

## Access City Award 2018

### Application Form

**Mode of delivery of application: only registering online. The application in doc format is only for your internal purposes. Application forms must be completed preferably in English, but French and German will be accepted. No other language will be accepted. Only applications complying with the eligibility criteria will be accepted. Before filling in the form, please read carefully the accompanying guidance note and the participation rules which you can read in your national language. The secretariat ([secretariat@accesscityaward.eu](mailto:secretariat@accesscityaward.eu)) is available to help you to clarify questions related to filling in the forms. Linguistic quality is not important for the evaluation of your application and it is the content of your activities on accessibility that will be decisive for your chances of winning the award.**

**A/**

CITY IDENTITY
<b>City name: ALESSANDRIA</b>
<b>Country: ITALY</b>
<b>City size: (number of inhabitants) 94185 al 30/06/2017</b>
<b>Short description of city: - Max 700 characters including spaces*</b>
Alessandria extends between the Tanaro and the Bormida rivers: the access to the city is through four bridges, three of which equipped with specific vehicles lanes and pedestrian trails in separate protected structures. The city is located in a flat land and the core centre takes shape in concentric stands as in the past, when it was a high-ranking military garrison. The recent removal of many architectural barriers on its historical centre by getting raised pavements and slipway to reach them, the construction of red coloured bike paths along with the realization of protected walkways, have been key fittings for whole sustainable mobility in the city.

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SCOPE OF THE INITIATIVES
<i>Please provide a short description of <u>existing and planned initiatives</u> in the following four areas.</i>

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\* Answers will be cut once they reach the limit of characters

## 1/Accessibility to the built environment and public spaces

Initiatives coming from the past ACA and ended in 2017:

- **PISU Project** (investment for a total amount of **6,7 million euros** on a 131.500m<sup>2</sup> surface for 12 yards). Action: **(i)** The construction of a new bridge with a very large pedestrian walkway to join the city to the Cittadella (a military fortress of the XVIII century) and to allow citizens to reach the Monferrato hills, Unesco Heritage (end of work: November 2016); **(ii)** The rehabilitation of the Sports Hall for playing basketball and volleyball both in winter and in summer time (end of work September 2016); **(iii)** The Italy Park of about 15.000 m<sup>2</sup> by the Tanaro River, right in the centre of the town where older people can walk, jogging and doing easy gym by following the path of health and kids (also those ones with handicap) can play with games for all (end of work: October 2016); **(iv)** The Carrà Park of about 45.000 m<sup>2</sup> furnished with paths for biking also with side wheels for babies or duo bikes for disable people, for skating, for playing basket/volley/ soccer in fenced and dedicated areas (end of work: March 2017); **(v)** Santa Maria di Castello Square: the renovation of the most ancient square in Alessandria city with its oldest romanesque church (end of work: May 2017).

Planned Initiatives (starting on late 2017 and ending in 2018/2019):

- **Marengo Hub**, investment for a total amount of **18 million euros** on a 250.000m<sup>2</sup> surface to revival the suburbs of Alessandria with the co-financing of the Italian Government. Action will be setting on a suburb called "Fraschetta": **(i)** Demolition of the architectural barriers and upgrading of the local school complex; **(ii)** Redevelopment of the existing playground and the annexed space for families; Re-adaptation of the town center and masonry of the Command of the Municipal Police; Implementation of the "Quartieruzzi" sports center for letting children and adults to have sport in the suburb without reaching the town; **(iii)** Upgrading of the historic complex, the museum and the park in memory of the Battle of Marengo among Napoleon Bonaparte's French troops and the Austrian Army (14 June 1800); **(iv)** Construction of the "Palazzo dell'Edilizia" (Building Palace) for settling inside the related professional school and realize of a multifunctional center for the whole activities tied to building construction; **(v)** Realization of the pedestrian and cycling walkway on the river Bormida and the pedestrian cycle track to connect people living in Frascchetta suburb to Alessandria.
- **Max 2600 characters**

### "Accessibility to work" Special Mention

The action plan "**A city for all**" promote, among other fittings, the employment of people with disabilities.

