

PROJECT IDEA FORM

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<b>Programme</b>	<b>Europe for Citizens Measure 1.2 Deadline February 1, 2012</b>
<b>Priorities</b>	<ul style="list-style-type: none"> <li>- People's well-being and sustainable development</li> <li>- Impact of EU policies in societies</li> <li>- Reflection on the EU policies, encourage interacting with EU by local governments, empowering citizens to play a full part in the democratic life and to perform the right of initiative</li> </ul>

### **Project description**

In Europe there is a growing concern about the environmental impact and the effect on the health of the citizens resulting from the emissions in the atmosphere by vehicles, factories and home heating.

In compliance with the National Law D.Lgs 351/99 and the European Directive 96/62/CE, in 2004 the Veneto Regional Government approved the Regional Plan for the Air Protection to promote and restore air quality.

In 2008 the European Union Directive No 50/CE enforced a harmonized regulatory framework later adopted by the National Law D.Lgs 155/20210. The laws handle rules concerning air monitoring and management with a special focus on goals, assessments and information about air quality.

The Province, an intermediate governmental body, coordinates all 104 affected communes to harmonize plans aimed at containing the severe problems of air quality which, especially in the Plain of Northern Italy, clash with meteorological and orographical unfavourable conditions.

The provincial decision-makers elected to adopt a stimulus package to abate particulates *PM10* and *Nox* giving incentives to the replacement of home furnaces, the LPG conversion of vehicle engines and the control of emissions for vehicles and furnaces.

On top of it, the Province has performed administrative and control duties concerning the emissions generated by the factories in the provincial territory. Further partners are the Municipalities, the Regional Agency for the environmental prevention and protection (ARPAV), the Public Health Authorities, as well as stakeholders like the civic committees, the entrepreneurs, the environmental organizations, the advocacy groups.

A number of surveys performed by research institutions and watchdogs have worked out patterns for the measurement of the particulate emissions whose goal is to issue the warnings against dangers to the public health. Many efforts have been undertaken to disseminate the results of the measurements and surveys.

Despite endeavours to carry out a successful communication, people's perception of the risks to their health is badly affected by a shortage of appropriate communication tools. As a result, the public concern grows but no real change is made to the lifestyles which are responsible for the troubles.

On the other hand, effective policies toward the reduction of air pollutants have their roots in communication. On a general level, measures like car sharing, transit and gas limitation programmes, low carbon emissions, home insulation or abatement by one degree of the house temperature, public transport use, regulations against air pollution by factories can only be effective

if they are universally acknowledged.

The goal of this project is the exchange of practices and experiences in Europe to understand how other partners have raised awareness among the citizens, what practices have proved most successful, how they have affected the citizens' lifestyle and how to harmonize similar practices.

It goes without saying that we are dealing indeed with a issue largely shared. Many European industrialized areas are affected by similar problems: the Northern Italian Plain, the Ruhr Basin, Bavaria, Greater London, the City of Bremen and Rotterdam port area.

Padova, Bremen and Rotterdam have been involved in the EU project PARFUM co-financed by the EU-LIFE Programme. The debates concerning air emission from the perspective of commercial logistics and distribution ended with a series of recommendations. Among them the introduction of the Cityporto model of low carbon delivery in the city centres and the installation of methane gas stations. Web site: [www.parfum-life.eu](http://www.parfum-life.eu)

The PARFUM project will lay the basis for the Europe for Citizens project and launch the exchange of good practices in the domain of the increase of transparency in the public debate as well as the involvement in the decision process of as many citizens as possible.

**Activities**

Visits, conferences, round tables, open doors, performing arts

**Expected outcome**

Develop transparency on behalf of the public system of communication, increase citizens' confidence, empower citizens to perform their right of initiative, make relevant technical and scientific information more accessible and easy-to-read, share good and common practices, help the citizens to increase the level of trust toward the public bodies.

**Lead partner**

Province of Padova, Dpt. for Environment