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Towards more accessible and inclusive mobility solutions for European prioritised areas

AN OVERVIEW OF INCLUSION PILOT LABS

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MemEx Srl – Pilot Labs coordinator

INCLUSION open event | 18 June 2019 | De Oosterpoort, Groningen NL

#TransportForAll
#SUMP2019

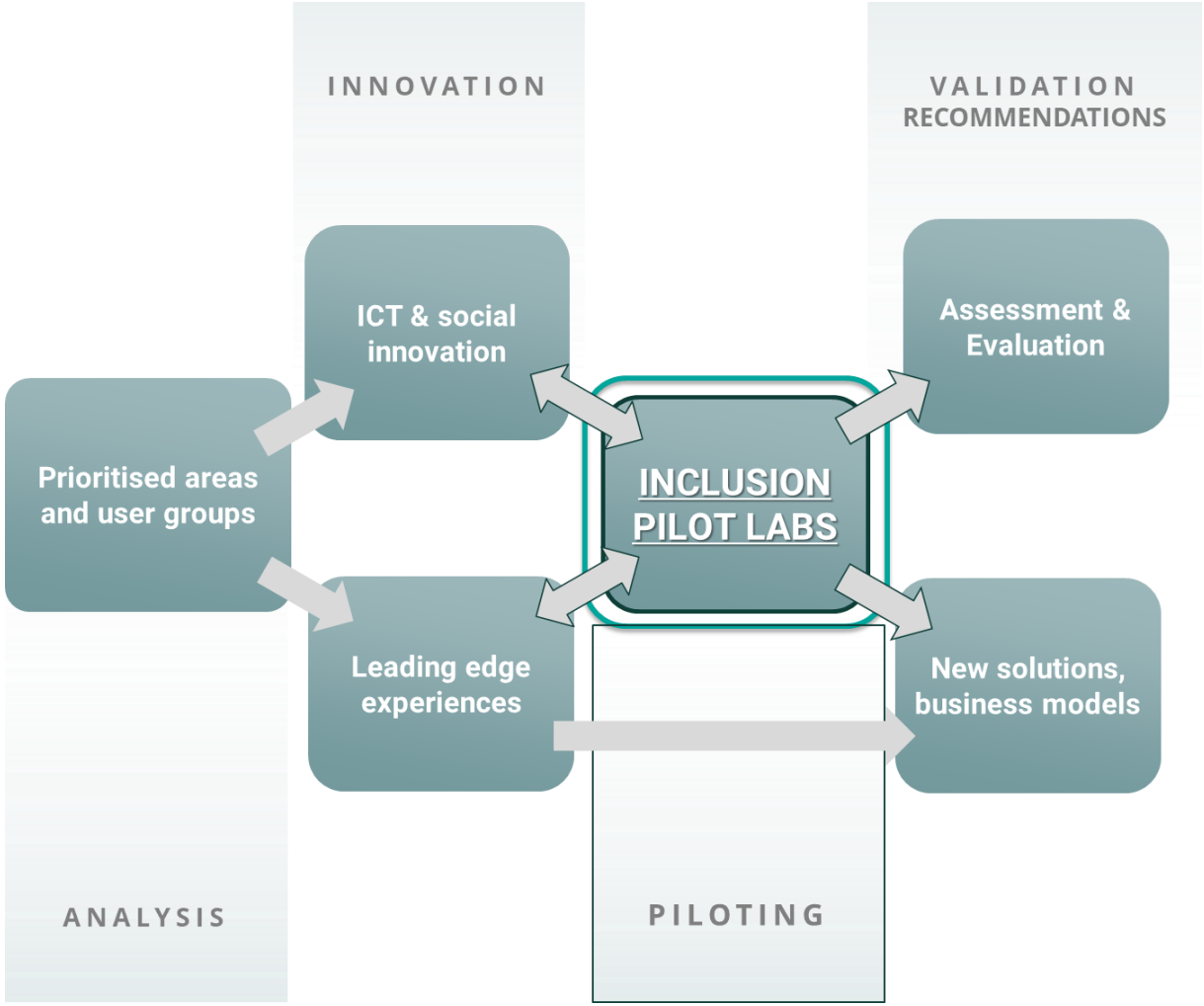
Eltis

6th European Conference on Sustainable Urban Mobility Plans
17-18 June 2019, Groningen

