



HOME-TO-WORK COMMUTE PLAN GENERAL SECTION

INTERNAL

December 16, 2024

1 Introduction and objectives

The Home-to-Work Commute Plan (HWCP) is a tool designed to provide each company with an opportunity to develop and support alternative and more cost-effective measures than using a car for employees' daily commute to work. These measures shall provide demonstrable benefits for the single employee (in terms of cost, time, convenience and safety), for the company (in financial, productivity, social responsibility terms) and for the community (lower social costs due to lower pollution, traffic, road accidents, travel times). The main purpose of the HWCP is therefore to introduce new organizational and operational models to improve accessibility to the workplace by reducing the use of private vehicles in favor of more environmentally sustainable transport.

Fondazione Bruno Kessler's HWCP is structured through the presentation of the overall structure of the Foundation, particularly regarding the different premises and location of the latter, as well as the staff pertaining to each of them. After the general analysis, you will see the study of the answers to the survey administered to employees and the comment on the results thereof.

During this year, we had also the chance to collect a series of suggestions from the staff, as well as to probe employees' propensity for ecological conversion. In this sense, measures are proposed to discourage employees from using their privately owned vehicles if not shared, as well as a possible quantification of the consequent environmental benefit.

The heart of the analysis of the HWCP and the consequent proposals is set out in the annexes, divided for each site. In particular:

- Annex 1: via Sommarive and via alla Cascata premises

2 Legal framework

This HWCP has been prepared in compliance with Executive Order No. 209 of August 4, 2021 - Guidelines for the Preparation and Implementation of the Home-Work Commute Plan, which defines how to compile and implement it.

It also constitutes an integral part of the provisions of art. 229, paragraph 4, of Decree-Law No. 34 of May 19, 2020, converted, with amendments, by Law No. 77 of July 17, 2020, which is aimed at allowing the structural and permanent reduction of the environmental impact deriving from private car traffic in urban and metropolitan areas, promoting the implementation of actions to organize and manage the demand for mobility of people that allow a reduction in the use of privately owned motor vehicles for regular home-work commute and favor the decongestion of car traffic.

The implementation methods, with requirements and competences of the Mobility Manager, are set forth in Interministerial Decree no. 179 of May 12, 2021 – Implementation methods for the provisions relating to the Mobility Manager figure (in OJ no. 124 of May 26, 2021) , which entered into force on May 27, 2021.

The figure of the Mobility Manager is enshrined in Decree-Law No. 34 of May 19, 2020 (*Decreto Rilancio*) converted into law No. 77 on July 17, 2020, which aims to encourage traffic decongestion in urban areas by reducing the use of individual private transportation. The regulation provides that companies and public administrations with individual local units with more than 100 employees located in a region capital, metropolitan city, province capital or municipality with a population of over 50,000 people shall adopt, by December 31 each year, a home-to-work commute plan (HWCP) for their employees aimed at reducing the

use of individual private transportation by appointing a mobility manager for this purpose.

3 Context analysis

Fondazione Bruno Kessler (FBK) is a multidisciplinary research institution, specializing in the fields of technology, innovation, humanities and social sciences, based in Trento. Established by law by the Autonomous Province of Trento, Fondazione Bruno Kessler is a private entity whose mission is to promote and contribute to the advancement of knowledge with a focus on the fields of science and technology that allow for greater and more immediate economic and social benefits.

With its 4,645 square meters of laboratories and scientific infrastructures and a community of over 450 permanent researchers, 136 doctoral students, more than 200 visiting and undergraduate students, 700 affiliates and accredited students, Fondazione Bruno Kessler operates as a real scientific and technological district, hosting in its offices and on its platforms a lively ecosystem of co-located organizations, spin offs, projects and training opportunities.

The result of a history spanning more than half a century, through 11 centers dedicated to technologies and innovation and the human and social sciences, FBK aims at excellence in science and technology with special regard to cross-disciplinary approaches and applicative aspects.

This is thanks to the constant focus on collaborations and exchange activities with public administration and entities, small, medium and multinational companies, European and international institutions, which expand its capacity for innovation and involve the local community and economy in the circulation of knowledge and technology.



