

LIFE OPTIMUS

“Optimised Pavements Towards Innovative Mitigation of Urban noiSe”

LIFE-2024-OPTIMUS-101214690

Deliverable	D35 “Project web pages and social media”
WP/Task	D8.8

Document status

First emission	<i>First version of the report shared with partners</i>	<i>Date 5th November 2025</i>
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Deliverable responsible

Consortium Member	VIENROSE
Contact person	Raffaella Bellomini
Personnel contribution	Chiara Bartalucci, Lucia Busa, Sara Delle Macchie, Sergio Luzzi, Gianfrancesco Colucci, Andrea Guido Falchi

Web pages

As reported in D8.2 “Dissemination Plan”, all partners have created web pages dedicated to the project, linked to their own institutional/corporate websites. The web pages are available and contain the main information about the project. The web pages will be constantly update during the project with news, project results and progress. From the web pages linked to the VIENROSE website, the stakeholders' focus group will be managed.

Below are links to the web pages and extracts from them:

VIE EN.RO.SE. INGEGNERIA: <https://www.vienrose.it/life-optimus/>

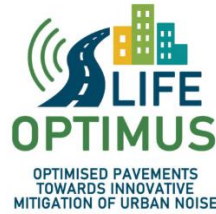
National Research Council – CNR: <https://www.ipcf.cnr.it/it/life-optimus-optimised-pavements-towards-innovative-mitigation-of-urban-noise/>; <https://www.ipcf.cnr.it/life-optimus-optimised-pavements-towards-innovative-mitigation-of-urban-noise/>

iPOOL srl: <https://www.ipoolsrl.com/bandi-e-progetti>

University of Rome “La Sapienza”: [LIFE OPTIMUS – Optimised Pavements Towards Innovative Mitigation of Urban noiSe | Department of Civil, Building and Environmental Engineering](#); [LIFE OPTIMUS – Optimised Pavements Towards Innovative Mitigation of Urban noiSe | Dipartimento Ingegneria civile, edile e ambientale](#)

MUNICIPALITY OF FIRENZE: <https://ambiente.comune.fi.it/pagina/sostenibilita-ambientale/life-optimus>

MUNICIPALITY OF FORLÌ: [LIFE OPTIMUS – Optimised Pavements Towards Innovative Mitigation of Urban noiSe - Comune di Forlì](#)



LIFE OPTIMUS - Optimised Pavements Towards Innovative Mitigation of Urban noiSe

Road traffic is the dominant source of environmental noise and at least 20% of the EU population lives in areas where prolonged exposure to road traffic noise levels causes health hazards.

In the last years several EU co-funded projects, mainly under the LIFE programme, have developed and tested solutions such as asphalts, barriers, and traffic management strategies. However, in most cases only acoustic performances were monitored and only the projects' implementation, without considering other crucial aspects such as costs, durability, or long-term environmental impact.

LIFE OPTIMUS was developed to overcome these limitations, offering an innovative approach based on **multi-criteria analysis (MCDA)** that allows for a comprehensive assessment of low-noise pavements. In addition to noise, parameters such as surface characteristics, environmental sustainability, costs and durability will be analysed to support the decisions of road managers in different urban contexts.

Figure 1: LIFE OPTIMUS web page VIENROSE



The screenshot shows the CNR website header with logos for Consiglio Nazionale delle Ricerche (25th anniversary), IPCF, and CNR DSCTM. The main content area features the LIFE OPTIMUS logo and a detailed project description:

- Duration:** 01 June 2025 – 31 May 2029 (4 years)
- Funding Institution:** European Commission– LIFE24-ENV-IT-LIFE OPTIMUS
- Principal Investigator:** Vie en.ro.se. Ingegneria SRL
- Contact person in IPCF:** E. Ascari
- Other research units:** Comune di Firenze, IPOOL SRL, Comune di Forlì, Università degli Studi di Roma La Sapienza, Provincia autonoma di Bolzano
- Website:** LIFE24-ENV-IT-LIFE OPTIMUS
- Other links:** LinkedIn page, Facebook page

At the bottom, the ERC Sectors are listed: PE6_12 Scientific computing, simulation and modelling tools; PE8_3 Civil engineering, architecture, offshore construction, lightweight construction, nanotechnics; PFR_11 Environmental engineering, e.g. sustainable design, waste and water treatment, recycling.

Figure 2: LIFE OPTIMUS web page CNR



LIFE OPTIMUS - Optimised Pavements Towards Innovative Mitigation of Urban noiSe



Road traffic is the dominant source of environmental noise and at least 20% of the EU population lives in areas where prolonged exposure to road traffic noise levels causes health hazards. In the last years several EU co-funded projects, mainly under the LIFE programme, have developed and tested solutions such as asphalts, barriers, and traffic management strategies. However, in most cases only acoustic performances were monitored and only the projects' implementation, without considering other crucial aspects such as costs, durability, or long-term environmental impact. LIFE OPTIMUS was developed to overcome these limitations, offering an innovative approach based on multi-criteria analysis (MCDA) that allows for a comprehensive assessment of low-noise pavements. In addition to noise, parameters such as surface characteristics, environmental sustainability, costs and durability will be analysed to support the decisions of road managers in different urban contexts. The experimental surfaces will also be integrated into the European CNOSSOS-EU model to estimate their long-term acoustic effects. The project will also develop new correction coefficients for sound-absorbing pavements, which are essential for estimating the effectiveness of

