

4th IED's Smart City Event – Smart Mobility Forum 2017

International Conference, 22 September 2017, Lesignano, Republic of San Marino

[Click here to access the Programme of the event](#)

[Click here to access the Biographies of speakers](#)

[Click here to access the Photos from the event](#)

IED in collaboration with **Repubblica Futura** of San Marino organized the fourth Smart Mobility conference titled **“Smart Mobility Forum 2017”** which took place on Friday **22 September 2017** in **Lesignano, Republic of San Marino**. The event was the part of the **EUROPEAN MOBILITY WEEK**, European Commission's campaign which was this year celebrated under the slogan 'Clean, shared and intelligent mobility'.



Our successful Smart Mobility forums were organized in 2014, 2015 and 2016 within the SMART CITY development model context. As was the case last years, also this year's Smart Mobility event took place in the Republic of San Marino which – due to its unique territorial and demographic characteristics – aims to become a sample of excellence in the highly growing field of the smart mobility, proposing itself as a possible site for innovative pilot projects. We welcomed several distinguished professionals from urban planning, automobile, cycling and governmental sectors who shared their extensive experience with sustainable mobility projects.



Speakers (in the order of speeches):

Antonella Mularoni, former Minister of Territory and Environment, Agriculture, Telecommunications and International Economic Cooperation of the Republic of San Marino and Member of the Scientific Committee of Institute of European Democrats.

Nicola Selva, Coordinator of Repubblica Futura.

Adriana Ciefova, Project Manager of Institute of European Democrats.

Marco Podeschi, Minister of Education, Culture, University, Research and Technological Innovation of the Republic of San Marino.

Niccolò Panozzo, Smarter Cycling Coordinator at the European Cyclists' Federation in Brussels.

Federico Cassani, Expert on Urban and Transport Planning, Urban Design and Traffic Calming Systems, and Co-Founder and Senior Partner of MIC Mobility in Chain.

Antonio Melidoni, Marketing and Public Affairs Manager at Mercedes-Benz Italia.

Tina Giannopoulou, Project Manager and Designer of Sustainable Mobility for the city of Malmö in Sweden, the winner of the European Mobility Week Award 2016.

The event was opened by **Antonella Mularoni**, former Minister of Territory and Environment, Agriculture, Telecommunications and International Economic Cooperation of the Republic of San Marino and Member of the IED’s Scientific Committee. “It is a kind of paradox that most people came today to this conference which is dedicated to smart mobility by car... exactly this habit needs to be challenged,” Ms Mularoni emphasized. In her view, smart mobility initiatives should be in a greater centre of interest of national and local governments in order to make the implementation of sustainable technologies into practice easier and more efficient.

“It is a kind of paradox that most people came today to this conference which is dedicated to smart mobility by car... exactly this habit needs to be challenged.”

Antonella Mularoni

The Coordinator of Repubblica Futura **Nicola Selva** expressed his belief that the Republic of San Marino will soon become a real ‘smart republic’ and an inspiration for other countries and cities. He reminded that there are various innovative pilot projects under preparation that aspire to modify the transport habits of San Marinense citizens.

Adriana Ciefova, as the Project Manager of IED, talked about the Institute’s intention to continue contributing to the debate on sustainable mobility and promotion of the EU campaigns focused on innovative urban transport in Europe. She highlighted that last August the IED was successfully registered by the new Authority for European Political Parties and European Political Foundations, and as soon as this decision will be published by the Official Journal of the European Union, the IED will acquire European legal personality. This is a very positive and huge step forward for the Institute and all its member organisations in reaching their goal to strengthen the confidence of European citizens in the European project.