Figure 1 FBK premises via Sommarive 18

3.1 About Fondazione Bruno Kessler

The Foundation has been active since March 1, 2007 and takes up the legacy of the Istituto Trentino di Cultura, born from an intuition of Bruno Kessler, a far-sighted local administrator and founder of the University of Trento.

Established by law by the Autonomous Province of Trento, FBK is a private entity under public control and receives its most important funding from the Program Agreement signed with the Autonomous Province of Trento.

There are 2 main research hubs: science and humanities. The 2 hubs house 11 research centers dedicated to technologies and innovation and the human and social sciences, laboratories for micro and nano fabrication and design/production of silicon-based devices; numbers that allow FBK to aim for excellence in Italy and Europe.

The buildings in which FBK's research activity takes place are divided into 4 facilities, divided into 11 buildings located in the municipality of Trento.

The via Sommarive 18 facility houses 3 buildings. It is home to the scientific research of the Foundation, in particular the Centers for Cybersecurity, Digital Industry, Digital Society, Digital Health & Wellbeing, Health Emergencies, Sustainable Energy and Sensors and Devices. In addition to employees, in these premises there are also numerous electronic, computer and biological laboratories. This is where most of the staff, doctoral students and collaborators work.

Given the complexity of the systems present, these premises are manned 24 re a day by a concierge service that monitors via cameras the unmanned locations or otherwise the other locations when the service is not active.



Figure 2 the Foundation's hub located at via Sommarive 18, Trento

The via alla Cascata 56 complex is divided into 4 buildings. It houses co-located companies that collaborate on the Foundation's research and are strategic in taking the investigation produced to the market. In addition to the co-located companies, there are National Research Center offices and a part of the Foundation's staff seconded there.

The s. Croce complex is divided into two buildings:

- Via s. Croce 77, registered office, which houses the Italian-German Historical Institute, the Center for Religious Studies and the library;
- Vicolo Dallapiccola 12, apartment rented for use by the Autonomous Province of Trento, which

houses the Institute for Evaluation Research on Public Policies.



Figure 3 the Foundation's hub located at via s. Croce 77, Trento

Via delle Tabarelle 286 is the site of the Theoretical studies in nuclear physics and related areas.



Figure 4 the Foundation's offices located at via delle Tabarelle 286

4 Fondazione Bruno Kessler's Mobility Manager

Eng. Chiara Morstabilini is, as of September 5, 2023, Fondazione Bruno Kessler's Mobility Manager. The appointment was formalized on that date by means of resolution no. 23/17/SP.

Since July 2019, she has been working at the Foundation in the Corporate Assets Service as *employee with coordination functions*. She currently provides support to the Service Head in budget and expenditure control activities, asset management and general services in addition to the management of service contracts (writing of technical specifications and tender assessments). She is the director for the execution of the cleaning contract, oversees the writing of lease/lease agreements (assets and liabilities, ISTAT adjustment and relations with Internal Revenue Service, as well as with co-located companies). She manages the web page with *transparency* asset declarations and organizes logistics services (mail, vehicles, furniture, space layout support).

The table below summarizes the characteristics of the employment contract and the places of employment.

Employment relationship	Permanent
Job classification	2nd Level - CCPL Foundations
Mobility Manager Working Hours	Full-time
Gender	F
Age	35
Where the Mobility Manager serves	All the Foundation's sites, mainly in via Sommarive 18, Trento

Table 1: Mobility Manager job classification and workplace

Since she started her employment relationship with the Foundation, Ms. Morstabilini has been able to deepen her knowledge in the field of management of public funds and contracts through numerous training courses. She is an active part in the writing of technical specifications, and collaborates in tender committees both as a member and as chairwoman.

As for her previous work experiences, Ms. Morstabilini worked from May 2014 to June 2019 at the Maccaferri Innovation Center in Bolzano with a position as Junior Research Engineer. There, she followed calls for provincially funded research in the field of the industrial application of hydraulic engineering products. This experience has allowed her to collaborate with various universities, including the Politecnico di Milano and Colorado State University.

She received his master's degree in Environmental and Land Use Engineering in March 2014 from the University of Trento, taking the State Certification Exam for Civil and Environmental Engineering in September 2014.

