



# GLOBAL FORUM FOR ROAD TRAFFIC SAFETY

87<sup>th</sup> session

## THE IMOLA LIVING LAB

**Experiences of safe mobility,  
sustainability and inclusiveness at the  
service of the global community**

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AUTODROMO INTERNAZIONALE ENZO E DINO FERRARI



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# The Imola Living Lab ... the origins

15th April 2021

The Enzo e Dino Ferrari circuit obtains the first level of environmental certification from the FIA.



Formula 1 Pirelli Gran Premio del Made in Italy e dell'Emilia Romagna 2021



# The Imola Living Lab ... the origins

## Italy - Emilia Romagna - Imola



Emilia Romagna, the **Land of Motors**, is known as “**Motor Valley**”, a region that is historically linked to the production of race cars and motorcycles, which has made speed a way of life.



# The Imola Living Lab ... the origins

## Italy - Emilia Romagna - Imola

**Imola** is a crossroads of passions: mechanics and motors, science and art.



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# The Imola Living Lab ... the origins

## The Autodromo Internazionale Enzo e Dino Ferrari

The origins of the racetrack of Imola are told by Enzo Ferrari in his book: *“My first contact with Imola dates back to the spring of 1948. I thought from the first moment that this hilly environment could one day become a small Nurburgring ...”*





# The Imola Living Lab ... the origins

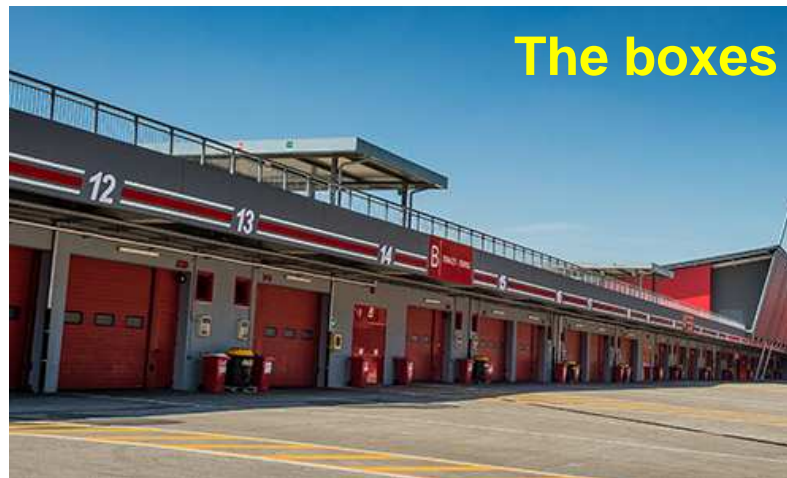
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## The Autodromo Internazionale Enzo e Dino Ferrari

**Race control**



**The boxes**



**Medical Center**



**Media center**



# The Imola Living Lab ... the story

## The 2030 Agenda for Sustainable Development



**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD



# The Imola Living Lab ... the story

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## The 2030 Agenda for Sustainable Development



**SDG Goal 11:** Make cities and human settlements inclusive, safe, resilient and sustainable

**Target 11.2:** ... provide access to **safe, affordable, accessible and sustainable transport systems** for all, **improving road safety**, notably by expanding public transport, with **special attention to the needs of those in vulnerable situations**, women, children, persons with disabilities and older persons.



**SDG GOAL 3:** Ensure healthy lives and promote well-being for all at all ages

**Target 3.6:** ... halve the number of global deaths and injuries from road traffic accidents.



# The Imola Living Lab ... the story

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## Main areas of action

### ROAD SAFETY



### SUSTAINABILITY



### INCLUSIVITY



# The Imola Living Lab ... the story

A multi-partnership approach between different actors...



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CITTÀ DI  
**IMOLA**



➡ high-level professional and academic courses with research and technological experimentation

➡ promotion and dissemination of road safety culture



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# The Imola Living Lab ... the story

... high-level professional and academic courses



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## MULTI-CAMPUS UNIVERSITY

In addition to Bologna, there are the campuses in...



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# The Imola Living Lab ... the story



## ... high-level professional and academic courses



It is specialized in activities about health, safety, green, sustainable systems.

