Title – CICLO! – Assessment of positive impacts caused by soft mobility

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Department – Department of Architecture and Arts

Iuav role – Single coordinator

Duration – 12 months

Start – 01/08/2024

Closure – 31/07/2025

Project budget – € 117.875,00

Iuav funding – € 117.875,00

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Description– The project aims at fostering the transition towards soft mobility approaches through the development and promotion of a "cycling sustainability calculator" capable of showing, in a clear and easy-to-read way, the performances and benefits deriving from the modal shift from motorized to cycling circulation. Such calculator is based on adequate economic, social and environmental markers, each with its own assessment methods.

Performances are showed in two configurations: single-user (individual benefits) and decision-maker (considering aggregate demand variations). In the latter case, the tool proves useful to provide quantitative support to the objectives featured in the sustainabile mobility plans. Markers are included in the calculator allowing easy visualization, reading and interpretation of results according to replacability and universality principles.

The calculator has been developed and tested after a strict design process. It is tested on the real case study of Venice (both in its lagoon and mainland areas). The involvement of users and decision-makers allows the check functionality and applicability in a real context and allows to evaluate both individual and collective benefits thanks to the comparison between ex-ante and ex-post mobility conditions.

Obiettivi – CICLO! aims at promoting the transition towards soft mobility approaches by decreasing the private motorized traffic volume and thereby fostering a modal balance with a particular focus on urban contexts. The goal is pursued following the prescription of the referenced mobility plans.

The projects aims at the implementation of two specific goals:

1) The development of a technical tool aimed at understading the impact of active (or soft) mobility in terms of sustainability and at influencing user modal choices. To this end, CICLO! develops a "cycling sustainability calculator" related to soft mobility that, though based on strict analysis, is easy to read for both policy makers and service users. The performance indicators of the calculator must comprehensively cover the three spheres traditionally associated with sustainability, namely the environmental, social and economic components;
2) The subsequent distribution of the tool to users and decision-makers along with useful and easy-to-read information, in order to spread awareness on the implications of modal choices and foster a change in travel behaviour.