

*Sopot 18 October 2022*

Concrete mobility smart solutions for a rural village

***OSTANA - Italy***



PREPARATORY ACTION ON  
**Smart Rural Areas**  
in the 21st Century



Comune di Ostana

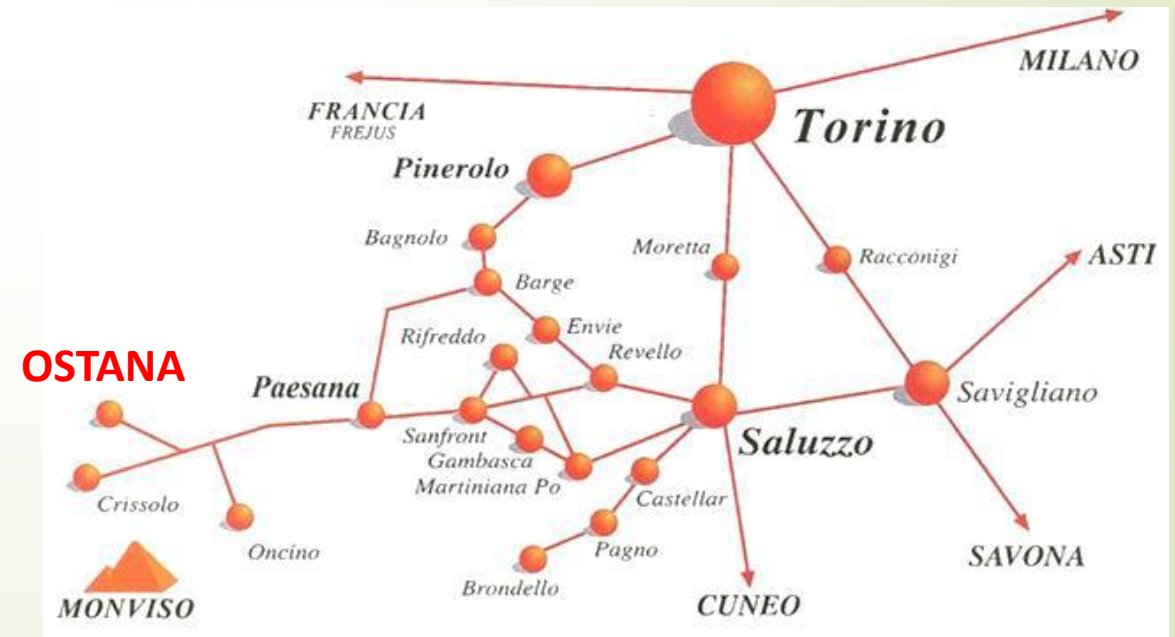


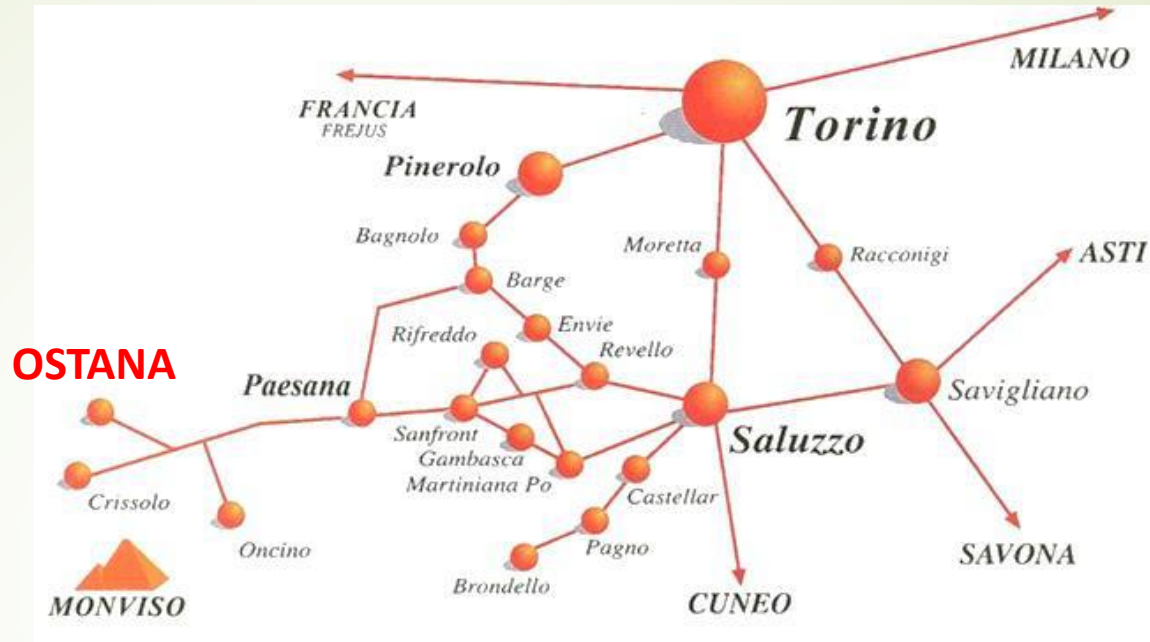






**Western Alps – Piedmont Region**  
**Po valley, facing Monviso mountain (3.841 mt)**  
**Nearly 17 square Km**  
**From 1000 slm to 2385 slm**





Nearer rail station: Savigliano 45 km

Nearer International Airport: Torino Caselle 110 km

Nearer Bus station: Paesana 10 km



	Closest town	Population	Distance between Ostana and town
VALLE PO	Crissolo	100	5 km
	Oncino	80	10 km
	Paesana	3.000	15 km
	Saluzzo	17.000	36 km
PIEDMONT REGION	Pinerolo	35.000	43 km
	Cuneo	56.000	68 km
	Alba	31.000	85 km
	Torino	870.000	93 km



# Mobility challenges

- Tiny road
- seasonal peaks
- growth of economic activities











WE WANT THIS....







.... WITHOUT THIS





## COMMON PROBLEM IN THE ALPS



Pian del Re



Sellaronda Dolomiti



## Key stages - 2017 FIRST EXPERIMENT in collaboration with Monviso Institut





## ***Key stages - Summer 2020***

### Covid Emergency Cars regulation on peak times



- Car paying a fee
- Shuttle service
- Municipality engagement and costs
- Compensations and incentives with economic local actors
