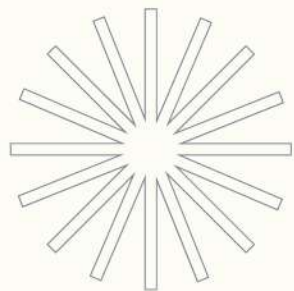


Economic monitoring



Monitoring the use of different modes of transport

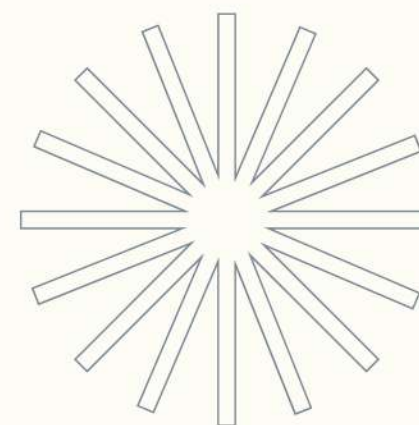




Conclusion

Through sustainable mobility policies, opportunities for urban regeneration can be created in which the relationship between spaces dedicated to motorized vehicles, bicycles and pedestrians is rebalanced. The philosophy that orders each intervention is the pyramid of mobility: in first place there is the pedestrian and the cyclist with active mobility, then electric micromobility, then public mobility with public transport and at the base of the pyramid motorized mobility mostly composed of private motor vehicles





THANK
YOU!

and see you in Fano