1) **Alessandria Friendly Transport**. This is a collective or personal service by car that Municipality of Alessandria offers for free to grant their disabled citizens fast mobility in the city area;

2) **BIP (Integrated Piedmont Ticket) Electronic Travel Certificate**. It is a travel card dispatched by Amag Mobilità S.p.A for disabled people to insure them free public transport on all urban and suburban lines of local public transport as well as all regional

trains.

3) **Grant to shoot down architectural barriers.** The contribution of a maximum of **8,146.59 Euros** is granted once to each disabled person resident in Alessandria for getting down architectural barriers. Service dispatched by URP Municipality of Alessandria.

4) **"Independent Life Project".** Grant for supporting disabled people in the achievement/ maintenance of their job and assuring them a whole social integration. Service dispatched by the Municipal Welfare Services (total amount: 2,5 Million Euros for all the disabled people living in Piedmont Region).

5) **"Voucher for disabled people".** With a total amount of **3 million Euros** in Piedmont, whose Alessandria is the second biggest city to grant socio-occupational inclusion of people with disabilities (<http://www.sistemapiemonte.it/cms/privati/lavoro>).

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#### **"Accessible smart cities" Special Mention**

Access to technology is the most important goal of the Municipality of Alessandria. From this need it arises the **"Plan for accessible communication"** that includes:

1) **Municipality Website:** a new municipal website along with an innovative technology, a universal language (project approved by the OSI, Observatory Internet sites) (ended in May 2017)

2) **Digital literacy:** it means the awareness in the use of web resources. The Municipality is planning the education (first) and the steady updating (then) for citizens in order to let anyone to access to all digital services offered and to become a smart city (start January 2018) (see pptx).

3) **Postgraduate training class to get the degree in "Disability Management":** in collaboration with UPO (the University of Alessandria) the class (the only one in Italy for the year 2018) for getting the degree in Disability Management will be started on November 2017. The course will train the personnel that will be appointed as disability expert in public and healthcare administrations (start in November 2017 ending in April 2018) (see pptx).

4) **Abilitando** (Enabling): a no profit organisation devotes itself to the study of intelligent technologies for the full inclusion of disabled people. Workshops and conferences will be held on 6/7 October 2017

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#### **OWNERSHIP / LEVEL OF COMMITMENT**

**Please describe your overall approach and global strategy to improve accessibility in your city and how the policy is implemented.**

The municipal statute provides that the Municipality of Alessandria *"works to ensure the*

*rights of the elderly to lead a life of dignity and their participation in social and cultural life; (the municipality) implements initiatives for the protection of disabled persons, designed to ensure their independence, social and occupational integration and participation in community life” (Art. 5 paragraph 1 f). However, acknowledging the judgment received by the European Commission for the 2014 edition of the Access City Award - which challenged an excessive emphasis to special services for the separate category "persons with disabilities" - Alessandria has been reshaping its path to promote and weave a culture "for all". The document "Updating the mandate of the Mayor" (August 2016) states that "Alessandria has to become a city where the needs may find substantive responses, where solidarity, assistance, prevention, integration are ways of normal living and that the goal is to give life to an urban plan in which everyone can recognize". The backbone of municipal politics is the "Sustainable Urban Mobility Plan" that includes, among strategic objectives, "the reduction of barriers that make incomplete accessibility of spaces and urban services".*

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### IMPACT

**1/ How has the city's policy improved equal access and the quality of life of people with disabilities?**

The policies for the well-being of disabled people, also with mental deficit, are:

1. The activities held by the Botanical Garden "Dina Bellotti" throughout the year 2016/2017 and its "Green Week" reserved to the outdoor visitors (in the past edition the show was attended by 7.109 visitors);
2. "The gardens" (small plot of land in the heart of the city) that the Municipality of Alessandria grants for free to retired people to perform small agricultural and floral activities to promote active aging and to reduce senile isolation (150 elderly and disabled participants throughout the year 2016/2017);
3. the project for autistic adolescents (youth over 18) and their families organized by the non-profit organization "The Sun In" consisting in preparing and consuming the meal every two Saturdays of each month (see pptx).
4. "Path for autonomy": six naturalistic paths to live in the city both day and night, all together without distinction of the different skills and ability to walk \* (see pptx).