Speaker Antonella Mularoni and main organiser of the event Fabio Toccaceli

San Marino on its way to become a sample of excellence in Smart Mobility

In the keynote speech, the Minister of Education, Culture, University, Research and Technological Innovation of the Republic of San Marino **Marco Podeschi** explained that San Marino has moved a significant step towards becoming a smart city. There are many innovative projects the government is managing now, for example at the last Moto GP event, the San Marinense government launched an advertisement campaign promoting sustainable vehicles. “We are now going through big changes in automobile industry, there are electric cars, hydrogen cars, hybrid cars, so there is an opportunity for small republics such as San Marino to become an example in transport initiatives.” He further explained that there are now 7 electric re-charging stations available in San Marino and very soon 20 electric re-charging stations will be at place. In addition, the government is working on other commitments, for example it plans to build hydrogen refuelling stations for cars and buses that use hydrogen as its onboard fuel. Also, there is a proposal to organize the Grand Prix of San Marino for electric cars only. “San Marino wants to lead the way in sustainable mobility projects,” Mr Podeschi highlighted while adding, “price, however, is still the greatest obstacle towards

“Price is still the greatest obstacle towards more mobility projects in San Marino and elsewhere in the world.”

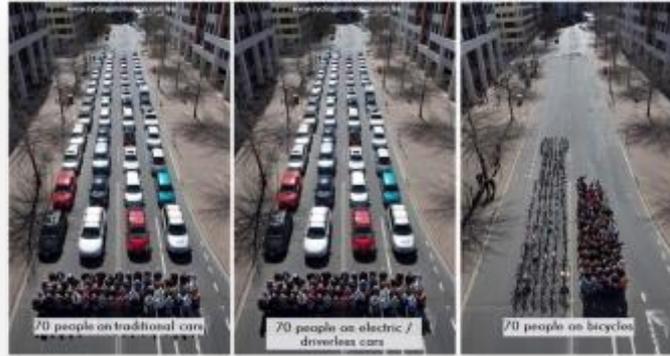
Marco Podeschi

price, however, is still the greatest obstacle towards

more mobility projects in San Marino and elsewhere in the world, electric cars are still simply much more expensive than standard cars and this needs to change in the future.”

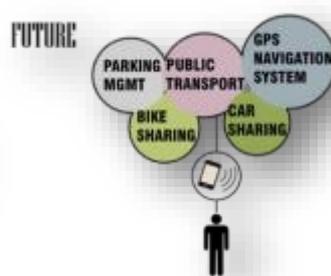
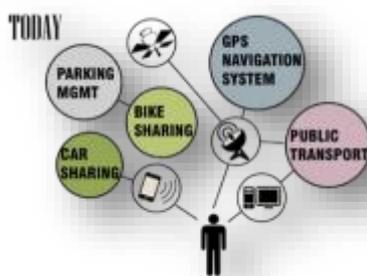
Bikes versus cars or why bicycles are smart

Niccolò Panozzo, Smarter Cycling Coordinator at the European Cyclists’ Federation in Brussels, was a first speaker to introduce a techno-scientific aspect of the issue of mobility. “Cars are not the only means of transport,” he stressed, “there are many other alternatives to traditional cars.” The European Cyclists’ Federation works on promoting cycling as a sustainable and healthy means of transportation



Comparison of the space occupied by traditional cars, electric cars and bicycles

and recreation, and it also tries to strengthen recognition of the benefits of cycling for both individuals and society as a whole. The organization advocates the ‘bike-sharing system’, that already exists in many cities and towns in the world, as the most efficient smart mobility system. “Sharing of public bikes is becoming increasingly popular thanks to its cheap cost, improving innovations, faster speed with regards to traffic jams in the cities, and positive impact on health of people,” he explained. If more people used bicycles instead of cars, the roads would be much emptier due to the fact that size of one bicycle is half of the standard car. There are also unprecedented economic benefits of cycling in comparison with the car industry. Bikes are fast, they do not use fuel so they are cheap, they are perfect vehicles for urban mobility, but majority of people still prefer cars. Mr Panozzo sees the reason for this trend not only in convenience of people but mainly in the fact that cycling projects lack a necessary and effective promotion for public. “Our aim is not only to save the planet but also to change everyday lives of people, people live healthier with bikes,” he concluded.