5 Fondazione Bruno Kessler's staff

The nature of the research carried out at the Foundation and the current calls for research, encourage a great effervescence of personnel, which is reflected in a high turnover rate thereof. In order to provide the number of the staff currently in force, we considered the average data for 2024. Excluded in this report are interns from the via Santa Croce office, for whom no calculation was currently possible.

Below, please see a summary table.

Resources	Sommarive	Cascata	s. Croce	Vicolo Dallapiccola	Villa Tambosi	Total
Executive manager	9	0	0	0	0	9
Researcher	303	3	12	9	7	334
Technologist	113	0	1	2	0	116
L-level employee and editor	225	1	7	1	3	237
Other	127	0	15	4	1	147
Total	777	4	35	16	11	843

Table 2 Fondazione Bruno Kessler's staff by location

In-person work at the Foundation's premises is permitted from Monday to Friday between 7.30 a.m. and 8 p.m. Outside of these days and hours, in-person work at the Foundation's premises is allowed only if the reasons are provided and if previously authorized (allowed only for the Povo facilities as it is always manned for safety purposes).

Due to the unusual nature and organization of research and study work, researchers and technologists are required to clock in only once a day to record in-person attendance. Also managers and executives are required to clock in only. Technical, administrative and support staff are required to clock in every time they come in and clock out every time they leave.

6 The survey administered to the staff

On March 26, 2024, the foundation joined the agreement for the use of the Piattaforma Digitale di Regione Piemonte “EMMA” (EMMA Piedmont Region Digital Platform) with free access granted by the Piemonte Region in collaboration with the in-house company 5T Srl and the City of Trento.

As per the guidelines in the relevant regulation, a link containing the questionnaire for the drafting of this document was submitted to the Foundation staff. The structure of the questionnaire remained available for anonymous completion from October 24 to November 8, 2024.

The questionnaire was offered in both English and Italian as follows.

HOW DO YOU TRAVEL TO WORK SECTION

- Which is your point of departure to go to work in winter?
- Which is your more frequent place of work?
- Please select the first transport you use for at least 500m in your commute and indicate km and cost in €
 - Bike: private or bike sharing?
 - Bus/tram
 - Car: private, car sharing, taxi, carpooling, company shuttle?
 - Please indicate your car emission class: Euro 0, Euro1, Euro 2, Euro 3, Euro 4, Euro 5 or hybrid
 - Please indicate your car engine displacement: up to 1200, up to 1400, up to 1600, up to 1800, up to 2000 over 2000
 - Please indicate your car power: gasoline, diesel, hybrid, electric, lpg or methane
 - Train: Trenitalia or other train service?
 - Motorcycle: private or sharing?
 - Metro
 - By foot
 - Scooter: private or sharing?
- How many times a week do you commute? One, two...up to 100% home working
- Which is your usual time of departure?
- Do you get home for lunch?
- When do you usually get off from work to go home?
- When do you usually get off from work on Friday?
- While commuting to or from work, do you carry out other activities?
- How far do you really commute?
- How long does your commute to work take, on average, including any stopovers?
- How long does your commute from work take, on average, including any stopovers?
- Why do you use private transport?
 - During my home-work/school commute I carry out other activities (gym, shopping, etc.)
 - I have to bring the children to school/ They bring me to school
 - It'd take too long using another transport

- For safety reasons (lack of cycle paths, poorly lit roads, grater health safety, etc.)
- Less stress
- I have no alternatives
- Other
- How satisfied are you with the following aspects of using your car/motorcycle to commute to work?
 - Out-of-pocket costs for commuting (e.g. cost of fuel, parking fees, toll payment, ...)
 - Time of commute
 - Road safety during the commute
 - Security from theft and vandalism
 - Parking systems
- Have you ever used public transport for your commute?
- How long would it take for you to commute by public transport?
- Do you have a public transport subscription? Yearly, monthly, weekly, I buy single tickets
- Express an opinion on the public transport offer in general
- Which public transport line do you take for your commute?
- How satisfied are you with the following aspects of using public transport to commute to work?
 - Out-of-pocket costs for commuting
 - Time of commute
 - Frequency
 - Punctuality
 - Number of interchanges
 - Safety
- Do you receive any financial incentive to cover the costs of your commute?
 - Yes, for public transport
 - Yes, to use my bike or bike sharing
 - Yes, to use car pooling or car sharing
 - Yes, to use my car
 - No