### VOCATION

- AGRICULTURE
- MEDICINE
- PHARMACY AND BIOTECHNOLOGY
- ENGINEERING



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# The Imola Living Lab ... the story



... high-level professional and academic courses

**Professional Master in  
Sustainable and integrated  
Mobility in Urban Regions**



Autodromo Enzo e Dino  
Ferrari becomes a place  
able to **provide culture**  
**on road safety and**  
**sustainable mobility.**





# The Imola Living Lab ... the story

... promotion and dissemination of road safety culture



# The Imola Living Lab ... the story

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Ventures for the **environment** and **sustainability**





# The Imola Living Lab ... the story



Ventures for the **environment** and **sustainability**



**One-star level of the FIA  
environmental certification**

# The Imola Living Lab ... the v



## Ventures for the **environment** and **sustainability**



**ISO: 20121**  
*Sustainable Event  
Management Systems*



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# The Imola Living Lab ... the story



Ventures for the **environment** and **sustainability**

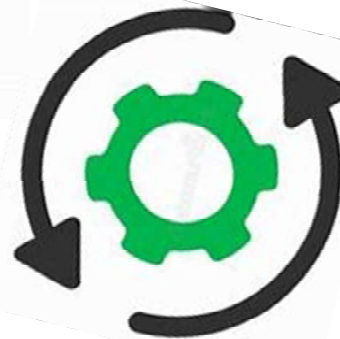
One-star level



Three-star level



**ISO: 20121**  
*Sustainable Event  
Management Systems*



# The Imola Living Lab ... the story



## Ventures for the **Environment** and **Sustainability**

Energy from  
**renewable sources**



energy production with  
**photovoltaic system**



Noise  
**protection**



**active** and **passive**  
systems



**Sustainable**  
mobility



**to and from**  
the racetrack



CO<sub>2</sub>  
**Compensation**



**planting trees to**  
**compensate**





# The Imola Living Lab ... the story

## Energy from renewable sources

photovoltaic panels for on-site energy production

2500 m<sup>2</sup> covered area  
297.6 kWp power peak capacity





# The Imola Living Lab ... the story



## Energy from **renewable sources**

**photovoltaic** panels for **on-site** energy production



**2500 m<sup>2</sup>** existing covered area + **600 m<sup>2</sup>**



# The Imola Living Lab ... the story

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## Noise protection



## Active systems

**control** and **modulation**  
of noise from motor events

## Passive systems

construction of **acoustic barriers**



# The Imola Living Lab ... the story

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## Noise protection

**Active** systems - **Management** of noise from motor events



### Control

**Monitoring network** consisting  
of 7 photometric stations



### Modulation

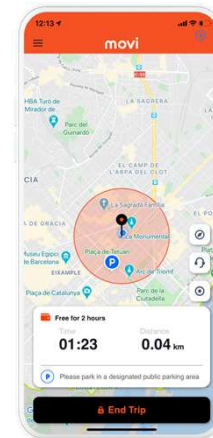


Definition of an **algorithm** to  
evaluate the number of vehicles  
that use simultaneously the  
race, in order to comply the  
noise thresholds



# The Imola Living Lab ... the story

**Sustainable** mobility  
to favor **intermodality** train with bike



**Micro-mobility with free-flow  
bike sharing service  
georeferenced**

# The Imola Living Lab ... the story

## Sustainable mobility to favor the use of the bike

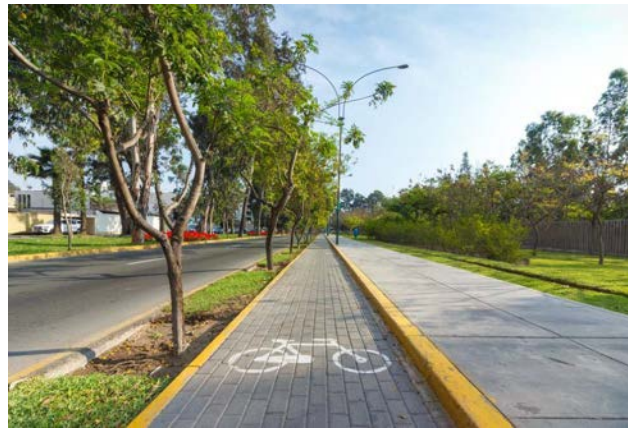
Development of a thesis to design the  
urban bikeway from Sasso Morelli to Imola



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**PUMS**  
BOLOGNA  
METROPOLITANA  
Piano Urbano Mobilità Sostenibile



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# The Imola Living Lab ... the story

## Quantification of the CO<sub>2</sub> impact

Development of a thesis to evaluate the CO<sub>2</sub> emissions due to the main motor activities.



