S.T.R.E.E.T. PROJECT

S.T.R.E.E.T. project aims to create a new professional profile, the Expert in Sustainable Mobility and Tourism, who can meet the market trends and become an opportunity for economic growth, local social development and employment. The candidates are young people, unemployed, between 20 and 35 years old, with a high school or a university degree wanting to acquire more competencies on sustainable transport and tourism, which is constantly evolving.

TURIN, A CITY YOU WOULDN’T EXPECT!

On 19-23 March 2018 the fourth and last Study Visit on “Turin and Piedmont on the move, between tradition and innovation” was held in Turin (Italy) where the students compared multidisciplinary topics related to sustainable mobility and tourism, condensing the experiences already carried out in previous study visits. Some crucial questions were asked such as What are the most recent transport policies promoted to support Turin as a tourist and sustainable city? How to strengthen the territorial competitiveness through the major infrastructures and the networking of the most marginal territories? What are the tools that an expert in sustainable mobility and tourism should know to work on urban and territorial mobility? What are the main bottlenecks to setting up an efficient start-up dedicated to sustainable tourism?

DETAILS
- Project number: 2015 – 1 – IT01 – KA202 – 004761
- Budget: € 343,510

TIMETABLE
- Start date: 01-09-2015
- End date: 31-08-2018
- Duration: 36 months

RELEVANT TOPICS
- Mobility and transport
- Local development
- Training and entrepreneurship

ERASMUS+
- Key Action: Cooperation for innovation and the exchange of good practices
- Action: Strategic Partnerships for vocational education and training
- Call: 2015
DAY 1 - 19th March
The week starts with a visit to "Turismo Torino e Provincia" the agency responsible for promoting Turin and its province, as a destination for leisure tourism, sports, nature, culture, individual and group travels.

After a welcome by Daniela Broglio and a speech about the activities promoted by the agency, our students Matteo Circio and Maria Paola Ritrovato present two keynotes. Matteo has a short presentation about the "Walking in the Clouds", an interesting project whose aim is to regulate the private car traffic to reach the heights of Nivolet Hill (Gran Paradiso National Park) during summer encouraging walking, cycling or the use of a shuttle bus service. Maria Paola Ritrovato presents a short overview about two services in Piedmont: SFM (Servizio Ferroviario Metropolitano/Metropolitan Rail Service), the local transport network and BIP (Biglietto Integrato Piemonte/Piedmont Integrated Ticket), a contact-less smart card able to host severall tickets of the local public transport services. Leo Rieser (Slow Food deputy for Piedmont and Aosta Valley) presents the experience of "Terra Madre - Salone del Gusto. #foodforchange", a project conceived by the Slow Food organization as a result of its growth and development and its belief that "eating is an agricultural act and producing is a gastronomic act" in a sustainable way.

Finally, Alberto Sacco (Councillor for Tourism and Commerce – City of Turin) concludes with the visions and strategies of the City of Turin for a sustainable tourism development.

In the afternoon participants find out how a major infrastructure can be intermodal, sustainable and connected with local projects, by visiting TELT (Tunnel Euralpin Lyon Turin) with Luigi Pinchiaroglio and Giulia Avataneo, the public promoter of the new high-capacity railway link between Lyon and Turin. With the 57,5 km Mont Cenis base tunnel as its main part major component, is the main project of the whole Mediterranean Corridor. It is highly strategic because it is the main missing link in the corridor which aims to connect South-West Europe with Central and Eastern European Countries.
Day 2 – 20th March
The second day of Study Visit starts with an e-bike trip in Novello, a nice little town of the Langhe, near Turin, located between Bra (the home of Slow Food), Cherasco (the home of snails and amazing chocolate) and the Maritime Alps. During the trip, Massimo Infunti (mobility manager and expert in sustainable transports) presents through a role-game play, BikeSquare, an innovative start-up with a social vocation for e-bike renting and sustainable tourism development in the Langhe. The main questions of the day are: how to replace car ownership with e-bikes for short touristic trips? What the main skills and bottlenecks to setting up an efficient start-up dedicated to sustainable tourism?

The best way to close the day: a good wine tasting!
Day 3 – 21st March
The third day begins with a visit to the wonderful village of Chamois at the foot of Mount Cervino (only 96 inhabitants!). When one plans a trip, they have two options to reach to this Alpine Pearl: by air (cable car) or by foot. Chamois is the only totally car-free municipality in Italy! In the afternoon, a beautiful excursion take place to reach La Magdeleine, another wonderful Alpine Pearl.

Day 4 – 22nd March
A special tour with Ing. Alberto Forchino in the GTT SIS. How does the operational centre of the Turin public transport operator work? The GTT SIS operational centre is the “brain” that coordinates the entire surface transport network. All the lines managed by GTT are assigned to control room operators whose purpose is to guarantee the regularity of the service and manage all potential emergencies.
Day 4 – 22nd March (continue)
In the afternoon a visit to 5T, the Mobility Management Centre of the City of Turin! 5T is a company focused on Intelligent Transport Systems (ITS) solutions, aiming to improve individual and collective mobility and to provide innovative services for mobility. Francesca Marinetto shows the 5T main activities: traffic monitoring, traffic lights control, data analytics, enforcement systems, traffic and park VMS display panels and the projects “Muoversi a Torino” and “Muoversi in Piemonte”, two websites about info-mobility in Turin and Piedmont with information bulletins via radio and specific journey planner. With Francesca Sabatelli and Marco Bono, students could experience real-time traffic management in the city!

Day 5 – 23rd March
In the last day we concluded our Study Visit in ENGIM. It is the time to kick off the “World Café”, an interactive open space where students can **debrief about the Study Visits and create their own ideal project about sustainable tourism and mobility.** Which are the strong elements of today’s offer and demand for sustainable mobility and tourism? Which are the weaknesses? With the help of the experts **it’s great time for discussion!**
Day 5 – 23rd March (continue)

Giannicola Marengo (Transport Sector Manager of Turin City Metropolitan Area) presents the current situation and latest policies for traffic and transports in Turin.

Federico Vozza (vice president of Legambiente Piemonte Valle d’Aosta) shows the “Mal’Aria. Pollution in Italian Cities” research: “Change your engine but first change your habits!” is the message.

Andrea Scagni (professor of Statistics, University of Turin) presents the results of a survey about the “home to school” and “home to work” trips carried out by its Green Office’s sustainable mobility working group.

Giuseppe Estivo (Department for Transports of Turin Municipality) presents the city’s policies about sustainable mobility planning in Turin.

Massimo Tocci, president of the FIAB Turin (Italian Association of Bicycle Friends) and of the “Bici e Dintorni” Association, shows some solutions for improving cycling mobility in the city to be.

We arrived at the end of the Turin Study Visit! We thank all the participants, the invited experts, ENGIM (including its first year students who served lunch)! THANK YOU!

NEXT STEPS
See you on 30th May 2018 in Turin for our first Multiplier Event! Stay tuned!

More info on: www.streetproject.eu Find us also on Facebook: www.facebook.com/ErasmusSTREET/

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