- E-bike charging point dislocated in different townships
- About 20 volunteers



## ***Key stages - Estate 2021***

CAR POOLING Servizio civile, elderlies and refugees without car

Bus stop in Ostana, tourists, students, residents

CAR SHARING on personal bases

Installation of charging station for electric cars

## ***Key stages - Estate 2022***

CAR SHARING on Regional pilot project CLIP

Agreement with Bike square network for tourist and resident citizens



## *Some actions*

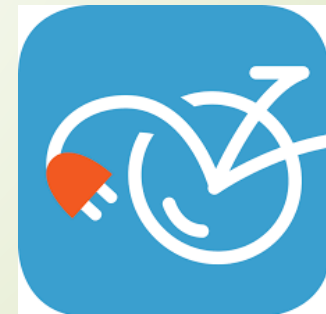


- Use of shuttle in case of events like big concerts in summer 2020 -2021-2022
- Use of parking located in the nearest municipality
- Events organization in harmony with the territory
- Identification as a priority of the sustainable mobility in the Smart rural project



## ***Results and impacts recorded***

- Growth of awareness among citizens and tourists
- Environmental protection
- Increased road safety





## ***Lessons learned & Next steps***

- Implementation of a new concept of transport: on call / to confirm / car sharing of a public and private car and van
- Valley mobility strategy
- Involvement of a private actor/company for the local public transport management
- Systematic organization of the different punctual actions





**Thank you**  
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