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Lessons learnt and key messages

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Lessons learnt HiReach

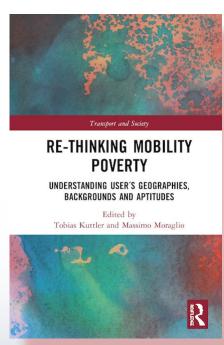
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Shifting the conceptualisation of transport poverty to *mobility poverty* was pivotal for re-calibrating research and policy making

Pillars: underlying conditions of immobility |
 dynamics of high mobility | motility | context related | multiple social disadvantages | links
 with social exclusion | deeper socio-spatial
 analysis | everyday life vs. meaningful life |
 virtual and physical mobility





Lessons learnt (2/4)



Extensive fieldwork activities and micro-analysis revealed all their power and potential

- Pioneering approach combining one-to-one interviews with key stakeholders and two iterations of focus groups activities with communities in 6 very diverse EU regions
- Personas > startups
- More than simply confirming assumptions and understanding user needs, it was fundamental for the design of new solutions and the assessment of their transferability





Lessons learnt (3/4)



Rigid, not-inclusive, not-optimised and inadequate solutions/frameworks are often much more relevant than scarce public funding and market

size/constraints

 A world of untapped solutions and resources were/are already there

 There's a growing demand coming from a changing not-only-urban and healthy Europe







Innovative businesses and prosumers have a role to play in extending the range of options but need support from both public authorities and investors

- Combining research with a startup acceleration programme added a bit of uncertainty but amplified innovation and results
- Design thinking and new business models favoured by full understanding of mobility poverty determinants
- From flexible PT to inclusive carpooling, data integration and assisted navigation



Lessons learnt Inclusion

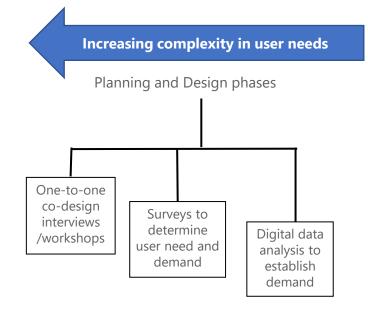
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The most successful solutions are those where extensive demand analysis or user requirements work was undertaken and where co-design formed a key element of the process



MobiTwin app with elderly users and Olympus app with migrants in Flanders

Service changes in Campi Bisenzio with migrants New solutions in Rhein Sieg for families/ teenagers

Service changes in San Piero with rural residents Establishing unmet demand to CanetRock in Barcelona for young persons

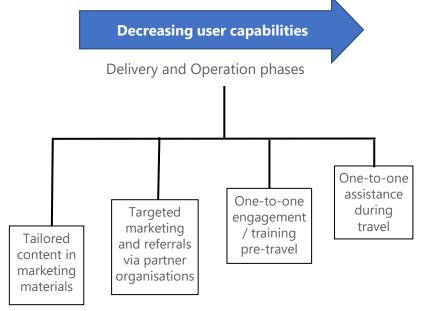






Building partnerships and providing one-to-one support are essential for increasing user awareness, confidence and capability, leading to greater uptake

- Local businesses and community organisations have a key role here.
- Local champions are essential, especially for solutions where extra support and building partnerships in the community are required



Service information in Campi Bisenzio for migrants

Mobility Map in Rhein Sieg for families / teenagers Referrals for ebikes from health providers and employers in CNP

Marketing
Járókelő through
organisations that
represent
vulnerable users
in Budapest

Migrant support organisations provide oneto-one support on use of Olympus app in Flanders. Empower staff to provide assistance through staff awareness training in Budapest





ICT solutions can play an important role if the needs and skills of vulnerable people are fully comprehended

- Involve vulnerable users in co-designing the tools from the start.
- ICT should be there to streamline and supplement the human touch.
- The human element of delivering mobility solutions is especially important for socially isolated vulnerable user groups.