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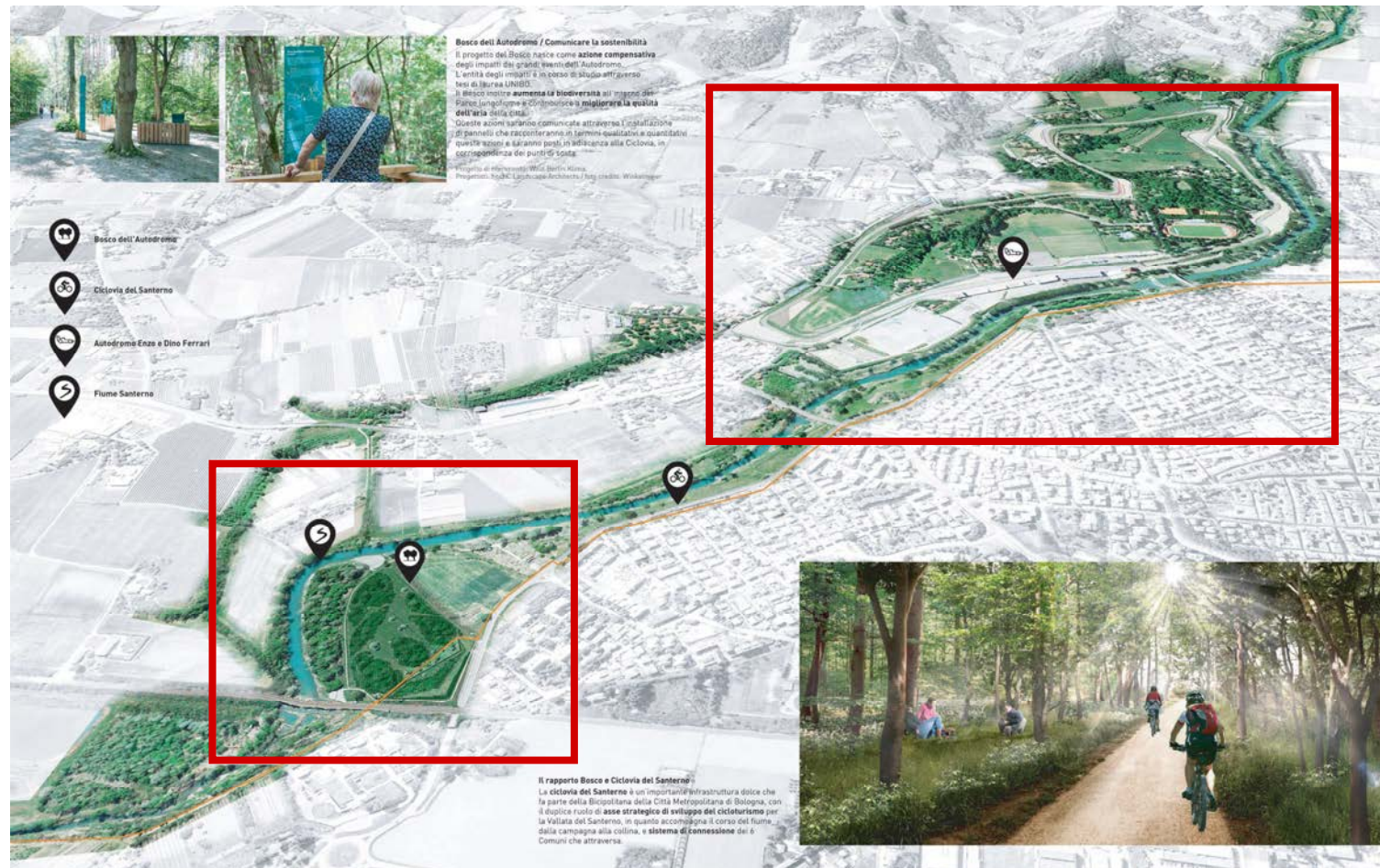




# The Imola Living Lab ... the story

## CO<sub>2</sub> compensation

## The **Forest** of the Racetrack





# The Imola Living Lab ... the story

To study a **strategy for new forestry operations**  
Green urban infrastructure and sustainable mobility