European Platform on Sustainable Urban Mobility Plans

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 770115

Introduction – the aim of the INCLUSION Pilot Labs



- Provide the **opportunity** to examine the **effectiveness**, **efficiency**, **impacts** and **future prospects** for something **new** , **improved** or **extended**
- **Validate** some relevant innovative **solutions/tools** to improve the **accessibility** of public transport services for vulnerable target users in prioritized areas
- Provide the **data** for the **assessment** of the real **impacts** of pilot actions and the reliable base for understanding the expected impacts in case of follow up and scale up of the whole solution

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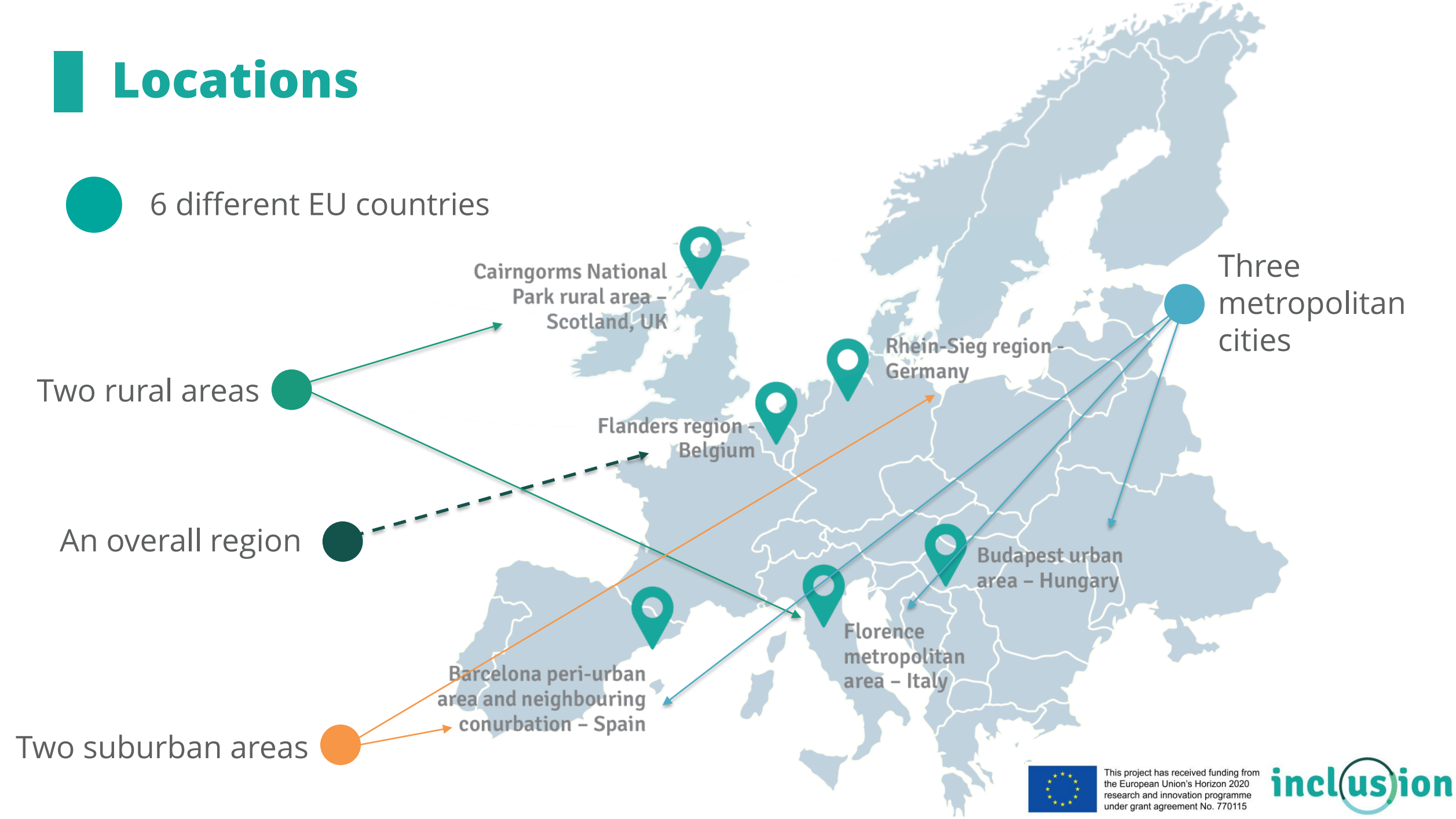
Locations

