Rural Mobility – an engine for developing strong rural communities

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27% of the EU’s population lives in rural areas

24% of the EU’s rural population is at risk of poverty or social

Rural reality in Europe
Actual situation in European rural areas

- Ageing population
- Two-fold migration effect
- Different road network structure
- Lower income
- Vulnerability to weather conditions
- Diversity and differences between regions
- Geographical conditions (from peri-urban to mountain to insular rural mobility)
- Social aspects
• Sponsored by European Parliament
• Funded by EC – DG MOVE
Understanding rural mobility in Europe

- RURALITY
- GEOGRAPHY
- NATIONAL POLICIES
- INSTITUTIONAL
- REGULATORY
- ORGANIZATIONAL
- FINANCIAL
- PARTICULARITIES
- KEY STAKEHOLDERS
Insight Papers

Analysis of the challenges of mobility in rural areas and the framework in each of the 28 EU countries (plus selected EEA states, North America and Australia)

1. **EU: 28 Countries (+ Scotland)**
2. **Non-EU countries:** Albania, North Macedonia, Moldova
3. **Rest of the world:** Canada, Australia

[Link to Insight Papers](https://ruralsharedmobility.eu/insight-papers-page/)
Good Practices

Comprehensive overview of Good Practices in rural shared mobility from around Europe and beyond

1. Demand Responsive Transport
2. Rail and Bus Public transport Networks
3. Shared Mobility
4. Transport Policy
5. Hybrid cases

https://ruralsharedmobility.eu/good-practices/
Key findings

- A near-total absence of specific policy for mobility in rural areas
- Only few hard obligations to provide rural mobility services
- The organisational arrangements for rural shared mobility are weak
How *European* policies should be improved?

The policy and planning frameworks for rural mobility need to be developed.
What can be done at the national level?

*Rural mobility* to be recognised as a *major policy area*

*Programmes and plans* for improving rural mobility *should be developed*
What can be done at the regional or local level?

Understand the local/regional reality of the rural mobility

Learn and adapt some of the existing good practices to fit local/regional needs
TIME TO ACT FOR RURAL MOBILITY
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SMARTA Project

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ruralsharedmobility.eu/time-to-act-for-rural-mobility-2/
ruralsharedmobility.eu/time-to-act-for-rural-mobility-third-webinar/
SAVE THE DATE
10 - 11.12.2020

RURAL MOBILITY MATTERS
Thank you!

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