YOUR JOB SECTION

- What is your job classification? Employee, officer, executive, manager, teacher, student, other
- What is your contract classification? Fixed term contract, open – ended contract, consultant, other
- What is your working time? Full time, vertical part-time, horizontal part-time, credit-debit
- Do you work in shifts? Fixed, variable or not
- Are clock-out hours flexible?
- What shift are you working this week? First, second, third, day shift or depending on lessons
- Does your company provide for the possibility of working from home? Yes: teleworking, smart or not
- How many days per week do you work remotely on average?
- Do you take distance learning lessons?
- How many days per week do you take distance learning lessons?

PERSONAL DATA SECTION

- How would you describe your gender?
- How old are you?

COMMENTS AND SUGGESTIONS

- In the event of new incentives, would you consider using public transit?
 - Yes
 - No, because the way to reach the stop is not safe
 - No, because the stop is too far
 - No, because you cannot leave the bike at the station/take the bike with you
 - Other
- On what terms would you use public transit for your commute?
 - Faster trip
 - More comfortable public transit
 - More regular rides
 - More frequent rides
 - Public transit available during my working hours
 - Public transit close to home
 - Easier connections
 - If I could have more information about public transit schedules and routes
 - Public transit stop closer to the Foundation's premises
 - Higher safety on public transit
 - If there was an incentive I could use to purchase tickets or a bike
 - If I could combine public transit with bike
 - Other
- Would you consider working from home? How many days a week?
- Would you be willing to do coworking? How many days per week?
- Would you be willing to use your bike for your commute?
 - Yes, only if privately-owned
 - Yes, if bike sharing
 - Yes, if there were safe bike itinerary
 - Yes, if there were facilities in the company for cycling
 - Yes, if there were a safe internal parking lot
 - Yes, if there were facilities in the company for cycling
 - Yes, if there were incentives or reimbursement for the purchase of a bike
 - Only in summer
 - No
- Would you be willing to use your scooter for your commute?
 - Yes, only if privately-owned
 - Yes, if bike/motorbike sharing
 - Yes, if there were facilities for this type of commute
 - Yes, if there were a safe internal parking lot
 - Yes, if there were incentives or reimbursement for the purchase of a scooter
 - Yes, if INAIL insurance covered the commute
 - Only in summer
 - No

- If a charging point for vehicles were available at the destination of your commute, which one would you commute with? Motorbike, scooter, bike, car, none of the above
- Would you be willing to join a car sharing service?
 - Yes
 - Yes, if there was a location nearby at my home/work place
 - Yes, if my home/work place is within the operational area of service
 - I am not familiar with the service
 - No
- If you could choose an incentive, which one would you choose?
 - Paycheck deductions for payment of tickets/pass in installments
 - Discounts on ticket purchase rates
 - Paycheck deductions for payment of a bike (including a pedal-assisted bicycle with an electric motor) in installments
 - Discount on bike purchase
 - Discount on scooter purchase
 - Free/discounted scooter sharing membership
 - Free/discounted bike sharing membership
 - Parking/public transit agreement (eg.Park&Ride program, Velostation)
- If you had the possibility to combine multiple transport methods in a single pass, which would you choose?
 - Public transport
 - Train service
 - Cab
 - Scooter sharing
 - Moto sharing
 - Car sharing
 - Bike sharing
 - Car rental
- Do you have any suggestions for your improving your daily commute?

7 Mobility Management Corporate Initiatives

The Foundation, with regard to in-person work days, encourages the use of public transportation, or arriving by foot, or the use of environmentally friendly private transportation through the infrastructure in each location and presented in the attachments to this document.

Showers are available at the locations of via Sommarive, via alla Cascata, via delle Tabarelle and vicolo Dallapiccola. There are no showers on s. Croce because the bathrooms are difficult to reconvert. However, the site is less than 50 m from Vicolo Dallapiccola, where showers are available. Also, lockers are available at via Sommarive.

The offices of via Sommarive, via s. Croce and via delle Tabarelle are also equipped with bike racks.

The use of public transportation is incentivized through an agreement with Trentino Trasporti esercizio for a discount on city passes in the municipality of Trento.