Expected benefits to 30 years

**CO<sub>2</sub> absorption**

4928,112 t/year

**O<sub>3</sub> removed**

59190,15 kg/year

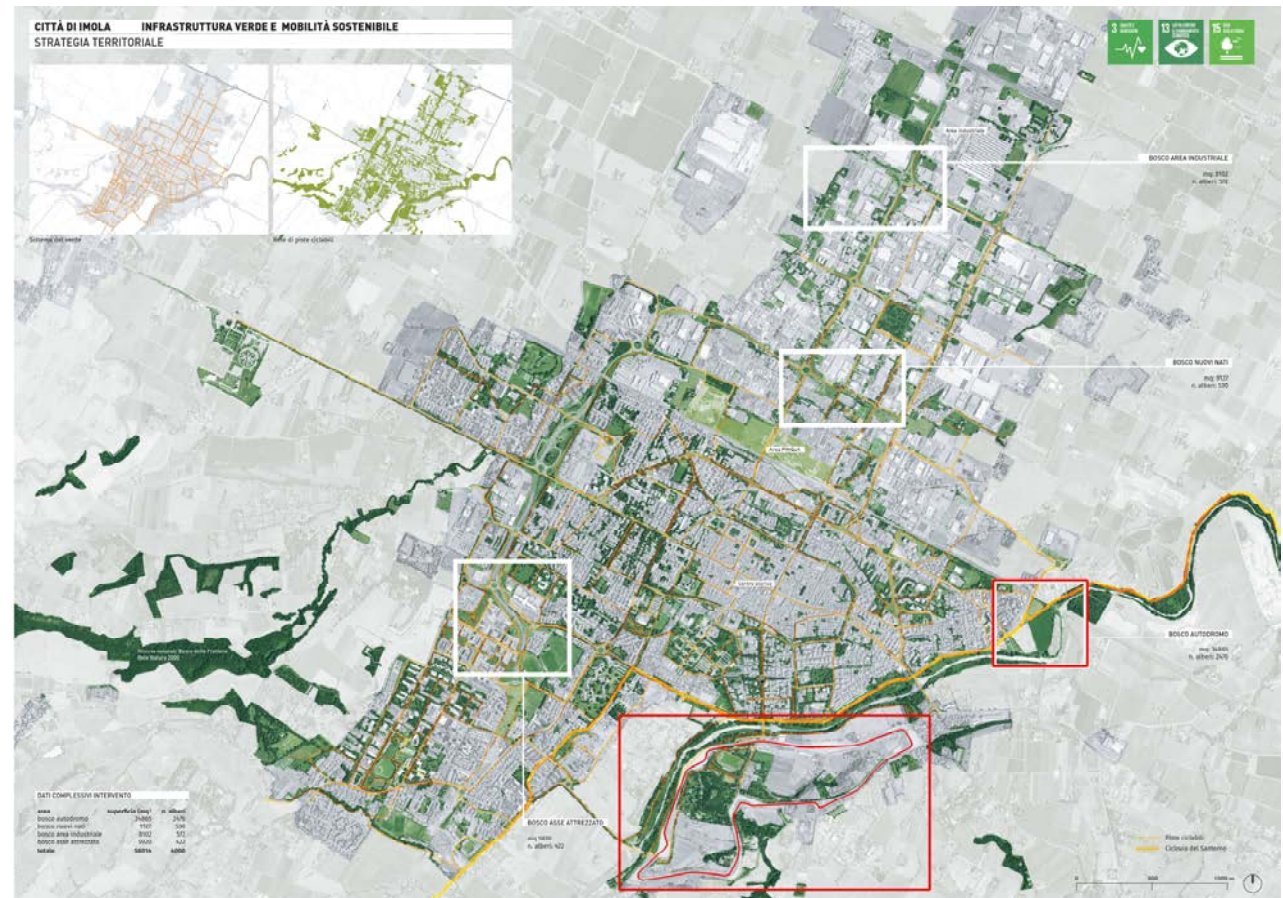
**NO<sub>2</sub> removed**

61334,97 kg/year

**PM<sub>2,5</sub> removed**

18638,61 kg/year

Data processing of UNIFI-DAGRI







# The Imola Living Lab ... the story

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Start to plant 4000 new trees with the community





