Affordable, accessible and inclusive mobility

URBAN MOBILITY DAYS

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www.hireach-project.eu
TRANSPORT POVERTY: THE USER PERSPECTIVE

- Rural
- Peri-urban
- Urban peripheral
- Remote
- Deprived
FIELD WORK IN SIX PRIORITIZED AREAS

North and South-East Luxembourg (Luxembourg)

Counties of Esslingen and Göppingen (Germany)

Guarda and Torres Vedras (Portugal)

Buzau (Romania)

Inner Area Southern Salento (Italy)

Naxos and Small Cyclades (Greece)
How inclusive mobility is provided in Europe

- Informal ride-sharing and van pooling
- Community transport services
- Innovative ride-hailing mobility services
- On demand flexible public transport

- Community-based
- Market-based model
- Publicly contracted
EXPLORE AND DEVELOP NEW BUSINESS MODELS

1 Startup Bootcamp
• 23 startups
• 1-week bootcamp
• Ideas and prototypes evaluated based on market-potential

2 Startup Acceleration
• 10 startups
• 3-month programme
• Detail the technical solutions
• Open toolbox for new mobility products

3 Test & Transferability
• 5 inclusive mobility solutions for testing
• Fast track to enter the market
• Transferability of tested solutions

https://hireach-project.eu/content/10-selected-startups
Drivers for the implementation of inclusive mobility solutions

- Strong cross-sectoral commitment
- Well-established and simple organisational schemes
- Voluntary commitment of the initiators
- Support from stakeholders
- IT systems
- Flexible operational model
Barriers for the implementation of inclusive mobility solutions

- Convincing people to use mobility services
- Increasing the usage of the service
- Difficulty to get permanent funding
- Difficulty of coordination in case of many stakeholders
- Instalment of technology
**Some Key Takeaways**

- **Reach out to citizens! Listen to them; actively involve them in R&I**
  - Existing/new mobility solutions: meeting user expectations?
  - Service design principles

- **Develop inclusive and accessible mobility services**
  - Universal Design
  - Identify ‘hidden’ needs
  - Digital divide - technology is a means, not a goal!

- **Changing travel behaviour**
  - Break the habit
  - Skills - Positive/negative experiences - Socialisation
  - Importance of life-changing events

USER-ORIENTED and not a technology push approach
THANK YOU

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