The public sector has a role to play through financing, monitoring, assuring quality and safety

- Public-Private Partnerships (or Public-Community Partnerships) often provide the best means of delivering solutions.
- The public sector funding provides the leverage to ensure vulnerable user needs are properly catered for.
- These partnerships also add value by increasing promotion and engagement within the local community.



Key messages HiReach

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Key messages



Support social innovation

Secure and combine funding streams

Develop a clear vision across sectors

 Extend the power and scope of mobility organising authorities

Support entrepreneurs to reduce investment risks

Develop an integrated social pricing system

Policy Makers and

Public Authorities

Foster Open data policies

Understand mobility needs and potential supply

Enlarge and integrate different inclusive mobility options



Key messages



Pursue combined transport solutions

 Focus in areas with a strong and public agenda for inclusive transport

Compete or collaborate for innovative inclusive mobility services

Not consider
 transport poverty a
 market niche



Look for additional funding and revenue streams

Adopt country managers

Make use of open data

Key

Key messages



Invest in digital technologies and supporting infrastructures

Collaborate with other organisations and innovative entrepreneurs

Change behaviour, invest in promotion and try out

Users and

Communities

Define the problems and needs

Reclaim proper inclusive mobility policies and schemes

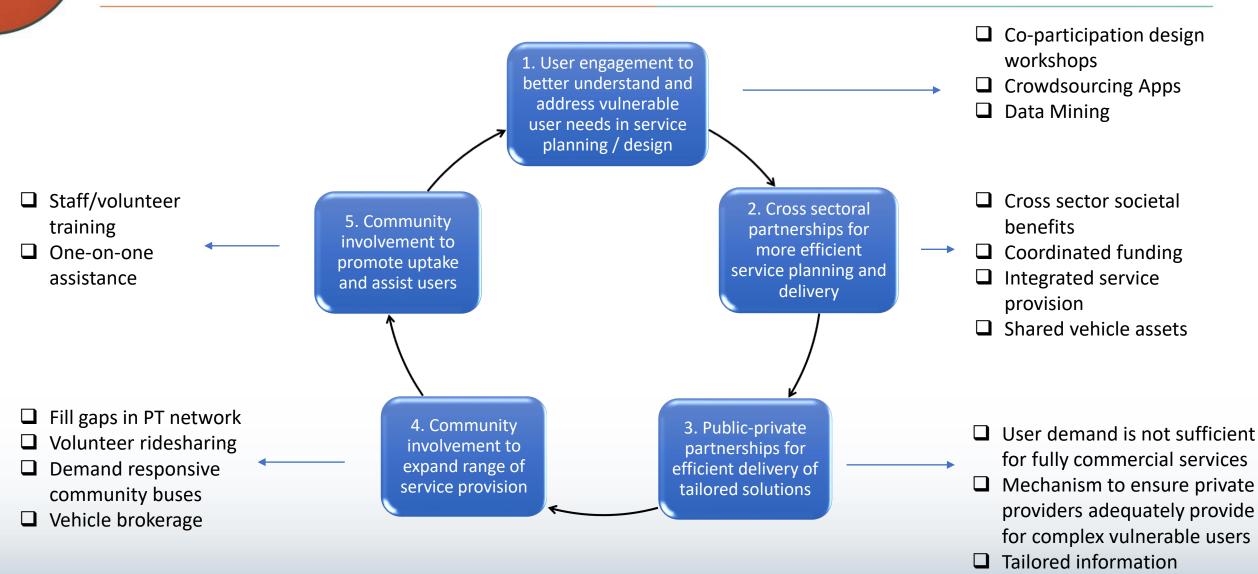
Find the right balance in public-community partnerships

Key messages Inclusion

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Key messages





User involvement / engagement is essential + Partnership working is crucial

Increasing role for private sector

Increasing role of public sector

HiReach generally adopts a more market led approach fostering solutions initiated by private sector providers / entrepreneurs

Public-privatecommunity partnership solutions

INCLUSION, while recognising private sector opportunities, generally explores solutions with a more interventionist approach involving a stronger role for the public sector

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Thank you





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