7.1 Incentives

Until 2019, the discount paid for the purchase of a city pass amounted to 30%. This discount, applied at the time of pass issuance and supported by a statement from the Employer, is achievable only with a minimum number of 50 passes per year. This target was not achieved in the 2020 – 2022 period and therefore the Foundation was forced to lower the discount to 20%. The changed conditions have been attributed to various factors:

- Closure due to the pandemic for the years 2020 – 2021
- Less use of public transportation, in favor of private mobility or walking to avoid sources of infection during the pandemic
- Reduced number of rides in 2020 due to the pandemic
- Less inflows into buildings by employees given the introduction of remote work (5 days per month, unless otherwise agreed between employee and supervisor)

For these reasons, the discount offered to employees for 2023 amounted to 20%

The certificate for the issuance of the pass is issued upon request and notice is given on the portal and at the time of recruitment.

For 2024, FBK decided to apply a 30% discount, assuming responsibility for the failure, if any, to meet the threshold that would entitle it to obtain the discount. It counts on encouraging the use of local public transportation through internal advertising both at recruitment and through newsletters.

A new agreement with Trentino Trasporti will be activated for 2025. The details will depend on agreements between the latter and the City of Trento, which are not known as of yet. FBK's intention is to opt for the agreement offering the higher discount fare, evaluating all available options and, if possible, also including a discount for regional transit tickets, a need that emerged from the 2023 HWCP questionnaire and had not been implemented so far due to a delayed agreement between Trentino Trasporti and the Autonomous Province of Trento.

As for doctoral students, the possibility of having free regional pass for Trentino is being publicized, in particular:

- For all students enrolled at the University of Trento academic year 2024/25, the UNITN *Libera Circolazione* is available, i.e., a €70.00 annual pass to public transportation valid throughout the Province of Trento. This

pass is valid from September 2024 to August 2025. FBK, in particular, collaborates with UNITN for conducting doctoral and master's theses, thus these students fall into this category.

- All other students can purchase the Libera circolazione parauniversitaria pass, an annual pass for free circulation within the territory of the Autonomous Province of Trento for € 100.00. The pass can be purchased year-round with 12-month validity. FBK in particular collaborates with various universities outside UNITN for doctoral dissertations.

7.2 Remote working

The Foundation normally grants all staff with teleworkable duties the right to work remotely for up to five working days per month. The single day can be converted into two half working days provided that the daily theoretical schedule is completed. At the initiative of the interested worker and in agreement with their immediate Supervisor, without prejudice to the organizational and production needs, the limit of five days may be increased upon signing an "individual reciprocity pact". The reasons for the above increase shall be formalized, always be evident and lead to one of the following situations: needs for work-life balance, sustainability, study and research needs as well as in particular situations of fragility or mental or physical impairment. Remote working hours are flexible and, subject to compliance with the number of hours established by the Collective Labour Agreement for Foundations and individual contracts; no mandatory core hours are provided for.

Work carried out remotely shall always be clearly visible from the timely submitted timesheets of researchers and technologists or - for technical, administrative and support staff - from daily reporting. Failure to comply with the latter provision is a form of breach of contractual obligations, thus it may be reported and, if applicable, challenged.

Personnel with non-teleworkable duties who are unable to work remotely at all, will be entitled, within each two-month period and as a form of regenerative relief, to choose between a day of training paid by FBK or a day of paid leave, or alternatively, welfare-related benefits.

The welfare system linked to remote working and the signing of the reciprocity pact also has an impact on the mobility plan. Lower inflows of personnel into the buildings also implies less vehicular traffic to reach them. The plan advanced is thus a win-win system in that the employee has the opportunity to subscribe to a personalized plan that combines work and personal needs, and the entire community benefits with reduced emissions in the home-to-work commute

7.3 Participation in the *Al lavoro in bicicletta 2024* initiative

As in 2023, FBK joined the *Al lavoro in bicicletta* (Bike to work) initiative held on September 18, 2024. For access monitoring purposes, a work team was created from among the volunteer employees who manned the main entrances. The event and the results obtained were published in the internal newsletter and on the internal How to page.