6 different EU countries

Two rural areas

An overall region

Two suburban areas



Three metropolitan cities

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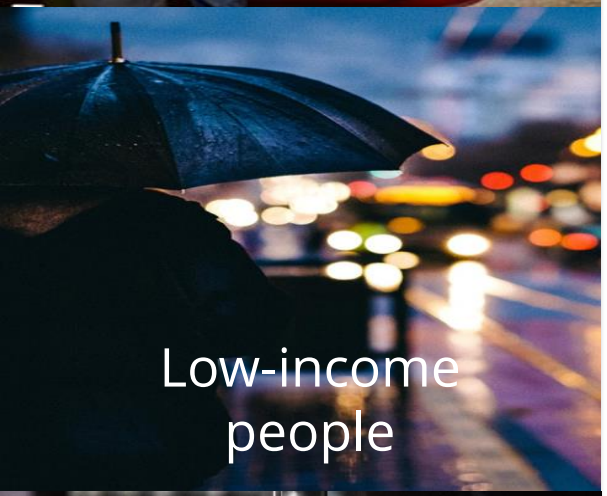
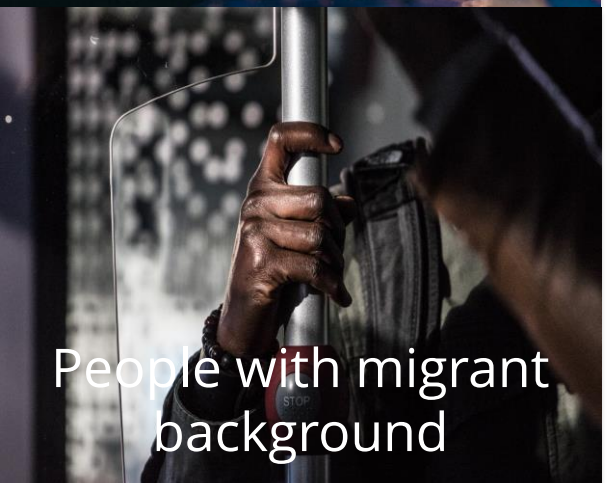
Target user groups





