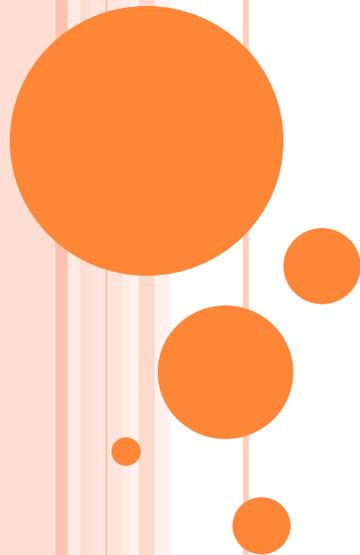


Sensitization campaign on sustainable mobility through photo reportage



GENERAL DESCRIPTION OF THE CAMPAIGN

- The campaign as been carried out in September 2013 and it was called «**Sustainable mobility week**»
- Seven days of debates, actions outside the schools and events have been organized in **collaboration with other local organizations.**
- An **international workcamp** named «My baby don't care for cars and races» **supported** the implementation of the campaign.
- The tool used for both informing and sensitizing citizens and institution was the **photographic reportage.**



BRIEF DESCRIPTION OF THE GOOD PRACTICE – OBJECTIVES 1

- Raise awareness on the topic of sustainable mobility.
- Inform citizens on alternative ways to move across the city.
- Photo-report the territory and its critical situations .
- Ask the public administration for a change through a popular petition.



TARGET GROUP (SNOWBALL EFFECT)

- The campaign actively involved 7 volunteers from Russia, Serbia, Mexico and Japan, working two weeks with 20 Italian volunteers.
- About 300 children and youngsters from primary and secondary schools in Frattamaggiore were reached by the campaign.
- The activities were addressed to their parents as well, for those who used to go to school by car.
- A public debate ensured the involvement of shopkeepers, local politicians and traffic policemen.
- The campaign aimed at reaching the widest audience possible among citizens through a final public event.



ACTIVITIES AND METHODOLOGY 1

- Compare different solutions for a sustainable mobility with people from different countries
- Discuss on best practices adopted in the field of sustainable mobility
- Plan together a campaign of sensitization, involving both local and foreign volunteers.





ACTIVITIES AND METHODOLOGY 2

- Realize a **photographic reportage** of architectural barriers for bicycles and pedestrians in the town
- **Denounce through photos** the main obstacles that avoid citizens to enjoy in a safe and pleasant way their own city.



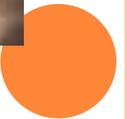


ACTIVITIES AND METHODOLOGY 3

- Organize a public debate involving politics, traffic policemen, students, teacher and citizens in general to **show the reportage** carried out.
- Using the pictures realized, identify the main problems, **find shared solutions** and prepare a petition to forward to the public administrations