BIKE TO WORK



Sommarive		
	2023	2024
bike	7	17
scooter	3	0
walk from home	0	5

Cascata	
	2024
bike	4
scooter	0
walk from home	2



Figure 5: The 2024 Bike to work

7.4 Communications

Communications at the Foundation are managed through a periodic newsletter sent by email. The information transmitted by the Human Resources Service to employees covers a wide range of areas, including mobility and related benefits.

In addition to this source of communication, an internal portal with special FAQs is available to answer major questions related to internal services and to be redirected, when applicable, to ticketing systems.

Other sources of communication are the paper bulletin boards present in all the locations on which the most varied notices are posted, as well as the screens placed in premises entrances.

In 2024 we opened a dedicated page on the internal How to portal to publicize the activities and publication of the HWCP.

8 Survey Results

The results of the questionnaire administered to employees can be seen in the attachments to this document, divided by location.

The offices of via Sommarive and via alla Cascata were considered as a single site as they can be reached by the same road infrastructure. They differ in the services offered, for example the presence of bicycle parking, but their proximity allows employees to move between the two on foot, including to take meals. The questionnaire data was then grouped in Annex 1.

The offices of via s. Croce and vicolo Dallapiccola are a few meters away from each other and are consequently served by the same public transportation lines. For this reason, they were merged into Annex 2.

The results of the Via delle Tabarelle site are set out in Annex 3.

9 The design of the HWCP

9.1 Gamification of sustainable mobility

An internal working group has been created within the Foundation aimed at collaborating with the City of Trento on the framing of Sustainable Home-Work Mobility campaigns. The Play&Go project, already created by FBK, may in fact be extended to the City of Trento and also to companies that gravitate to the home-to-work mobility system.

Specifically, sustainable mobility campaigns aim to make the use of sustainable means of transportation enjoyable and rewarding and to measure the effects achieved and the impact on the mobility system. The adoption of technology solutions alone cannot make transportation more sustainable; to do so, it is necessary to engage people and guide them toward behavioral change. The home-to-work mobility campaign described below will allow member companies to activate with an incentive measure primarily inherent to Axis V (but also secondarily afferent to Axes I, II and III), as described in the Guidelines for the drafting and implementation of Home-Work Commute Plans (HWMPs) (Interministerial Decree No. 179 of May 12, 2021, Art. 3 paragraph 5).