RHINE-SIEG REGION

BUDAPEST

FLANDERS REGION

CAIRNGORM NATIONAL PARK

BARCELONA METROPOLITAN REGION

FLORENCE METROPOLITAN AREA

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Methodology

Pre-feasibility

Identification of ***prioritised areas*** *and* ***vulnerable*** *user groups*

Design

Definition of the ***measures*** *and* ***actions*** *to be piloted*

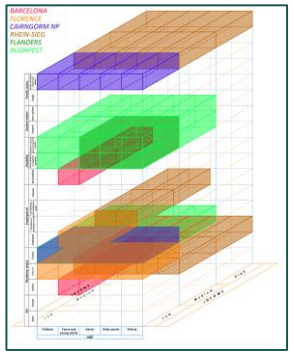
Pilot running

Monitoring*, data collection and* ***evaluation***

2018 | **2019** | **2020**

Winter 2017

Pilot Labs descriptions : I° and II° version



Spring 2019

D4.1 Pilot Labs coordination handbook

Definition of the Local Pilot Action Plans

D4.2...D4.7

Summer 2020

Impact evaluation completed

http://www.h2020-inclusion.eu/

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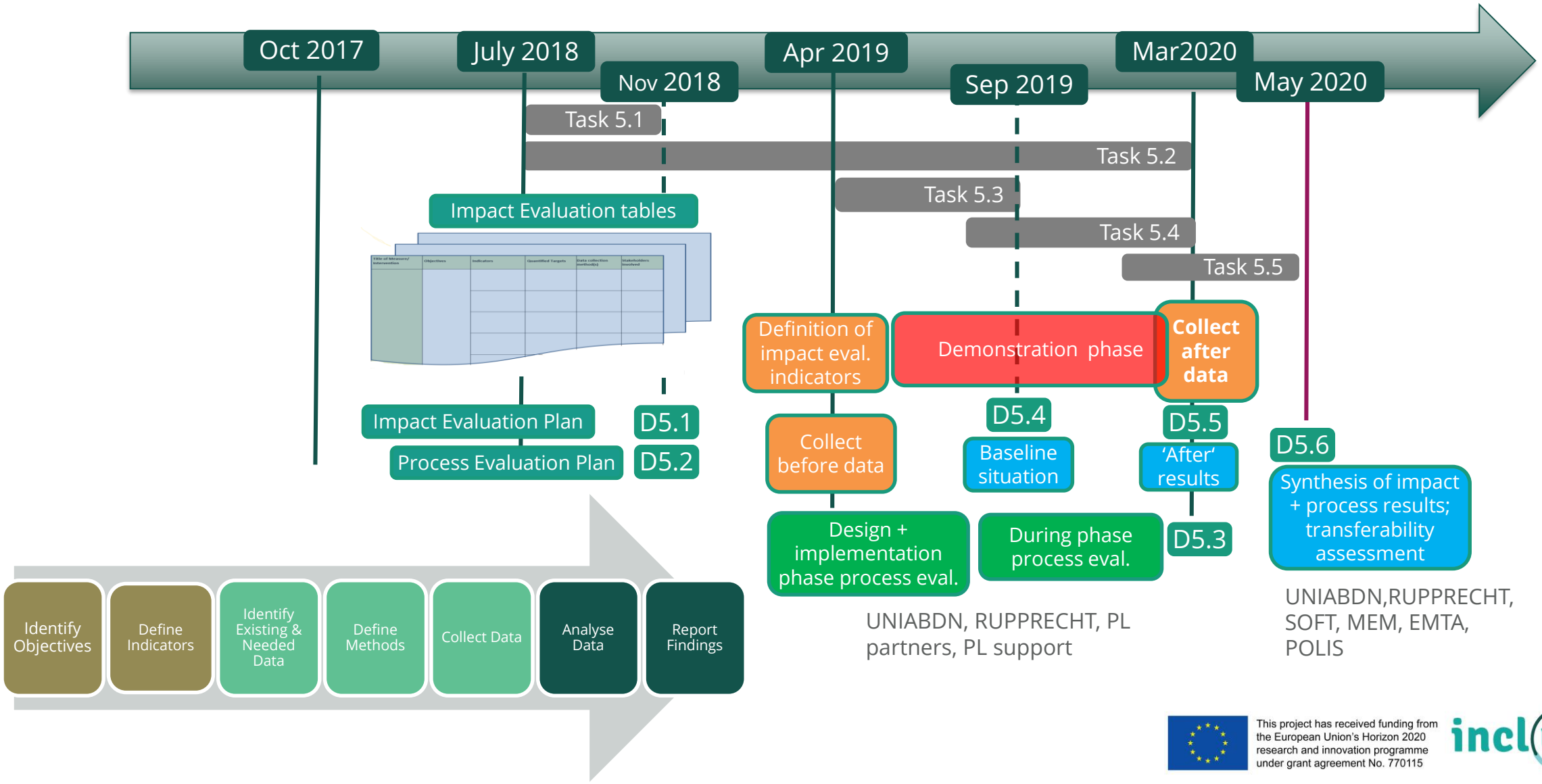
Impact assessment and process evaluation



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Pilot Labs overview (1)

Cairngorms National Park
Speyside Gateway

Integrate **bike hiring** schemes, **lift sharing** schemes and/or **car clubs** with **public transport**, deliver an **improvement** of **multimodal travel information services**, with experimentation of some Mobility as a Service (**MaaS**) use case scenarios dealing with integration of payment between rail and bus services

E-BIKE / BIKE HIRING

CAR CLUBS & MOBILITY AS A SERVCE (MaaS)

IMPROVEMENT OF MULTI-MODAL TRAVEL INFORMATION

Peripheral and rural area of
Florence Metropolitan City

Improve the **accessibility** of public transport services, and **enhance** the **inclusion** and **integration** of **vulnerable users** such as people with **migrant background** and **rural** population. Two Pilot Areas: north-west suburban municipality of **Campi Bisenzio** and **rural** area of **San Piero a Sieve**

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Pilot Labs overview (2)

Rhine-Sieg region

Hennef im Siegbogen

Newly built district in the municipality of Hennef

The aim of the pilot actions is to ensure that **children** and **young** people have **greater mobility independence** by being able to cover more of their daily trips themselves by **public transport** and/or **bicycle**, and that **adults** will be able to **replace** trips made by **car** with trips made by **public transport** or **bicycle**, in particular also pick-up and drop-off trips.

