

BOLOGNA: THE ACTIVE CITY

The municipality of Bologna is making a new redevelopment in the urban fabric; about 25 million euro were destined to create public construction buildings.

The goal is to make the city more sustainable, people-oriented and promote the bike-pedestrian mobility in order to decrease harmful emissions and to protect citizen's health.

Health promotion is one of the goal of the present administrative mandate of Bologna's municipality. The benefits resulting from a healthy lifestyle have been scientifically approved and the municipal administration feels the responsibility to guarantee suitable standards for citizens. Moreover, the municipality considers the movement and physical activity promotion a priority in his mandate, in order to prevent the sedentariness and passiveness risks.

The economic development of a community has to consider these factors, especially because in November 2013 the EU Council used the first recommendation to promote the physical activity for health among all sectors. The EU Council asked to the member States to realize a national action plan respecting the principles of the Toronto Charter (which asks a city planning able to make sport and movement activity during the free time and everyday, increasing the use of public spaces where people of all ages and with any type of abilities can maintain themselves active whether inside the city or outside). As it is scientifically and extensively proved, the economical investment concerning the prevention became a five times saving for the health public cost, thanks to the involvement of all urban development plans. In this way, non – traditional spaces for movement can be created and the citizens can use the appropriate structures.

Some good realized examples could be as follows:

- the "muoviBo" project, which promotes physical exercise according to the standards and the age group recommended by "Global Recommendations on Physical Activity for Health" of the World Health Organization. The municipality of Bologna, the Emilia – Romagna region, the local health authority, the University (life quality and sociology), the newspaper "Il Resto del Carlino", the pharmacies, the Medical Association, the trades union organization, Assicoop, Valsoia and Uisp gathered together to create a network project. They founded in the urban centre some circular routes where people can make physical exercises in the right way. These places are public spaces available for everybody and free. They are also easy accessible and nearby life and work spots. The structures can guarantee everybody the routine of a physical activity, such as walking and running for an active and well-aware life. 59 of these structures will be planned in the whole municipality within 2015.
- The municipal administration is working for a new pedestrian area, in particular in the old town centre, where the municipality of Bologna realized the "bike tangential inlet" thanks to the infrastructure and mobility sectors. Cyclist association, districts and citizens were also involved and they participate in specific labs investing their abilities (the municipality co-financed 418.000 euro and the Ministry of the Environment gave 1.575.000 euro). The aim was to realize a bidirectional cycling lane of 8 km, in order to let the citizens move themselves safely and choosing a no emission mean of transport, able to contribute to the well-being of people.
- In the range of "Fit for Life Europe", the municipality of Bologna realized the project "Badabene: home care premium Inpdap muove Bologna" following the guideline of "local HEPA Framework for elderly in European cities and regions". The project allowed weak elderly people to experience movement and social opportunities.

- “Moving parks”: the municipality of Bologna involved the local sports associations in a project that includes free physical exercise in 14 parks open from april until September for everybody. Speaking of this, Uisp Bologna realized the project “One kilometre in health” in cooperation with the municipality of Bologna, the Emilia – Romagna region and the Medical Association. “One kilometre in health” is a circular itinerary one kilometre long, where ten panels are located (one every 100 metres). The panels show the progressive time of distance from a panel to another, at a speed between 14 minutes per km until 6 minutes per km. A simple test realized by the instructors with a heart rate monitor allows people to know their right intensity of walk or run. The panels show behind easy stretching exercises.

Link:

- <http://www.muovibo.it>
- http://www.comune.bologna.it/dinuovoincentro/servizio_singolo /141:8734/
- <http://www.comune.bologna.it/dinuovoincentro/contenuti/141:14140/>
- <http://www.comune.bologna.it/news/rendiconto-di-met-mandato>
- [http://www.citiesforsports.eu/fileadmin/images/INT HEPA Handbuch end.pdf](http://www.citiesforsports.eu/fileadmin/images/INT_HEPA_Handbuch_end.pdf)

Contacts:

Luca Rizzo Nervo

Council member for health, social – health integration, sport, coordination and district reform, active citizen of the Bologna municipality

E-mail: luca.rizzonervo@comune.bologna.it

Administration office:

Uisp Comitato Provinciale di Bologna

francesco.costanzini@uispbologna.it