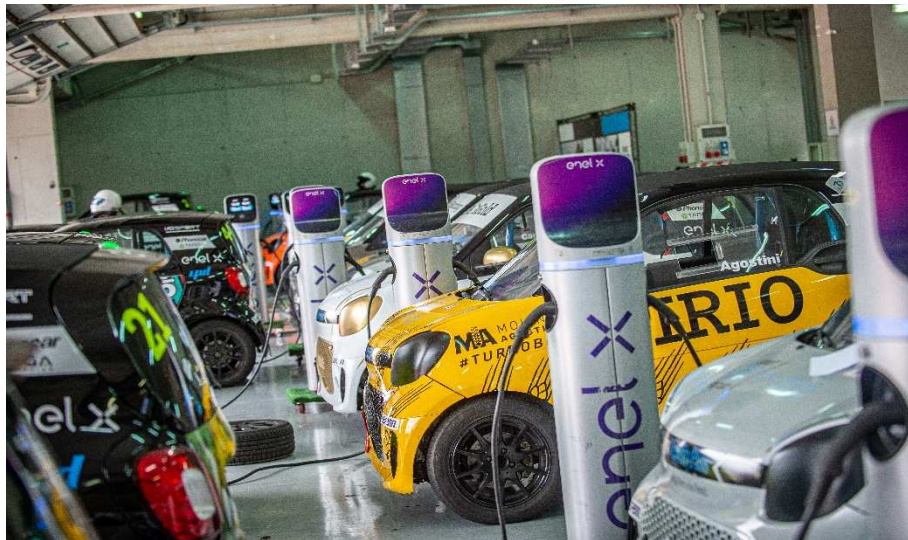
# The Imola Living Lab ... the story

## Electric mobility...



### Smart EQ fortwo e-cup

It is the first **Touring Championship** in the world dedicated to an electric car.





# The Imola Living Lab ... the story

## Electric mobility...



### ELECTRIC SUPER TOURING CAR - ESTC

It is the first Electric Super  
Touring Car in the world.



# The Imola Living Lab ... the story



## Electric mobility...



### Go Smart Go Green Electric track day

It is the first National Tour with training and dissemination objectives that aims to **educate and encourage people to use an electric vehicle** in total safety in urban centres.





# The Imola Living Lab ... the story



... the racetrack for the city and the inclusivity





# The Imola Living Lab ... the story

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# The Imola Living Lab ... the story



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**Park and rehabilitation garden**



**Rehabilitation pool**



**Robotic rehabilitation gym**



# The Imola Living Lab ... the story



**“Progetto Patente”** to obtain the driver's license



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# The Imola Living Lab ... the story

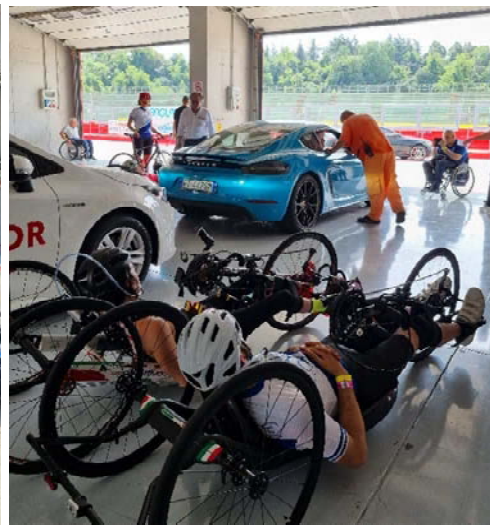


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**“Sport senza barriere”**

**Two days of Sport and Inclusivity**

550 disabled athletes



SINCE 1953  
**IMOLA**  
AUTODROMO INTERNAZIONALE ENZO E DINO FERRARI

**MONTECATONE**  
REHABILITATION INSTITUTE S.p.A.



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CON.  
**am**  
Consorzio Azienda Multiusivi Intercomunale





