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GIORNALE EROICA



"Cuore Eroico"

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THE EROICA MODEL, OPPORTUNITIES AND RESPONSIBILITIES

THE BICYCLE: PROTAGONIST OF THE ITALIAN NATIONAL RECOVERY AND RESILIENCE PLAN

NOT BY CHANCE, THE BICYCLE IS A PROTAGONIST OF THE NATIONAL RECOVERY AND RESILIENCE PLAN (PNRR) THAT HAS DESTINED 32 BILLION EURO TO SUSTAINABLE MOBILITY. THESE RESOURCES ARE IN ADDITION TO THE 67 BILLION TO COVER THE GREEN REVOLUTION, AN IMPORTANT GOAL TO ACHIEVE. THE BICYCLE SECTOR IS IN GREAT SHAPE IN ITALY, STIMULATED BY CONSTANTLY RISING SALES: 1.7 MILLION BICYCLES WERE SOLD IN 2019 AND OVER 2 MILLION IN 2020 THANKS, ESPECIALLY, TO THE BIKE BONUS SCHEME. AN INCREASING NUMBER OF ITALIANS ARE THEREFORE USING THE BIKE AS THEIR DAILY MEANS OF TRANSPORT BUT WHO KNOWS HOW MANY MORE WOULD DO SO IF THE INFRASTRUCTURES WERE SUITABLE, PARTICULARLY WITH REGARD TO THE SAFETY OF CYCLISTS.

MUNICIPALITIES, PROVINCES AND REGIONS ARE ADAPTING ROADS, PATHS AND PARKING SPACES. MANY PRIVATE BUSINESSES ARE RACING TO MEET THE STRONG DEMAND FOR CYCLING TOURISM, BY REWORKING THEIR PROPOSALS. IT REALLY SEEMS AS IF CHANGE HAS BEGUN.

THE THERMOMETER OF THIS URBAN AND SUBURBAN REGENERATION ARE THE SPORTING EVENTS, EXHIBITIONS AND FAIRS THAT ARE POPPING UP ALL OVER. THEY ARE THE SOUND BOX OF THE NEW SENSITIVITY TOWARDS THE ENVIRONMENT.

HOWEVER, IT IS NOT THE SAME IN ALL COUNTRIES; INVESTMENTS OF BILLIONS AND LONG EXECUTION TIMES ARE SLOWING THE ECOLOGICAL TRANSITION IN SOME OF THE MORE INDUSTRIALISED AREAS. BUT QUALITY OF LIFE, WHICH IS INEXTRICABLY LINKED WITH THE LENGTH OF LIFE ITSELF IS A CONCEPT THAT IS PUTTING SUSTAINABLE MOBILITY AT THE CENTRE OF THE POLITICAL AGENDA, AN AGENDA THAT IS INCREASINGLY DESTINED TO TAKE ON THE FORM OF THE BICYCLE.

LIVIO IACOVELLA



THE HEALTH OF OUR PLANET IS GREATLY INFLUENCED BY HUMAN ACTIVITY. OUR CRITICAL RESOURCES ARE BECOMING SCARCE, OUR ECOSYSTEMS EVER MORE DEGRADED, POLLUTION IS INCREASING AND OUR WASTE IS INCREASINGLY DIFFICULT TO ABSORB.

THE GROWTH OF THE POPULATION IS FEARED AS IT WILL FURTHER INFLUENCE THE STRUCTURE AND FUNCTIONING OF THE EARTH IN MANY WAYS, THROUGH THE CONCENTRATIONS OF CARBON DIOXIDE (CO₂), NITROUS OXIDE (N₂O) AND METHANE (CH₄) IN THE ATMOSPHERE, THROUGH OVER-FISHING, DEFORESTATION AND THE LOSS OF VARIOUS SPECIES. TOURISM IS DIRECTLY AND INDIRECTLY INVOLVED IN THESE AND OTHER PROCESSES, IN HOW WATER IS USED GLOBALLY OR HOW LAND IS CONVERTED FOR INFRASTRUCTURE. FOR THIS AND MANY OTHER REASONS, THE BICYCLE SHOULD ALWAYS SEEK TO BE A GOOD EXAMPLE, A "LIGHTHOUSE" WITH REGARD TO THE SUSTAINABILITY OF SPORTING EVENTS THAT HAVE A STRONG TOURIST IMPACT WITH THE ABILITY TO CATALYSE THE DEVELOPMENT OF AN AREA, FIRST AND FOREMOST BECAUSE THE BICYCLE DOES NOT EMIT NOXIOUS SUBSTANCES. THIS COULD REPRESENT GOAL 13 OF THE 2030 AGENDA (TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE).

THEN, WE HAVE THE SEARCH FOR AUTHENTICITY, THE PLEASURE OF A FRIENDLY WELCOME, GARNISHED WITH GENUINE, LOCAL, SEASONAL FOOD THAT IS ABUNDANT AND TRADITIONAL – THESE FACTORS ARE THE BASIS OF THE GASTRONOMY THAT IS ONE OF THE MERITS OF HEROIC CYCLING. (GOAL 12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS). WE CANNOT LIST THEM ALL HERE BUT EROICA CLASSIC AND NOVA EROICA ARE CERTAINLY COMMITTED TO REACHING ELEMENTS OF ELEVEN OUT OF THE SEVENTEEN UN SUSTAINABLE DEVELOPMENT GOALS, ON WHICH THE BICYCLE HAS A POSITIVE IMPACT. AND, IT IS IMPORTANT TO REMEMBER THAT THESE IMPACTS ARE NOT ONLY ECOLOGICAL BUT ALSO SOCIAL AND ECONOMIC. A PLEASURE AND A DUTY FOR THE MOVEMENT CREATED BY GIANCARLO BROCCI.

WE MUST NOT FORGET THE WORDS OF THE FIRST FEMALE PRIME MINISTER OF NORWAY, GRO HARLEM BRUNDLAND: "SUSTAINABLE DEVELOPMENT IS DEVELOPMENT THAT MEETS THE NEEDS OF THE PRESENT WITHOUT COMPROMISING THE ABILITY OF FUTURE GENERATIONS TO MEET THEIR OWN NEEDS".

ALEX D'AGOSTA