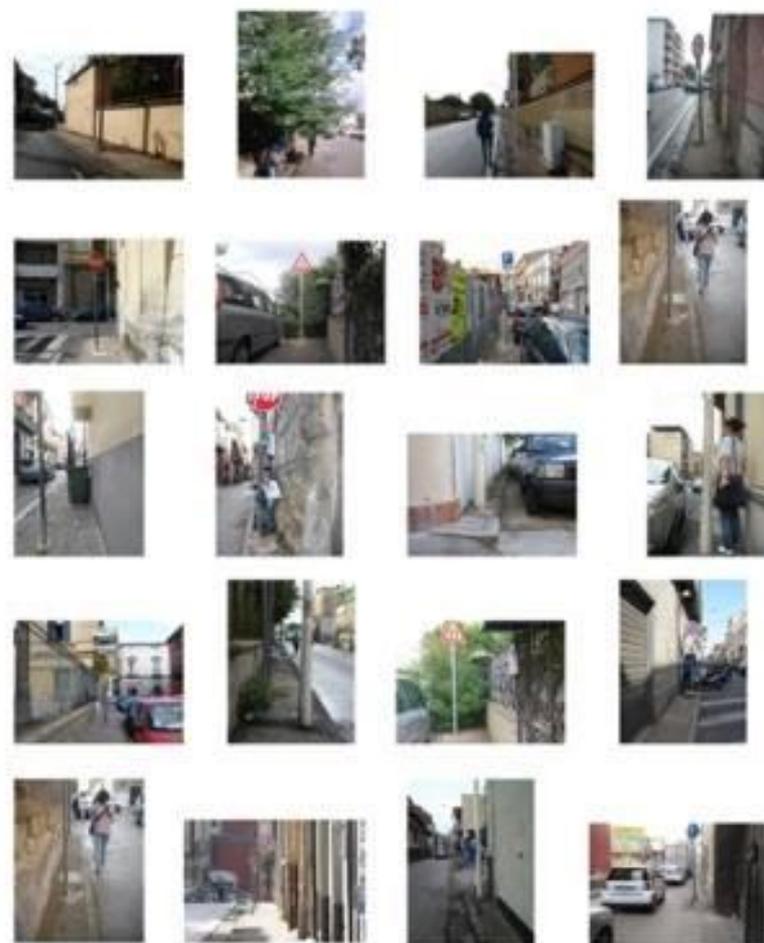
ACTIVITIES AND METHODOLOGY 4

- Divide the photos realized into thematic groups, similar pictures for aliking barriers
- Print the photo realized on transportable panels