# The Imola Living Lab ... the story

## Global Forum for Road Traffic Safety - 83<sup>rd</sup> session

22<sup>th</sup> September 2021





# The Imola Living Lab ... the story

## The first Global Event



### IMOLA LIVING LAB - ROAD SAFETY, SUSTAINABILITY AND INCLUSIVENESS AT THE SERVICE OF THE GLOBAL COMMUNITY

2021  
November

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



250 participants



# The Imola Living Lab ... the story

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## The first Global Event

**IMOLA LIVING LAB - ROAD SAFETY, SUSTAINABILITY AND INCLUSIVENESS AT THE SERVICE OF THE GLOBAL COMMUNITY**



**Mr. Jean Todt, United Nations Secretary - General's Special Envoy for Road Safety**



# The Imola Living Lab ... the story

## The first Global Event

### IMOLA LIVING LAB - ROAD SAFETY, SUSTAINABILITY AND INCLUSIVENESS AT THE SERVICE OF THE GLOBAL COMMUNITY



#### IMOLA LIVING LAB

La sicurezza stradale, la sostenibilità e l'inclusività a servizio della Global Community

Mercoledì 17/11/2021 ore 14:00

#### Programma

#### Global vision della sicurezza, sostenibilità ed inclusività: sinergie per l'Imola Living Lab

Jeff Michael US - NHTSA Associate administrator (Ret), Johns Hopkins University- Baltimore US

Rohit Baluja - Presidente IRTE, Institute of Road Traffic Education, Delhi India

Michalis Adamantiadis - Team Leader & Road Freight Transport Key Expert, EuroMed Transport Support Project

- Valentino Iorlato - Direttore DRT, 1° Piano e programmi per la sicurezza stradale
- 14:55 **UN-ECE Global Forum for Road Traffic safety**  
Luciana Iorio - Presidente
- 15:11 **Global vision della sicurezza, sostenibilità ed inclusività: sinergie per l'Imola Living Lab**  
Jeff Michael US - NHTSA Associate administrator (Ret), Johns Hopkins University- Baltimore US  
Rohit Baluja - Presidente IRTE, Institute of Road Traffic Education, Delhi India  
Michalis Adamantiadis - Team Leader & Road Freight Transport Key Expert, EuroMed Transport Support Project
- 15:40 **L'Imola Living Lab: sostenibilità, sicurezza e inclusività**  
Elena Penazzi - Città di Imola  
Elisa Spada - Città di Imola  
Valeria Vignali - Dipartimento DICAM, Università di Bologna
- 16:10 **L'Imola Living Lab e l'inclusività come motore delle politiche della società in movimento dell'Agenda 2030**  
Maria Giuseppina Lecce - WHO Focal Point Italy, Direzione generale prevenzione Ministero della salute  
Marco Gaspari - Istituto di Montecatone
- 16:30 **L'Imola Living Lab e l'Autodromo Enzo e Dino Ferrari di Imola**  
Pietro Benvenuti - Direttore Formula Imola
- 16:45 **Il tavolo sulla mobilità sostenibile come strumento di rete per le iniziative dell'Imola Living Lab**  
Marcello Balzani - Cluster ER-BUILD  
Silvia Rossi - Cluster ER-BUILD
- 17:00 **L'Imola Living Lab e gli sviluppi futuri per il territorio imolese**  
Elena Penazzi - Città di Imola  
Elisa Spada - Città di Imola
- 17:15 Chiusura Lavori

Moderatore: Luciana Iorio



# The Imola Living Lab ... the story

## Global Forum for Road Traffic Safety – 84<sup>th</sup> session

7<sup>th</sup> March 2022



### Economic Commission for Europe

#### Inland Transport Committee

#### Global Forum for Road Traffic Safety

Eighty-fourth session  
Geneva, 7-11 March 2022  
Item 1 of the provisional agenda  
Adoption of the agenda

#### Annotated provisional agenda for the eighty-fourth session\*\*

to be held virtually or in-person at the Palais des Nations, Geneva, starting at Monday on 7 March 2022, Tempus 1.

#### I. Provisional Agenda

ECE/TRANS/WP.1/178

ECE/TRANS/WP.1/100/Add.1/Rev.4, Informal document No. 4 (September 2021)

#### 7. Sustainable Development Goals: Potential contribution by WP.1

At the last session, Sweden submitted Informal document No. 8 (September 2021) proposing a potential contribution by WP.1 in relation to United Nations SDG targets 3.6 and 11.2 as well as a definition of serious injury. WP.1 appreciated Sweden's approach and decided to consider (at the present session) the following three key areas proposed in Informal document No. 8 (September 2021): a. definition of a serious injury; b. developing a long term program of work (2022-2030) which includes activities and expected accomplishments to counteract serious injuries globally; and c. undertaking biennial evaluations. WP.1 will be invited to consider the above three areas.

