

Distr.: General
26 August 2021

Original: English

Economic Commission for Europe

Inland Transport Committee

Global Forum for Road Traffic Safety

Eighty-third session

Geneva, 20-24 September 2021

Item 7 of the provisional agenda

Sustainable Development Goals:

Potential contribution by WP.1

Submitted by Imola Living Lab

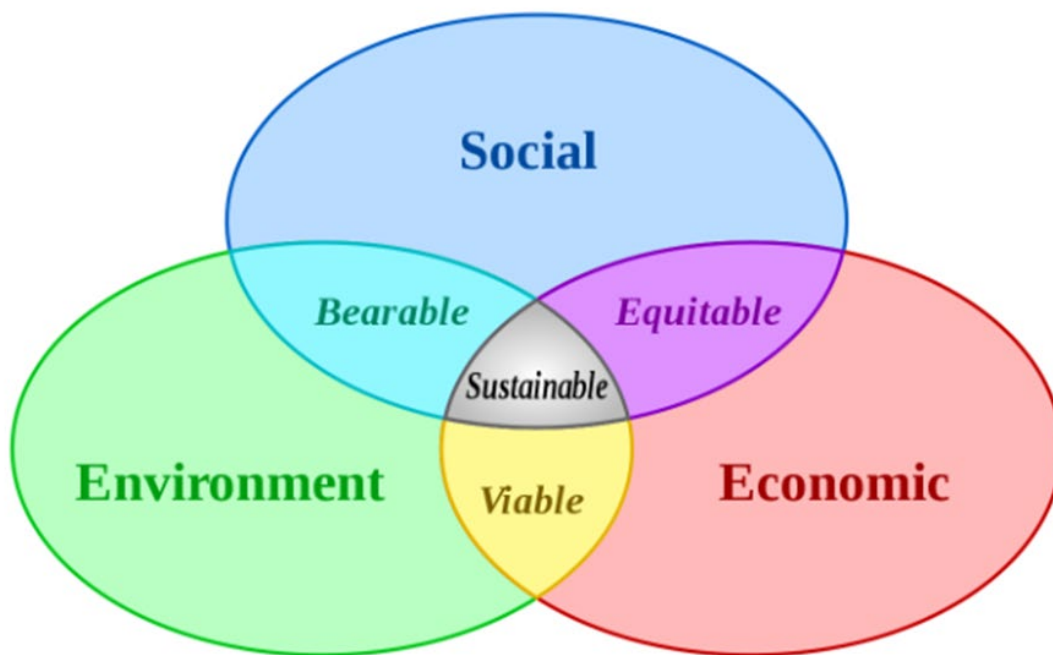
This document, submitted by Imola Living Lab, proposes an innovative exemplary approach related to the implementation of several SDG Targets. In particular it outlines how a multi-partnership approach between different actors could significantly contribute to the road safety and mobility aspects of Agenda 2030.

In detail, the race track environment has been identified as being an ideal setting for: a) testing vehicle automation and cognitive assessment research (University of Bologna); b) helping to raise awareness and promoting road safety culture in a wider public/civil society (with public courses available on road safety, driving and riding whilst showing respect to other road users); and, facilitating the collaboration between medical staff from the Monte Catone Rehabilitation Institute, and, the Bellaria Spinal Cord trauma Institute. These organisations are both working on the “Born to Life 2.0”, which is an high-profile example of rehabilitation programs – and includes both adapted mobility learning through movement; and, driving for people who suffer life-changing injuries after car crashes.

LIVING LAB-IMOLA AUTODROME Experiences of Safe Mobility, Sustainability and Inclusiveness at the service of the Global Community

The Imola Living lab – and the planned strategy for case studies – are structured around the fundamental elements that a safe mobility culture plays in the implementation of Sustainable Development Goals. The general concept is to identify a comprehensive approach which is not just limited to targets 3.6 and 11.2, but one which is applicable to all world-wide goals and targets aimed at improving the quality of life in a general sense.

To this end, the planned approach is comprised of three fundamental tenets of sustainable development: economic, environmental, and social, which are all inter-dependent, as illustrated in the diagram below.



This inter-dependent pattern, can be used as a reference tool for all of the involved actors – irrespective of whether they are from institutions, academia, or research centres. Of course stakeholders involved in the partnership can also make good use of this reference tool.

Concept timeline: The Second Decade of Action for the improvement of Road Safety, Sustainable Mobility, framed in a new “post-pandemic urbanisation”.

Baseline: Road accidents, and the ethical, moral, and the socio-economic impact of consequential loss remain evident critical issues. This is true for both high-income countries and for low and middle-income countries – which though having just over half of all vehicles registered in the World nevertheless disproportionately account for nearly three quarters of all road deaths globally. We should also note in passing that it is not just the consequences of road casualty deaths which is important – naturally so too are the consequences for injured and seriously injured road casualties, which includes also the costs associated with their recovery and re-integration into society.