The impact of inclusion policies is finally quantified by measuring the numerical presence in the services of the city life by disabled people. For example, employees with limitations in the DM Office are about a hundred, while user accesses are about a thousand a year.

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**2/ How do these initiatives benefit, beyond persons with disabilities, also wider parts of the population?**

The visual impact is the true measure to the effectiveness of the work done and the work that it is going to be done for all citizens of Alessandria. The removal of

architectural barriers and the implementation of major global projects coming from **PISU** (related to the "work done") and coming from **Marengo Hub** (related to the "work to be doing") have transformed and are going to transform the city considerably, bringing it closer to European accessibility standards.

Furthermore, the city, thanks to the intervention made in terms of accessible public transport and urban mobility protected pedestrian paths, has increased the presence of people with limited mobility (+ 70%), but is also useful for bikers and children, especially on strollers.

Finally the initiatives in order to increase the digital competence and awareness are open to all the population.

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## QUALITY AND SUSTAINABILITY OF RESULTS

### QUALITÀ E SOSTENIBILITÀ DEI RISULTATI

#### 1/ How do you ensure the quality and sustainability of accessibility measures?

The new slogan is **#Alessandria riparte** (# Alessandria restarts). During the bankruptcy period, the **PISU project**, even with big efforts, has been completely ended up. Now the bankruptcy is over and in November 2017 Alessandria is waiting for the financing amount of Euro 18 million (granted by the Italian Government) to carry out the **Marengo Hub project** (see the scope of the initiative) and also the first tranche of 1 million Euros (out of 25 million by 2020) planned for usability, even for disabled people, of the historical site "**La Cittadella**", heritage of the "FAI" and symbol of history, culture and social aggregation (see pptx).

Finally, the presence, in the provisional budget 2016-2018, of a chapter of expenditure specifically dedicated to the DM Office activities, aimed at the inclusion policy and the development of good practices, along with the review of the staffing plan for the citizens municipal services, are the guarantee of the administration commitment in the continuity of the actions in the future.

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#### 2/ What are your plans and initiatives to continue these efforts in the future?

The next goals of the Administration are work & tourism, that is to say:

1) **Una città per tutti** (A town for everyone): the project will use volunteers from the National Civil Service to accompany people with limitations to visit the city's main cultural places and learn about the voluntary associations of the territory. **A23**

2) **Quality of hospitality - Welcome - Adjustment - Accessibility**: implementation of free reception training courses for tourist accommodation experts, managed by the national associations of disability, with the involvement of professional associations (October 2015 / June 2016 )

3) **Cittadella Project (25 million of EURO)** to make the most important historical site of Alessandria (since year 1730) accessible and user – friendly\* (see pptx).

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## **INVOLVEMENT OF PERSONS WITH DISABILITIES AND RELEVANT PARTNERS**

**1/ Please describe the involvement of persons with disabilities, their representative organisations and accessibility experts in both the planning, implementation and maintenance of city's policies and initiatives aimed at increased accessibility.**

The Office of the DM assumes a great importance in the context of the accessibility municipal policies, as it collects and manages the contacts between institutions, associations and individual citizens. The strength of the Office is based on its interdisciplinary activity and on the exchange of information with the National Associations of disabled, part of the Federation of National Associations of disability (FAND) and the Italian Federation for Overcoming Handicaps (FISH), with the National Society of Disability Manager (SI.DI.MA) and with the Italian Paralympic Committee (CIP). The DM Office collects about 40 local associations of disabled, whose members cooperate with the Municipal Disability Help Desk. The City has launched partnerships with local organizations on specific programs and projects (universities, foundations, hospitals). The collaboration with these associations is carried out through the signing of memorandums of understanding and the establishment of working groups. For example, the working groups on the adaptation of housing for the residents of the Borsalino Rehabilitation Centre are the result of the Protocol with the Hospital, while the census of medical and accessible tourist facilities are born within thematic working groups.