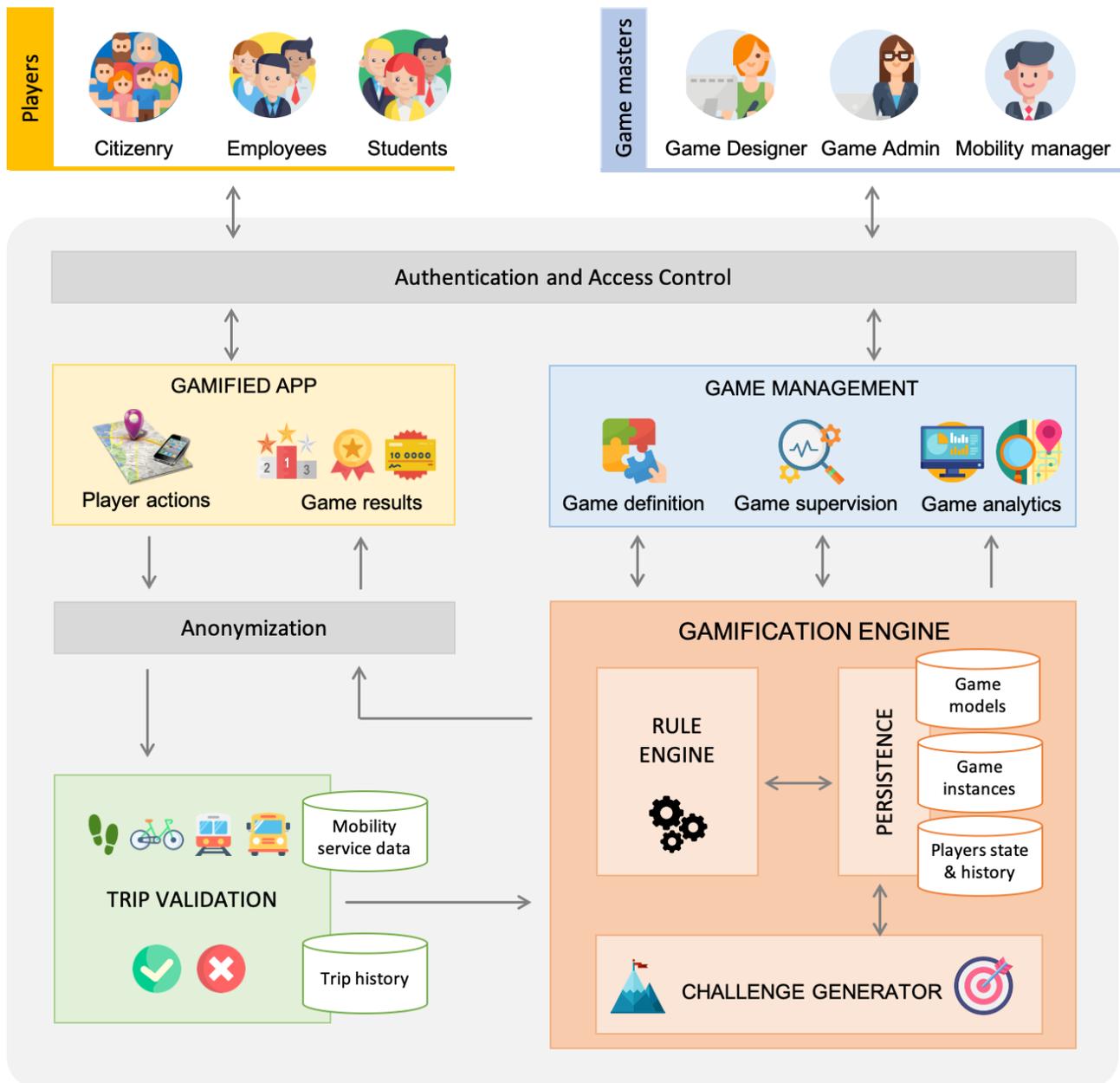


Figure 6: How Play&Go works

The Play&Go aziende campaign aims to promote more sustainable home-work mobility, contributing to the reduction of CO2 emissions. The initiative, organized and carried out in a joint FBK-Municipality of Trento project and coordinated by the Mobility Office of the Municipality of Trento, is aimed at all public/private companies in the Municipality of Trento, starting with companies with the obligation to draft a HWCP. As a concrete form of incentive, it is envisaged that the Municipality (or alternatively the individual participating companies) will reward the most virtuous employees with material or immaterial incentives on account of the harmful emissions savings linked to their mobility behaviors. However, other forms of motivational support to be jointly identified and agreed upon are not excluded. The campaign, divided into two consecutive phases, thanks to the platform developed by FBK and consisting of the Play&Go mobile app and a management web application, will allow:

- employees of participating companies to track their commute on their home-work commute (and vice versa);
- corporate mobility managers to monitor the characteristics of such mobility in aggregate form;
- the area mobility manager and municipal service to monitor the impact at the area level, measuring its effectiveness and facilitating the identification of critical issues and further possible improvement actions to be implemented.

The key features of the platform are:

- the possibility of adjusting campaign goals and reward mechanisms according to the specific context and needs of the area (e.g., selection of transportation methods to be promoted, customization of virtual and real incentives, optimization of the validation algorithm for the specific mobility context)
- the ability to automatically certify the validity of employee travel, preserving their privacy;
- access to a dedicated web application for mobility managers to monitor the impact of the campaign and to support the distribution of incentives, guaranteeing employee privacy and limiting legal liability related to company access to personal and sensitive data.

Specifically, mobility managers will have access to a management application with which, in addition to setting up the features of their company and the lists of employees admitted to the initiative, they will have access to a dashboard through which they can monitor - in aggregate form and without being able to access the detailed tracks of individual trips - the general progress of the initiative and the scores accrued by employees for the purposes of assigning incentives. In much the same way, such data will also be made available to the area mobility manager in a specific section of the web application mentioned above.

It is also planned that during the second phase, individual companies will be able to activate an optional specialized dashboard to conduct in-depth analysis of the data collected. This dashboard will be equipped with advanced visualization tools such as graphs, heat maps, time projections and more. This enhancement, which is of an onerous nature for individual companies although subject to significant financial contributions, will be voluntary for the companies participating in the project, and failure to activate it will in no way compromise the participation and effectiveness of the campaign.