Flanders Region

Reduce **territorial** accessibility **barriers** for **job seeking migrants** (with low or no income) and less mobile **elderly** people who live in rural and urban areas

Olympus app

MaaS solution for job seekers, where several public transport options are provided in one app

→ provide better access to the labour market by the usage of public transport

Mobitwin app

Target: elderly and people with reduced mobility
→Possibility **of booking trips in real-time**; chance for **volunteer** drivers to plan their own availability via the app

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Pilot Labs overview (3)

Barcelona Metropolitan Region

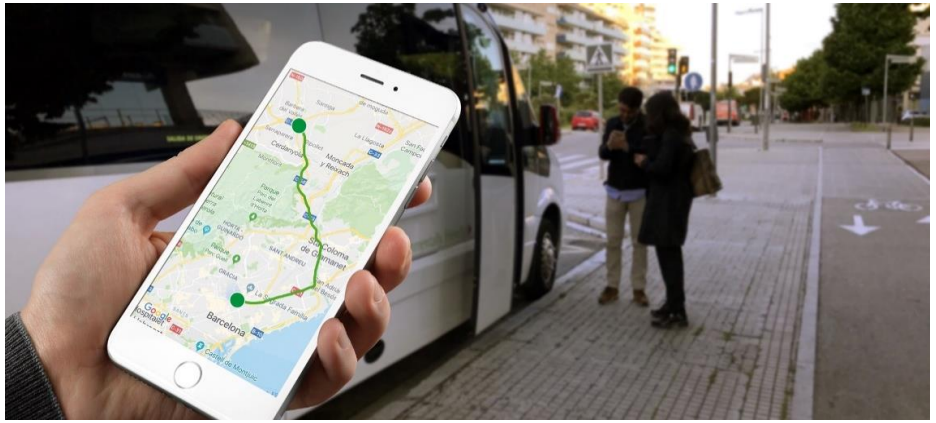
ICT tools

Info mining from Social Network

Identify potential **users' demand** that want to attend to socio-cultural events

Identify potential **geographic areas** to propose the most suitable bus-stops locations

organise **on-demand bus** services and improve transport accessibility in different areas



Budapest Metropolitan City

5 different target groups: blind and visually impaired, disabled, travellers with luggage or baby buggy, tourists, foreigners staying in Budapest long-term

→ Development of a **curriculum** and implementation of a sensitisation **training** of public transport employees

→ **Online public campaign**, where the citizens can report their transportation related problems

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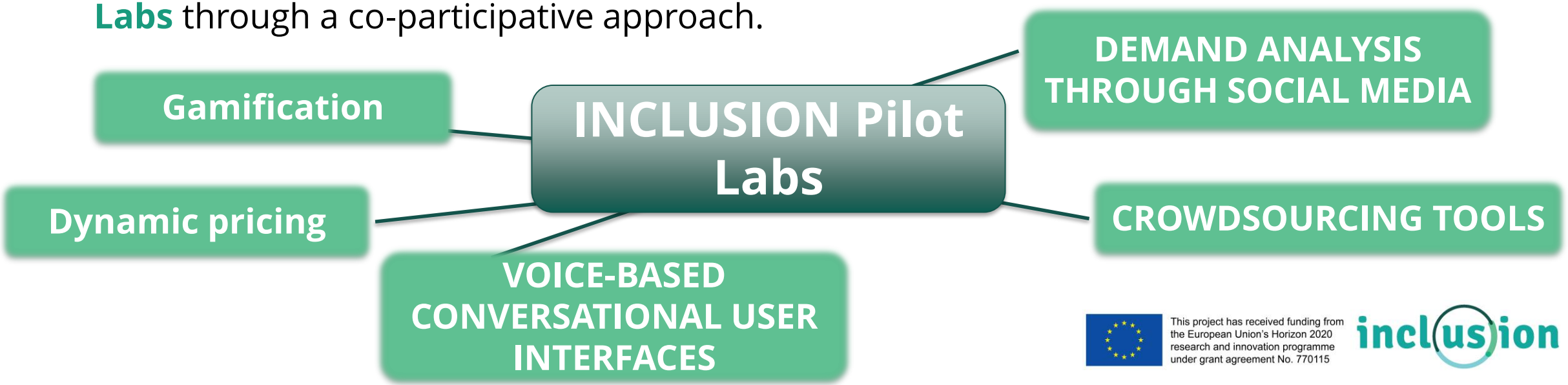
Pushing forward innovations in the Pilot Labs

INCLUSION aims to explore **new ideas** and **concepts** for **innovative mobility solutions** in prioritized areas and analyse how **ICT-enabled social innovation** can help meet the needs and requirements of vulnerable users.

ICT – enabled social innovation

→ Reviewing and analysing **existing experiences**
→ Developing or adapting **new ideas**, and **concepts**
→ **Assessing** and validating these new concepts and innovations in the **INCLUSION Pilot Labs** through a co-participative approach.



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Enjoy the poster session!

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