

Connecting the City with the industrial area

Busto Arsizio - Italy

Short description

This LGD aims to reduce the predominant use of private motorized vehicles to reach peripheral areas of the city of Busto Arsizio, such as the industrial area of Sacconago, a problem aggravated by the lack of viable alternatives, such as the absence of local public transport services. In order to reduce the dependence on private cars and mopeds, it is proposed to test a demand-responsive transit (DRT) service that provides a flexible and efficient connection between the city center and the industrial area. This type of on-demand transport offers a flexible solution that can be adapted to workers' shifts and schedules, offering them a real transport alternative to reach their workplace. The modal shift towards DRT services would allow for a significant reduction in traffic congestion, as well as travel times to reach the area. The project would also significantly contribute to the reduction of greenhouse gas emissions and the improvement of air quality. The choice of electric or low-emission vehicles would amplify this positive impact on the environment. The main objective is therefore the design and testing of innovative DRT services, designed to ensure a rapid and efficient connection between the industrial area and the city center of Busto Arsizio. This pilot phase will allow us to identify the specific needs of workers and optimize the service based on real demand. In fact, a DRT system is highly adaptable, able to evolve with the increase in demand or changes in work patterns. This flexibility is particularly useful in an industrial area with variable needs, allowing scalability both in terms of use and territorial coverage. The service can then be extended to other neighboring hamlets/municipalities, or to other use cases.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Confindustria Varese (NGO, non-profit);
- Local Public Transport Agency of the Como, Lecco, Varese area (Publicly owned company)

Scope of LGD

- Improved public transport service offering;
- Access to expertise to design innovative, flexible and efficient public transport;
- Reduction of car traffic, accidents and pollution;
- Social benefits for unemployed people or people who have no alternative transport to work in the industrial area;
- Increased demand for public transport;
- Expansion of the offer and testing of innovative services;
- Increased visibility and recognition of the public transport service.

Concrete measures/commitments

- Support for the design of a public transport service on demand that meets the specific needs of workers in the industrial area In line with the objectives of SDG 11 (target 2) for the creation of a sustainable transport system;
- Modal diversion of company workers from the industrial area to public transport services;
- Reduction of traffic congestion on the urban road network; Reduction of travel times to reach the area;
- Reduction of greenhouse gas emissions and improvement of air quality In line with the objectives of SDG 10 (target), 11 (target 2), and 13 (target 3):
- Reduction of social and economic disparities
- Creation of a sustainable transport system
- Raising awareness on issues related to pollution and climate change

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Green Last Mile: for a more liveable Limited Traffic Zone

Busto Arsizio - Italy

Short description

This LGD aims to address the urban logistics challenges related to the last mile delivery system in the historic center. Currently, the regulated access of goods vehicles to the Limited Traffic Zone (ZTL) during long time slots reduces the livability of the area for pedestrians and cyclists. The plan proposes measures to encourage sustainable behavior among residents and delivery services, regulating the entry of vehicles into the ZTL and distinguishing between the needs of Business-to-Consumer (B2C) and Business-to-Business (B2B) deliveries.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Camera di Commercio di Varese (C.C.I.A.A. Varese) Publicly owned company;
- Confcommercio Busto Arsizio (NGO, non-profit);
- Comitato Commercianti Centro Cittadino (CCCC) di Busto Arsizio (NGO, non-profit);
- Distretto Urbano del Commercio di Busto Arsizio DUC (NGO, non-profit);
- G&G Paglini (Private company).

Scope of LGD

- Increased liveability of the historic center;
- Improvement of local trade infrastructure;
- Support for the interests of local commercial and artisanal activities;
- Awareness of the importance of sustainable urban logistics;
- Access to new business opportunities for local businesses.

Concrete measures/commitments

- Raising awareness among traders, artisans and transport operators on the topic of sustainable logistics, to encourage the use of alternative transport methods to the most polluting internal combustion engine vehicles and “traditional” goods delivery methods in line with the objectives of SDG 13 (target 3) to raise awareness on issues related to pollution and climate change.
- Optimization of last mile delivery operations, with a reduction in the time needed to distribute goods to residents within the ZTL and Increase in the liveability of the historic center, thanks to the reduction of traffic within it, with a consequent increase in safety for pedestrians and a reduction in noise In line with the objectives of SDG 11 (target 2), to improve road safety, in particular for vulnerable users such as pedestrians and cyclists.
- Optimization of last-mile delivery operations, with the use of less bulky delivery vehicles and Increase in the liveability of the historic center, thanks to the reduction of traffic within it, with consequent increase in safety for pedestrians and reduction in noise In line with the objectives of SDG 13 (target 3) to raise awareness on issues related to pollution and climate change.