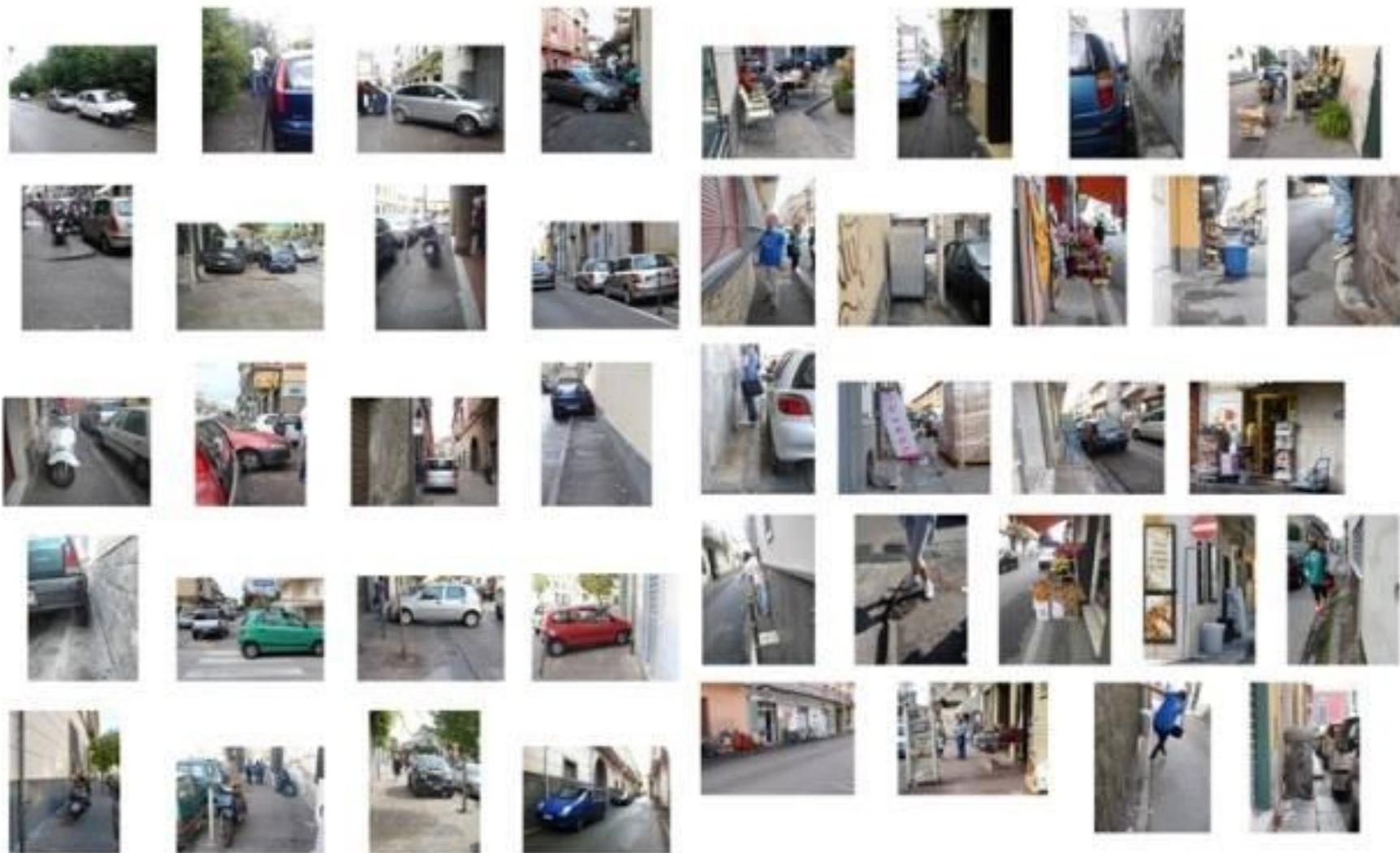




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ACTIVITY AND METHODOLOGY 5

- Organize events to **ensure the widest dissemination possible** to the campaign's outputs.
- Use the visibility gained from the campaign to collect signatures in support of the petition.





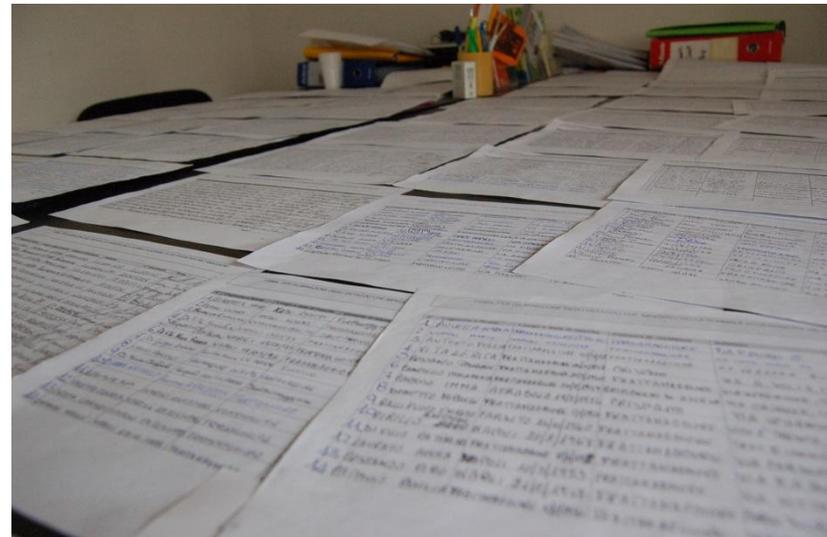






More than 900 persons were informed, agreed on the contents and signed the petition

The petition, a publication of photos and a report of the activities run were forwarded to Frattamaggiore city hall.



OUTCOME AND RESULTS

- The sensitization campaign **raised awareness** among citizens on the topic of sustainable mobility.
- People involved were sensibilized both on their **duties** to adopt respectful behaviour towards the community, and on their **right** to ask politics for a livable and people-friendly city.
- The use of photos made **evident** how many **obstacles** - too often perceived as «normality» - impede a safe and enjoyable walk in the city.
- For the first time the topic of sustainable mobility has been included in the administration **politic agenda**.



DIFFICULTIES ENCOUNTERED IN THE IMPLEMENTATION

- Good will and creativity are not enough to realize a photo-denounce. **Bad quality of photos can frustrate the success of the action.** A specific workshop has been necessary to share basic rules of photographic language.
- As many of situations to report were about individuals behaviours (shops showing their goods on walking paths, undisciplined car drivers...), **people often protested** and impeded that some pictures were taken.
- Due to the wide scope of the campaign, and the sense of impotence and mistrust in politics diffused on the territory, **sometimes the actions run were perceived by citizenry as a utopistic and useless waste of time.** This can frustrate both the enthusiasm of volunteers and the success of the campaign itself.



POSSIBILITIES OF TRANSFERING THIS PRACTICE TO OTHER COUNTRIES

- Nowadays almost **everyone has a camera**, mobile or other devices to take pictures with. No professional equipment is needed, so the realization of such a campaign can be cheap and it can be easy to recruit volunteers.
- **This model can be adapted** to a very wide range of situations beyond sustainable mobility. Reporting one's own living territory increases the **sense of appartenance** and stimulates **active citizenship**, meeting the many and varied needs.
- The impact of **pictures attract attention** more than any speech or text and make people feel the problem discussed as near and familiar.



THANK YOU



FOR YOUR ATTENTION

