



EUROPEAN MOBILITY WEEK 2019:
“O.R.A. – OPEN ROAD ALLIANCE” EDUCATIONAL PROGRAM
FOR ITALIAN SCHOOLS PRESENTED

In Italy, the 14-17 age group accounts for 62.4% of all road deaths under 18 years, a figure well above the European average of 51%

Our country counts 11.4 road deaths among children aged 0-17 per million population, double the number recorded by virtuous Norway

In this context, an educational program and ideas contest aimed at creating a new “Sustainable Mobility Manifesto” have been arranged in 14 metropolitan cities

The three-year project is promoted by Fondazione Unipolis and Cittadinanzattiva

Applications open from 19 September to 20 December at www.progetto-ora.it

Rome, 19 September 2019

In Italy, the **14-17 age group** accounts for **62.4%** of all road deaths under 18 years, a figure well above the European average of **51%**. Our country counts **11.4** road deaths among children **aged 0-17** per million population, a number that, although lower than the European average of **16**, is still double that of virtuous Norway. These are the results of the study on *“The status of traffic safety and mobility education in Europe. Models, objectives, case studies and figures”*, conducted and coordinated by the European Transport Safety Council (ETSC) in 2018, which highlight the need to improve education on traffic safety, and sustainable mobility in general, for the younger generations.

In this context, on the occasion of European Mobility Week 2019, the **O.R.A. - Open Road Alliance** project on sustainable mobility for Italian schools promoted by Fondazione Unipolis, the enterprise foundation of the Unipol Group, and Cittadinanzattiva, was launched today at a presentation held in the Cloister of the Santa Maria Sopra Minerva Church in Rome.

The project consists of an educational program and an ideas contest aimed at creating a new **"Sustainable Mobility Manifesto"**, exclusively for third-year Secondary School students in 14 Italian metropolitan cities: Bari, Bologna, Cagliari, Catania, Florence, Genoa, Messina, Milan, Naples, Palermo, Reggio Calabria, Rome, Turin and Venice.

Classes may apply to participate from 19 September to 20 December 2019 by filling out the form at www.progetto-ora.it.

O.R.A. aims to promote a **new culture of mobility** through **new sustainability models** and to increase the involvement and active participation of citizens, youngsters especially, considering schools the right place for developing a wider reflection on these issues. O.R.A. intends to encourage awareness of a new, more sustainable model in the broader sense, which focuses on the environment, safety, transport sharing, multimodality and interoperability as well as a more sustainable approach to the sphere of local public services.

In line with ACI-ISTAT and ISFORT statistics, the recent ETSC study revealed that road mortality rates for children increased in 2018 (in particular, the 15-19 age group recorded an increase of **25.4%**), against a general reduction of 1.6%. Meanwhile, although sustainable mobility in Italy grew by 10 percentage points over the 2015-2017 period, reaching 37.9%, **73,6%** of accidents occurred on urban roads, thus confirming them as the most critical.

The project's educational program - which will accompany students from third to fifth year - will alternate informative lessons on the topic of mobility with debates, practical experience and discussions between participants. Each class will prepare a paper to be submitted by February 2021: an Evaluation Committee will select 9 finalists and, on the basis of the papers handed in, the **"Sustainable Mobility Manifesto – Mobility of the Future"** will be drawn up. Then, at the start of the 2021-2022 academic year, initiatives for the public presentation of the Manifesto in the metropolitan cities will take place together with the awarding ceremonies.

The Traffic Psychology Research Unit of the **Università Cattolica del Sacro Cuore** will also measure the impact of the entire project, publishing an impact analysis in terms of knowledge increase and the change in attitude and behaviour generated by the project for all participating students.