Figure 3: LIFE OPTIMUS web page iPOOL



Department of Civil, Building and Environmental Engineering

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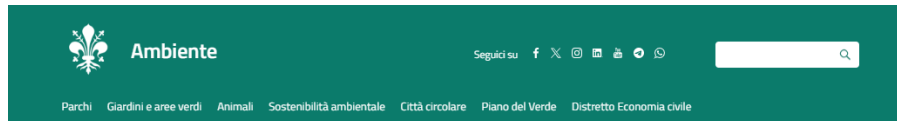
LIFE OPTIMUS – Optimised Pavements Towards Innovative Mitigation of Urban noiSe



Duration: 01 June 2025- 31 May 2029 (4 years)
Funding: European Commission- LIFE24-ENV-IT-LIFE OPTIMUS
GRANT AGREEMENT: Project 101214690 — LIFE24-ENV-IT-LIFE OPTIMUS
Coordinator: VIE EN.RO.SE. INGEGNERIA SRL
Partners: CONSIGLIO NAZIONALE DELLE RICERCHE (CNR), COMUNE DI FIRENZE, IPOOL SRL, COMUNE DI FORLI, UNIVERSITÀ DEGLI STUDI DI ROMA LA SAPIENZA, PROVINCIA DI BOLZANO (Partner Associato)
Description: Transport infrastructures are the most significant noise sources in both urban and non-urban areas.

- Thematic Areas
- Research groups
- Research Projects
- Publications
- Research centers

Figure 4: LIFE OPTIMUS web page LA SAPIENZA



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LIFE OPTIMUS

LIFE OPTIMUS - Optimised Pavements Towards Innovative Mitigation of Urban noiSe

Il traffico stradale è la principale fonte di inquinamento acustico nelle città europee. Oltre il 20% della popolazione dell'UE vive in aree dove l'esposizione prolungata al rumore del traffico rappresenta un rischio per la salute.

Negli ultimi anni, diversi progetti cofinanziati dall'UE – in particolare attraverso il Programma LIFE – hanno sviluppato e testato soluzioni come asfalti fonoassorbenti, barriere acustiche e strategie di gestione del traffico. Tuttavia, queste soluzioni sono spesso valutate solo dal punto di vista acustico e solo durante il periodo di attuazione del progetto, senza considerare altri aspetti fondamentali come i costi, la durabilità o l'impatto ambientale nel lungo periodo.

LIFE OPTIMUS nasce per superare questi limiti, proponendo un approccio innovativo basato su un'analisi multicriterio (MCDA) che permette di valutare le pavimentazioni a bassa emissione sonora in modo completo. Oltre al rumore, saranno analizzati parametri come le caratteristiche superficiali, la sostenibilità ambientale, i costi e la durata nel tempo, per supportare le decisioni dei gestori stradali in diversi contesti urbani.

Menu sezione

Sostenibilità ambientale

Ufficio Sostenibilità (ex Sportello EcoEquo)

Patto dei Sindaci

Qualità dell'aria

Piano acustico

Campi elettromagnetici

Buone Pratiche di risparmio energetico

Buone pratiche di risparmio idrico

LIFE ESCAPOS

LIFE OPTIMUS

Valutazione di impatto ambientale (V.I.A.)

Figure 5: LIFE OPTIMUS web page MUNICIPALITY OF FIRENZE



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LIFE OPTIMUS – Optimised Pavements Towards Innovative Mitigation of Urban noiSe

LIFE OPTIMUS è un progetto europeo che mira a ridurre l'inquinamento acustico urbano causato dal traffico stradale attraverso lo sviluppo di nuove pavimentazioni fonoassorbenti ottimizzate.

Ultimo aggiornamento: 28 ottobre 2025, 15:48

L'obiettivo è valutare e migliorare le prestazioni delle superfici stradali non solo dal punto di vista acustico, ma anche in termini di durabilità, sostenibilità ambientale e costi.

Il progetto adotta un approccio innovativo basato su un'analisi multicriterio (MCDA) e integra i risultati nel modello europeo CNOSSOS-EU, per stimare gli effetti del rumore nel lungo periodo.

Obiettivi principali:

- Creare un database europeo di dati acustici e tecnici su diverse pavimentazioni.
- Progettare sei nuovi tipi di asfalti fonoassorbenti ottimizzati per diversi contesti di traffico.
- Realizzare interventi dimostrativi a Firenze, Forlì e sulla MeBo (Bolzano–Merano).
- Aggiornare i modelli europei di previsione acustica con nuovi coefficienti di correzione.
- Coinvolgere i cittadini per valutare la percezione del rumore e i benefici sulla salute.

Figure 6: LIFE OPTIMUS web page MUNICIPALITY OF FORLÌ

Social media

As reported in D8.2 “Dissemination Plan”, the creation of a dedicated Facebook, LinkedIn page in English has been implemented.

The social media channels will remain active and will serve as a dissemination platform providing LIFE OPTIMUS information and publicity material in an electronic format such as the Layman's report, project video, etc. and also useful information and updating about the thematic of interest for the project.

Facebook



LinkedIn