Smart Mobility for EcoCommuting

Busto Arsizio - Italy

Short description

The planned actions focus on using a SmartApp to track the movement habits of residents and raise awareness about how mobility choices impact the transport system and the environment. The goal is to encourage more eco-friendly transportation options, like public transit, cycling, and carpooling. Data from mobility patterns will help shape transportation policies to improve the efficiency of Busto Arsizio's transport system. This might involve better access to public transport, optimized bus schedules, or new cycle paths. The initiative supports sustainable territorial development through projects that align with ongoing municipal efforts. These include adopting digital platforms for Mobility Management and Mobility-as-a-Service (MaaS), enhancing integration between transport services, and promoting local public transport and shared mobility. One example is the "Mobility Company" platform, which combines MaaS with services like carpooling, taxis, and parking in a single app. Additionally, the initiative includes awareness and incentive programs like the "BA Be Green to Win" project, which rewards sustainable mobility behaviors with points redeemable for offers from local businesses. This fosters a positive loop linking eco-friendly travel, personal well-being, and local economic support. The broader vision of this LGD is to unify ongoing Smart Mobility initiatives, combining them under a strategic framework that maximizes the impact of each project and optimizes resources and funding.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Comitato Commercianti Centro Cittadino (CCCC) NGO, non-profit;
- Il Distretto Urbano del Commercio (DUC) di Busto Arsizio NGO, non-profit;
- Associazione Commercianti di Busto Arsizio (ASCOM) NGO, non-profit;
- ASST VALLE OLONA Private company;
- Mondorevive S.p.a private company.

Scope of LGD

- Using a SmartApp to collect data on residents' travel habits;
- Data-driven planning of transport policies to be implemented;
- Adoption of digital platforms for Mobility Management and Mobility-as-a-Service (MaaS);
- Promoting awareness-raising and nudging initiatives.

Concrete measures/commitments

- Changes in the travel habits of users registered with the SmartApp to reduce the impacts of mobility choices;
- Reduction of traffic congestion on the urban road network;
- Reduction of greenhouse gas emissions and improvement of air quality;
- In line with the objectives of SDG 11 (target 2) and 13 (target 3): Creation of a sustainable transport system, Raising awareness on issues related to pollution and climate change.

Sustainable and Safe school mobility

Busto Arsizio - Italy

Short description

This LGD of Busto Arsizio aims to improve student mobility on the way to school, addressing current critical issues related to safety and road traffic. The planned actions differ based on the education cycles. For primary and lower secondary schools, the plan includes creating parking areas and designated “Kiss & Ride” zones within walking distance of school entrances for parents using private vehicles. Safe pedestrian routes will connect these parking areas to schools, enhanced with street furniture like signage and flower beds, and developed with input from children and parents. Additionally, volunteer-led escort services will be established to accompany students from key city locations to their schools. For secondary schools, efforts will focus on better coordination between regional train and urban bus schedules to reduce waiting times and make public transport a more attractive option for commuting students. Cycling infrastructure will also be improved with enhanced bike lanes, additional racks, cycle stations, and self-service maintenance points. This initiative aligns with existing municipal efforts to promote sustainable mobility and student safety near schools. These include tactical urbanism projects in collaboration with schools to manage traffic and enhance safety, as well as initiatives encouraging active mobility like walking and cycling to reduce unnecessary car use.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- IC N. Tommaseo (school institute)
- IC Galileo galilei (school institute)
- IC Bossi (school institute)

- IC De Amicis (public institute)
- ITE E. Tosi (school institute)
- Acof olga Fiorini (school institute)
- Agency Public Transport of Como
- Lecco and Vares (public agency)

Scope of LGD

- Encouraging pedestrian mobility to schools through Improving pedestrian connectivity between neighborhoods and schools and Increasing safety through supervision of students by chaperones;
- Reduction in the use of private vehicles to travel to school and improvement of air quality in the area of school buildings;
- Improved road safety, especially for vulnerable users such as children, and reduced number of deaths or injuries;
- Creation of a safe and sustainable transport system;
- Raising awareness on issues related to pollution and climate change;
- Increased safety for students and their carers in areas adjacent to schools;
- Reduction of irregular parking (on the roadside, double-parked, on the sidewalk, etc.);
- Improved road safety, especially for vulnerable users such as children, and reduced number of deaths or injuries;
- Creation of a safe and sustainable transport system reduction of vehicular traffic near schools;
- Encouraging cycling mobility.

Concrete measures/commitments

Reduction in the number of private vehicles in the vicinity of the institute and increase in safety for students and companions in front of the schools in line with the objectives of SDG 3 (target 6) 11 (target 2) and 13 (target 3):

- Improve road safety, especially for vulnerable users such as children, and reduce the number of deaths or injuries;
- Create a safe and sustainable transport system;
- Raising awareness on issues related to pollution and climate change.