A future of interaction of technological innovations in mobility

[Click here to access the presentation “Sharing is Smart”](#)

The (near) future of mobility in the view of architect

The Expert on Urban and Transport Planning and Senior Partner of MIC Mobility in Chain **Federico**

Cassani focused his presentation on the urban planning of the cities and metropolis. The company MIC which he co-founded proposes an innovative vision for so-called ‘new urbanism’ that should not be subjected to the single-minded pursuit of traffic-driven approaches. In the view of Mr Cassani, mobility has changed profoundly in past fifteen years due to the fact that every single person moves much more than in the past. The systematic trips (home-work) of the past have multiplied, general mobility of humanity has increased significantly, and this can be seen in the rise of car ownership or in the increasing number of air passengers. “As a consequence of all these developments, we cannot think about mobility in traditional ways, it has changed tremendously,” he thinks. The main challenge

now is to combine these developments with the understanding of the needs of people and with the requirements of the public bodies dealing with every kind of transport issue ranging from traffic-impact studies to civil engineering. “Smart City is a city that provides various transport options for its citizens to make the city safer, healthier, eco-friendly and better for living,” he pointed out.

We are living a new era of shared mobility in the cities, the concept of property of a vehicle will soon come to an end, and the era of temporary ownership will become real. Nevertheless, Mr Cassani does not think that private transport will completely vanish because it is essential for the liveability of the cities, but it will be much better connected to public transport. In his opinion, also the innovation technology is radically changing the way that we move around. “Future is already here... we are slowly moving towards more and better smart options for our transport and adjust our transport habits, but the problem is that all technological innovations we have for disposal now are not interconnected well, they miss the chain,” he stressed. A better interaction of technological innovations will radically change the way that we plan the urban planning of the cities.

“Smart City is a city that provides various transport options for its citizens to make the city safer, healthier, eco-friendly and better for living.”

Federico Cassani



[Click here to access the presentation “The Near Future of Mobility”](#)

Shared self-riding electric car is not science-fiction but close future

A growing awareness about the benefits of smart mobility and digital innovations is reflected in the increasing investments of the automobile industry into the new type of vehicles. **Antonio Melidoni**, Marketing and Public Affairs Manager at Mercedes-Benz Italia, spoke about the most recent smart innovations in this

field. These are mainly related to electric cars. He introduced the plan for launching of a shared electric car that will be able to drive on its own and will come for a person when called by smartphone. However, in order to launch such and similar projects in near future, the automobile companies need the necessary assistance of public authorities. Without them, the cities cannot implement smart mobility projects because only public authorities can approve them and help with their implementation

“Necessary infrastructure is a must for the success of sustainable mobility initiatives.”

Antonio Melidoni

within existing infrastructure. “Politicians need to be visionary in this regard,” Mr Melidoni highlighted, “because necessary infrastructure is a must for the success of sustainable mobility initiatives.” In his view, the biggest car producers will need to become service providers before integrating smart mobility solutions into practice. This means that car companies together with public bodies need to work together on the design and implementation of integrated parking lots, new ways of infrastructure layout and many others. Last but not least, Mr Melidoni underlined

that in order to influence people to choose an electric car instead of a traditional car, the car companies together with public authorities need to offer the services which will make using of electric cars easier and more attractive for people: for instance, houses will need to be equipped with electric charging

stations, smartphones will be able to monitor real-time traffic and public bodies can provide a certain amount of financial contribution for the purchase of an electric car for citizens.

[Click here to access the presentation “Manufacturers of cars and Mobility providers”](#)

Malmö as the example of best mobility practices

The last speaker of the event was **Tina Giannopoulou**, Project Manager and Designer of Sustainable Mobility for the city of Malmö in Sweden. Also thanks to her commitment, Malmö has become one Europe’s most bicycle friendly cities and the winner of the European Mobility Week Award 2016 that was won for the city’s long-term focus on active transport modes such as cycling and walking.

Malmö is Sweden’s third largest city that is growing very fast and, as a transit city, it struggles with intensive traffic – together with Copenhagen, the eastern part of Denmark and the most southern part of Sweden there is a lot of movement going on in the whole region. Since the beginning of 1990, Malmö has gone through an enormous transformation from being an industrial city to a city of knowledge and diversity. And a sustainable urban development has been a motto ever since. In order to reach this goal, the major investments were undertaken such as transformation of Westerns harbour, contraction of Öresund Bridge and the City Tunnel that connects Malmö with Copenhagen, or opening of the Bus rapid transport system called ‘Malmö Express’ that easily connects the northern part of the city with the southern part.