All activities pertaining to the technical and operational conduct of the campaign and related training and assistance activities for employees and area and ad-company mobility managers will be carried out by FBK staff, while other activities (including by way of example communication activities, finding incentives and their allocation, and setting up the features of individual companies) will remain the responsibility of the City of Trento or individual company mobility managers.

From a timeline perspective, it is proposed to place the first phase of the campaign in the months of April-September 2025, and immediately follow up with the second phase, which will therefore be placed in the months of October 2025-March 2026.

The cost for the execution of the two consecutive campaigns and for FBK to carry out related activities (training, assistance, etc.) amounts to €70,000. This amount will be covered by a 100% contribution as provided by the HD-Motion project. The cost for service upgrade with customized features such as advanced dashboard - freely requested by companies - will be indicatively between €5,000 and €6,000 per company and will remain their sole responsibility.

As in the case of the City of Trento, applicant companies will also be able to benefit from the contribution from the HD-Motion project diversified as follows:

- 100% of the taxable amount for micro and small enterprises (private enterprises under 50 employees)
- 80% of the taxable amount for medium-sized enterprises (private enterprises up to 250 employees)
- 30% of the taxable amount for large enterprises (private enterprises over 250 employees)

9.2 Promoting the use of public transportation

Through a joint analysis between Fondazione Bruno Kessler and Trentino Trasporti, passes provided with a corporate discount were monitored. Since more than 50 passes have been issued for the year 2023, it was deemed appropriate to proceed with a corporate discount of 30% on the city transportation pass, this discount percentage will be applied to employees who apply for the certificate.

The possibility of extending this discount to regional transit passes was also explored. This agreement is not applicable because there is no agreement between Trentino Trasporti and the Autonomous Province of Trento.

During 2024, a discussion with the City of Trento and Trentino Trasporti was initiated, also in collaboration with the University of Trento, for the improvement of public transportation on the routes to Povo. In particular, the following situations were stressed:

- the need for an increase in the frequency of the route 13 bus
- the need for a bus shelter near the regional route at Ponte Alto
- the need for an increase in the transport of routes 5 and 5/, which has been subject to overcrowding for years now.

The discussion open and still ongoing.

9.1.1 Promoting cycling or micromobility

In October 2024, the construction of the solar panel shelters at the Sommarive Street location was completed. To date, two shelters are used as picnic area gazebos, while one is used for muscle bicycle parking.



Figure 1: solar panel shelter with Bicycle parking at the via Sommarive site

To promote cycling during 2025, the following actions have been planned:

- purchasing a new bike rack to be placed under the solar panel shelter
- purchasing a new indoor bike rack
- replacing the indoor rack on Sommarive Street with a repair station and inner tube pump
- placing the rack to be removed from Sommarive street to the Tabarelle street location, since the latter location is so far unprovided with bike parking spaces.

9.2 Implementation Schedule

The various proposals in the HWCP are to be implemented during 2025, namely:

1. New agreement with Trentino Trasporti Esercizio according to the new rules dictated by the City of Trento:
 - a. Discussion as of November 2024
 - b. Activation as of January 2025
 - c. Conclusion December 2025
2. Finalization of the agreement with the City of Trento for the Play&Go project: tbd
3. Completion of bike parking installation and pump station at Sommarive Street:
 - a. Requests for purchase: November 2024
 - b. Material arrival: by April 2025
 - c. Installation: by June 2025

month	11	12	1	2	3	4	5	6	7	8	9	10	11	12
year	24	24	25	25	25	25	25	25	25	25	25	25	25	25
task 1	a	a	b	c	c	c	c	c	c	c	c	c	c	c
task 2														
task 3	a					b		c						

Table 1: programma delle attività del PSCL

10 Adoption of the HWCP

This HWCP is adopted by resolution number 13/2024, signed by the Head of the Corporate Assets Service, Amos Collini.

11 Communication of the HWCP to employees

The adoption of the PSCL was communicated via email, the documentation was published on the Foundation's How to page. The activities of the PSCL will be communicated to employees each time through the newsletter and posted in the refreshments areas.