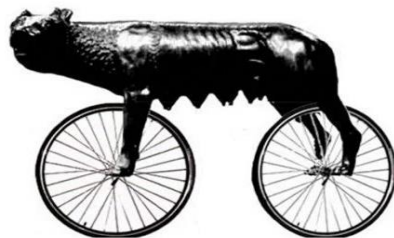




# Partnership & Collaboration

“How to establish ways to develop tools and activities to share knowledge and good practices on cycling”



**Plenary 6**  
**Francesco Iacorossi**  
**Staff URES**



#VC19





# The role of the Mobility Agency (RSM)

The company's strategic objectives are the **reduction of road traffic** congestion, the reorganization of public transport supply, the **improvement of public and individual road safety**, the promotion of mobility choices and responsible and sensible behaviour to help the environmental, social and economic **sustainability of the city**. Furthermore, we have an active role in **European funded projects** mainly in the Sustainable Mobility field within the CIVITAS network.

More info here <https://romamobilita.it>





# Rome, a view on the city

- 120 km cycling network (3% of total road network)
- 1% cycling modal share
- 640 cars x1.000 inhabitants + 500.000 motorbikes
- 1 fatality every 3 days and 46 injured every day
- Social cost 1,2 billion € - 404€ per inhabitants

## Safer City Streets

The global traffic safety network for liveable cities



Cyclists?  
0 fatality in 2017  
1 fatality in 2018

Despite the nefarious after-effects of decades of car oriented policies, people have increased the use of the bicycle as a systematic way of transport.



Over 90 km of new cycling infrastructures (+80%)  
69 Multimodal Hubs (3,000 bicycles)  
Several 30 km/h zones/Isole Ambientali



*Rome is the world's biggest  
open air museum, get out of  
your car and ride a bicycle. Wise  
up and enjoy the sweet smell of  
freedom. #PedalaperRoma*



Some men fight for silver and some men fight for gold but the #Cyclists are fighting for the land that the motorists stole!





Let's take back the streets and join forces with the best! #Handshake



# HANDSHAKE PROJECT



*Bringing together 13 of Europe's  
top cycling cities to share and  
inspire excellence*



*Partnership and Collaboration at its finest*  
<https://handshakecycling.eu/>



3 CC

10 FCC

6 Technical partners

1 Advisory group

Coordinated by ISINNOVA

<http://www.isinnova.org/it/>



We've been told a million times *“Can't work here, Rome is not Amsterdam nor Copenhagen”*





# Neither were Amsterdam nor Copenhagen, only one generation ago.

*Eerste van der Helststraat, Amsterdam 1978-2005*



*Stroget, Copenhagen 1964-2014*

# Handshake managed to put together both cities for the very first time!



# HANDSHAKE short term targets (2022)

- improve cycling attractiveness by +52% and competitiveness by 17%
- Shift ca. 60.000 people to cycling with +34% in frequency of cycling use
- -37,5% in accidents, traffic levels lowered by 6,34%
- CO2 savings of -3.706.000 kg CO2/year.

**More liveable places, improving conditions for cycling as an everyday mode of transport.**

Amsterdam will guide Rome for the whole project helping us to reorient Rome from a car oriented city to a city on wheels through Bikenomics, Immersive Study Tours and Transition Management.





Rome and Turin are now working together on two parallel cycling infrastructures assisted by DECISIO one of the leading firms in The Netherlands in performing and developing social cost benefits

**DECISIO**  
ECONOMISCH ONDERZOEK EN ADVIES



1<sup>st</sup> meeting was held in Copenhagen

2nd meeting was held in Amsterdam

3rd meeting will be held in Munich next October



# When in Rome go Sustainable

**Sostenibile**  
Rome go sustainable

Come arrivare allo Stadio Olimpico con il trasporto pubblico

How to get to the Stadio Olimpico with local sustainable transport

macron

CATTOLICA ASSICURAZIONI

SEI NAZIONI 2019 **PRONTI A SCENDERE IN CAMPO**

**ROMA STADIO OLIMPICO**

**ITALIA VS GALLES**  
SABATO 9 FEBBRAIO • ORE 17.45

**ITALIA VS IRLANDA**  
DOMENICA 24 FEBBRAIO • ORE 16.00

**ITALIA VS FRANCIA**  
SABATO 16 MARZO • ORE 17.45

patrocinio di

**Healthy Stadia**

Healthy Stadia:  
Promoting walking and cycling sports stadia across Europe  
[healthystadia.eu](http://healthystadia.eu)

**FIAB**  
Federazione Italiana Ambiente e Bicicletta

**CYCLING MOBILITY QUALITY LABEL**



# When in Rome go Sustainable



In conjunction with the VI Nations 2019, Roma Capitale promoted #HANDSHAKE

WHEN IN ROME  
DO AS CONOR SAYS



Conor O'Shea

"Sono un pedone, sono un ciclista e utilizzo i mezzi pubblici. Roma è una gemma e solo attraverso spostamenti sostenibili può essere apprezzata al meglio. Lascia la tua auto, scarica la nostra mappa e vieni a tifare gli Azzurri. Fervore, passione e la consueta calorosa accoglienza italiana ti faranno sentire a casa".

"I am a pedestrian, a cyclist, a public transport user. Rome is a gem and only through a sustainable transport approach can be fully appreciated. Leave your car at home, download our map and support the Azzurri. Fervour, passion and warm italian hospitality will make you feel at home".

#RomaGiocaSostenibile  
[www.romamobilita.it](http://www.romamobilita.it)



# When in Rome go Sustainable



“Training it’s a little like wrestling a gorilla, you don’t quit when you’re tired, you quit when the gorilla is tired..”





# Thank you!

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@francis\_rojo\_ @Handshake\_EU