The initiative obtained the support of the **Ministry for Environment, Land and Sea Protection and ANCI - National Association of Italian Municipalities**, with the involvement of the Ministry of Education, University and Research. At the launch event held today as part of European Mobility Week 2019, **Francesco Moleda** from Fondazione Unipolis outlined the characteristics of the initiative, introduced by **Antonio Gaudioso**, Secretary-General of Cittadinanzattiva, and **Pierluigi Stefanini**, Chairman of the Unipol Group and the Unipolis Foundation. Subsequently, **Werner De Dobbeleer** from the Flemish Foundation for Traffic Knowledge – European Transport Safety Council, illustrated the results of the aforementioned study. The analysis pointed out that mobility education is given at primary schools in all European countries, while only the Czech Republic, Ireland and Germany offer the same at all levels (pre-primary, primary, secondary and tertiary). **Italy** is one of the

few countries that, together with France, Iceland, Norway and Switzerland, **have a dedicated subject for mobility and road safety education**, although none of these countries mandate a minimum number of teaching hours for the subject.

Speakers in the discussion that followed – coordinated by **Enrico Sassoon**, Editor-in-Chief of Harvard Business Review Italia – included: MP **Rossella Muroli**, LeU; Senator **Gabriella Di Girolamo**, Five Star Movement; MP **Alessandro Fusacchia**, + Europa; **Roberto Pella**, ANCI Deputy Vice President; **Irene Priolo**, Mobility Councillor for the Municipality of Bologna; **Anna Lisa Mandorino**, Deputy Secretary-General of Cittadinanzattiva and **Marisa Parmigiani**, CEO and Director of Fondazione Unipolis.

“The project launched here today is fully a part of the commitment to sustainability by Unipolis and the entire Unipol Group, in line with the 2030 Agenda of the United Nations,” stated **Pierluigi Stefanini**, Chairman of Unipol Group and Fondazione Unipolis. *“Mobility is a key area of intervention for both Fondazione Unipolis and the Unipol Strategic Plan, which will guide us until 2021. Through the development of knowledge and education, with the O.R.A. project we intend to promote an idea of sustainable mobility that is environmentally friendly, accessible, economically beneficial, and that guarantees greater road safety; a vision of mobility that focuses on road awareness as a common good and the paradigm of a new way of living in the community. It is important and significant to us to see young people as the true protagonists in this pursuit of a new idea for the future.”*

During his speech, **Antonio Gaudioso**, Secretary-General of Cittadinanzattiva, stated: *“The organisation of this activity is part of the promotion, which Cittadinanzattiva has carried forward for years, of a new model for safer, environmentally friendly urban mobility that meets the needs of all. The involvement and participation of citizens, and young people in particular, is a priority for strategically addressing the issue of quality and sustainability of life in the city. With the O.R.A. project, we want to focus the attention of young people, and not only, on a new concept of mobility that is more sustainable, accessible, practical, less polluting in terms of emissions and noise, and economically sustainable. We are in need of a real cultural change and the role of new generations will certainly be decisive.”*

For more information on the O.R.A. project, please write to info@progetto-ora.it.

Fondazione Unipolis - Fausto Sacchelli +39 051 6437607 / +39 366 6172322; fausto.sacchelli@fondazioneunipolis.org; www.fondazioneunipolis.org - www.sicustrada.it

Cittadinanzattiva onlus, Press Office - Alessandro Cossu, +39 06 36718302 / +39 348 3347608; Aurora Avenoso, +39 06 36718408 / +39 348 3347603; stampa@cittadinanzattiva.it - www.cittadinanzattiva.it

Fondazione Unipolis

Fondazione Unipolis is the Unipol Group's enterprise foundation and one of its most important tools for the implementation of social responsibility initiatives within the framework of a broader sustainability strategy. In line with this long-term choice, the non-profit Foundation pursues the cultural, social and civil growth of people and the community, devoting special attention and efforts to the development of knowledge 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 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.

Unipol Gruppo

Media Relations

Fernando Vacarini
T. +39 051 5077705
pressoffice@unipol.it

Barabino & Partners

Massimiliano Parboni	Giovanni Vantaggi
T. +39 335 8304078	T. +39 328 8317379
m.parboni@barabino.it	g.vantaggi@barabino.it

Follow us



[Unipol Gruppo](https://www.linkedin.com/company/unipol-gruppo)



[@UnipolGroup_PR](https://twitter.com/UnipolGroup_PR)



<http://changes.unipol.it>

www.unipol.it