

Green Way Primiero Project - Primiero San Martino di Castrozza



Mobility, in the Primiero and Vanoi Valleys, is faced in different terms than it could happen in a classic valley town, an example is the sustainable mobility project powered by locally produced hydroelectric energy: the Green Way Primiero project. Born from the collaboration between municipalities, local professionals and artisans, is the operational tool used by local administrations to create an to supply green energy to power a sustainable mobility system, create energy saving projects and spread 0 km products.

In 2011, the local municipal company ACSM S.p.A. began promoting various awareness campaigns on the issue of sustainable mobility, initially involving the highest institutional offices in the area and then local producers and entrepreneurs. ACSM S.p.A. has invested in the conversion of the fleet with electric vehicles, accompanied, in the private sector, by the release of many incentives and benefits for the purchase of ecological vehicles. The vehicle purchase campaign was also combined with the installation of a capillary network of electric columns powered by renewable energy produced locally by the municipal company itself. Local municipalities, as a next step, encourage residents to purchase an electric car through awareness campaigns and specific incentives, involving hotels and accommodation facilities wishing to join the services provided by the project and the local tourism promotion company.

Among the integrated electric mobility actions, the "The Dolomites recharges you" project, which made it possible to install, throughout the municipal area, between public areas and hotels, several charging stations for electric vehicles and, for each local administration adhering a fleet of electric cars was made available to the initiative. This is combined with a Bike Sharing system designed as part of the "Green Way Bike" project that allows the recharging of electric bicycles along the most beautiful tourist circuits and the sharing of rechargeable electric bicycles in special bicycle stations located in specific points of the area.

The columns are all powered by hydroelectric energy produced by the ACSM plants and, to date, are included in the "Neogy" system, an energy provider that deals with the management of energy recharging infrastructures throughout the country. In turn, Neogy joins the Hubeat platform, a technological start-up that facilitates the location of charging stations and the charging of electric car.