“Mobility campaigns are not necessarily expensive and they are effective, cities just cannot be afraid of testing and engaging with people during the process because I think that this is the greatest and most important message – we are shaping the city together.”

Tina Giannopoulou

The public authorities of Malmö decided to participate in the EMW 2016 because they saw it as a tool and part of their journey to become an even more sustainable city. The project was also an opportunity to work intergovernmental between other departments in the city that is a necessary prerequisite for successful implementation of any project in any town or city. The planning of Mobility Week in Malmö thus started with a broad dialogue process with different departments, residents, real estate owners and local businesses. The results from the dialogues laid the foundation for the design and the activities for the EMW in Malmö. “Our strategy in the European Mobility Week was to make a happier place from Malmö, better and more attractive city to live in,” Ms Giannopoulou stressed. They also had a strategical tool, the Sustainable Urban Mobility Plan, that takes a holistic approach to traffic and mobility, and gathers, develops, clarifies and concretizes the traffic related aims. The result of all these plans was the transformation of the commercial street Friisgatan in the city centre to a car-free street open only for pedestrians and cyclists for one week.



Main speakers of the event (left-right: Marco Podeschi, Niccolò Panozzo, Federico Cassani, Antonio Melidoni and Tina Giannopoulou)

Tina Giannopoulou and her team then worked hard in order to transform the street into a welcoming and attractive space for all people. People's response to this activity was so great and positive that she believes that in a few years this street will become a permanent pedestrian street. Following the positive response of Malmö's citizens and the success of Malmö in the EMW Awards, they decided to continue in these campaigns: for instance, last summer they opened the 'Summer Street 2017' where they again transformed a section of the road into a car-free street. "These campaigns are not necessarily expensive and they are very effective," she pinpointed, "cities just cannot be afraid of testing and engaging with citizens during the process because I think this is the greatest and most important message – we are shaping the city together."

[Click here to access the presentation on Malmö – the winner of the European Mobility Week 2016](#)

The event took place in the scenic environment of Podere Lesignano. Demo area within which the newest technological innovations in the field of sustainable mobility and electric cars was presented in collaboration with UNIRSM, EcoMG12 Association, Renewable Energy Association, Techno Science Park San Marino-Italy, VW Reggini Concessionaire, OSME. The winner of the Award ceremony of the online competition "*Clean, shared and intelligent mobility: your proposal for San Marino*" that was targeted to find the best ideas, experiences or projects towards a more sustainable mobility in the Republic of San Marino, was announced at the event.

Main outcomes and proposals:

- Smart City is a city that provides various transport options to make the city safer, healthier, eco-friendly as well as attractive for its citizens;
- we cannot think about mobility in traditional ways – general mobility of humanity has increased significantly, the systematic trips (home-work) of the past have multiplied;
- national and regional governments and authorities need to be much more involved in mobility projects and they need to cooperate with the car industries and other actors in order to make the implementation of sustainable technologies into practice easier and more efficient;
- the concept of 'new urbanism' combines recent technological developments with the understanding of the needs of the people and with the requirements of the public bodies;
- we are entering the era of Shared Mobility, the concept of property of a vehicle will soon be significantly challenged;
- bike-sharing system is the most efficient smart mobility system thanks to its cheap cost, improving innovations, faster speed with regards to traffic jams in the cities and positive impact on people's health;
- sustainable mobility projects lack necessary and effective promotion for public;
- a crucial problem is that all technological innovations we have for disposal now are not interconnected well, they miss the chain – a better interaction of technological innovations will radically change the way that we move and the way that we plan cities;
- price is the greatest obstacle towards more mobility projects because sustainable modes of transport and electric or hydrogen vehicles are still very expensive;
- local authorities and companies cannot be afraid of testing and directly engaging with the citizens in order to shape the landscape and urbanism of the cities together.

The event was organized with the financial support of the European Parliament.

Prepared by Adriana Ciefova (IED, 2017)

The sole liability of this publication rests with the author and the European Parliament is not responsible for any use that may be made of the information contained therein.