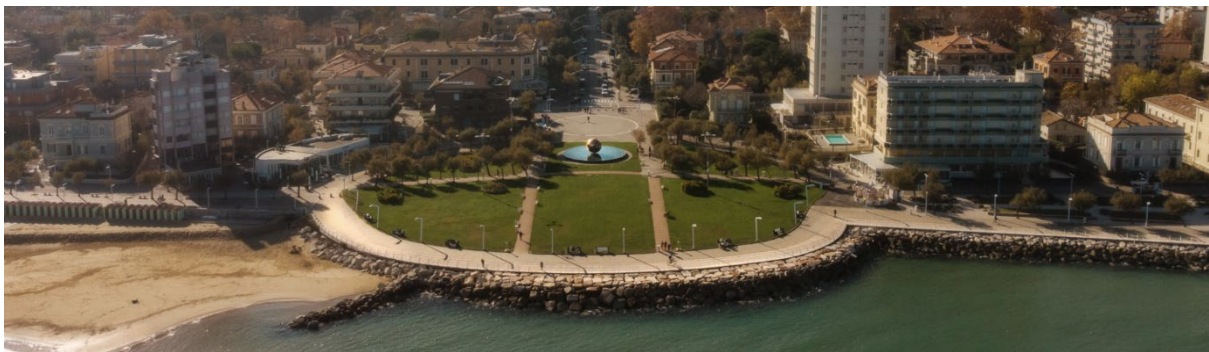


# Local Green Deal – WOM for sustainable behaviour in Pesaro

## Pesaro - Italy

### Short description

This LGD aims to promote sustainable behaviours and active citizen participation in Pesaro through the innovative "WOM" platform. It incentivises eco-friendly actions across transportation, waste reduction, energy conservation, and community involvement using gamification. The initiative seeks to engage citizens and tourists, contributing to environmental benefits, social engagement, and economic growth. It aligns with the Urban Territorial Strategy '21-'27, Pesaro-Fano, and the European Green Deal goals.



### Industry/Sector

- Mobility & Transport
- Tourism

### Parties of LGD/Participating parties

- Municipality of Pesaro
- DIGIT srl

### Scope of LGD

- The scope is to promote sustainable behaviours and active citizen participation using the "WOM" platform to incentive eco-friendly actions in key sectors like

transportation, waste reduction, energy conservation, and community involvement. It supports the local government's sustainability strategy by leveraging gamification to engage citizens and tourists and accelerate action towards stated goals.

## Concrete measures/commitments

- Municipality of Pesaro commits to increasing citizens' sustainable behaviour.
- Municipality of Pesaro commits to expanding the app to a set of green-related topics within 6 months.
- Municipality of Pesaro commits to communication initiatives on the LGD and measuring sustainable behaviours.
- Municipality of Pesaro commits to adding additional areas and activities related to environmental sustainability within 1 year.
- Municipality of Pesaro commits to co-designing app extensions together with Digit.
- Municipality of Pesaro commits to promoting agreements with relevant stakeholders, particularly in the environmental sector.
- Municipality of Pesaro commits to data elaboration for redefining strategies, tactics, and for monitoring/evaluation.
- DIGIT srl commits to increasing citizens' sustainable behaviour.
- DIGIT srl commits to expanding the app to walking, bike travelling (by app integration), and use of public transportation (integration with e-ticketing) within 6 months.
- DIGIT srl commits to drafting a stakeholder engagement guideline in the LGD.
- DIGIT srl commits to co-designing the application extension to cover additional environmental sustainability areas within 1 year.
- DIGIT srl commits to adding functionalities for sustainable purchasing, energy conservation, waste reduction, recycling, sustainable transportation, environmental volunteering, and garbage management.
- DIGIT srl commits to agreements with relevant stakeholders like Plastic Free and Marche Multiservizi.
- DIGIT srl commits to providing data on the use of WOM for sustainable behaviours.