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**2/ Do you carry out awareness raising or information activities around accessibility? Do you exchange and share experience and good practices with other cities at local, regional, national and/or European level? Please describe them.**

With the aim to break down cultural barriers and spread a culture of knowledge and respect, the City Administration has implemented important awareness activities:

### **1) Activities in the schools:**

- the guide dog, a friend to all - beneficiaries: preschools
- simulations of physical and sensory disabilities - Target: primary and secondary schools (European Week of Sustainable Mobility: 16/22 September of each year)
- Focus on people: 4 conferences for secondary school and University
- Virtual fines - Teenagers detecting traffic violations that impede ambulation

(European Week of Sustainable Mobility: 16/22 September 2017)

- Star for a day (28/09/17 and 26/09/17) - Festival of inclusion Let us embrace without barriers (05/10/17) - Accessible sport for "all children" (Lo Sport in Cittadella 9/10 Settembre 2017)

2) Meeting and Convention: International Day of Persons with Disabilities, 3 December 2017 – Radio broadcast (every Monday from 8:30 to 9:15) to talk about disability and inclusion of disabled people

3) Memorandum of Understanding among UPO (the University of Study of Alessandria), the Municipality of Alessandria and IDEA (a no profit org the development and implementation of urban mobility projects, access to and use of public places for people with disabilities (March 2017).

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#### **WHY DOES YOUR CITY DESERVE THE AWARD?**

*Please provide a short presentation of your overall accessibility policy and actions.  
Please explain why your results and your city's accessibility policy are extraordinary and why you believe to deserve the Award*

Alessandria is going out from a historically critical moment, due to the declaration of bankruptcy in 2012, which stopped activities and investments. Despite the unfavourable economic situation, the Municipality has strongly believed and invested in the creation of specific structures dedicated to political communication, information and inclusion, with the aim of abandoning the separate management of certain categories of citizens and embrace the creation of interdisciplinary programs for companies and a city **for everyone**. To carry out this plan, the Municipality involved all the forces of the territory, from the voluntary associations to the private social care and from now on it has fixed 18 million of Euro to manage its suburbs and 1 million (out of 25 at the end of year 2020) to preserve the "Cittadella" fort to let anyone enjoy this cultural and historical site from Alessandria.

By assigning the Access City Award mention in 2016, it has been focused the attention and the interest of the municipality of Alessandria inside in the disabled people's concern so that many budgetary efforts have been spent for the coming year with lots of money just available (for the D.M. and for the local administrators) to dare restriction against disabled people.

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<b>Supporting Material</b>
<p>In addition to the information provided in this form, you are invited to upload - or send links to - relevant supporting material (including audio-visual material).</p> <p>You can upload up to 25 files (maximum size of 1 file is 10 MB) and up to 25 links. Accepted file formats are: doc, docx, rtf, pps, ppsx, ppt, pptx,xls, xlsx, pdf, zip, gif, jpeg,jpg,png. You can upload files in your national language.</p> <p>It is recommended to upload one power point presentation highlighting and illustrating (e.g with pictures) the strong points of your application.</p> <p>All files that are uploaded as support material must be appropriately named. The file name should be in English and should make it clear what the file represents or contains.</p> <p>You might want to provide an additional brief information about content of the supporting documents in the field below.</p> <p>Upload files:</p> <p>Link from Web&amp;Grafica</p> <p><b>Max 3000 characters with spaces*</b></p>

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<b>CONTACT PERSON AND WEB LINKS</b>
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Comune di Alessandria

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**DISCLAIMER: Unless the opposite is explicitly requested by the participating city, the submitted presentation texts can be made public on the Access City Award web site**