How to make inclusive mobility a reality: 8 principles and tools for a fair(er) transport system

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Urban Mobility Days, 1 October 2020
Affordable, accessible and inclusive mobility

www.h2020-inclusion.eu
Audio/tactile information
Sufficient lighting and security
Affordable ticketing options

Source: Interaction Institute for Social Change | Artist: Angus Maguire
8 principles for a fair(er) transport system

- **EMPOWERING**
- **EMPATHETIC**
- **ACCESSIBLE**
- **AFFORDABLE**
- **GENDER EQUITABLE**
- **SAFE**
- **CONVENIENT**
- **EFFICIENT**

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INCLUSION Pilot Labs

Vulnerable users addressed:
- Elderly
- Students/youth
- Women
- Children
- Physically disabled
- Sensorially disabled
- Cognitively impaired
- Migrants
- People in rural/remote areas
- People without a driver’s license
- Job seekers
- People with a low income
Recommendations: understanding & responding to users' needs

- Identify the role and limitations of digital solutions
- Maintain the “human touch”
- Start with the users
- Recognise compounded needs
- Build and maintain trust
- Seek active support from various departments within the public sector, as well as from community organisations and investors
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