Why IMOLA Living Lab

The general idea is that Imola should create centres of excellence to help raise awareness – not only about problems, but also about solutions – which create, shape, and, collaborate with respect to the particular needs of the end users (whether they be at city, country, and/or, global regional level). Indeed, various international institutions and agencies clearly recognize that the only way to stimulate and implement lasting changes is by combining technical skills

with institutional, cultural, and, political empathy. This is a pre-requisite for all the various areas which converge with a focus on improving road safety.

The two main areas of action contemplated by the indicative timeline, highlight the importance of moving safely on the road, and, also, the significance of supportive actions which are sensitive both to sustainability and inclusivity. In order for this to succeed it will be necessary to develop a clear theme, which then becomes a mirror for the renewal of environmental and social norms, and which respects both the expectations of the community, and the relationship between individuals and governance. This will be essential in order to progress a project with replicable exemplarity; and, one which is capable of creating lasting changes, and which is validated by social acceptance.

Uniqueness on Capacity building

The positioning of Imola Autodromo as a Polo of Experiences and Living Lab, should also be seen in an educational sense. In other words, Imola's proposal may be regarded as one which will establish an enabling center – which – in turn – is responsible for the development of the ability to grow and train – and then become independent of the actors involved. Its overall objective is to create a culture of safety, sustainability and inclusiveness with respect to civic and other circumstances, and, to be territorial as well, and, in a broader sense, global. Cultivating an internal willingness for change, and creating local skills to maintain, promote and replicate this intervention will greatly increase the likelihood of long-term effectiveness.

The opportunity provided by having access to the Imola racetrack, and also the versatility of the wide experience already in place, creates a uniquely favorable environment for developing and refining various aspects of international relevance, and, for validating them. External validation, and the inclusion of a 'living lab' in a centre of background excellence and experience is a crucial factor which gels completely with the principles advocated and recognized in key international fora, and also by UN agencies. In this context, also the interaction with the Global Forum for Road Traffic Safety (UN-ECE) would ensure collaboration, exchange of skills and experience, and also offer opportunities for road safety related projects.

The general idea would be that the Living Lab would work to an agenda covering various types of interaction. These would be designed and evaluated with a workplan according to the projected aims and resources, and the desired outcomes clearly identified (for example, new statute/position papers).

Contribution to the global institutional scenario

The work agenda for the Living Lab should be in line with the intended UN programme. It should also pay due regard to the panoply of external interests likely to be involved (including also what is necessary to attract the interests of civil society and other stakeholders). The work programme should also generate the necessary pre-requisites to ensure safe mobility, and, to promote road safety and achieve SDG targets.

The agenda should respect the need to create and maintain a culture dedicated to road safety (embracing education/training/training of trainers). The agenda should encompass the needs of all road users, including drivers, pedestrians, cyclists, all as potentially vulnerable road users. Sustainable mobility would also need to be reflected within the workplan, covering in particular issues such as: how to create "the beneficial city"; and, how to "realize a utopian urbanization" in which one moves freely in a co-ordinated and non-invasive manner – as an incumbent part.

Other specific topics the workplan would need to address include the following:

- How best to accompany "Social Rebirth ". In particular, the workplan would need to provide for inclusiveness and optimization of the logistical potential of the racetrack in order to enhance the new perception of space and movement. This would relate to the specific needs of rehabilitation cases (Istituto di Monte Catone as a flagship), and in all cases that reunite the individual to the management of moving in the environment.

- How best to create the conditions for the sharing of experience, knowledge and co-operation, so that the exemplarity provided is replicable, and involves both disadvantaged actors and disadvantaged areas. This is because the objectives of security, sustainability, and mobility are part of the broader architecture of the United Nations vision of a cohesive and all-encompassing effort for a better future for all (**No one is left behind**).
- How best to create interesting educational offers involving twinning projects for disadvantaged areas; and, to widen the opportunities other “areas-in need” might have; and, to fill the gaps in knowledge and expertise. This action will have its rationale in making safe mobility act as the expected tool to catalyze growth and opportunities. (Of course, the whole point of this workstream is – again – to help ensure that the SDG – Agenda 2030 – objective of ensuring global patronage of knowledge and capacity-building is not left behind).
- How best to optimize automotive technology to ensure a proper traffic environment interaction globally; and, also, to avoid a digital crisis in driving culture.
- How best to optimize automotive technological advancement. In this context, the focus would be that education about new automotive technology would play as an enabler to technology deployment and social acceptance for the e-safety of everyone in the traffic environment. It could be featured as initial or lifelong training, given the constant evolution of automotive technology, and in consideration of some continuing controversial issues. Here, the involvement of university clusters for experimentation and verification would be both interesting and helpful.
- How and when these new technologies could best be used to improve safety and well-being in underprivileged and disadvantaged areas, including some particular city suburbs and world regions.

The Imola Living lab – and the planned case studies strategy – is structured around fundamental road Traffic principles, as embedded in the Conventions for Road Traffic and Road Signs and Signals; and, as guidelines in the various accompanying Resolutions. The vision of the Living Lab is pinned on the role safe mobility culture plays in the implementation of the Sustainable Development Goals. This is a fundamental in a comprehensive approach which is not limited to the targets 3.6 and 11.2, but is also cross-related to all the goals and targets aimed at improving the quality of life in all its aspects on a world -wide basis.