At the last session the representatives of **Imola Living Lab** outlined its innovative, cross-cutting action plan to implement the Agenda 2030 and highlighted the opportunities of supporting WP.1 in its endeavours to promote road safety principles across the world. At this session, Imola Living Lab will provide further updates concerning planned initiatives and activities related to safe, sustainable and inclusive mobility, and improved quality of life, as per SDG targets 3.6 and 11.2.



# The Imola Living Lab ... the story

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## The second Global Event

**Automotive technology and mobility 4.0: safety, sustainability and inclusiveness from the 2030 Agenda to the PNRR**

**Thursday 21/04/2022 ore 14:00  
Imola, Palazzo Sersanti**

### International speakers

Susanna Zammataro,  
International Road Federation



### National government and public stakeholders

ANAS  
MIMS  
AISCAT  
ASECAP  
UNIBO

### Automotive stakeholders



# The Imola Living Lab ... the story



## The Jury Prize



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# The Imola Living Lab ... the story



## The 3<sup>rd</sup> Event

### THE PLANNING OF INCLUSIVE CULTURE IN THE GOVERNANCE OF SAFE AND SUSTAINABLE MOBILITY



# The Imola Living Lab ... the story

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## Global Forum for Road Traffic Safety

### 85<sup>st</sup> session

21<sup>st</sup> September 2022





# The Imola Living Lab ... the story



## The 4<sup>th</sup> Event

**Inclusive Road Safety policies:  
enacting the UN Vision for a better society**

**2 December 2022**

**Imola, Autodromo Internazionale Enzo e Dino Ferrari**



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# The Imola Living Lab ... the story

## Global Forum for Road Traffic Safety

### 86<sup>st</sup> session

15<sup>st</sup> March 2023

United Nations



**Economic and Social Council**

ECE/TRANS/WP.1/182

Distr.: General  
19 December 2022

Original: English

#### Economic Commission for Europe

Inland Transport Committee

#### Global Forum for Road Traffic Safety

Eighty-sixth session

Geneva, 13-17 March 2023

Item 1 of the provisional agenda

**Adoption of the agenda**

#### Annotated provisional agenda for the eighty-sixth session\*

to be held in-person at the Palais des Nations, Geneva, starting on Monday at 9:30 am, 13 March 2023, in Salle XXVII.

#### 7. Sustainable Development Goals: Potential contribution by WP.1

At the last session, Sweden and Italy presented Informal document No. 12 (September 2022) as a potential contribution by WP.1 in relation to meeting United Nations Sustainable Development Goals (SDGs) targets 3.6 and 11.2. At this session, WP.1 will be invited to consider what perspective it should take towards the long-term burden of “minor” road traffic injuries (in addition to severe and life-changing injuries) as well as how to complement this approach with alternative measures and policies.

The **Imola Living Lab** which offers replicable examples of safe, sustainable, and inclusive policies will be invited to inform WP.1 about its recent initiatives, in particular, about the December 2022 event dedicated to “Inclusiveness, post-rehabilitation, and abilitation policies”.

At the last session, WP.1 held a panel of experts on “drug and alcohol impaired driving as a road safety factor” in the context of SDG target 3.6. At this session, given the increase of fatalities around the world, WP.1 will be invited to continue this subject.



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# The Imola Living Lab ... the story

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## The 5<sup>th</sup> Event

### MOTOR WOMEN AUTOMOTIVE AL FEMMINILE

8 March 2023

Imola, Autodromo Internazionale Enzo e Dino Ferrari



# The Imola Living Lab ... the story

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## The 6<sup>th</sup> Event



## ARTIFICIAL INTELLIGENCE AND SMART MOBILITY

12 September 2023

Imola, Autodromo Internazionale Enzo e Dino Ferrari





# The Imola Living Lab ... the story

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## The 7<sup>th</sup> Event IMOLA GREEN



22-24 September 2023

Imola, Autodromo Internazionale Enzo e Dino Ferrari

### Conferences:

- ❖ The energy transition in mobility
- ❖ Active mobility for the climate change



Junior motorcycle driving training





**Thank you for your attention!**