**Sustainability mobility and small villages: the case of Cilento area (Southern Italy)**

The challenges facing countries around the world today are becoming increasingly difficult, as sustainable mobility is difficult to implement in the daily lives of users, who are accustomed to the ordinariness of using combustion-powered cars or to short and limited travel times to reach their final destination. The ability of institutions lies precisely in providing their citizens with tools that are capable of eliminating these gaps, making them perceive the same degree of reliability as ordinary means of transport. Increasing urbanisation, climate change that has been underway for years and the need to reduce the level of air pollution require an urgent and meaningful response. New paradigms of sustainable mobility and urban planning tools may be able to transform metropolitan cities, intermediate areas, boroughs and other disadvantaged urban areas into more livable, safe and resilient environments, even if this means having more financial resources at their disposal and disrupting the habits of the users living in these places. Many urban realities, at different scales, still have many steps behind the 2030 and 2050 targets called by the European Green Deal on climate, energy, transport and taxation. The goals to be achieved are ambitious - to reduce net emissions by at least 55 % by 2030 compared to 1990 levels and to become the first climate-neutral continent by 2050 - and the problems are still enormous, starting with the obsolescence or complete absence of the infrastructure needed to start this green transition, not to mention the institutional and bureaucratic difficulties encountered over the years. However, the tools available today are many and various.

, Through the analysis of territorial planning and mobility tools, together with on-site experiments with interviews and the involvement of civil society, this work aims to analyse the mobility of the Cilento inland area, which is difficult to access and morphologically differentiated, in order to verify its pro and cons in terms of local development. Now, in the analysed local context, only the town of Sapri has begun the process of preparing the Sustainable Urban Mobility Plan, but the path to finalisation is still a long one. For the time being, therefore, the area in question focuses on small local urban mobility projects, but the prospects for the future seem to be all on this region's side. The development of the Mezzogiorno and the reduction of the North and South divide seem to be priorities in the policies of governments throughout Europe.

Sustainable mobility is therefore not only an urgent necessity for the protection of our planet, but also a strategic lever for building more inclusive and efficient cities. Appropriate policies, innovation and collective commitment are the necessary elements to transform urban mobility into a focal point for next future cities. The problems associated with mobility and the negative externalities produced by conventional forms of transport are also found in rural areas, far from the chaotic reality of large metropolitan cities. In these contexts, the concept of sustainable mobility makes itself felt with even greater need given the objective, especially of institutions, of protecting the fauna and flora of the area. A large part of the users, located in peripheral settlements, face problems of social and political exclusion due to the poor connection to road networks and infrastructures. Moreover, mobility that society still proposes today is not suitable for areas of environmental value and landscapes that are today protected even by intransigent legal provisions. The topography and conformity of the territory of rural areas still today make it difficult to project and build public infrastructures, so that it is very hard to implement an alternative to the use of private cars that are more convenient from an economic point of view. This is the case of the Cilento geographical area, a very large area that lies between the banks of the Sele river and reaches as far as the Gulf of Policastro. This area includes the Cilento and Vallo di Diano National Park, Italy's second largest park, established by Law 394 of 6.12.1991, and 76 municipalities with a surface area of 181,048 hectares and an altitude ranging from 0 to 1,899 m, which gives an idea of the profound diversity of the landscape. Thus, one can find oneself enjoying the beauty of the coastline and the crystal-clear waters of the Tyrrhenian Sea and a few kilometres away breathe in the regenerating air of the Alburni or Mount Cervati. From the point of view of transport supply, the difficulties are comparable to those found throughout the Mezzogiorno, which are far below the national average. According to recent Federparchi studies, despite the low density of population in rural areas, about thirty million visitors a year explore Italy's protected areas, generating a significant traffic flow that generates negative externalities for the area's habitats and fauna. The pursuit of sustainability in the transport sector in Cilento is a real challenges. Although transport has traditionally been governed and managed in a sectoral manner, the implementation of the sustainable approach obliges institutions to no longer operate autonomously, but to manage planning activities with a spirit of cooperation between the different territorial levels and with institutions operating in other fields. Thus, creating an integration between general and sectoral objectives that take into account the social, economic and environmental impacts of sustainability. The morphology of the Cilento territory is very complex: rivers,

mountains, hills, gorges and promontories delineate its shape. The Cilento is marked to the north by the Sele river, to the south by the Gulf of Policastro, to the west by the Tyrrhenian Sea and to the east by the Vallo di Diano, and the urban areas are arranged in a ring or semi-circle around the valleys and mountains. In this context, the concept of sustainable mobility to be implemented in an area, which, as we have already mentioned, is morphologically problematic to interconnect, assumes significant importance. The transformation process is inevitable and necessary to cope both with the increase in demand for tourist and commercial transport purposes, and to meet EU requirements on the level of emissions and the achievement of environmental, economic and social objectives. Let's start by saying that in Campania there are five approved SUMPs (Sustainability Urban Mobility Plans): Naples, Salerno, Battipaglia, Gargano and Benevento, but the plans being drafted as of 2014 also include the municipality of Sapri, flagship of the Cilento area in urban planning for sustainable mobility. The Sustainable Urban Mobility Plan (PUMS) of the Cilento municipality was created to meet the mobility needs of users (citizens and tourists) in order to improve the qualitỳ of life in the city in the medium to long term, with periodic intermediate reviews. Among the numerous interventions in the area are the resources for the creation of one of the largest bike sharing parks in Italy in the Cilento, Vallo di Diano and Alburni National Park. The tendering procedure envisages the construction of 36 stations and the necessary infrastructure for the completion of the 'Parks for the Climate' programme desired by the Ministry of the Environment and Energy Transition, with its two directorates Climate and Energy and Nature Protection. About 85 million euro have been made available for all Italian parks, for environmental preservation works; of these, € 2,160,901.40 are earmarked for 36 Cilento municipalities, broken down as follows: € 1,175,650.24 for infrastructure works; € 23. 919.77 are earmarked for safety charges; € 185,655.60 for technical, coordination and safety expenses; € 371,480.00 for the purchase of 148 pedal-assisted Mountain Bikes with hooking and recharging bracket; € 595,580.42 at the contracting station's disposal, the remainder is for VAT. The hope is to ensure environmental protection and at the same time improve the accessibility of tourist flows to historic villages and intermediate areas.

The E-Alburni project involves seven municipalities in the inland area of Cilento: Municipality of Bellosguardo (lead partner), Municipality of Sant'Angelo a Fasanella, Municipality of Castelcivita, Municipality of Corleto Monforte, Municipality of Felitto, Municipality of Ottati and Municipality of Roccadaspide. It allows for the establishment of a network of services guaranteeing accessibility to the tourist sector through eco-sustainable transport between the municipalities involved in the project and aims to create value for the rural, natural, artistic and cultural heritage of the area. The amount allocated by the Ministry of Infrastructures and Sustainable Mobility is EUR 1,482,237.63, which is established within the CAP in the section accessibility tourism. The project provides for:

1. the purchase of electric microbuses
2. the purchase of electric bicycles with pedal assistance for the provision of a bike-sharing service
3. the purchase of electric scooters for the disabled,
4. services for tourist transport in the project area
5. the purchase of electric shuttles with charging stations
6. the installation of bicycle storage racks.